

bloomon



Sustainability Report 2025

From our CEO Aron

Since day one, bloomon has been turning the traditional flower industry on its head. We want to change the flower industry for the better and so we continue to make strides in our sustainability journey. That is why we are committed to offering flowers that are not only good for people, but also better for the environment. Therefore, we ensure good working conditions, support local communities and try to reduce our impact on the environment. In this sustainability report, published in September 2025, we show you our progress from 2024 and the first half of 2025. This is where we currently stand and what goals we still have.

With this report, we want to stay true to our promise to be crystal clear about our progress and challenge ourselves to do even better. Read on and if you have any feedback or questions, please do not hesitate to get in touch.

Aron Gelbard

CEO bloomon, part of Bloom & Wild Group

Our goals

1. Reduce, offset and eventually completely remove our CO2 impact in line with the Paris climate agreement.
2. Work with responsible growers, sustainable suppliers, experts and NGOs, to commit to structural environmental and social change in the sector.
3. Improve the lives of our people and communities.
4. Reduce waste with short supply chains, recyclable packaging and detailed forecasting.



Since our 2023 Sustainability Report



106,5 POINTS

We achieved our first B Corp™ certification in 2024, with a score we're proud of.

Fairtrade

We introduced a range of 100% Fairtrade-certified bouquets, which enable us to support farmers with a premium that improves their standard of living.

WWF Water Risk Filter

Since last year, we use the WWF Water Risk Tool to further investigate risks related to water use and to help with prevention.

Kenyan young professionals

To build bridges between our suppliers and our own team, we organise masterclasses where our employees train young professionals from our Kenyan partners.

-7% PER YEAR

We are on track to halve our footprint per delivery by 2030 compared to our 2020 baseline. In order to achieve this we have committed to reduce the carbon footprint of our products by 7% each year.

BioNederland

Since 2024, we have been a proud member of BioNederland, a Dutch association committed to a sustainable, transparent and fair supply chain.

82% FSI

Four out of five stems used in our bouquets are now certified in line with FSI standards. More information about FSI can be found on page 13.

Reusing flower buckets

To further reduce waste, we collect the small buckets we deliver our flowers in, back from our subscribers.

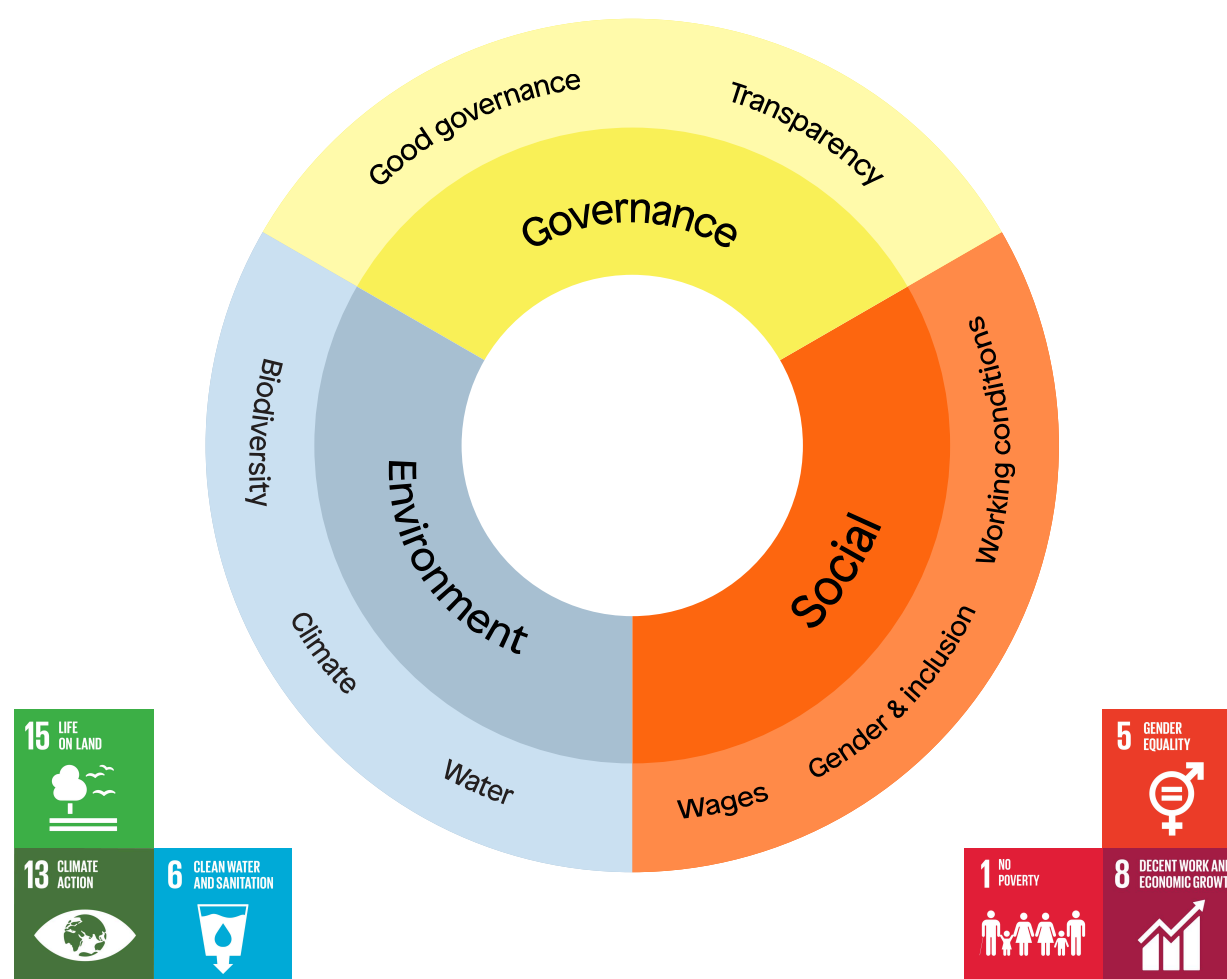
Sustainability



United Nations
Global Compact



OECD



Framework



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From field to vase

Our flowers' journey



Together with our growers, we source the most beautiful and most durable flowers of the season, which we then purchase directly from them.



Our floral designers create the most beautiful designs for our bouquets and optimise these for quality, beauty, but also the CO2 emissions per bouquet.



The flowers travel by lorry, ship or plane directly from the grower to our fulfilment centre.



The bouquets are then packed by hand in recycled material. They are then transported by lorry to the region and delivered to homes by electric van or, preferably, by electric bicycle.

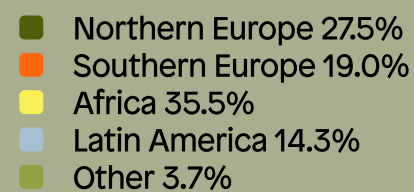


Thanks to our short supply chain, your flowers are extra fresh and last longer.

Local isn't always better

The seasons, the weather and transport play a major role in a flower's carbon footprint. Local flowers are therefore not always the most sustainable choice. These are the choices we are faced with.

WINTER



SUMMER



1. Grown outdoors in the Netherlands

We prefer to choose flowers that grow naturally outdoors in the Netherlands. In addition, during the summer we offer 100% organic bouquets, grown naturally on Dutch soil.

2. Grown outdoors in Southern Europe

When it gets colder here, it is still warm enough in Southern Europe to grow flowers outdoors. During our colder months, we therefore source some of our flowers from countries such as France, Spain and Italy.

3. Grown outdoors in Africa and South America

Some flowers cannot be grown outdoors in Europe, especially in autumn and winter. That is why we have to purchase them from warmer countries.

This may not seem sustainable, but studies show that even with air freight, the total carbon footprint of growing flowers in Kenya is four to six* times smaller than growing flowers in heated greenhouses in Europe. Surprising, right?

In addition, the successful transport of flowers by sea freight is increasing, reducing emissions from flower transport by approximately 90%.** This, combined with the fact that the sector provides livelihoods for millions of people on these continents, means that we see it as a viable option for purchasing flowers.

4. Grown in heated greenhouses

We prefer not to purchase flowers with a high carbon footprint, but some flowers only grow well in heated greenhouses. In these cases, we try to purchase from growers who use innovative technologies and heat their greenhouses with green energy sources.

*Source: M. Alig, R. Frischknecht, Life Cycle Assessment of Cut Rose Production in the Netherlands and Kenya, Fair Life Cycle Thinking, 2019.

**Source: FCD0, Business Partnerships as a Force for Good Learning Series, September 2021

Across the sea

Some of our flowers travel from South America or Africa by sea freight to our fulfilment centre in Amstelveen. We are working hard to transport more and more of our flowers by sea freight, as this can reduce CO2 emissions by up to 90%. This means that the emissions from our bouquets could be reduced even further.

Curious about the journey of flowers by sea and their impact?

1. Harvested later

You would think that with such a journey ahead of them, they would need to be harvested early, but flowers for sea freight are actually harvested slightly later than usual, so that they open in the vase at exactly the right time. And because the flowers are packed and unpacked less often, the quality is often even better when transported by sea freight.

2. Cold and vacuum

The flowers are then vacuum-packed in cold conditions to prevent them from blooming at sea. A special machine is used to reduce their temperature to approximately 0.5°C.

3. The journey begins

Then: into the container. The journey now truly begins. From Colombia, for example, sea freight travels across the Atlantic Ocean, and from Kenya, the ship travels through the Mediterranean Sea, among other places.

4. That makes all the difference

This is because a flower transported by sea freight has a carbon footprint that is up to 90% lower than one transported by air freight (by plane). The carbon footprint can even be 95% lower than that of a flower grown in a heated greenhouse using natural gas.



Our team visiting a supplier in Kenya who prepares the flowers for their sea voyage.

Corporate social responsibility

bloomon is a B Corp™



As a B Corp™, we are part of a global movement of companies committed to a better future. We combine business success with a positive impact on the planet, people and society. We have now officially incorporated this into our company statutes.

106.5

POINTS

Becoming a B Corp™ is not easy. The entire business operation is assessed in terms of environmental performance, social policy, customer service and good governance. Only companies that score 80 points or higher are allowed to use the B Corp™ certification. We are proud to have achieved such a high score.

What is a B Corp™?

Certified

Our B Corp™ certification demonstrates that we operate according to high standards for the environment, society and transparency. For us, this is not an end goal, but a promise to continue improving for the world from this point forward.

Benefit for all

We want to do more than just make a profit. We are striving for a healthier planet and fair opportunities for the people who grow our flowers.

Stronger together

As a B Corp™, we are part of a network of companies that inspire each other to do business in a sustainable and socially responsible way. Together, we learn and grow so that we can make an even bigger impact.



“By being an active member of the B Corp community, bloomon sends a clear message to the rest of the industry: it is of great importance to work together for businesses to be a Force for Good, so the sector continuously expands and improves its impact to achieve vital environmental and social goals.”

Tessa van Soest
Executive Director B Lab Benelux

Corporate social responsibility

Our goal? To be a leader in our industry when it comes to sustainability. Sustainability is integrated into everything we do and is based on ethical principles and transparent processes. In addition, we also involve many stakeholders (NGOs, academics, customers, suppliers and others) in our strategy and sustainability plans.

Since April 2021, we are part of Bloom & Wild Group. As a group, we combine our strengths to source sustainably and work with our suppliers to pioneer sustainability. Because there is still plenty left to do.

What we do

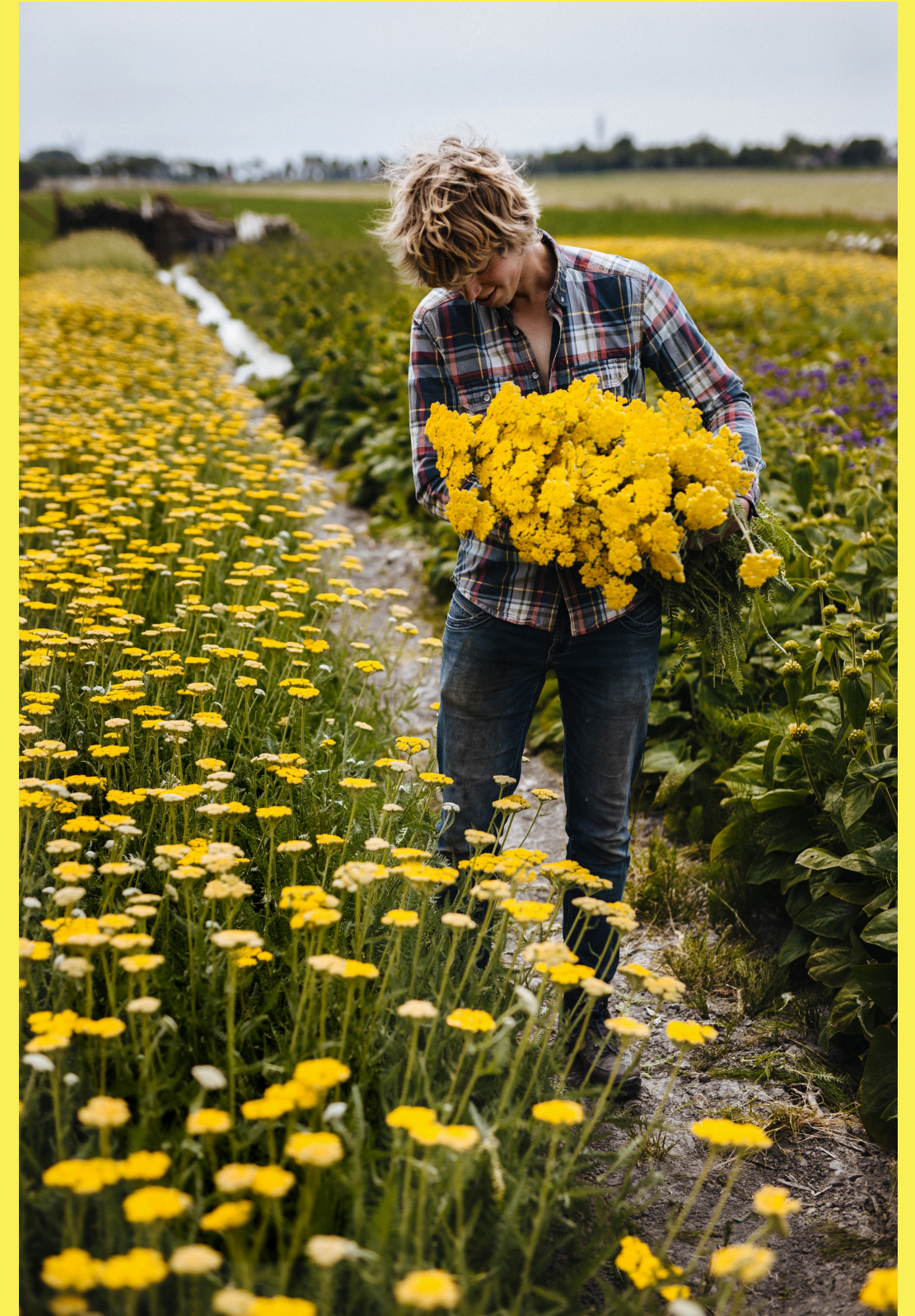
We are a low-waste company
We use detailed forecasts and offers to minimise waste.

We are an active member of the FSI
We have been a member of the Floriculture Sustainability Initiative since 2019. More information about FSI can be found on p. 13.

We have a dedicated sustainability team, 'sustainability champions' and steering groups throughout our company
Because we know that we can only achieve our goals by working together.

We care about society
For example, we have entered into a partnership with Sian, WomenWin and Cifcad to improve the working conditions and living standards of our suppliers' employees in our chain.

We share our Sustainability Report
And keep you informed of our progress.



Sustainability in the sector: the FSI

The members of the Floriculture Sustainability Initiative (FSI) form a group of international frontrunners and not-for-profits such as the World Wildlife Fund & IDH Sustainable Trade Initiative. They join forces to tackle sustainability issues in a multi-stakeholder and market-driven approach.

Why is bloomon a member?

We welcome this integrated approach, as it increases the opportunities to further sustainability within the flower cultivation sector.

Through our membership, we support work in four key areas:

1. Responsible purchasing
2. Decent work and wages
3. Ecological footprint
4. Responsible behaviour

At bloomon, we support and encourage our growers to become fully certified according to FSI standards. These standards revolve around good environmental and agricultural practices and social standards in line with internationally accepted requirements and local labour laws.

Focus on sustainability & collaboration

Sustainability is a strategic core pillar of our company. By focusing on sustainability, we can act in line with our values, and that makes us a better company. It has helped us to innovate and find new solutions. Every quarter, teams across the company work on sustainability goals. There is always something we can do better, and we have found that everyone is excited about contributing.



“At FSI, we value the open and progressive collaboration with bloomon (Bloom & Wild Group). Their team is truly committed to making a difference and actively seeks solutions that raise the bar for responsible flower cultivation. Together, we are working towards a future where sustainability is the norm and flowers bring joy without compromise.”

Jeroen Oudheusden
Executive Officer FSI



“Our innovative partnership with bloomon, which focuses on the economic resilience of Kenyan women in times of climate crisis, fits in perfectly with our mission to promote the rights of girls and women.”

Nada van Schouwenburg
WomenWin

Local collaboration in Kenya

Flowers from other continents can be a more sustainable choice due to lower CO2 emissions (especially if they are shipped to us by sea). However, there are other reasons why we want to continue working with countries such as Kenya. Through cooperation, we can contribute to developments in the country. We have been working with Fairtrade-certified growers in Kenya for several years. And since 2024, we have even had 100% Fairtrade bouquets, for which we pay a 10% premium on top of the normal cost of the flowers. This amount does not go to our supplier, but directly to their employees.

We use these Fairtrade premiums to support a number of important initiatives. For example, they pay for the education of the children of our growers' employees. Primary education is free in Kenya, but secondary education is not. In this way, we support better access to education and leave the parents of these children with more money. In addition, the premiums are invested in local healthcare, setting up

cooperative shops for better access to healthy and cheaper food, and installing solar panels in remote areas. The employees themselves decide where the money is invested based on their specific needs, with guidance and support from Fairtrade Kenya.

We have entered into a partnership with one of our Fairtrade suppliers, Sian, and WomenWin and Cifcad, two non-profit organisations with extensive expertise in the field of working conditions in Kenya. With support from the Dutch RVO (governmental agency supporting business, in The Netherlands and abroad) this partnership will enable us to take an even closer look at the working conditions and living standards of our suppliers' employees in our chain, so that together we can respond even better to opportunities to improve them. A new angle here is that we are also looking at climate adaptation, so that we can help people prepare for more extreme weather.

Environment

This is what we do



The key = data

Sustainability is only possible if you know where you stand. In recent years, we have worked on transparency in our chain: we try our hardest to know everything about our flowers. From grower to country of origin, what the footprint of our flowers is and the steps in the process. This enables us to make the right decisions to reduce our impact.

Responsible growing, less impact on the sector.

We work with growers who have good environmental certification, so that we can still obtain strong and healthy flowers in a more sustainable way. We also regularly test for pesticides that we do not want in our flowers. This allows us to check that our flowers are grown in a responsible manner.

We also work with growers to explore new cultivation methods. For example, by growing bulbs in the same way as potatoes. Namely, on ridges, so that weeds in the field can be mechanically weeded and herbicides are not necessary.

Towards 100% recycled

We are actively working on making our packaging from fully recycled materials and improving its recyclability.

All our paper is FSC-certified and contains recycled material. In addition, the wrap and flower card for our Bio-bouquet are made from recycled flower waste. And since 2023, our flower food has been packaged in recycled paper instead of plastic.

On track to reduce emissions by 90% (and at least offset the last 10%)

Since 2023, our bouquets have been composed based on a CO2 budget, so that we can limit our impact as much as possible. If the budget is exceeded, we replace a flower with another one with lower emissions.

At our fulfilment centre and office in Amstelveen, we use 100% green energy and generate our own electricity with our solar panels, and we are increasingly transporting goods with electric vehicles. We are proud to be "CO2 Reduction certified" by Anthesis. We offset the emissions that we are not yet able to reduce by investing in forest conservation, reforestation and agroforestry.

Data-driven



From the start of bloomon, we have been different from others. We know exactly where our flowers come from, what the growing conditions were and whether there were any special circumstances during cultivation.

In collaboration with growers, we have collected data over the past few years about what happens in our chain. This includes

heating, lighting, fertilisers, water and packaging. Together with growers and sustainability experts, we use this information to better understand the impact per stem.

This gives us insight into the data for each individual stem, enabling us to make better choices for our business and our impact.

Insight into every stem

Since 2020, we have been calculating the carbon footprint of all our flowers. We are gaining more and more insight because – fortunately! – more and more parties are getting involved in this. All this data is collated in our internal “Bouquet Management System”, so that the bouquets comply with our ever-lower CO2 budgets.

Since last year, we have been able to calculate the footprint based on a method standardised by the EU, the FloriPEF Category Rules. Our goal? To ensure that all stems in our system have a complete “life cycle assessment”. This will provide more insight into the impact a flower has during all “life stages” of the product, such as planting material, cultivation, transport and use.

What is a CO2 budget?

By 2030, we want to halve the carbon footprint of our products. That is why we have set a CO2 budget per bouquet design based on previous years. Because we have determined the emissions per stem, we can change the composition of each bouquet to stay within our CO2 budget.

This halving is in line with the Science Based Targets initiative (SBTi), a UN-supported plan that enables companies to set science-based emission reduction targets.



Carbon budgets in practice

Every year, we gain a better understanding of the precise carbon footprint of our stems. This is very important, because sometimes we can make a big difference with small adjustments. Thanks to developments in the sector and in transport (such as geothermal energy, sea freight and other innovations), we are on track to reduce the impact of our flowers by around 90% in the coming years, in line with our net zero objectives.

Here's an example of what we think about when designing a bouquet.

Approximately 37 grams of CO2e

Allium is often one of the flowers with the least impact in our bouquets. When grown outdoors and locally, the footprint can be less than 20 grams of CO2e. When the season ends in the Netherlands, we can often still get them from Southern Europe for a long time, avoiding heated greenhouses and air freight. This flower came from Spain, which is why the footprint is slightly higher.

Approximately 235 grams of CO2e

The carnation in this bouquet comes from Kenya, where it can be grown outside, resulting in a CO2e of approximately 235 grams. Carnations are strong and very suitable for sea freight. We are experimenting with sea freight for our carnations from Colombia, which is particularly important as long as sea freight through the Red Sea remains unpredictable. This would reduce the CO2e from approximately 235 to 65 grams CO2e.

Approximately 20 grams of CO2e

We use green stems to give our bouquets extra style and volume. But here too, we can see big differences! More and more of our green stems are harvested in the wild or come to us by sea freight. Southern Europe can also supply stems all year round without burning natural gas or kerosene. This eucalyptus branch comes from Portugal and has a CO2e of 20 grams.

Approximately 230 grams of CO2e

The rose is a beloved flower, and we have many to choose from. A rose grown in a natural gas-heated greenhouse in Northern Europe has a carbon footprint of approximately 1,000 grams of CO2e, while a rose flown in from Kenya has a carbon footprint of approximately 250 grams of CO2e. Roses transported by sea freight or grown in the Netherlands in a greenhouse heated with geothermal energy and green electricity can even have a CO2e of approximately 60 grams. Therefore, whenever possible, that is our preference.



Our climate approach

Did you know that our climate approach has been officially audited and certified for five years? We do this by reducing our CO2 emissions in line with the Paris Climate Agreement and offsetting the rest with carbon credits.



Preferred by Nature conducts an annual audit at bloomon for certification, in line with Anthesis quality standards. Every audit has different key elements. For example, one element (scope 1 and 2) focuses on emissions that we can control ourselves, such as our electricity and gas consumption. Another element (scope 3) focuses on supply chain emissions, from flower cultivation to packaging.

For example, we provide Anthesis with information about:

Our stems
With data about the growth process, such as the use of water, gas, electricity, fertiliser and pesticides.

Our buildings
Such as the electricity and water consumption of our offices in Amsterdam and Amstelveen and our fulfilment centre.

Our travel behaviour
For example, hotels, trains and flights taken by employees. But also about lease cars and shared cars such as MyWheels (where we now use 94% electric cars).

Our waste
Including green waste, paper, cardboard boxes and transport to the waste centre.

Our logistics
For example, the transport of flowers to Amstelveen and to your front door. And did you know that we deliver 1 in 10 of our flowers by bicycle?

But also smaller and more specific things, such as our emissions from our cloud and from our employees working from home.

A simple process? No, but it helps us make progress.

We have already reduced our combined scope 1 and 2 emissions by more than 50%, well ahead of our 2030 target. And the carbon footprint of our bouquets continues to decline steadily in line with our targets.

Every year, our insights improve a little more, and we remain committed to this.

Fewer crop protection products

Together with our growers, we supply beautiful and strong flowers, using as few pesticides as possible.



Plant protection products are sometimes associated with the pollution of ecosystems and undesirable health effects. Of course, we do not want our growers to use prohibited or undesirable substances. We regularly test our flowers and bouquets for prohibited or undesirable substances and take action if necessary.

There are various lists of pesticides that are banned in Europe. In addition to the list of illegal pesticides, the MPS and WHO lists, we also use an internal list of undesirable pesticides. This list is even more comprehensive and provides us with specific additional points for attention.

In addition, we are always on the lookout for alternatives that yield strong, healthy crops. Together with our growers, we strive to reduce the use of crop protection products and increasingly use sustainable alternatives. Sustainable cultivation practices such as the Impact-Driven Approach for sustainability (IDA) and Integrated Pest Management (IPM) support growers in this endeavour.

What is the difference between pesticides and crop protection?

Pesticides and crop protection are often used interchangeably. However, crop protection is often the correct term: pesticides, fungicides, herbicides and other agents all fall under the umbrella term crop protection.

Impact-Driven Approach for Sustainability (IDA)

This approach helps growers collect and use data that meets the requirements of the Floriculture Sustainability Initiative (FSI) and reduce the resources they use in their cultivation methods. Growers receive practical advice based on their own data and that of other growers. The advice can cover pests, diseases, weeds, water and energy consumption. This helps growers to improve and become more sustainable.

Integrated Pest Management (IPM)

Growers must provide insight into how and when pesticides are used. This is called integrated pest management and is important because different pests can influence each other.

IPM helps to reduce pesticides by advising on sustainable alternatives, assessing the threat level and recommending treatment. If all other options have been exhausted, pesticides may be used. However, they must be used safely and as little as possible.

Water, water, water

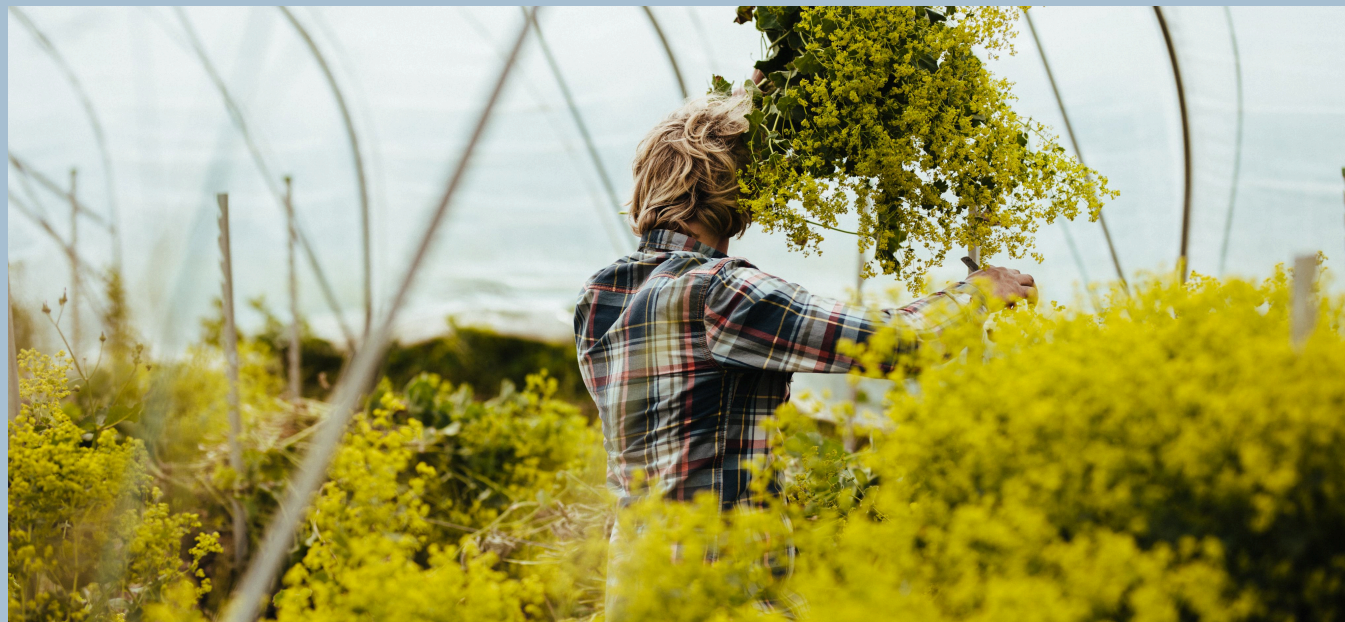
We monitor whether our growers use natural resources responsibly. We assess their water consumption in a number of ways:

- We want to know whether growers have environmental certificates and GAP (Good Agricultural Practices) certificates that also monitor sustainable water use.
- We monitor how our main suppliers manage water (known as “water stewardship”). Good examples of this are growers who use hydroponics (in containers or bags in which runoff water is reused), drip irrigation (applying small amounts of water directly to the roots instead of spraying), and water monitoring. There is much to be gained by optimising water consumption, because less frequent watering means deeper roots, better quality flowers, less need for nutrients and (artificial) fertilisers, and it reduces the pressure on water as a raw material.

In our own operations, such as our fulfilment centre, we are also using less and less water by monitoring our consumption more precisely and minimising it where possible.

Since last year, we have been using the WWF Water Risk Tool to further investigate risks related to water use. Based on this data, we see that many of the regions where our flowers come from (such as Kenya and Colombia) will become much wetter in the coming years. Together with growers, we are considering how we can anticipate this and are engaging strategic partners.

Certified growers



We are proud that more and more of our growers are certified in line with the Floriculture Sustainability Initiative (FSI) and other organisations based on their environmental performance, good agricultural practices and social standards. Because we do not grow the flowers ourselves, we depend on our growers.

Certifications help us ensure that our flowers comply with sustainability regulations. To become certified, the grower must also have an Integrated Pest Management plan assessed by the organisations that award these certificates, such as MPS or Global GAP.

82% of our growers are FSI certified. Since our last report, that share has grown by more than 20%, and we have almost reached our target of 90%.

Why not 100%? Not all stems can currently be certified by FSI, such as certain branches and wild-harvested materials. In the meantime, we purchase these types of branches, such as for our Christmas arrangements, from responsible sources such as Staatsbosbeheer and other government agencies that manage forests in the Netherlands, Germany and Scandinavia.

Testing for harmful substances

We regularly test our stems for prohibited pesticides that are on the MPS list, the WHO list and our internal list. We do this in two ways:

1. Through Green Agro Control (GAC), which specialises in laboratory analyses of horticultural products and food safety. Which stems are tested is usually based on risk: some stems are known to have higher levels of pesticide residues.
2. In our own laboratory. This allows us to test specific stems even more frequently. We are currently looking at how we can scale this up.

What if prohibited pesticides are found?

1. We inform the grower that we have found prohibited residues and that we cannot use the specific stem.
2. We talk to the grower to find out why it was used and what we can do about it.
3. Sometimes we also test other products from the grower to see if it is a structural problem.
4. We inform our purchasing team so that they can look for alternatives.

MPS: Milieuproject Siereteelt. MPS is an environmental certification body for the floriculture sector.



We are proud to be able to offer an ever-increasing range of organic varieties. Last year, we introduced tulips and peonies, and this year we are adding gladioli!

More and more organic

bloomon is a proud member of BioNederland, a Dutch association committed to a sustainable, transparent and fair supply chain. Together, we work towards a healthy future for people, animals, plants and the planet.



European organic certification

We are the very first online florist in the Netherlands and Belgium to be allowed to put the European organic label on a bouquet. And we are more than proud of that. The European organic label makes it clear that a product complies with EU regulations and the high standards for organic production.

You will therefore find more and more organic flowers in our collection, such as in our 100% organic bouquets. These are now available in three sizes and different styles. But we have also introduced a 100% organic tulip bouquet, which is truly unique. Our collection also contains more and more bouquets with organic stems.

For people and planet

100% organic, grown in the Netherlands.
From spring to autumn, we offer 100% organic bouquets in our range, available with a 100% recycled glass vase. These organic flowers are grown entirely organically, in open soil, without the use of artificial fertilisers or chemicals. They are protected by nature: insects protect the crops from other insects. Our growers use a minimum of organic pesticides and only when absolutely necessary.

bloomon x The Pollinators
Together with The Pollinators, we want to raise awareness about the challenges pollinating insects face. Since 2022, we've donated €2 to The Pollinators for every organic bouquet sold. This contribution enables them to expand their work to improve biodiversity and the spread of wild flowers.

Organic winter flowers
In winter, you will find an organic tulip bouquet in our range, filled with tulips in all kinds of varieties and colours. The bulbs come from organic fields and are brought to life in January by our grower in the Achterhoek region.

Fairtrade
Since last year, we offer a number of 100% Fairtrade bouquets filled with flowers from Kenya. By purchasing these flowers, we support the community with an additional premium that goes directly to the employees. These premiums pay for the education of the employees' children, are invested in improving schools and hospitals, and go to other projects such as installing solar panels and offering microcredits. It is therefore more than just a bouquet; it is a gesture for a fair future.

"Over the past four years, we have collaborated with bloomon for organic bouquets, and bloomon participated in our Feed the Bee campaign. By supporting The Pollinators, bloomon is helping us with our important mission: creating habitats where pollinators can survive and thrive. Together, we can reach people, communities and businesses to make a real difference."

Tosca van der Wouden, The Pollinators

"By supporting Fairtrade, bloomon (Bloom & Wild Group) shows that there is a bigger story behind their beautiful bouquets, a story that revolves around fair wages, safe working conditions and care for the environment. Together, we can work towards a fairer future."

Mahsa Yeganeh, Fairtrade





Less waste

We want our flowers to stay as fresh as possible and look beautiful for as long as possible. At the same time, we want to protect the planet. We are constantly searching for the best, most responsible packaging materials. And we are committed to reducing our waste – both from flowers and from our offices.

The largest material category for us is paper because we use it for wrappings and boxes. For this, we use FSC-certified paper to ensure that it comes from sustainable sources.

Together with our suppliers, we are committed to manufacturing our packaging from 100% recycled and recyclable materials.

4 ways we prevent or reduce waste



1
We switched to our Eco Arrive Alive bag, made from plant starch. It is fully compostable and reduces our material usage compared to the previous eco-sponge.



2
We use a cardboard inlay for vases instead of plastic. And we are experimenting with plastic-free packaging for other fragile products.

3
We use wraps made from rose waste and flower cards made from tulip waste.

4
We always use paper packaging for our flowers and have switched from liquid to powdered flower food so that we don't have to use plastic here either.

People

Taking care of people

We want to make people happy. With our flowers, but also with the way we work. We invest in our people and in our society.

We want to work with growers who offer good working conditions. And we firmly believe that everyone should have a safe and pleasant workplace. This means that everyone should be able to express themselves in a diverse and inclusive working environment.

And it doesn't stop there. We also feel a responsibility towards our society. We want to bring a smile to those who need it most.



What we do

We actively engage with our suppliers about good working conditions

We are a committed member of the Floriculture Sustainability Initiative (FSI) and work with other parties to ensure a responsible approach across the entire sector. Find out more about the FSI on page 13. We also have steering groups on modern slavery and health and safety. This helps us to ensure that we do not encounter any human rights violations or unsafe practices in any part of our business or throughout the production chain.

We are building a diverse team

All managers are trained in unconscious bias so that we can contribute to creating an inclusive environment for our colleagues.

We donate to charity

In addition to the flowers we donate, we donate approximately €15,000 per year to charities such as Pink Ribbon, Het Nationaal Ouderenfonds (National Foundation for the Elderly) and The Pollinators.

A diverse and inclusive team



At bloomon (Bloom & Wild Group), we aim to create a culture in which everyone feels respected, valued, and heard. That is why we ensure that our job descriptions are gender-neutral and encourage all demographic groups to apply for positions. We now have an inclusive website that provides more insight into how we work and our commitment to diversity, equality and inclusion. In 2024, 38% of our new employees came from groups that are currently underrepresented at Bloom & Wild Group.

Although we are proud of the progress we have made, we know there is still more we can do.

1. Making the tech industry more accessible

Our technology is an important part of how we deliver great experiences for our customers. Disadvantaged groups are often underrepresented in the tech sector. But a diverse team leads to faster innovation because it brings different perspectives to the table. That is why we focus on increasing the proportion of women and marginalised groups in our teams. Currently, 27% of our Tech & Data team identify as women, which is above the sector average of around 20%*. We have submitted our second participation in the Tech Talent Charter and joined the All In pledge, promising to better reflect the diversity of the population within our technical workforce.

In September 2023, Bloom & Wild Group launched its partnership with SheCanCode, an international technology community for women.

*<https://women-in-tech.org/context/>

2. Creating an inclusive workplace

It is also important to us that everyone who works here feels comfortable at work and can develop, regardless of their background.

We are currently taking the following steps:

- Inclusivity & Anti-bias training (also in our Manager Training Programme) & working groups focused on D&I
- Comprehensive leave policy: paid leave for people in transition, for people who have suffered a miscarriage and for people who want to share parental leave with their partner.

And other employment benefits

- Free mental health support and courses provided by therapists
- Volunteer days
- Four “Happiness Days”, a “Celebration Day” and flexible public holidays
- “Summer hours”: an extra half day off per week during the summer for everyone
- And more...



"We are delighted with bloomon's initiative. A bouquet of flowers is the perfect way to say: I see you. Looking out for others is important for maintaining contact with the people around you. That is what we strive for every day, with the help of bloomon, among others."

Jori Paschold
Nationaal Ouderenfonds (Dutch National Foundation for the Elderly)

Volunteering



We know there are many causes we can support. That's why we've made it easier for our colleagues to contribute to a cause they're passionate about. Every bloomon employee receives one fully paid day off per year to volunteer for a good cause. Some colleagues have volunteered to help the elderly or assisted at care facilities for people with intellectual disabilities. We actively encourage our people to make use of this day.

For our community

We not only care about the people we work with, but we are also involved in the community in which we live. By sharing the happiness of our flowers, we want to bring a little sunshine to people who are lonely or going through a difficult time.

Bringing flowers to the Ronald McDonald House

If people or their neighbours are not at home when a delivery is made, we donate these flowers to the Ronald McDonald House. The Ronald McDonald House is a charity dedicated to supporting families with sick children in their time of need. Its mission is to provide accommodation and resources to families while their sick child is being treated.

Donations to local food banks

We donate our remaining bouquets to local food banks. This way, they can also enjoy flowers on their table or give them as a gift to one of their loved ones.

bloomon x Pink Ribbon

This year, we joined forces with Pink Ribbon in the Netherlands and Belgium for Mother's Day. For every peony bouquet sold, we donated €2 to support women affected by breast cancer. The proceeds will be used for research and projects in the areas of prevention, treatment and aftercare.



"Mothers play a special role in our lives. Thanks to initiatives such as our Mother's Day collaboration, we at Pink Ribbon can make an even greater impact on the lives of women affected by breast cancer."

Anne Soenen
Pink Ribbon



What's next?

We still have many ambitions for the coming years.

First and foremost, we will continue to work on our long-term goals:

- Halving our footprint per product by 2030 and achieving a 90% reduction by 2045.
- Purchasing 90% of our stems in line with FSI and moving to 100% in the short term thereafter.
- Ensuring our bouquets are free of prohibited substances (this is not always possible, but we are testing more and more stems and finding fewer and fewer prohibited substances).
- We want to be a diverse and inclusive organisation where everyone feels at home.



In addition, we are developing more and more new goals:

- We want to transport more and more of our stems by sea freight in order to reduce our emissions by 7% per year.
- We want to offer more and more organic bouquets. We started with one variety, now we have three, and we want to increase this to at least five.
- We want to sell more Fairtrade bouquets every year and thus contribute more and more Fairtrade premiums to support communities in Kenya.
- Over the past year, we have gained a lot of insight into water stewardship in our value chains. In the coming year, we want to develop deeper insights and projects in at least two areas of focus to further support water stewardship.
- We will continue to collaborate with NGOs, academics, partnerships such as B Corp™, FSI and WomenWin to move forward together.

We are proud of our progress and are determined to take the next steps.

Keen to know more or have any questions?

Please contact us at PERS@BLOOMON.NL