

bloomon
Sustainability Report

2022

Message from our CEO

Flowers are a vital part of our natural ecosystem and bring positivity to our homes and lives. Which is why we are committed to growing flowers that are equally good for people and nature.

In April 2021, bloomon became a part of the Bloom & Wild Group. An exciting step for both bloomon and Bloom & Wild. Joining forces enables us to make a difference in the flower industry – from pledging to become net zero to making sustainable sourcing decisions on a bigger scale.

Our commitments are:

1. To lessen waste with a short supply chain, recyclable packaging, and detailed forecasting.
2. To reduce, offset, and eventually remove our carbon impact.
3. To partner with responsible growers, suppliers, and multi-stakeholder platforms.
4. To invest in improving the lives of our people and communities.

For us, doing anything less is simply not an option.

We're proud of all we've achieved so far. Such as being the first online florist with a certified organic Bio Bouquet in the Netherlands and Belgium, filled with 100% Dutch grown organic flowers. We've been certified climate neutral for the third year in a row and are a committed member of the Floriculture Sustainability Initiative. And we have integrated our data-driven knowledge into our design and buying choices.

But we don't plan to stop here. Because there is still a lot of work to be done. Our commitment to you is to be crystal clear about our progress and challenge ourselves to do better. This sustainability report is an example of our pledge to be transparent. Read on to find more, and if you have any feedback or questions, don't hesitate to get in touch.

Aron Gelbard
CEO, Bloom & Wild Group





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From field to your home

bloomon



Our trusted growers put all their effort into growing strong, beautiful flowers.



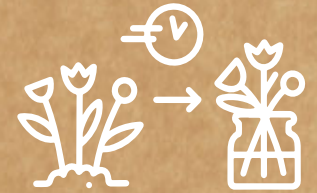
Together with our growers from all over the world, we select the best flowers each season has to offer.



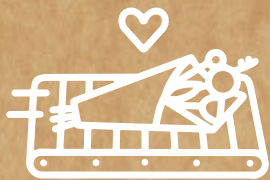
Our designers create the most delightful designs and styles for the bouquets.



We get the flowers from the growers to our fulfilment centre by trucks or airfreight.



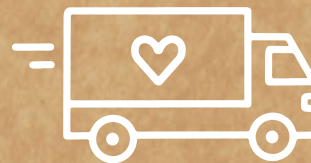
Our short supply chain ensures your flowers are incredibly fresh and last longer.



Each bouquet is carefully composed and hand wrapped with care.



We wrap our flowers with the best, most responsible packaging materials.



The bouquets are transported by truck to your area.



Preferably, we bring the bouquets by bike or electric van to your home.



Let everybody enjoy our gorgeous flowers.

Where our flowers come from

We think deeply about where we source from and how we can do that as sustainably as possible. We would love to buy all our flowers locally. And we do buy Dutch flowers whenever that is the best choice. But many factors play a role. In some seasons and for some flowers, growing in Holland is just not the most sustainable choice.

Let's look at the options

We prefer to use flowers that grow in fields in the Netherlands. During the summer, they are naturally grown without any heating. We also offer our certified organic bouquet in the summer, with only organic and locally grown flowers. No doubt about it, this is our preferred option. A pity our summers don't last forever!

When the weather gets colder in the Netherlands, countries in the south of Europe still have the warmth needed to grow flowers outdoors. So during our colder months, we're a bit like migrating birds - we move south for some of our outdoor grown flowers.

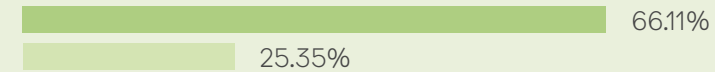
Some flowers cannot be grown outdoors in Europe, especially during autumn and winter. We need to source from warmer countries outside of Europe or from heated greenhouses in Holland.

We have taken a good look at the impact on the environment of these two options. Studies show that even with air freight, the total carbon footprint of growing flowers in Kenya is typically six* times less than growing flowers in heated greenhouses in Europe.

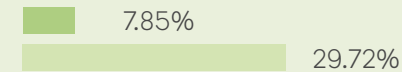
Surprising? Maybe so. That's why we love to look at the data to make the best choices.

For some flowers, it is better to grow them in heated greenhouses in Holland. For example, if the flowers' quality is too low if grown outdoors in Kenya. Ideally, the heating is powered by green energy.

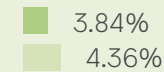
The Netherlands



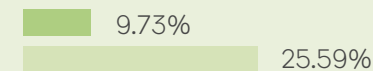
Europe excluding NL



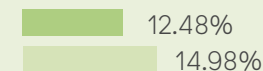
Africa excluding Kenya



Kenya



Other



■ Summer
■ Winter



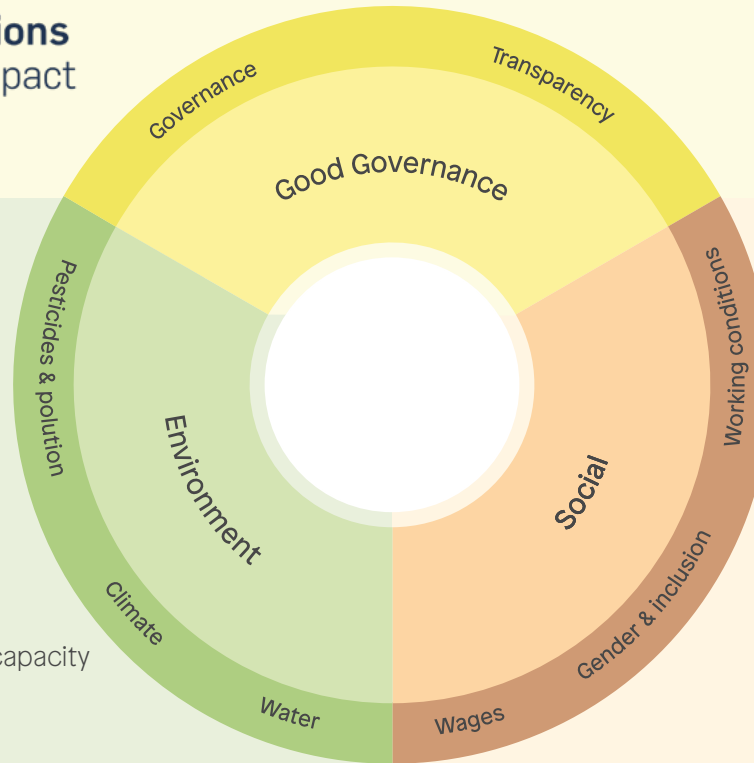
*Source: Dr Adrian Williams, Cranfield University Comparative Study of Cut Roses for the British Flower Market Produced in Kenya and the Netherlands (2007)

Our Sustainability Framework

Where we've chosen 6 Sustainability Development Goals (SDGs) to focus on.



United Nations
Global Compact



Target 6.3:
Reducing pollution and minimizing release of hazardous chemicals
Target 6.4:
Increase water-use efficiency and ensure sustainable withdrawals
Target 6.6:
Protect and restore water-related ecosystems



Target 13.1:
Strengthen resilience and adaptive capacity
Target 13.2:
Integrate climate change measures
Target 13.3:
Improve capacity on climate change mitigation & impact reduction



Target 15.1:
Ensure the conservation, restoration and sustainable use of ecosystems
Target 15.3:
Restore degraded land and soil, strive to achieve a land degradation-neutral world
Target 15.5:
Halt the loss of biodiversity

Target 1.1:
Eradicate extreme poverty
Target 1.4:
Ensure access to basic services
Target 1.5:
Build the resilience of the poor



Target 5.1:
End all forms of discrimination
Target 5.2:
Eliminate all forms of violence against all women and girls
Target 5.5:
Ensure equal opportunities



Target 8.7:
Take immediate and effective measures to uphold human rights
Target 8.8:
Protect labour rights and promote safe and secure working environments for all workers





Chapter 1
**Protecting
the environment**

Protecting the environment

As lovers of flowers and nature, we care deeply about the environment. Flowers are a vital part of our natural ecosystem and bring positivity to your lives. Therefore, we are always looking for innovative, smart ways to lessen our impact.

And that's needed. We'll be honest. The flower industry is not the easiest industry to make more sustainable. Growing, packaging, and transporting flowers all bring sustainability challenges. Do we go for flowers from the Netherlands, where growers need to use a lot of energy, or get them all the way from Kenya where they can be grown without artificial heat? From how we think about using fertilisers and pesticides to finding the best packaging materials – we work hard to understand the bigger picture and balance the nuances of each decision we make.

The good news is that we know what it's like to be different in this industry. We've been disruptive from the start. With our deliveries of weekly and monthly flowers, and our distinctive modern bouquet style. With our short supply chain, and our commitment to grow flowers that are equally good for people and the planet.

So, let's shake it up. Let's face those dilemmas. Make the hard choices.



What we do

We are making data-driven choices

We love data. We know where all our flowers come from; from grower to country of origin. So that we can make fact-based decisions.



Together with our growers, we work hard to reduce the use of crop protection products



We're looking for sustainable alternatives that deliver robust, healthy crops. At the same time, we test bi-weekly to check for any undesired substances. So that we know for sure that our flowers are grown in a responsible way.

We are working hard to make our packaging from 100% recycled material.

Our Bio Bouquet, for example, has 100% recycled packaging. And we've replaced the bubble wrap around all regular vases in our standard assortment with recycled cardboard.



We measure, reduce, and offset our CO2 emissions

We footprint our individual flower stems so we can minimise the impacts of our bouquets. We are using 100% green energy in our Amstelveen fulfilment centre and office. And we are proud to be certified climate neutral, meaning we offset those emissions we cannot reduce yet by investing in forest conservation in Brazil and agroforestry in India.



ENVIRONMENT

Making data-driven choices

As a disruptive tech scale-up, we are always looking for new ways to do our business. We love to question the status quo, and to be scientific about our operations.

One example is being data-driven about where we source. We know where all our flowers come; from grower to country of origin.

Working with growers, we have gathered a lot of data on what goes on in our supply chain. We look at heating, lighting, fertilisers, water, and packaging. Together with growers and sustainability experts, we have used that information to get a deep understanding of the impact per flower.

All this gives us insight per individual flower stem and helps us make better choices and focus on high impact areas.

The facts on data-driven sourcing

- Since mid-2021, we know for 100% certainty where all our flowers come from.
- We collect the data per flower stem.
- Using FSI guidelines, we map out which quality marks and certificates they possess. For more on the FSI (Floriculture Sustainability Initiative), please see page 27.
- The data is integrated into our procurement system, the Bouquet Management System (BMS).
- Currently, our BMS shows the level of certification and the CO2 per stem, either fully calculated or the best possible proxy value based on similar stems with a full calculation.



What we know about this bouquet

Product	Name	Status	P	Flower	CO2e total	Certification
Coco A 09-14	09-14	CD	10,1	Matthiola incana Figaro Lavender	0,2337	Certified
Coco A 09-14	09-14	CD	11,1	Gerbera mini spinvormig	0,3164	FSI compliant
Coco A 09-14	09-14	CD	12,1	Dianthus standaard 'noviado'	0,2783	Not certified

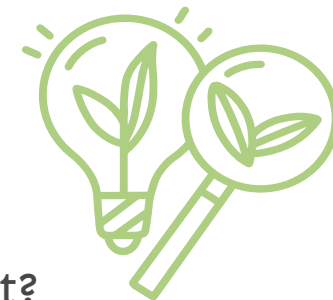
This table is an example of our BMS system



“Sustainability has been an important theme for us since Bloomon was founded in 2014. We are climate neutral, and we challenge ourselves to reduce even more every year. We can only reduce properly and at the most impactful areas with good data. Being data-driven means that we get the very best insights and can make an impact - for now, and for the future.”



Roy Barnhoorn,
Bouquet and
Buying Lead



What's next?

We expect data-driven sourcing to give us many interesting facts to guide our sustainability efforts and ambitions.

Our plans:

- We are working towards CO2 budgets per bouquet as part of our reduction strategy.
- The first step is to determine what budgets would be realistic.
- By next year, we want to have goals and policies in place.

ENVIRONMENT

Reducing crop protection

Together with our growers, we deliver beautiful and strong flowers using as few crop protection products as possible.

Crop protection products are sometimes associated with the contamination of ecosystems and undesirable health effects. Obviously, we don't want our growers to use any forbidden or unwanted products. We bi-weekly test our flowers and bouquets and take action if needed, more on this below.

Various lists register pesticides that are forbidden in Europe. The MPS blacklist is one of those lists. The WHO goes further with a list of unwanted pesticides, and both go beyond legislation. Thirdly, we use an internal list that is even more extensive than the WHO's regulations corresponding to the levels allowed for products made for food consumption.

At the same time, we're looking for alternatives that deliver robust, healthy crops. Together with our growers, we work hard to reduce pesticides and increasingly use sustainable alternatives. We do this through efforts like the Impact-Driven Approach for sustainability (IDA) and supporting Integrated Pest Management (IPM).

What's what in reducing crop protection

The difference between pesticides and crop protection?

Pesticides and crop protection are often used to describe the same thing. But sometimes, crop protection is actually more accurate: pesticides, fungicides, herbicides, and other inputs can all fall under crop protection.

IDA: Impact-Driven Approach for Sustainability

This approach helps flower farms to collect and use data in line with the Floriculture Sustainability Initiative (FSI) requirements, and to reduce the inputs they use in their growing practices. Please find more on the FSI on page 27. Growers receive practical advice based on their own data and that of other growers. The advice can be about pests, diseases, weeds, water, and energy consumption. It helps the growers to improve and makes them more sustainable.

IPM: Integrated Pest Management

Growers need to manage how and when pesticides are used. This is called Integrated Pest Management (IPM) and is important because different pest elements might interact with each other.

IPM helps reduce pesticides as:

1. It provides guidance on how to use sustainable alternatives, like nature based solutions. For example, introducing more insects like predatory mites that can keep pests under control.
2. It helps appraise what level of threat pests are, to see if any treatment is even necessary.
3. If all other options are exhausted, pesticides might be used, but safe ones and as little as possible.



Working with certified growers

We are thrilled that more and more of our growers are certified based on their environmental performance, good agricultural practices, and social standards, in line with FSI and other organisations. Because we do not grow the flowers ourselves, we are dependent on our growers. Certifications help us make sure that our flowers comply at a minimum with European regulations.

To get certified, the grower must also have an Integrated Pest Management plan reviewed by the organisations rewarding these certificates, such as MPS or Global GAP.

76%

of our growers
are certified in 2022 -
44% FSI, 32% other certifications



Our goal is at least
90% FSI compliance
by 2025

Testing for harmful substances

Bi-weekly we get different stems tested by Groen Agro Control, a company specialising in laboratory analyses of horticulture products and food safety. The selection of stems is usually based on risks: some stems are known to have more pesticide residue on them.

We test the stems on MPS, WHO, and our internal list. The MPS list is leading. We have added testing on the other lists to help us get even more data. All this gives us useful information for the next steps.

MPS: Milieuproject Sierteelt. MPS is an environmental certification body for the floriculture sector.
WHO: World Health Organization.



What if we find anything that is blacklisted by MPS?

It's simple. We do not want to use this product anymore. And we work with the grower towards structural improvement.

Our follow-up actions:

- 01** Tell the grower that we found banned residue substances and can no longer use the specific stem.
- 02** Sit together with the grower to see why it was used, what we can do about it, and what alternative products are available.
- 03** We might want to test other products from the grower to see if it is a structural problem. A residue can stay in the ground for years! So, it could also be a part of the land where illegal pesticides were used years ago.
- 04** Inform our buying team so that they are aware and can find alternatives.

“Using crop protection products in a way that protects both the crop and our living environment is extremely important to us. We take the most significant steps together with the growers as cooperation is the key to success. Entering into sustainable relationships to work towards sustainable improvement: that is bloomon to me.”



Chantal van der Toorn,
Sustainability Associate

What's next?

1. We will continue to collect data through our sustainability and sourcing dashboards and the pesticides residue testing.
2. Monitor for blacklisted pesticides and work to reduce the use of crop protection products in absolute terms, whilst working with growers to define realistic goals.
3. Create a reduction plan for growers and actively involve and inform them regarding reduction strategies.



ENVIRONMENT

Using materials responsibly

We want our flowers to reach your home fresh and looking beautiful. At the same time, the environment needs to be protected. We constantly look for the best, most responsible packaging materials. And have a focus on reducing our waste - both leftover flowers and waste from our operations and our offices.

Together with our suppliers, we work hard to make our packaging from 100% recycled and recyclable material. And we're making progress!



5 recent innovations we're proud of:

1. After carefully testing a new Eco Arrive Alive bag made from vegetable starch, we are thrilled with the results. Now, we use this for all our products. No more plastic bags!
2. We've replaced the plastic bubble foil with cardboard inlay protection for all regular vases in our standard assortment.
3. All box deliveries now have natural hemp cord ribbons instead of ribbons made of polyester.
4. We've reduced the amount of packaging needed by increasing the number of deliveries in our wraps. We now use less cardboard, fewer paper sheets and less additional packaging elements during transport.
5. Sometimes, it's not in using the latest materials but in thinking differently. We now have less flower card waste simply by using fewer designs that don't go out of style.



What about the plastic containing the flower food?

We're on it. We're researching the possibilities of replacing this with another material. The challenge is finding a suitable material that keeps the flower food from spoiling. For our organic bouquet, for example, we are already using biobased flowerfood in a paper sachet. We're researching the options to have a solution for all our bouquets soon.

Reducing waste

The less waste, the better. Being responsible with materials not only applies to the materials we use for packaging. It also means we're careful about the materials that go to waste and how we dispose of them.

In the flower industry, there are three types of waste. And at bloomon, we're tackling all three of them. A few examples:

1. Leftover flowers

We're proud to come close to zero flower waste for our subscriptions. Careful data-driven forecasting ensures that we hardly have any leftover flowers.

For the bouquets from our online shop we have an average of 5% of flowers we cannot use. But we hate to waste any flower. Therefore, we encourage customers to order a few days in advance so we can plan better and have less waste.

The leftover flowers we do have, we use in two different ways. Any unused stems go to our buyer who sells them at a market. The finished bouquets, however, we donate to the Ronald MacDonald House and the Met je hart foundation. Please find more details on page 22.

2. Operational waste

Using four times less plastic? Our new sealing machine does precisely that. To protect the flowers on their cart during transport, we wrap the carts in plastic. The new machine wraps much tighter than a person can, using less plastic in the process.

3. Office waste in our Amsterdam and Amstelveen offices

We are conscious of separating our waste at the offices. We have started to separate all our waste in our Amsterdam office, including coffee grounds. These are collected by a dedicated company and make for great fertilisers, soap, plant pots and liquor.



“Moving towards sustainable packaging solutions is no easy feat - it requires teamwork, persistence, open-mindedness, and creativity! The biggest achievement that we can be proud of is that our overall mindset changed when it comes to sourcing, developing, or replacing packaging materials. Nowadays, everyone involved in any packaging-related topic acts with a sustainable perspective.”

The costs of a product always play a big role in sourcing new packaging products; now, the origin and recyclability of its materials have become just as important - or even more important - in making any packaging related decisions.

I believe that having this mindset across the entire company guarantees us to keep making progress towards sustainable packaging.”



Sophie IJsseldijk,
Category Manager Packaging



What's next?

Being responsible with materials doesn't stop here. We know you want us to push the boundaries and innovations forward.

Some of our goals for the coming year:

1. We're researching paper made from rose and tulip waste. Wouldn't that be a fantastic alternative? The tests are promising, and we'll use tissue paper made from flower waste for the Bio Bouquet as a pilot.
2. We want to reduce the quantity of packaging material. For example, we're looking into lowering the thickness of the boxes.
3. To improve the recyclability, we aim to remove all plastic items from our packaging and are testing various options.
4. To reduce, separate, and recycle our waste even further.
5. We're participating in the KVK Business Challenge. The challenge provides anyone interested in sustainable packaging with an opportunity to showcase and discuss their ideas and initiatives, thereby helping us move towards a greener packaging future.

**Do you have any smart, innovative ideas?
Join the challenge!**

ENVIRONMENT

Moving from climate neutral to net zero

Since 2020, bloomon has been certified climate neutral. We minimise the CO2 emissions of our bouquets and offset what remains.

And we don't plan on stopping there. Our mission is to reduce more every year so that compensation is an increasingly smaller part of our climate strategy.

The end goal? Net zero. Not just for bloomon. As the whole Bloom & Wild group, we have committed ourselves to get there, using the Science Based Targets initiatives methodology.

We'll be honest. This is not an easy ambition. It will take a lot of hard work, innovative ideas, and partnerships with our growers, suppliers, and multi-stakeholder platforms. But we're convinced it's a road worth taking.



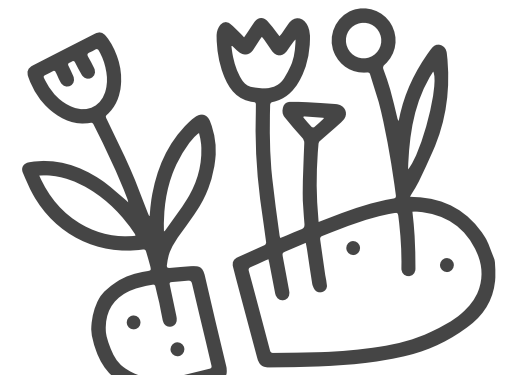
Climate neutral or net zero – What's the difference?

Climate neutral

We monitor and reduce our CO2 emissions and offset what we can't reduce.

Net zero

We reduce our emissions in line with the 1.5 degrees Paris Climate Agreement, meaning a 50% reduction by 2030; offset what we can't reduce, and invest in removing carbon from the atmosphere.



Certified climate neutral since 2020

Being climate neutral is something we're genuinely proud of. bloomon has been certified climate neutral for two years; 2022 will be the third year. This means we calculate and offset the CO2 emissions our business makes.

CNG, Climate Neutral Group, audits bloomon each year before issuing our certification. The information needed for the audit depends on which scopes the company includes. At bloomon, we find being climate neutral so vital that we have chosen the broadest set: scope 1, scope 2, and scope 3, which commits us to include our supply chain.

This means we provide CNG with information such as:

Specific data for flowers, per individual flower stem

with data we receive from growers on the growing process, including water, gas, electricity, fertiliser, and pesticide use.

Building data

such as electricity and water usage of our Amsterdam and Amstelveen offices and fulfilment centre.

Kilometres and gasoline

of lease cars and car sharing initiatives like MyWheels and Greenwheels.

HR data

for instance, hotels, trains, and flights.

Waste data

including green waste, paper, cartons, and transport to the waste centre.

Logistics

for example, the transport of flowers to Amstelveen and your doorstep.

An easy process? The short answer is no. It can certainly be a challenge to get all the data and documents gathered in time.

We are on track with the targets that we've set and working towards new goals in autumn to meet our net zero strategy.



All about scopes

What do the different scopes mean?

- **Scope 1** contains only direct emissions from our own cars and buildings
- **Scope 2** contains indirect emissions from purchased energy for our own operations
- **Scope 3** adds emissions from within the supply chain such as upstream and downstream emissions from our growers, transportation, and distribution

01. Measuring our footprint

Knowing our footprint helps us reduce that footprint. This means we want to know the detailed, complete footprint: from planting each small flower up until delivering the full bouquet to your doorstep.

Moreover, a footprint is calculated for different types of materials, used, for example, packaging. Think of questions such as:

- Where do the raw materials come from?
- Where is it produced?
- How does it travel to our warehouse, and from where?

02. Reducing our footprint

After measuring our footprint, we know where to focus our efforts to reduce our impact. Some examples we're proud of:



Switching to green electricity

Using green electricity instead of grey has been a big step to reduce our footprint. We've made the switch in our fulfilment centre and office in Amstelveen. That led to a 4% reduction in our emission footprint - the equivalent of the energy that 1140 fridges use a year.

“Making our operations sustainable is an important focus for us, which we're working on daily. For example, we've switched from grey to 100% green electricity in Amstelveen. The fact that our fulfilment centre uses green electricity has immediately reduced our footprint, a great result.”

Marton Wiggers, VP Warehouse Operations



Bringing our flowers from the field to your doorstep

Delivery is an essential topic whenever we're talking about CO2 emissions — resulting in a change you may have already noticed: bikes or electric vans carrying our bouquets. In the coming years, we're looking to scale our bike routes and electric vans deliveries.

Can we switch to sea freight?

Our flowers from Kenya are transported by air. Wouldn't it be fantastic to switch to sea freight instead, which is more sustainable? We certainly think so. Of course, you'd still want the same freshness and quality you've come to expect from us.

Currently, there are ongoing trials from our growing partners in Kenya to see if we can make this happen. This requires new ways to prepare flowers for shipment so that they are ready for a vacuum, low-temperature environment. It's still in the early stages, but we've seen promising results already for roses, carnations, and phlox. We're thrilled to find out if this could be an innovative, low-emission way to bring fresh, Kenyan flowers to you.



Curious why we're using flowers from Kenya? Please find more details about our sourcing choices on page 2.

03. Compensating our CO2 impact

There's no doubt about it; the main goal is to reduce our CO2 impact. But the truth is that even though we've started our journey towards net zero, like all businesses and people, we still have emissions.

We offset those emissions we cannot yet reduce by investing in projects in India and Brazil through the Climate Neutral Group:



Agroforestry project in India

This project aims to mitigate climate change, maintain soil health, and create alternative livelihoods. By diversifying 500,000 hectares of existing farmland, the project captures more than 700,000 tons of carbon emissions annually. At the same time, it builds a sustainable farming model for generations to come.

Forest conservation project in Brazil

The Maisa Redd+ project protects 28,750 hectares of tropical rainforest in Brazil. The project was set up to reduce deforestation, preserve biodiversity, and create alternative livelihoods for the local population.



What's next?

- The road to net zero

Working towards our goal of becoming net zero as the Bloom & Wild Group is not something we can or should do alone. Together with our growers, suppliers, and platforms, we can make a difference. We are working towards a strategy to become net zero and setting concrete goals. We'll share our net zero plan in autumn.





We are the first florist with a European organic certification

Hurray! We are the very first online florist in the Netherlands and Belgium who has been officially certified to use the European organic logo on a bouquet of flowers. And we are over the moon.

The European organic logo shows that a product complies with EU rules and the strict requirements for organic production. The logo is mandatory on all organic products produced in the European Union. And now, for the first time, also on a bouquet of flowers. On our Bio Bouquet!

A 100% Dutch grown organic bouquet

We have filled our Bio Bouquet with 100% organic field- and cornflowers from the Netherlands. Organic flowers are grown in the open ground and naturally. Our growers use a minimum of organic crop protection products - and only if really needed. The flowers are protected by nature: insects protect the crops against other insects. For example, ladybugs who spring into action to keep the aphids at bay.





A bouquet with a story

With this bouquet, we give our customers a glimpse into the world of organic flowers. We introduce our organic growers and share the challenges they face. Because putting an organic bouquet on your table is a lot of work. Did you know that growers need a Skal quality label to be allowed to call themselves organic growers? Skal monitors the entire Dutch organic chain by visiting and checking companies annually and fully approves the production process of our Bio Bouquet. To ensure that our Bio Bouquet remains truly organic, we consciously keep our Bio Bouquet strictly separate from our regular bouquets during production and transport.

A real limited edition

We would love to have them in all shapes and sizes, all year round. But organic flowers are highly dependent on the weather and nature. As a result, the supply of organic flowers from Dutch soil is still limited. The land area for organic flowers in the Netherlands is approximately 0.1% of the total area used for floriculture. We can offer about 750 organic bouquets per week from late spring to early autumn - if the weather allows us to do so.

Together with our growers, we work towards a broader range of organic flowers. This year, we have a wider assortment of flowers than the previous years. Also, we are actively looking for more organic growers, and our current organic growers work together closely to share best practices. So that more and more people can enjoy an organic bouquet.

Paired with a vase made from 100% recycled glass

The design of our Bio Bouquet is — just like our other bouquets — composed with great care by our stylists in the season's fresh colours. Cornflowers at different heights create a playful effect. This year, we introduced the new 'Cube' vase, specifically for the Bio Bouquet. This rectangular vase is made of 100% recycled glass, and its clean lines form a nice contrast with the dreamy field flowers. Due to the rectangular shape, the flowers are next to each other so that you can see even the most delicate flowers. Perfect for the mantelpiece, in the kitchen, or on the table.



Chapter 2
Caring for people

Caring for people

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

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

And it doesn't stop there. We feel a responsibility to our communities too. We want to deliver a smile to those who need it most and help young people get a better start in society.



What we do

We actively engage with our suppliers to have good working conditions

We are a committed member of the Floriculture Sustainability Initiative (FSI) and work together with other parties to ensure responsible practices across the industry. Discover more about the FSI on page 27.



We build a diverse team

We as the Bloom & Wild Group are a majority female company. We ask everyone to attend unconscious bias training so that we can all contribute to creating an inclusive environment for our colleagues. Also, we shortlist at least 1 in 4 candidates from an underrepresented group for all our open roles.



We donate to charity – in bouquets, time, and Euros

In 2021, we donated over EUR 26,253 to charity partners such as the 'Met je hart' Foundation and JINC.



Building a diverse and inclusive team

We want to create a culture where everyone feels respected, valued, and heard. Ultimately, our aim is that every team member feels that they belong and can thrive.

As our team grows, we're keeping Diversity & Inclusion at the forefront of our minds. Implementing small but impactful changes, like using programmes that remove gendered or biased language from our job descriptions, has ensured we're hiring more and more from a diverse pool of candidates. While we're proud of the progress we've made, we know there's more we can be doing. Which is why...

We're helping make the tech industry more accessible

For the most part, tech is a sector that has lacked representation from the most marginalised groups. But having a diverse team leads to faster innovation, as it brings in different perspectives.

So we've set ourselves a continuous goal of shortlisting at least 1 in 4 candidates from an underrepresented group for all our open roles. Doing this has helped us close the gender gap in the team – **in 2021, as the Bloom & Wild Group, we increased the number of women in our tech roles from 23% to 36.5%**. This is double the European average: according to Eurostat, only 17% of the people working in STEM (Science, Technology, Engineering and Mathematics) roles across Europe are female.*

We're also working on initiatives that support underrepresented candidates who are looking to start a career in tech. We hope this will build a stronger pipeline of diverse candidates for us too.

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

Creating an inclusive workplace

We don't want to just be diverse. It's equally as important to us that everyone who works here feels comfortable being themselves at work and can thrive, no matter their background.

All our team members undertake 'unconscious bias and managing inclusion' training, which helps us to develop awareness of personal bias and to take active steps to being inclusive. And to make sure we're all staying educated on topics relating to diversity and inclusion, we regularly host 'Lunch & Learn' sessions, where we invite guest speakers or colleagues to talk about a particular subject. Some of the topics we've covered recently include allyship, mental health and LGBTQ+ rights. For example, Sara Alaoui-Dekker gave a Lunch & Learn talk about creating a safe space for women in which there is no room for sexual intimidation.

We've put policies in place to ensure our whole team is treated equally too. Things like extending our leave policy to include paid time off for those who are transitioning, those who've been through pregnancy loss and those who want to share parental leave with their partner.

"The most beautiful bouquets consist of a variety of flowers. The same goes for the people in our teams - the more diverse, the better the team. We're putting targeted efforts into creating a warm, diverse, and inclusive culture. Our aim is that every individual team member is treated equitably and feels they belong."

Fiona Mullan,
Chief People Officer at Bloom & Wild Group



Engaging with our community

We care not only about the people we work with but engage with the community we live in as well. By sharing the happiness of our flowers, we want to bring a bit of sunshine to those 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 at a delivery, 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 family housing and resources while their sick child receives treatment.

Donating to the 'Met je hart' Foundation

We also donate to the 'Met je hart' Foundation, where we give our leftover bouquets to people who feel lonely from time to time.

The mission of the 'Met je hart' Foundation is to connect vulnerable people, by ensuring that people are there for each other and that they meet each other. Being together and doing things together makes life nicer and richer.

2021

Summer - we donated 1,150 bouquets to our customers to give away to people who could use some extra happiness and organised a flower arranging workshop.

The week against loneliness - we donated EUR 21.253,02 to the 'Met je hart' Foundation.

2022

January - we gave away 500 flowergrams to elderly people.



"We were looking for a partner to whom we could donate our leftover bouquets every month. The 'Met je hart' foundation quickly proved the ideal match. It is an organisation that operates nationwide and where our colleagues can play an active role - we want to do more than just fulfil a passive role as a donor."

Suzanne van Schaik,
General Manager The Netherlands, Belgium, and Denmark

Volunteering at JINC

This year, we will have our first colleagues doing a JINC project. They helped children from lower socio-economic layers to have a better start in society.

Yearly, JINC helps 63,000 kids from the ages of 8 to 16. The program encourages them to explore their strengths, discover various professions and ultimately apply for jobs that suit them.



What's next?

We look forward to doing even more in the years to come.

Our plans:

- We see an increased interest internally in Diversity and Inclusion topics, and we want to incorporate these even further into our processes.
- A Lunch & Learn session on neurodiversity prompted us to look into how we can make our working culture and environment more accessible. Neurodiversity can cover autism, ADHD, dyslexia, dyspraxia or other conditions. We expect to have a strong representation across our team. So, to help us all understand what we can do to better accommodate each other's individual working styles, we plan to implement a neurodiversity toolkit.
- We plan to arrange flower arranging workshops for the 'Met je hart' Foundation again this summer.





Chapter 3
**Driving a
responsible
business**

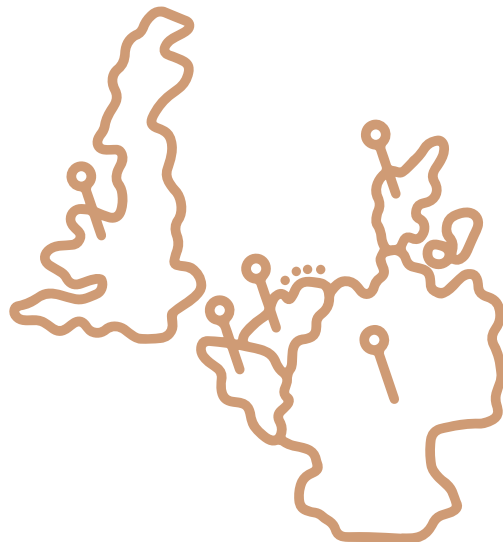
Driving a responsible business

Our goal? To be leading in our industry when it comes to sustainability. With sustainability integrated into everything we do, supported by ethical practices and transparent processes.

Since April 2021, we have been a part of the Bloom & Wild Group. As a group, we can join forces to buy sustainably and work with suppliers to push the sustainability frontier even further. Because there is still plenty of work to be done.

We love to take you on our sustainability journey. We'll share our setbacks as well as any victories. So that we can create a more sustainable industry.

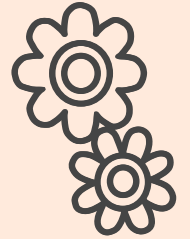
Founded in 2014, we are active in five countries: the Netherlands, Germany, Belgium, Denmark, and the United Kingdom.



What we do

We have drastically shortened our supply chain

We made the supply chain shorter by skipping the auction and the wholesaler, which was the traditional way all flowers were sold up to 8 years ago when we started. We buy directly from the growers. The result? Fresher flowers of a higher quality that last longer.



We are an active member of the Floriculture Sustainability Initiative (FSI)

And have been since 2019.

We hired a dedicated Head of Sustainability

Because integrating sustainability into our operations is a key priority for our business and we know we need dedicated resources to achieve our goals.



Publish our Sustainability Report. Yes!

We're thrilled to have our newest report.

The Floriculture Sustainability Initiative (FSI) – what’s it all about?

FSI members form a unique group of international front-runners joining forces to address sustainability issues in a multi-stakeholder, market-driven approach.

Why is bloomon a member?

We’re applauding this integrated approach as it has broadened the horizons for driving sustainability in the floriculture sector. Nobody can do this alone.

Through our membership, we support the work in four main areas:

1. Responsible sourcing
2. Decent work and wages
3. Environmental footprinting
4. Responsible conduct

At bloomon, we support and encourage our growers to commit to full certification in line with the FSI basket of standards. These standards are all about good environmental and agricultural practices. Also, they include social certifications in countries where we want to adhere to international accepted requirements and local labour laws.

“By being an active member of FSI, bloomon sends a clear message to the rest of the industry: it is of great importance to work together and now move forward towards 2025 to achieve our environmental and social goals.”

Jeroen Oudheusden, Executive Officer FSI



Focus on sustainability

We want to give sustainability the attention it demands and deserves. By someone with the expertise and the focus needed to truly integrate it into all our thoughts, plans, and processes. So, we’re thrilled to introduce our first Head of Sustainability.

“As a tech scale-up that works with nature, bloomon is a pioneering brand with highly motivated people willing to do things differently. Working to combine the best of both worlds, bloomon uses a data-driven approach to change the sector for the better. This has already resulted in exciting progress when it comes to taking action on climate change and boosting sustainable growing practices, and I’m very excited to work together with the team to build on that.”

Sibbe Krol, Head of Sustainability



Before joining bloomon, Sibbe has worked in front-running NGOs and consultancies, focused on tackling various social and environmental sustainability challenges across Africa, Europe, and Asia. In the coming months, he will work with our team and partners on making headway on key Sustainable Development Goals, such as Poverty Alleviation, Gender Equality, Decent Work, Climate Action, Clean Water, and Life On Land as well as our Net Zero plan.



A short supply chain

bloomon has significantly shortened the supply chain by buying directly from growers and skipping auctions and warehouses. This means that the flowers are fresher when they reach the customer, last longer, and that there is significantly reduced waste along the way.

Our smart data teams and tools help us measure demand accurately, and continuously improve our forecasting. Like any forecast, we can't always get it 100% right but we can forecast our needs in great detail. The result? Even less waste in the sourcing of flowers.

“Every day, our supply chain team is working to process the flower stock as efficiently as possible. We do this by counting the stock several times a day and adjusting the orders to our suppliers. Any leftover flowers are prepared for our buyer, who sells bouquets of them at a market.”

Manon Bakker – Senior Supply Chain Manager

We know our growers

Buying directly from the growers also gives another benefit: we know who we are buying from. This makes it a lot easier to work together on improving sustainability. After all, people connect to people.

Knowing our growers means we can talk about tough agricultural choices like the use of pesticides. Also, we can make sure that we source from growers that use ethical practices by ensuring that they have best practice certifications.

“Fresco Flowers is our rose supplier. To keep the environmental impact of their activities as little as possible, they've worked hard on minimising the use of packaging material and using recycled materials where possible. For example, they use 100% recycled sleeves on the roses.”

Tom van de Werken - Buyer

What's next

At bloomon, we're ambitious. In everything we do. You can expect even more from us in the near future.

Our plans:

- Set and share our net zero plan by autumn 2022.
- Share our ambitions and results in a frequent Sustainability Report.
- We aim for our sourcing to be 90% FSI-certified by 2025.
- As part of the Bloom & Wild group, we have a joint Modern Slavery Statement. Currently, we are integrating this into the bloomon operations.





We're proud of the progress we've made, and committed to our next steps. So, let's keep in touch and share our journey.

bloomon

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