

Sustainability Report 2021/22



BLOOM
& WILD



Caring wildly for our planet

From the very beginning, care has been at the heart of our business. From the blooms we source, to the packaging we send them in, to the way we treat our colleagues, our customers, and the communities around us.

Flowers and plants bring a huge amount of joy and delight. They lift our spirits, and remind us of our own connection to the natural world. They also connect us to other people – the friends, family or loved ones who have taken time out of their own busy lives to think of us.

But, as natural products that depend on the environment in which they're grown, they also need us to protect that environment – from taking steps to tackle climate change, to being mindful about the materials we use.

Our commitments are:

1. To make everything in our boxes recyclable or compostable
2. To reduce, offset, and eventually remove our carbon impact
3. To partner with trusted, responsible growers and suppliers
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 – from making all our packaging 100% recyclable, to our warehouses not sending a single stem to landfill since 2015, to becoming officially carbon neutral certified, and pledging to become net zero.

But we know there's much more to do. Our commitment to you is to be transparent about the progress we've made, and to constantly challenge ourselves to care wildly at every layer of our business. Read on to find out more, and if you have any feedback or questions don't hesitate to get in touch.

Aron Gelbard,
CEO & Co-Founder, Bloom & Wild





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A stylized, monochromatic orange illustration of a plant with large, rounded leaves, a central stem with small circular buds, and a flower head with stamens. The illustration is set against a solid orange background.

1. Mindful materials



Why we care

We reduce our material footprint wherever we can

The floristry industry has a waste problem. This includes visible waste like single-use plastics: cellophane, and plastic flower food packets. But also the waste we don't always think about – flowers that get damaged or broken or that don't sell.

We're dedicated to tackling this problem head-on by sourcing **recycled, recyclable and compostable materials for our packaging**. And as an online business with smart forecasting tools, we're **constantly working towards zero (or near zero) waste** by only ordering as many bouquets as we think we'll sell. Whenever we do end up with leftover flowers or plants, we work hard to make sure **they don't end up in the landfill**.

As our customers, we know you love to buy flowers from us because you love to care. You put time and effort into supporting your friends and family through all of life's ups and downs. And we want to help you carry on doing that, safe in the knowledge that we're doing all we can to reduce the material footprint of the gifts you give.

Wins for 2021/22

- All our flower and plant packaging is now 100% recyclable (hooray!)
- We switched to compostable moisture bags in our hand-tied bouquets
- We saved 84,069kg plastic going to landfill
- We're starting to resell our less-than-perfect plants at a discount
- We continue to send tulips with bulbs on so they can be replanted
- We launched our own flower press kit to preserve our blooms



What we're doing about it

100% recyclable packaging

When it comes to packaging, we sweat the small stuff. This began when our CEO & Co-founder Aron personally measured hundreds of letterboxes across the country to make sure our cardboard flower packaging could be sent through the front door.

We're proud that every single element in our packaging is now 100% recyclable, reusable or compostable – even down to the stickers, paper flower food sachets and flower nets. And nearly all our packaging is made from 100% recycled materials, like FSC-certified cardboard and ribbons made from plastic bottles.

Last year, we saved over
84,069kg of plastic
and polyester from
going to landfill

What’s in the box?

	Recycled materials?	What it's made from	Recyclable?	How to recycle
Cardboard box	✓	Recycled card from Forest Stewardship Council (FSC) certified suppliers	✓	Paper and cardboard bin
Kraft paper	✓	Recycled card from FSC-certified suppliers	✓	Paper and cardboard bin
Ribbons	✓	Made from recycled plastic bottles. Every 1,000m of ribbon saves 120 bottles from being chucked away to landfill.	✓	Fabric recycling bank – or keep and reuse
Greetings cards	✓	Recycled FSC-certified card printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Care cards	✓	Recycled FSC-certified card printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Flower food sachets	✓	Recycled FSC-certified paper printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Stickers		Printed on FSC-certified paper	✓	Paper and cardboard bin
Flower nets		High-density polyethylene (HDPE) – the same material as plastic milk bottles and yoghurt pots	✓	Plastic recycling bin (or local plastic bank)
Compostable moisture bags		Biodegradable plastic containing non-toxic gel	✓	Compost bin
Protective bubble wrap*	✓	Low-density polyethylene (LDPE) made from min. 30% recycled plastic	✓	Plastic bag recycling at local supermarket (or plastic recycling bin if your council accepts bags)

*Taking extra care with our vases

A small percentage of our orders (1.7%) include a recycled glass vase. We’ve tried out different protective materials to keep them safe on their journey, including both cardboard and recyclable plastic. At the moment, the recyclable plastic bubble wrap is winning when it comes to protection. But we’re still investigating other materials that can be more easily recycled. Our priority is to make sure the vase arrives at our customers’ homes in one piece – wasting glass from a broken vase or re-sending the delivery isn’t good for the environment, after all – so we’re taking extra care to find the right solution.

What about our suppliers?

Non-toxic printing

We print 90% of our materials through a net positive B-corp printer called Seacourt, using non-toxic, vegetable-based ink. Their factory is 100% powered by renewable energy, using zero water and chemicals, and generates zero waste. Compared to typical printers, they save 39,000kg of landfill waste every year and 60,329 litres of fresh water – the same as 967 showers.*

FSC-certified paper mills

All the paper for our boxes, flower wraps, stickers and care cards is sourced through Forest Stewardship Council (FSC) certified suppliers. These suppliers uphold the highest social and environmental standards when it comes to sustainable paper sourcing. Our FSC recycled paper means it's been verified as being made from 100% recycled or reclaimed materials, which reduces the demand of virgin paper production and helps to protect the world's forests. Our paper mills operate a closed loop system – meaning they only work with FSC-certified suppliers too.

Creating an eco-friendly HQ

We believe that being sustainable should start from the ground up. So in our main office, we've made lots of little swaps, like using eco-friendly kitchen roll, cleaning products and 100% recycled toilet roll. When it comes to our stationery, we always opt for bits made from recycled materials. And we have plenty of bins throughout the space so we can sort our dry recycling, glass, coffee grounds and green waste from our normal rubbish.

But we don't want to stop there. We're working on ways we can be even kinder to the planet – things like reducing our energy usage and switching to renewable energy suppliers.

*Seacourt 'The Time is Now' Environmental Magazine (p.10-11), 2021





We're always working towards zero waste

We hate waste. It's the reason we're obsessed with forecasting. It's the reason our warehouses haven't sent a single stem to landfill since 2015. And in 2020, we were proud to say we'd sent zero waste to landfill full stop.

But we'll be honest. Since our last report, we've expanded as a business and added two new warehouses into the mix. While these warehouses only make up a small amount of our total orders, we know they're still on their journey towards zero waste. It's something we care deeply about, so we're working with them to get to where we want to be.

Six ways we're tackling waste:

- 1. Only order as much as we think we'll need**
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 (although we always aim for 95% or more each month).
- 2. Hold special eco sales**
When we see we might have too many flowers, we offer them to customers at a discount.
- 3. Sell leftovers to local florists**
We work with a florist local to our main warehouse who takes them to the flower market and gives them new homes.
- 4. Donate bouquets to care homes and hospices**
We've surprised the lovely locals at hospitals, charities and food banks with any leftover bouquets.
- 5. Compost green waste**
So any damaged flowers, excess foliage, leaves or leftover stems get recycled back into nature.
- 6. Our main warehouse is zero waste**
Cardboard, plastic and wood we can no longer use is sent off for a new lease of life. And the things that can't be recycled are incinerated to turn them into energy.

Helping our customers continue the care

Big change happens when we all do our little bit. We know our customers are a caring lot, so we go the extra mile to educate them on how to extend the life of their flowers – and how to dispose of them in a responsible way after they've wilted.

- 1. We send recycling information with every delivery**
We send a guide out with all our blooms to help people know how to recycle their packaging, and which bin to pop it in. We also remind them to put their dead flowers into compost or a green bin – if they go into landfill, they produce methane as they break down which is harmful for the environment.
- 2. We send our tulips with bulbs on**
This helps them last longer in the vase, and means the bulbs can be planted out to enjoy next spring. We've just launched a paper tulip bag which our customers can store their bulbs in, along with instructions on how to replant them.
- 3. We've launched our very own flower press kit**
It comes with everything needed to dry and press stems that are too special to let wilt. With this kit, preserving flowers - and the memories attached to them - has never been easier for our customers.
- 4. We've produced a guide to drying your flowers**
Generally, dried flowers (or as we like to call them, forever flowers) last between 1 to 3 years. But with the right care, they can be enjoyed for years and years.



What we're doing next

Making our packaging even more sustainable

In 2020, we set ourselves the target of making all our packaging 100% recyclable by 2021 – both our letterbox packaging, our plant packaging, and our bigger boxes which we use to send hand-tied bouquets and subscription flowers. And we've done it!

But we want to go further. We're investigating plastic-free alternatives to our vase bubble wraps, that still keep our vases snug and safe. We're also running trials to see if we can remove plastic flower nets altogether – or find a more easily recyclable alternative – while also making sure our lovely flowers arrive in tip-top condition.

Giving our less-than-perfect plants a second chance

We want to carry on reducing the amount of flowers and plants we don't – or can't – sell. We're excited to announce a brand new initiative, which we're trialling this year. Introducing: TLC plants.

Nature is weird, wonderful and unpredictable. And naturally, some of our plants will arrive looking a little damaged or tired. But they still deserve a good home and some TLC. So to avoid them being rejected, we'll be offering them to our customers at an amazing price and some top tips on how to revive them. Win win.



2.

Reducing and removing our carbon impact



Why we care

Carbon neutral today. Net zero tomorrow.

At Bloom & Wild, we take our responsibility to the climate extremely seriously. Like everything we buy, flowers and plants come with a carbon footprint. How big the footprint is depends on lots of complex factors – including how they're grown, how they're transported, and how they eventually make their way into your home.

We've been offsetting all the carbon emissions from our bouquets since 2020. And this year, we became officially certified as a CarbonNeutral® company through Natural Capital Partners. That means for every bouquet you buy, we reduce its carbon footprint to zero through in-house efficiency measures, renewable energy, and external offsetting projects.

But if we want to stop the devastating effects of climate change, we not only need to reduce and offset our carbon emissions, but eventually find innovative ways to remove carbon from our atmosphere – a.k.a. be a net zero company.

To help us get there, we've signed up to the Tech Zero climate pledge. Along with other leading UK tech companies, we're committing to take ambitious action towards a net zero target. This includes measuring and offsetting our Scope 1, 2 and 3 carbon emissions, and setting out a schedule to halve our emissions by 2030 and be net zero by 2050 at the absolute latest.

We're constantly challenging ourselves to find ways to reduce the environmental impact of our flowers and plants, so you can carry on enjoying the positive emotional impact they have on the people you love.

JARGON BUSTER

Carbon neutral

= we reduce our emissions, and offset what we can't reduce

Net zero

= we reduce our emissions (in line with the 1.5 degrees Paris Climate Agreement), offset what we can't reduce AND invest in removing carbon from the atmosphere

Wins for 2021/22

- We're now officially CarbonNeutral®
- We reduced our emissions by 5.72%
- We increased our amount of UK-grown stems
- We reduced the amount of heated greenhouses in our supply chain
- We increased our zero-emission deliveries by 35%
- 71.2% of our deliveries are now by foot, bike or electric van
- We signed the Tech Zero pledge to become net zero
- We're working on creating a carbon budget for our bouquets



What we're doing about it

It's official – we're now CarbonNeutral®

That means we've worked with an independent climate impact partner (Natural Capital Partners) to map and verify our emissions across our entire supply chain. And we offset those emissions by supporting projects around the world that invest in renewable energy, cut carbon, and improve communities.

These include two Gold Standard certified projects – the Bondhu Chula Stoves project in Bangladesh (providing clean-cooking stoves to over three million families in Bangladesh) and Gyapa Efficient Cookstoves in Ghana. And we also invest in renewable energy projects, including building wind farms in West India.

How we map our carbon footprint

We thought it was important not only to include emissions from our direct operations (known as Scope 1 & 2) but from our full upstream supply chain (known as Scope 3). This means we've included all the carbon produced from our office, growing our flowers, transporting them, fulfilling orders in our warehouse and delivering to our customers. We know the areas with the largest impact are how we grow and transport our flowers, so this is where we've focused our energy into making reductions.

We're actively reducing our carbon emissions

Offsetting is just one way to contribute to a more sustainable world. More importantly, we want to reduce the amount of carbon we produce in the first place.

In 2021/22, we've managed to reduce our emissions by 5.72% by:

Using more low emission delivery partners

Sourcing more of our blooms from the UK and Europe

Using fewer heated greenhouses

So what?

5.72% might not sound astronomical. But here's the thing: if we carry on reducing our emissions by at least this amount every year from now on, we'll be on track to have halved our emissions by 2030.



We source our flowers carefully

We'll be honest – sourcing is complex. As eco-conscious consumers, we would love to always buy local. But different flowers need different environments to flourish. And when you add in factors like heated greenhouses, worker conditions, transport, forecasting... it becomes a much more nuanced picture.

We think deeply about how to source our flowers in the most responsible way and we work with flower farms around the world to achieve this. Our ultimate goal is always to find innovative ways to reduce our growing footprint, while working with suppliers who have rigorous working and agricultural practices (more on that in the next chapter).

1: Outdoor grown in UK and Europe

Our British-grown flowers – like peonies, lilies or daffodils – are picked in season close to our main warehouse to minimise unnecessary carbon emissions from travel. And in spring and summer our UK grown tulips are picked fewer than 20 miles away from our main warehouse.



2: Outdoor grown in warmer countries

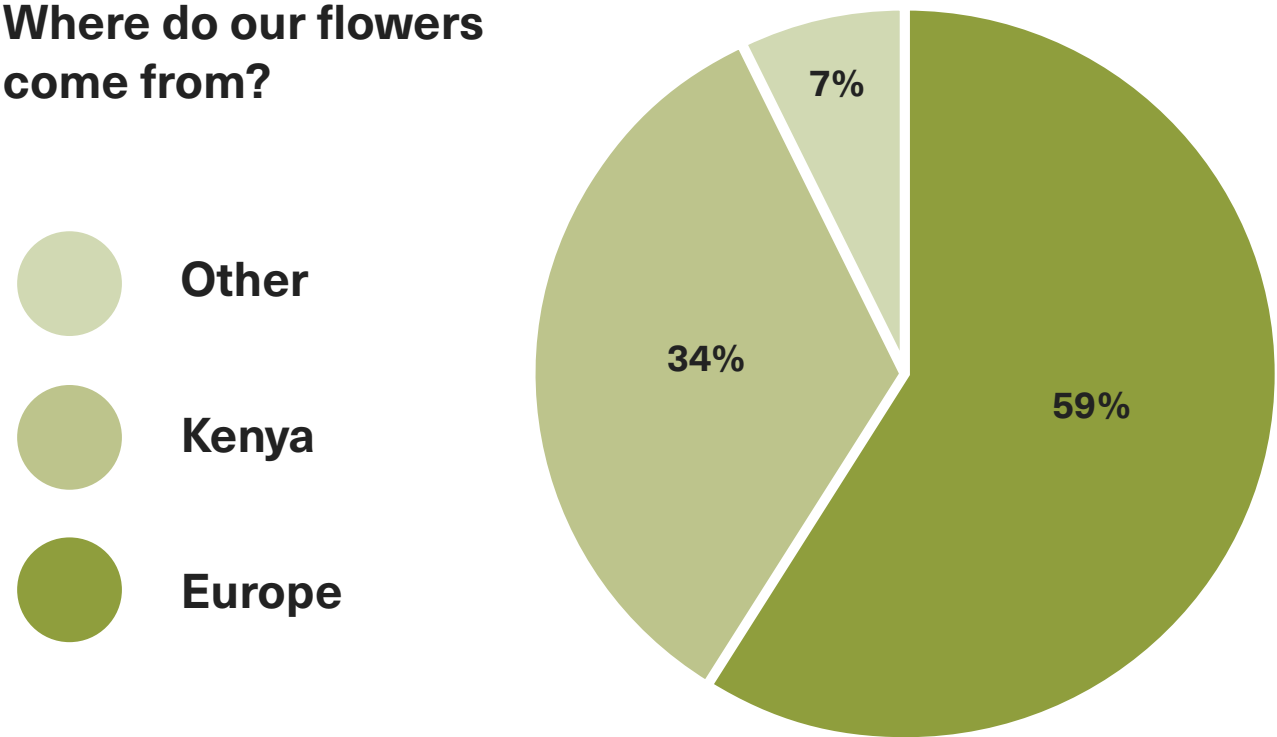
But some stems – like roses and snapdragons – need a warmer climate to flourish. This gives us two choices: grow closer to home using artificial heat, or grow in outdoor conditions in countries like Kenya.

We've done a detailed audit to work out which option has the least impact on the environment. And we've found that even with air freight, the total carbon footprint of growing flowers in Kenya is six times less* than growing flowers in heated greenhouses in the UK or Europe.

3: Grown in heated greenhouse (ideally powered by renewables)

On the rare occasion we can't source our flowers from natural environments in Europe or Kenya, we use heated greenhouses. About 15% of our flowers are grown this way – which is 2 percentage points less than in 2020. We want to reduce this number even further. And where our growers still need to use heat, we're working with them to switch to renewable energy.

Where do our flowers come from?



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

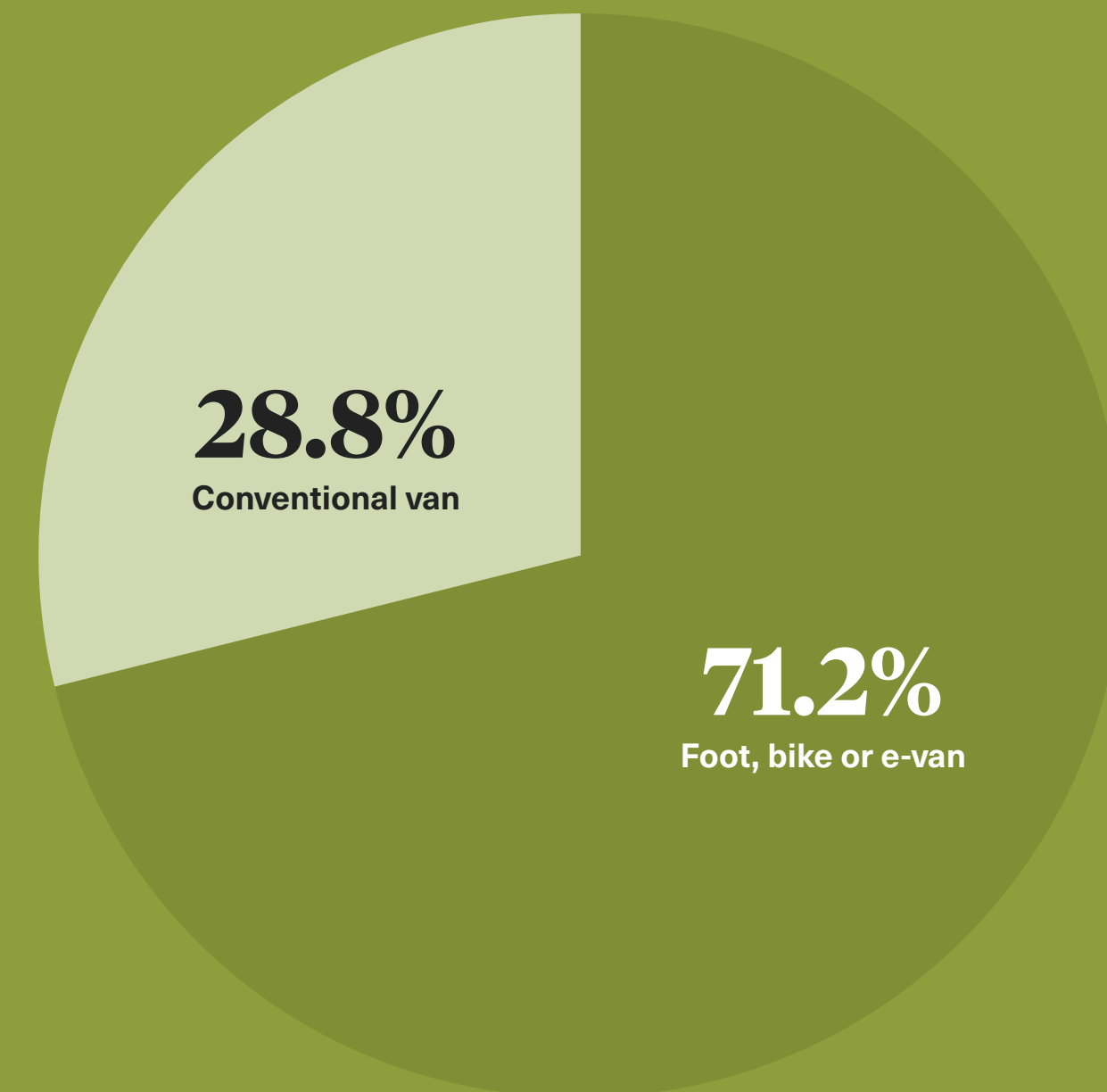
Last year, we delivered more emissions-free parcels than ever before

We're rapidly growing the amount of deliveries we make with zero-emissions partners like XeroE, and last year we doubled the number of deliveries made with electric vehicles in the UK from 134,000 (2020) to 273,000 (2021).

Within the M25 / Greater London, 35% of Bloom & Wild deliveries are now zero-emissions. And within central London, 60% of our deliveries are zero-emissions – doubling the target we set ourselves in 2020.

If you're in London, Bristol, Oxford or Nottingham, watch out for your friendly XeroE courier dropping off your flowers by pushbike or electric van. And this year, we plan to roll out zero-emissions deliveries to Birmingham, Manchester, Bath, Leeds and Cambridge.

Over 70% of our deliveries are now by foot, bike or electric van



Powered by posties

Did you know that 75% of Royal Mail parcel items are delivered on foot by your local postie? And from March 2022, they now have the largest electric fleet in the UK. When they do go by vehicle, a Royal Mail van travels an average distance of 8 miles a day, compared to 100 miles a day for other carriers. They've also started the roll out of all-electric delivery offices powered by renewable energy – meaning deliveries from those offices will be zero emissions.*

*All stats taken from royalmail.com/sustainability

In 2021, our emissions free courier travelled:

309,192km

that's like going around the world 8 times!

This saved greenhouse gases equivalent to:

33,264
litres of petrol

or

8 million
mobile phones
charged



What we're doing next

Improving how we map our carbon footprint

We're currently working on a new carbon model which will give us even greater transparency on where we can make reductions. By 2023, we aim to:

- Measure and offset our digital carbon footprint (from website and digital marketing) by appointing a Tech sustainability champion
- Include more drivers of climate change that aren't greenhouse gases, but still contribute to global warming effects (known as radiative forcing)

Keep reducing emissions in our supply chain

We'll continue to source, expand and champion our British-grown stems – including tulips, hyacinths, lilies and daffodils. And where our growers still need to use heated greenhouses, we'll be working with them to switch to ones that are powered by renewable energy.

Creating a 'carbon budget' for our bouquets

Over the past year, we've been working hard to build a model that maps the carbon footprint for each individual flower stem. It's really exciting stuff, and allows us to see the impact of our bouquets at a stem-by-stem level. We want to make sure the data is watertight before we roll it out. But ultimately, we're intending to use it to curate bouquets based on a carbon budget – not just a financial one.

Seeing if we can switch from air freight to sea freight

We're running early stage tests with our growing partner to transport our flowers from Kenya using shipping rather than air freight. We're still waiting for the results of these trials. But we're excited to see if this could be a new, low-impact way to move our flowers from farm to warehouse.

Going from carbon neutral to net zero

There's a lot of talk about carbon reduction and offsetting. But for real positive change, we need to work together to collectively remove carbon from the atmosphere. In figures, we must remove 10 billion tons a year by 2050 to keep global warming below 1.5 degrees.

At Bloom & Wild, we're committing to reach net zero emissions. And to help us get there, we've signed up to Tech Zero. The Tech Zero taskforce is a group of innovative tech companies who are taking bold action to fight the climate crisis. Together, we're accelerating our progress to net zero by setting ourselves ambitious carbon targets and pledging to be transparent with you – our customers.

Our Tech Zero commitments:

- We measure all our global greenhouse gas emissions, including scope 3, and report them publicly each year.
- By September 2022, we'll publish our timeline and strategy to halve our emissions by 2030 and reach net zero by 2050 (at the absolute latest).
- We'll limit our company's carbon footprint in line with keeping global warming to below 1.5°C - the critical level of heating to avoid the worst impacts of the climate crisis.
- We've appointed a member of our executive team to be responsible and accountable for our net zero target.
- We communicate our climate commitments in other meaningful ways, including to our customers.
- We report our progress on short and medium term targets to our Board annually, and on our website.





3.

Working with responsible growers and suppliers



Why we care

Bloom & Wild was founded on care, so it's vital that we work with suppliers who look after their own workers. And as a flower and plant company, we're intimately linked to nature. We depend upon healthy, diverse and abundant natural habitats and wildlife, and we want to help keep it that way. That's why we work with growers who demonstrate **good working, growing and environmental practices**.

We continue to work with our existing partners to support important community initiatives, like **sponsoring the roll-out of 10,000 Covid-19 vaccines to flower farm workers in Kenya**. And we've also partnered with exciting new suppliers – like **Ocean Plastic Pots**, who make plant pots from recycled plastics like fishing rope and nets. We know that by joining forces with other companies who are doing their bit, we can make an even bigger impact.

Wins for 2021/22

- Sponsored Covid-19 vaccine roll-out to flower farms in Kenya
- Launched plants pots made from recycled ocean plastics
- Partnered with a sustainable ceramic supplier
- Launched our flower press kit made in the UK



What we're doing about it

Workers

We believe we can make the biggest impact on improving working conditions in the flower sector by focusing our attention on the wages and additional working conditions in Kenya, as the most significant flower producing country for us outside of Europe.

Around 33% of our flowers are sourced from Kenya through one strategic partner. Our close relationship means we have a good visibility of the supply chain and our CEO and leadership team have personally visited the sites. So we know that they uphold high standards when it comes to social responsibility.

Fair working conditions

All the flower farms we work with in Kenya offer:

1. Women's working rights
 - 1 year of maternity leave, with the first 3 months paid in full
 - New mums being able to leave early for 6 months
 - Gender committees to raise and address women's issues
2. Fair pay – wages that are in the top quartile of the local industry's average
3. Free transport to and from work
4. Subsidised food and canteen facilities for all workers
5. 30 days' paid holiday
6. Free access to healthcare, clinics and hospitals
7. Training and development schemes
8. Free personal protective equipment (PPE) and bottled water

Community projects

In Europe, the vast majority of us have been fortunate enough to be offered COVID-19 vaccines relatively quickly and free of charge. But in many parts of the world, that hasn't been the case. We've sponsored a programme to get vaccines to 10,000 workers in Kenya, helping to keep everyone safe on the flower farms and in the wider community.

We also provided laptops for a brand new school library, built for the 850 children of Maua School in Naivaisha.

Growing

We work with suppliers who uphold rigorous agricultural practices and certifications.

Water

This includes our flower supplier in Lincolnshire, who use state-of-the-art hydroponic techniques (using mineral nutrient solutions, in water, without soil). This uses up to 30% less water than traditional growing methods. Our Kenyan growers do this by capturing and harvesting rainwater, and feeding it back into the greenhouses using hydroponic drip technology. No water drains back into the ground – it's constantly recycled back into the system.

Pest control

The use of pesticides is also something we pay close attention to. The farmers we work with in Kenya grow our flowers in natural conditions as much as possible. They pride themselves on their good agricultural practices and use what's known as 'integrated pest management systems', which work by finding ways to prevent pests from making a happy home in our crops. They use botanicals to control pests and only use pesticides as a targeted and very last resort – and never Class 1 or 2 pesticides.*

Our European growers work to EU standards, and we're working on getting more visibility of pesticide usage and an impact driven approach on pesticides in our European supply chain which can be much more complex.

Peat

Reducing and removing peat from our supply chains is really important to us. We're actively trialling peat-free growing methods with our growing partner, while also making sure it doesn't lead to a drop in quality or moisture-retention for our blooms.

Environment

Energy

We're in conversation with several of our suppliers to support the switch to renewable energy, especially if they use heated greenhouses. And an example of this is the flower farm we work with in Norfolk uses solar panels to power their cold stores.

Biodiversity

We're proud to work with suppliers who do more than just the basics. Two out of three of our UK growers hold LEAF (Linking Environment and Farming) Marque accreditation, which means they meet industry-leading standards of sustainable farming and environmental practices.

Our supplier in Norfolk actively supports local wildlife by setting up butterfly banks and wild flower meadows in partnership with LEAF – the leading organisation delivering more sustainable food and farming. They've also planted thousands of new hedgerow trees to provide a natural home for local birds and animals.

The flower farms in Kenya that we work with have special projects in place to help protect forests and wetlands, while beehives and bat boxes welcome local wildlife. (Sometimes they even spot cheeky leopards sleeping among our carnations.) They also plant and rehabilitate natural plant species back into these environments, like community tree planting projects, reforestation programmes, and papyrus and bamboo planting in wetlands.

*World Health Organisation (WHO) Classification of Pesticides, 2019

We're partnering with small sustainable suppliers



Flower press kit

We partnered with the delightful duo at Studio Wald in Yorkshire to create our very own plywood flower press kit. All their products are made in England, using 100% recycled or FSC-certified paper and using parts sourced from English or European manufacturers. Plus, pressing your flowers helps prolong the life of your blooms for years to come – so it's a win-win for the environment too.

Ocean Plastic Pots

We've just launched a range of plant pots made by the fantastic Scottish-based company, Ocean Plastic Pots. These pots started life as a bunch of old fishing ropes and nets, destined to end up in landfill. Or worse, our seas. But Ally, a deep-sea diver and founder of Ocean Plastic Pots, came up with the idea after salvaging a ship full of plastic waste. Making them from recycled ropes and nets saves about 5 times the CO2 emissions compared to using new material. What makes it really special though, is that it can be recycled again, creating a circular economy. So it's endlessly eco-friendly.





What we're doing next



Increasing our suppliers' accreditation

We continue to work with our growers on increasing their level of certification and improving environmental performance. We favour suppliers who can demonstrate an impact-driven approach to growing responsibly, and who use natural methods (where possible) to grow our stems with respect for the planet.

Ceramic vases, made sustainably in the UK

We're thrilled to be launching a new ceramic vase this year. Designed in-house, and made in the historic home of British pottery in Stoke-on-Trent, our manufacturer re-uses broken pieces of ceramic, recycles waste heat, waste water and excess clay, and sources all their raw materials locally wherever possible.

Our Sustainable Edit

Sustainability is at the root of everything we make and sell. But to help our customers know which of our flowers, plants and accessories have the lightest footprint, we've curated our Sustainable Edit. From British-grown tulips, to less-than-perfect plants in need of some TLC, to our innovative Ocean Plastic Pots, these thoughtful gifts feel just as good to give as they do to get.





4.

Investing in people and communities



Why we care

Making meaningful connections beyond our gifts

As a growing business, we don't just have a responsibility to look after our planet. It's on us to give back to those around us too. From the teams in our head office and warehouses to our wider community.

That's why we're always looking into new ways to boost our team's well-being. Back in November 2020, we introduced mental health support through an online company called Spill. And this year, we started quarterly health checks so we have a regular feel of how the team's doing mentally.

Behind the scenes, we've been working with our charity partners to support them beyond our donations. Because, as we're sure you know, forming real connections is what matters to us the most.

Wins for 2021/22

- We donated almost £500,000 to our charity partners
- We made our marketing more diverse and representative
- We launched a toolkit to support our neurodiverse colleagues
- We improved gender and ethnicity diversity across our entire team
- The number of women in our tech roles increased to 36.5%



What we're doing right now

Building a diverse team

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 always hiring from a diverse pool of candidates.

Because of this, the make-up of our team has really blossomed over the last few years. We've made significant steps in creating a team that's more balanced across gender and ethnicity, and all the other identities that intersect with these (like religion, sexual orientation, socio-economic background and so on).

While we're really proud of all the progress we've made, we know there's always more we can be doing. Which is why...

We're helping make tech 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, we increased the number of women in our tech roles from 23% to 36.5%. This is almost double the national average of 19%.* And we're happy to say we have a female Chief Technology Officer leading the team too.

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. For example, back in October 2021, we sponsored Black Tech Fest. This digital festival was set up to bring together innovators, creators, and future and present leaders to celebrate Black culture and explore innovation.

Later this year, we plan to launch our first-ever apprenticeship scheme and support The Executive Challenge, a programme set up by The Women's Association. Through this, girls between the ages of 12 and 17 are given the opportunity to learn about life as an Executive and gain access to the corporate world.

*Source: <https://www.womenintech.co.uk/8-facts-women-tech-industry>



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 and is able to thrive, no matter their background.

Back in 2020, we implemented mandatory unconscious bias and managing inclusion training. 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.

In fact, it was a Lunch & Learn session on neurodiversity that prompted us to look into how we can make our working culture and environment more accessible. At least 10% of people in the UK identify as neurodiverse – which can cover autism, ADHD, dyslexia, dyspraxia or other conditions. We have a strong representation across our team too. So, to help us all understand what we can do to better accommodate each other's individual working styles, we've created a neurodiversity toolkit.

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.

And members of the team have created two internal networks – one for those who identify as LGBTQ+ and another that covers D&I more generally – to spearhead inclusion from an employee perspective. Not only are these groups a safe space for discussion, celebration and support, but they've helped provide insight into what more we can be doing as a company.

We've made our marketing more diverse too

Our marketing should reflect the wide range of people who send our gifts every day,

To ensure we're working with models of different ethnicities, ages, clothes sizes and both able-bodied and disabled, we've partnered with leading inclusive model agency Zebedee.

We give each of our bouquets its own (human) name. And we've made a conscious effort to use a mix of female, male and gender-neutral first names (from both European and non-European cultures).

Alongside this, we've been using our platform to showcase more BAME-owned businesses. Some of the ones we've teamed up with recently are SoapSmith, Cutter & Squidge and Edge of Ember. And in 2021, we increased the amount of POC influencers we gift from 21% to 45%.

1 in 4 of the competitions we ran in 2021 was with an independent BAME-owned brand

In 2021, we donated a total of £477,234.81 to our four charity partners

Supporting causes we really care about

Caring wildly is something that comes naturally to our customers. You're there for the highs, lows and everything in between. And it's important to us that we show the same level of care, by supporting causes close to our hearts.

Throughout the year, we regularly donate to four charities: Carers Trust, Blueprint For All, LGBT Foundation and The Bee Friendly Trust.

Carers Trust

As a business, care is central to everything we do. So it made sense for us to support Carers Trust, a charity that works tirelessly to aid unpaid carers and raise awareness of all they do. Since October 2020, we've been donating 15% of profits from Our Florist's Pick – one of our best selling bouquets year-round – to them, as well as a portion of the profits from our Instagram sales.

Over 4,000 carers have been helped by our donations

Our donations predominantly go towards a special fund set up by Carers Trust, The Princess Royal's Respite Fund for Carers. It helps carers take time off to recharge, even if it's just for a few hours. Through the fund, they can get access to things like yoga classes, theatre tickets, day trips and care packages, as well as bursaries for counselling, household items and mentoring.



Blueprint For All

As a way of supporting the community around our HQ in South London, we partnered with Blueprint For All (formerly known as the Stephen Lawrence Trust). This charity aims to create an inclusive society in which everyone, regardless of their race, ethnicity or background is able to thrive.

Our donations have helped grow their mentor platform, increasing the number of people they're able to train on the platform, and creating more resources to bolster the training.

We continue to support Blueprint For All's community action in other ways. In March, we hosted a workshop as part of the charity's brand new programme: Building Inclusive Futures, Entrepreneurship and Innovation. **And following the workshop, 100% of participants said that they felt more inspired to pursue an entrepreneurial pathway.**

Several members of our team have signed up for their 6-12 month mentoring programme too. This scheme works with disadvantaged young people who will be guided by their mentors to improve in areas such as communication, technical skills, and professional and personal development.

Bee Friendly Trust

We're the UK's most-loved florist. And bees love flowers too. As part of our sustainability efforts, we want to help protect bees, since they play such an important role in our ecosystem.

We donate 10% of profits from sales made via our Instagram page to Bee Friendly Trust. Our donations have helped support projects that encourage biodiversity. Like installing bee-friendly planters on railway platforms and creating pollinator-friendly habitats in towns and cities across the UK.

LGBT Foundation

We exist to connect all kinds of people together. But for many people who identify as LGBTQ+, that support network can be hard to find. That's why we donate a portion of our profits to the LGBT Foundation.

Our donations go towards funding their helplines and Befriending Scheme, both of which are there for anyone who's feeling alone, confused or anxious. Because their helplines aren't fully-funded, they rely on donations to keep them running.

“I first emailed the foundation's helpline when I was extremely anxious. I didn't know where to turn. The reply I got back was the most wonderful and thoughtful email, I can honestly say it saved my sanity.”

Alongside our regular charitable donations, we sometimes make one-off donations to help with specific causes. Like this year in March, we donated £20,000 to the Red Cross in response to the DEC Ukraine Humanitarian Appeal.



Looking to the future

As we continue to broaden our scope and ambitions, we knew it was important to have someone dedicated to keeping us moving in the right direction. And so this year, we introduced our first ever Head of Sustainability.

“The Bloom & Wild Group is made up of pioneering brands and highly motivated people who care wildly about what they do, and who are willing to do things differently. With this open mindset, Bloom & Wild has already made huge strides when it comes to climate and circularity, and I’m very excited to work together with the team to build on that.”



– **Sibbe Krol**, Head of Sustainability

Prior to joining Bloom & Wild, Sibbe has worked in frontrunning 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.

All that’s left to say? Thank you.

Thank you to every single one of our customers. Everyone who’s bought or received our flowers and plants. And everyone who continues to challenge us on where we could be doing better. We know you care about this stuff just as much as we do, and so you can expect to hear a lot more from us about our sustainability initiatives in the coming weeks, months and years.

We’ll continue to use these yearly reports to update you on everything we’re doing, and we’ll keep you in the loop more regularly on our social channels. If you have any questions or suggestions, get in touch with us here: bloomandwild.com/contact-us





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