

Case Study Bloom & Wild

Flower bouquet
carbon budgets



idh
transforming markets





Objective and approach for bouquet carbon budgets



Key objective

Reduce the carbon footprint of flower bouquets to align to Bloom & Wild's carbon commitment of reducing scope 3 emissions by 50% by 2030

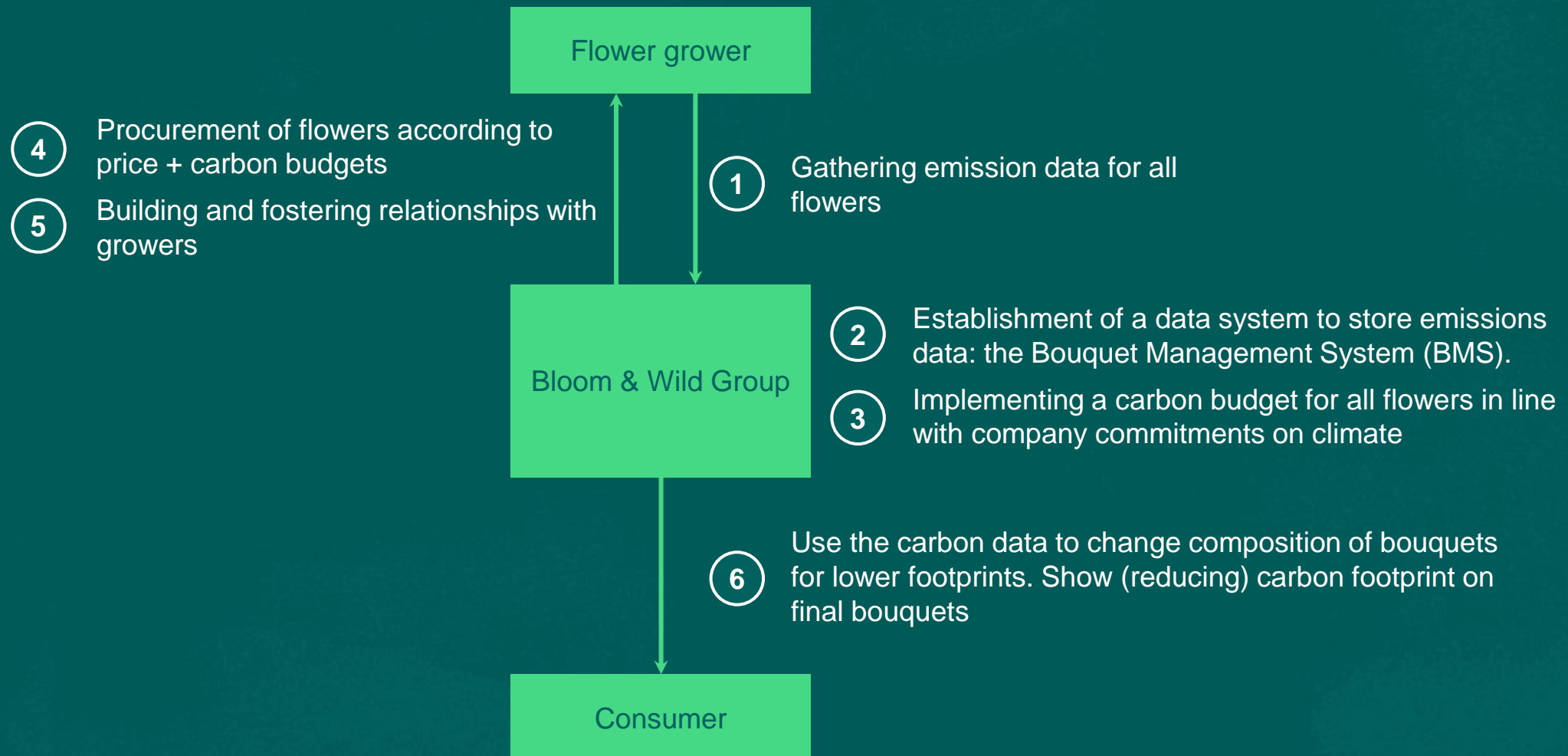


Approach

- Creating a procurement strategy incorporating climate targets
- Building relationships with suppliers through offering long-term contracts and direct purchase (omitting auction & exporter)
- Timeline: ongoing, but initial setup of carbon budgets took around 6 months



Activities to realize bouquet carbon budgets





Greenhouse gas emissions of flower bouquets



Carbon reduction goals

-7% scope 3 emissions annually (in line with SBTi)



Example of bouquet carbon footprint

Total footprint of bouquet:
5.11 kg CO₂e
(based on 19 stems)

Flower	Country	CO ₂ e (g/stem)
Alstroemeria	Netherlands	500
Rose	Kenya (by air)	230
Antirrhinum	Spain	50

Source: Bloom & Wild Sustainability Report 2023



Reduction mechanism

Change composition of bouquet to lower footprint flowers:

- More local flowers
- Increased sea freight
- Reduced sourcing from heated greenhouses



Costs and Benefits



Costs

Costs have not been quantified but are mainly composed of:

- **Staff costs:** to collect data and develop technology behind their tool
- **Consultancy & LCA tools:** to map environmental footprints over a 3 to 4-year period. (Less than 25k)



Benefits

- Reduction of carbon footprint of flower bouquets
- Positive brand perception by consumers
- Unexpected benefits: when the energy crisis occurred, additional savings were realized because Bloom & Wild sourced from suppliers with lower energy use
- Talent management and recruitment: Young people are more motivated to be in an organization putting efforts on sustainability



Reflections on implementing this intervention



Challenges

- Good data is not easy to obtain or manage
- Footprint data needs to be calculated based on the past 3 year/supplier – but even in a single year, summer and winter flowers have vastly different footprints
- Carbon budgets do not cover other sustainability areas such as water or social issues, making it difficult to balance focus areas



Learnings

- Data will never be perfect, and it will always be a work in progress
- Key requirements are:
 - Trust from suppliers
 - Clear understanding of value chain hotspots