

# Case Study: Bloom & Wild

Flower bouquet carbon budgets



**idh**  
transforming markets



# Objective and approach

Bloom & Wild aims to reduce their scope 3 emissions by 50% by 2030. One way of doing this has been to introduce measures to reduce the carbon footprint of their bouquets.



## 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



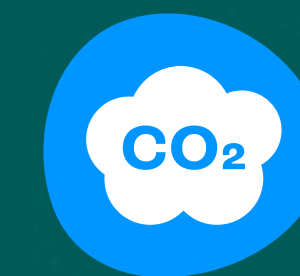
## Approach



Creating a procurement strategy incorporating climate targets

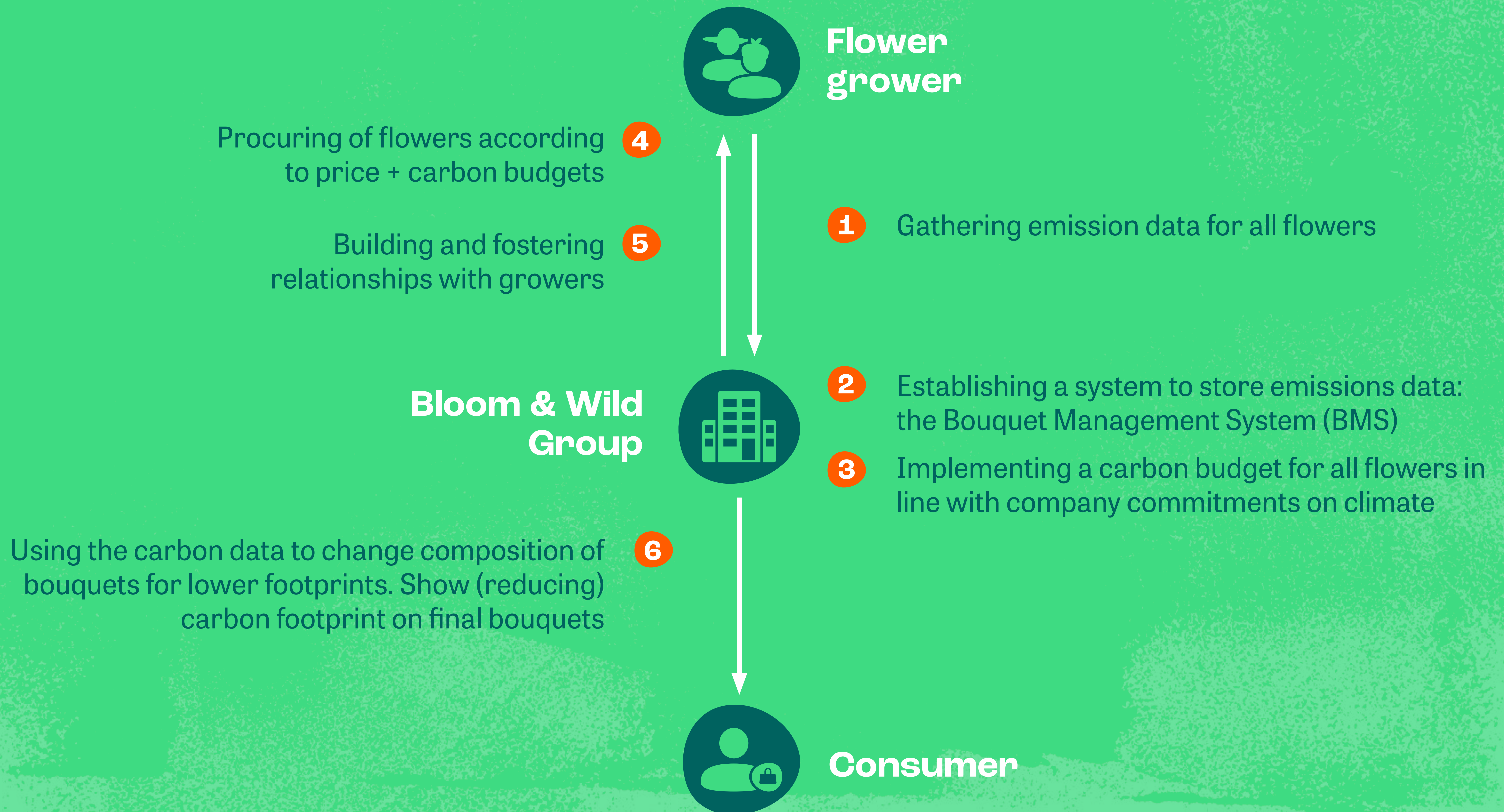


Building relationships with suppliers through offering long-term contracts and direct purchase (omitting auction & exporter)



Timeline: ongoing, but initial setup of carbon budgets took around 6 months

# Activities to realise bouquet carbon budgets



# Greenhouse gas emissions



**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	CO2e (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 realised because Bloom & Wild sourced from suppliers with lower energy use
- Talent management and recruitment: young people are more motivated to be in an organisation putting efforts on sustainability

# Reflections



## 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: the process will always be a work in progress.
- Key requirements are:
  - > trust from suppliers;
  - > clear understanding of value chain hotspots.