Case Study: Bloom & Wild

Flower bouquet carbon budgets

idh
transforming markets

BLOOM &WILD

Objective and approach

Bloom & Wild aims to reduce their scope 3 emissions by 505 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

Flower grower

4 Procuring of flowers according to price + carbon budgets

5 Building and fostering relationships with growers

1 Gathering emission data for all flowers

Bloom & Wild Group

2 Establishing a system to store emissions data: the Bouquet Management System (BMS)

3 Implementing a carbon budget for all flowers in line with company commitments on climate

6 Using the carbon data to change composition of bouquets for lower footprints. Show (reducing) carbon footprint on final bouquets

Consumer

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.