



Climate Activator Certification

Actively minimising CO₂ emissions

ABOUT

BLOOM & WILD GROUP EXISTS TO MAKE LIFE A LITTLE MORE THOUGHTFUL AND BEAUTIFUL. ACROSS THEIR FAMILY OF BRANDS – BLOOM & WILD, BLOOMON AND BERGAMOTTE – THEY SHARE A DESIRE TO BRIGHTEN LIVES AND HOMES WITH THEIR FLOWERS AND GIFTS, WHILE LEADING CHANGE FOR GOOD WITHIN THE INDUSTRY.

Actively minimising emissions

Wherever you see the Climate Activator seal, you can be sure of a few things about the company, brand or product:



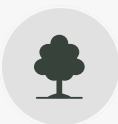
A commitment to the Paris Agreement

This means actively working to reduce the environmental impact of operations and products in ways that contribute to limiting global warming to 1.5°C above pre-industrial levels.



A plan based on Annual Reduction Targets

By making sustainable choices and cutting their carbon footprint Climate Activator Certified companies, brands and products are working to reduce their emissions down to zero between today and 2050, by reducing little by little each year.



A responsibility for remaining emissions

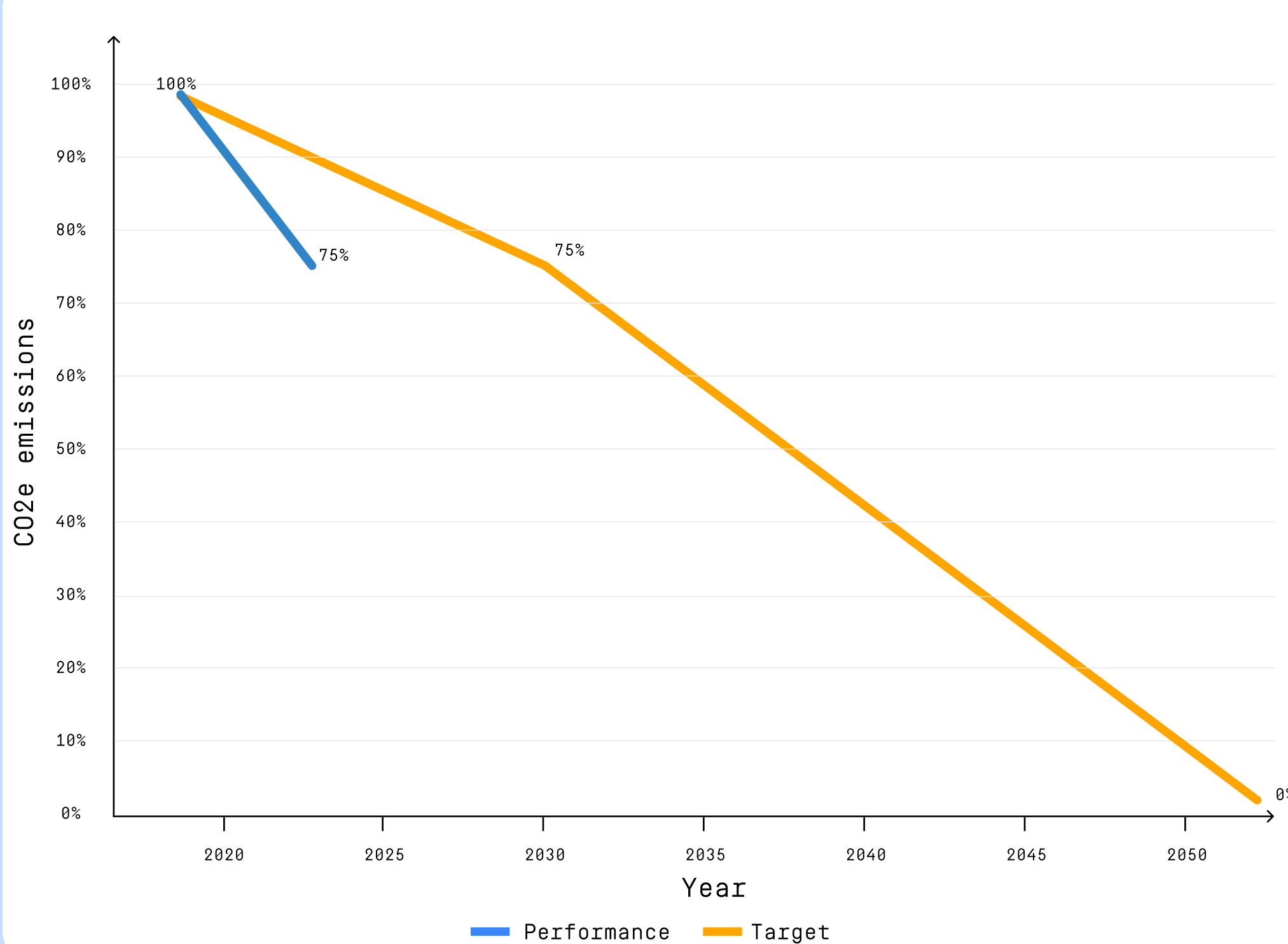
On top of achieving their Annual Reduction Targets, those companies, brands and products using the Climate Activator Trademark have offset their remaining emissions.

We are on track to reduce emissions by 25% by 2030

STATUS: **ON TRACK**

Baseline Footprint: 7.95
Baseline Footprint Year: 2020
Last Audited Footprint: 5.952
Last Audited Footprint Year: 2023
Unit: kg CO₂e/delivery

You can find all programme documents, such as the Climate Activator Standard, the Assurance Protocol & the Trademark & Claims Policy on our website.



Here are some of our emission reduction measures

- **Scaling zero-emissions delivery:** Bloom & Wild Group is rapidly growing the amount of gifts they deliver via zero-emissions partners, like XeroE. Last year, they sent over 300,000 emissions-free deliveries and are committed to scaling this YoY.
- **Sourcing flowers using a 'carbon budget':** They've developed a system where they can see the CO₂e emissions of an individual flower stem. With this information, they're able to create a carbon budget per bouquet, allowing them to design ever more sustainable bouquets for their customers.
- **Transporting flowers by sea (not air):** It can be 6 times less polluting to source a flower from Africa by plane than from a heated greenhouse in Europe. However, to find a more sustainable alternative to flying, Bloom & Wild Group is working with key partners to see how they can scale sea freight, which would lead to a 90-95% reduction in transportation emissions for those flowers.

Time to invest in carbon credits for the remaining emissions

Offsetting or compensation projects give us a way to balance the scales for emissions we can't fully eliminate yet. We engage projects that actively remove greenhouse gases (like carbon dioxide) from the atmosphere or stop them from being released in the first place.



Reforestation of Degraded Grasslands in Uchindile & Mapanda

CERTIFICATION: **VCS**

METHODOLOGY: **REFORESTATION**

SDGS: **1, 4, 5, 8, 13, 15**

PROJECT DETAILS

THE FSC CERTIFIED UFP & MFP PLANT TREES ON GRASSLANDS IN THE POVERTY STRICKEN SOUTH-WEST REGION. THE TOTAL AREA COVERS 18,379 HA WITH 10,800 HA PLANTABLE. THE AREA HAS BEEN DEGRADED GRASSLAND DUE TO FREQUENT ANTHROPOGENIC LED WILDFIRES THAT HAVE PLAGUED THE AREA RESULTING OVER TIME IN THE TREES DYING LEAVING ONLY GRASSLAND.

[VIEW MORE](#) →



The Russas Project

CERTIFICATION: **VCS**

METHODOLOGY: **FOREST CONSERVATION**

SDGS: **3, 4, 5, 8, 13, 15**

PROJECT DETAILS

THE RUSSAS PROJECT SEEKS TO HELP PROTECT AND CONSERVE TROPICAL FOREST BY PROVIDING PAYMENTS FOR ECOSYSTEM SERVICES. THIS TYPE OF PROJECT IS KNOWN AS A REDUCING EMISSIONS FROM DEFORESTATION AND FOREST DEGRADATION PROJECT (REDD PROJECT). PROJECT ACTIVITIES INTENDED TO REDUCE DEFORESTATION ARE IMPLEMENTED IN AND AROUND A PRIVATELY-OWNED PROPERTY IN THE STATE OF ACRE, BRAZIL AND ARE FUNDED BY PAYMENTS RELATED TO EMISSION REDUCTION CREDITS GENERATED BY THE PROJECT.

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