

Fleurop-Interflora®



Committed to a better world



SUSTAINABILITY FRAMEWORK

Contents

1.

**Statement
from Chairman**

2.

Our story

3.

From farm to bouquet

4.

**Our Sustainability
Strategy**

5.

The future

Chairman Statement



“Committed to **a better world**”

When words are insufficient in any language, flowers can reach out to express our love, our hopes, our grief, and our joy. For over a hundred years, Fleurop/Interflora/FTD has been delivering emotions expressed by flowers. Today, we need to preserve and strengthen that tradition and place it at the heart of our commitment to a better world.

In many ways, we trust our florists to be part of our emotional lives in ways that go far beyond our normal transactional relationships. Our value of and respect for that trust is reflected in our drive towards a more sustainable world and in the four pillars that are the foundation of our sustainability agenda:

1. **DECREASING** Our environmental impact
2. **PROMOTING** Responsible sourcing
3. **MOVING** To a Circular Economy
4. **COMMUNICATING** Transparently

As an international group that delivers flowers in over 140 countries, each with its own cultural norms and regulations, we will always face the challenges of a very complex and lengthy supply chain, much of which we can only influence rather than control. We will continue to develop and focus on the areas where we can have the most meaningful impact.

We understand that our global reach and brand recognition reward us with a position of influence within the industry, and we are deeply committed to using that influence to lead the way to a better future. Our product comes from nature, a sustainable future is a prerequisite for us. As we build our sustainability action plan, we are making decisions that will shape the future of our industry.

At Fleurop/Interflora/FTD we have already captured hearts; now it's time to change minds. We need a reset to rethink every aspect of the industry and the role that we play in it. We need to match tradition with innovation to inspire a new mindset that embraces the powerfully positive effect of flowers but recognizes the need for change. We will continue to use our position to influence, educate and assist in reducing environmental impact across the sector. Our first significant step was the publication of our sustainability agenda, with this new framework we move that agenda forward and renew our commitment to real and lasting change.

Eric Ledroux

A handwritten signature in blue ink, consisting of a stylized 'E' followed by a long horizontal stroke.

ERIC LEDROUX
Fleurop/Interflora Chairman

2.



Our story:

A worldwide community of florists

From flowers arriving by horse and carriage to today's smartphone app, our journey has been a long and innovative one that began over a hundred years ago.

Long before e-commerce and algorithms existed, we were developing systems and codes to connect florists and deliver flowers on different sides of the world. Our business has developed against a backdrop that encompasses some of human history's most significant technological advances. Yet, at its core, the simple act of gifting flowers is timeless.

Today Fleurop/Interflora/FTD operates in over 140 countries, uniting and supporting a global network of independent florists comprising more than 30,000 flower shops. No production lines. No factories. Technology has advanced how we interact and our outreach but all of our flowers are still hand-crafted by local florists on high streets serving their local communities. A worldwide family of small business owners and gifted artisans that are at the heart of everything we do.

Every bouquet of fresh flowers is a work of art, created by hand.



MARIJKE GEERDINK

Silver Certified Florist, owner with her sister Rosanne of Flora Queen, Goor, Overijssel, Netherlands.

"Our business operations are environmentally friendly and most of the flowers we sell have been grown in a sustainable way. We separate waste and we use gift packaging made from recycled plastic. We already had LED lighting and want to make the building more sustainable in the future."



VICTORIA GAULT

Owner Victoria Gault Fowers, Belfast, UK
Flora Queen, Goor, Overijssel, Netherlands.

"I really can't think of a single thing that Interflora could have done to help us more. I am so very grateful for all the help and support we have been given this year. Interflora membership has been instrumental in keeping our business going while the store has been closed to the public."



GÄRTNEREI WALKER TEAM

Florist shop in Altusried, and Nursery in Kimratshofen, Germany.

"We have been a Fleurop partner since 1958! We are a family business, now in the 3rd generation bringing our customers closer to our love of nature with floristic, handcrafted specialties that put a smile on your face. Giving joy is our passion!"

Over 100 years of history

THE EARLY YEARS

Our story begins in Europe in 1908 when visionary florist Max Hübner founded (Deutsche Blumenspenden-Vermittlung) The German Flower Gifting Service in Berlin. His brilliant idea was that the orders should travel, not the flowers! Within a year, 98 florists had signed up. Today you would think of it as e-commerce; back then, it was a groundbreaking idea that planted the roots for everything we still do today. By 1913 that had grown to 350 members, and after he moved to Zurich to join his new wife in her Flower shop (still in business today!), he developed a network of many more. By 1927 he had secured the collaboration of 3,064 florists in Germany, Austria, Switzerland, Holland, and Belgium. In the same year, Fleurop (the name derived from «Flores Europae» meaning the flowers of Europe) was founded as an international florist organization at a gathering in Zurich's Kursaal. Max Hübner was unanimously elected as the first president of the European Fleurop organization, and Zurich was chosen as the location of its first head office.

Meanwhile, over in the US, The Florists' Telegraph Delivery (FTD) was formed in 1910 by another visionary florist, the romantically named John Valentine, who organized a small group of florists to exchange orders by telegraph. Flowers on both sides of the world were being delivered thanks to the technology of the time. Those early years also saw the first

use of the Mercury Man logo and slogan 'Say it with flowers' - amazing to think 100 years later, they would both become an iconic part of the brand. In the UK, Carl Englemann, a nursery owner from Essex, and Joe Dobson, a florist in Glasgow, had heard about the FTD and applied to bring the concept to the other side of the Atlantic. By 1923 FTD officially set up the British Unit and, in 1925, officially changed the name to Florists' Transworld Delivery network.

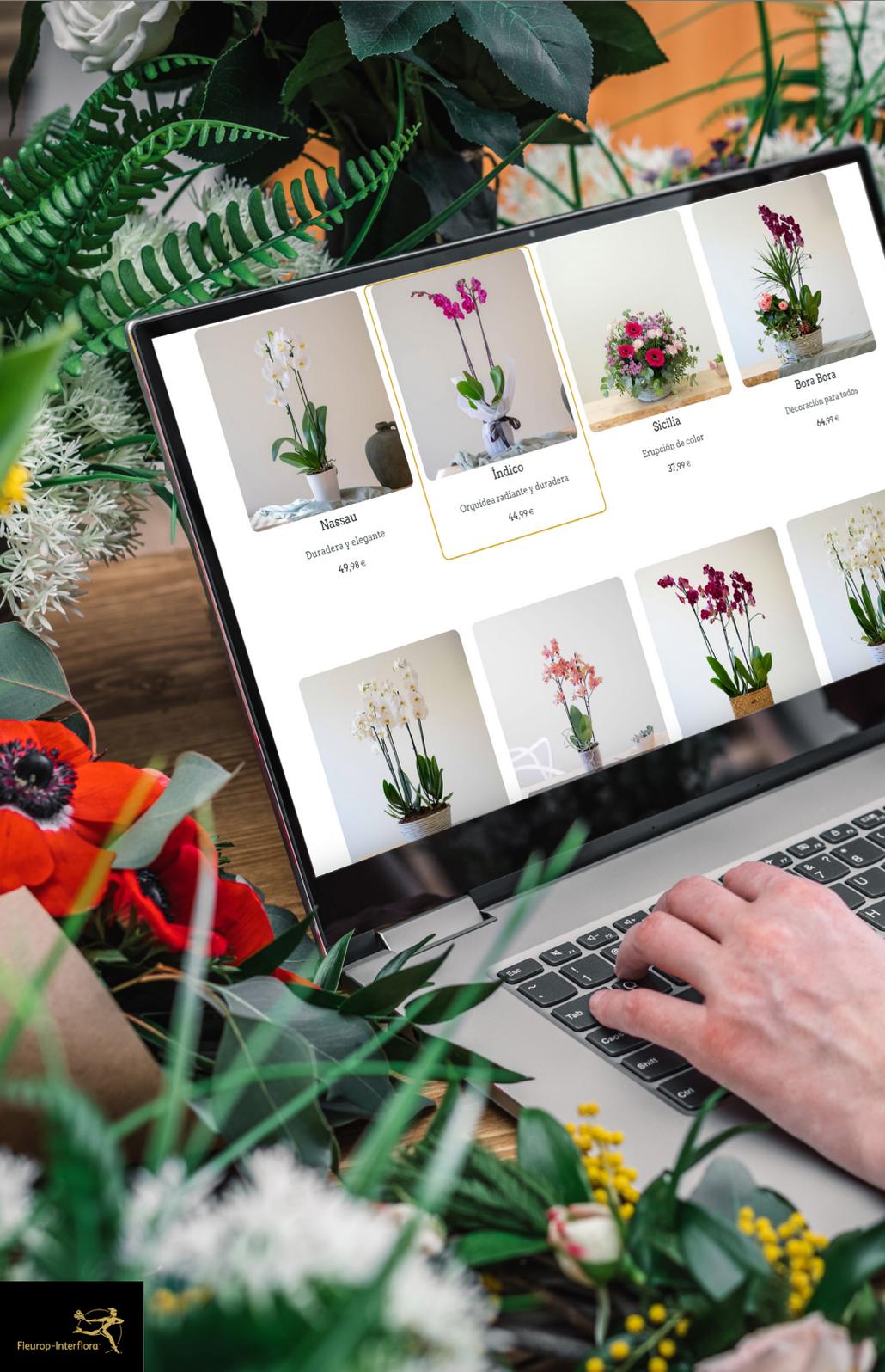
THE INTERNATIONAL GROUP

As an international group composed of Fleurop/ Interflora / FTD, it's fitting that our European roots are intertwined with the US and the UK, from a shared vision developed separately yet growing simultaneously, and eventually uniting people around the world through a shared love of flowers.

Our Think Global Act Local strategy may seem modern, but it is embedded in our roots. Fleurop introduced the Fleurin based on the Swiss franc that allowed florists to see how much an order was worth in guilders or francs back in 1935 - a form of common currency long before the Euro existed! International collaboration had long been part of the group's identity, and finally, in 1946, all the different strands of our group came together. The International group was

A groundbreaking story of visionary founders, innovation, embracing new technology, and international cooperation that continues to evolve and grow.





formed in Copenhagen between Fleurop (for continental Europe), the Interflora British Group (for Great Britain, Australia, New Zealand, and South Africa), and the FTD (for North and South America and Japan) – a genuinely global flower network was born!

In 1953 The FTD British unit became known as Interflora UK.

THE DIGITAL ERA BEGINS

As the century and technology advanced, the group continued its tradition of innovation. In 1979 FTD officially launched the Mercury Network to link deliveries and florists using an electronic system, and in 1995, our first Interflora online shop was available. In 1990 the Swiss Fleurop organization became Fleurop-Interflora (Schweiz) Ag and, by 1996, were the first Swiss flower delivery network with an online store. Back in the mid-90s, online stores were still relatively rare and dependent on dial-up internet, but finally, people could see our beautiful bouquets online. The internet age began, and mobile phones became part of our lives. In 2003 FTD launched their first windows based point of sale system called FTD Mercury, and in the next decade or so, the first mobile versions of websites started to appear. Always ahead of the curve, in 2012, Fleurop launched the first iPhone app for worldwide flower delivery. In the decade since then, voice app technology has also been developed. We like to think that if Max Hubner and John Valentine were still alive, they would have been among the first to embrace ordering flowers from mobile phones. Flowers and technology may seem unlikely partners, but at Fleurop/Interflora/FTD, they have been seamlessly twinned from the beginning.

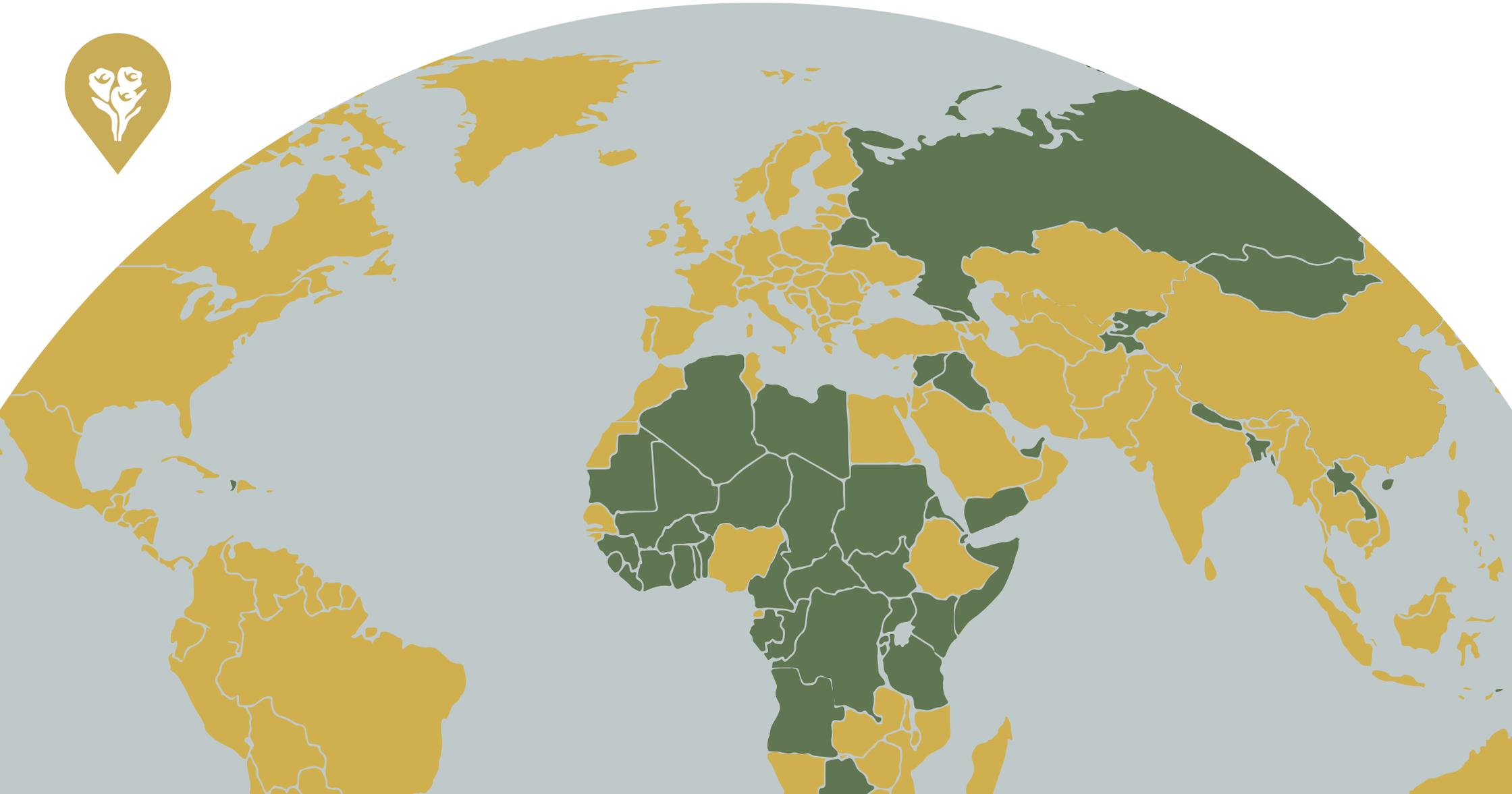
STAYING AHEAD OF THE TIMES AND LOOKING TO THE FUTURE

In the last decade, there have been many rapid and significant changes worldwide as we all became increasingly aware of the need for good stewardship of the environment. From around 2012, governments began to create regulations to reflect the growing demand for sustainability to become integral to business, and our national units across the network started another journey of adaptation and innovation. Change and innovation have been a constant theme. We have grown and excelled for 100 years, becoming the largest florist network in the world, constantly reinventing ourselves, pushing the boundaries, and staying true to our roots and legacy. That desire to allow small individual shops to flourish, to bring the joy of flowers to people in the shortest time and easiest manner available, is just as true today as it was at the beginning, with the publication of our sustainability agenda in 2021, based on four pillars. Decreasing, Promoting, Moving, and Communicating, we began another new chapter. Today, with our updated Sustainability Framework, the story continues, deepening our Commitment to a Better World. Now, as we put plans into action, we celebrate our past, embrace the challenges of the present, and honor our commitment to the future.

The group today

Present in over 140 countries worldwide

Fleurop/Interflora/FTD is the world's largest international flower delivery network. A globally recognized brand synonymous with quality, trust, and expertise. Our core mission remains the same as when we started. As we have done since the beginning, we continue to adapt and innovate to ensure the success of our member florists and support the growth of a sustainable floral industry.



3.

From farm to bouquet



How your flowers are cared for at every step of the way

The journey from farm to bouquet is changing for the better; before your flowers are crafted into beautiful bouquets by our expert florists, there are growers, distributors, and transporters all across the industry supply chain working hard to put the industry on a path to a better future.



1. Growers



2. Distributor



3. Florist



4. Consumer

1. Growers

At Fleurop / Interflora / FTD we are proud to work with farms and growers who offer ethically sourced flowers. Farms and nurseries are increasingly using renewable energy and seeking MPS-A certification. Locally grown flowers are becoming more readily available in many of the countries that we operate in.

We also encourage our florists to support the work done worldwide to ensure fair living wages and ethical working conditions for all flower workers. In addition to a positive impact, many of the growers are leading the way in sustainability management.



2. Distributor



Once the flowers have been grown and harvested, companies like Royal Flora Holland and many other major and small distributors use the FSI2025 standards basket to create a reliable marketplace for sustainably produced and certified plants and flowers. There are major efforts being made to shift from air to sea freight and to reduce carbon emissions at every stage of distribution from transport to storage.

FLORICULTURE SUSTAINABILITY INITIATIVE

- The Floriculture Sustainability Initiative (FSI) is a market-driven initiative that brings together members of the international floriculture supply-chain.
- FSI members are collaborating to improve practices and drive positive change towards the sustainable production and trade of flowers and plants.

Ambition: 90% of traded flowers and pot plants by FSI members are originating from responsible sources by 2025.

3. Florist

Our florists are the best in the business, floral artists whose creativity and experience are the heart of what we do. As the last link in the supply chain, they are a vital part of our aim to build a more sustainable future for our industry.

Our Fleurop/Interflora/FTD florists are all independent businesses who create and deliver bouquets alongside their own local trade. This puts us in a unique position to be able to influence millions of recipients, florists, suppliers and communities all over the world.



4. Consumer



In the flower world our demographic is EVERYONE, flowers speak every language and cross every age and gender divide, we have been bringing them to customers around the world for over a hundred years.

We have the ability to change the emotions of our consumers in a single instant, offering them a wide range of bouquets and flowers that combine floristic, creative and sustainable aspects.

*"A florist has to cover a lot of aspects.
They have to be able to talk to people.
They have to be able to grieve with people.
They have to understand.
They have to feel.
They have to Celebrate."*

MEGAN BARKER, from Aangela's Florist (Kogarah New South Wales, Australia)



4.



**Our
sustainability
strategy**

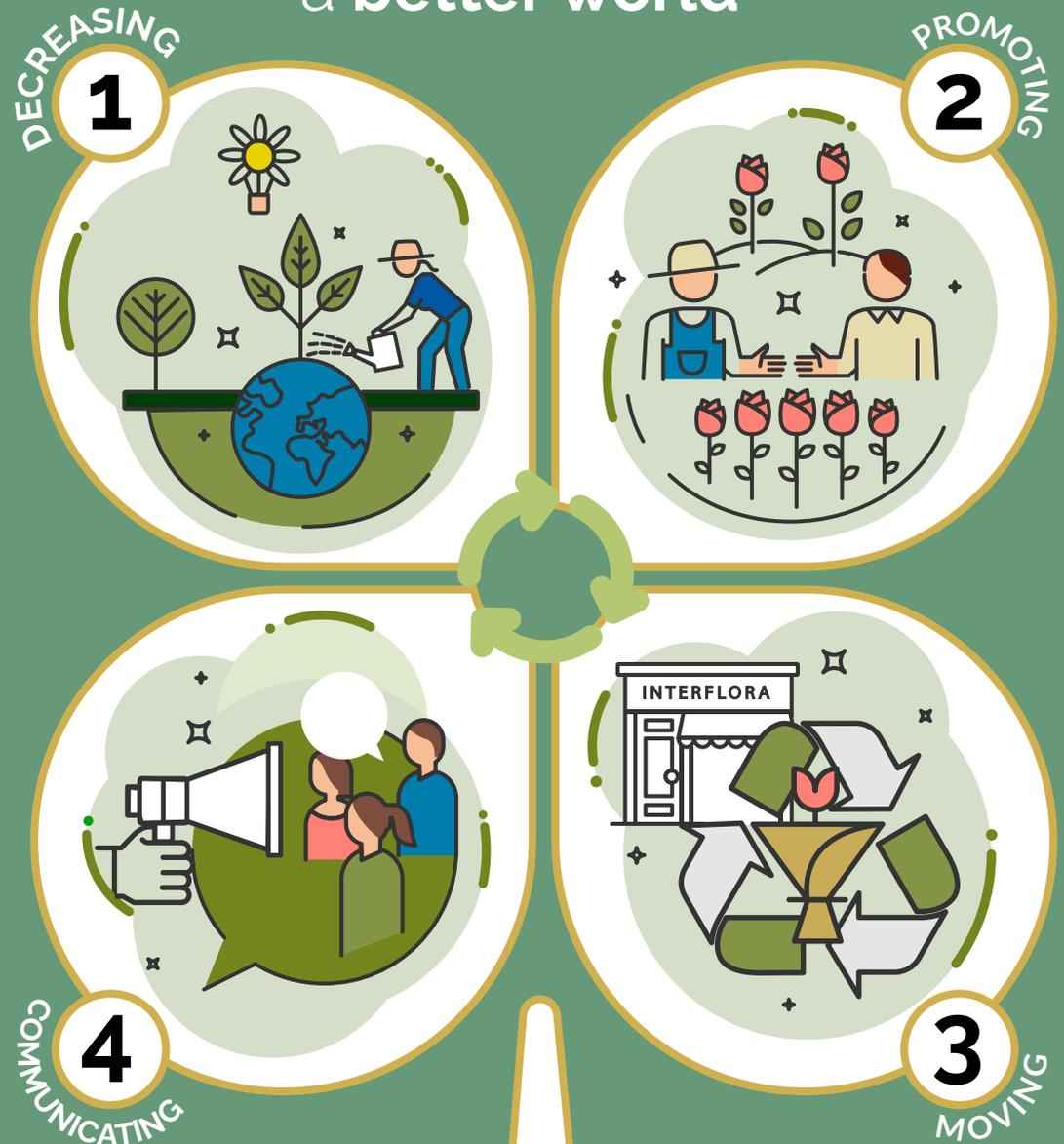
Our strategy and pillars

In 2021 we established the four pillars of our sustainability strategy, setting in motion our action plans and bringing together our ambitions and commitment. Each of the pillars reflects one or more of the UN SDGs and the contributions we can make toward implementing them as part of a more sustainable flower sector.

We knew that to achieve sustainability goals as a group, we needed resources, data, actionable strategies, and a real commitment. In 2020, we conducted an extensive materiality analysis to provide the initial data. From there, we formed a steering committee and appointed sustainability ambassadors for each NU, constructing a global chain of expertise and shared best practices.

In 2023, we are making real progress across all 4 pillars and are more committed than ever to long-term change within the industry.

“Committed to a better world”



1. Decreasing



The Environmental impact of our operations.

We are committed to reducing the environmental impact of our own operations, where we can have a direct impact.

We also acknowledge the carbon emissions created by our wider network of florists and other partners. While we don't always have direct control over these emissions, we are committed to working with our network partners to measure and reduce them and encourage them to follow our path.

1.1 Carbon Footprint: own operations

We have started measuring the carbon emissions from our own facilities that are directly accountable to us (mainly our offices, vehicles, and in some very specific cases, small warehouses). Although the footprint is small compared to the products we sell through our website, it is essential that we take ownership of these emissions and take action to reduce them. We want to lead by example for the rest of our network and supply chain. For instance, we are evaluating renewable energy and identifying where it makes sense to electrify our fleet of vehicles.

RENEWABLE ENERGY IN ACTION:

In our Fleurop Belgian HQ, we have 43 solar panels installed on the roof, that are capable of generating up to 12470Wp. Since their installation, we have seen a 68% reduction in our energy usage.

Solar power is a clean and renewable energy that does not contribute to the creation of carbon emissions.

Average use pre-solar panels

24,301MWh

Average use since installation

7,738 MWh > 68% Reduction



1.2 Sustainability Certifications

Education, training, and independently verified certification are some of the most effective tools to create the mindset necessary for an industry transition to a sustainable future. Fleurop Netherlands is leading the way in this area and has made certification a priority. Since 2020, it has been a requirement for their florists to work in accordance with the guidelines of the Barometer Sustainable Florist quality mark. Depending on the percentage of certified flowers and plants purchased and the number of points achieved in their business operations, they receive a bronze, silver, or gold certificate. In the course of 2022 Fleurop certified 100% of its Dutch flower shops. Once certified, periodic inspections under the supervision of the Dutch Accreditation council and based on European standards ISO/IEC17065 are carried out to ensure that standards are maintained.



GLOBAL FLORIST CERTIFICATION SCHEME

Based on the success of Fleurop Netherlands we are working to decide the best own certification program, with the aim that certified florists stimulate demand further down the supply chain to distributors and growers in a more sustainable way.

“ A bouquet is only really sustainable if the florist who arranges the bouquet also works sustainably. From green electricity to cleaning without chlorine, separating waste, sustainable transport and caring for my employees, everything must be arranged sustainably.”

DIRMA STAM of Fleurop flower shop *Dirma Bloem & Stijl* from Hedel. (Gold certified)

WHAT IS A CERTIFIED FLORIST?

Certified Sustainable florists work with environmentally friendly packaging materials and cleaning products, use biodegradable floral foam, use clean energy transport for delivery, separate waste, use green electricity, and, in addition, provide fair working conditions for their employees. The use of wax, glitter, lacquer (for living materials), and cleaning agents containing chlorine is not permitted.

1.3 Last Mile Delivery

The concept of local delivery and decreasing the distances that flowers need to travel to reach customers has been always been fundamental to Fleurop/Interflora/FTD. In 2022 we expanded that concept to began to quantify the carbon footprint of our last-mile delivery in the UK and Sweden. In 2023 we will extend this across all our national units. The Last Mile delivery system is driven by the number of bouquets delivered by the type of vehicle used and the distance that must be traveled to do the delivery. We are still at the early stages of baselining these emissions, but are confident that the increased use of electric vehicles, better route optimization, and in some cases, lower emission third parties will reduce last-mile delivery emissions.



2. Promoting



Responsible Sourcing

We promote the purchase of eco friendly flowers, grown in a responsible way .

2.1 Responsible Sourcing Project

Surveys and our own materiality analysis have shown that both customers and florists are seeking more sustainable options. A core part of our promotion pillar is encouraging the responsible sourcing and growing of environmentally friendly flowers by our florists and their suppliers. When flowers are sourced from Auction houses, it is not always apparent where the country of origin is, so we are encouraging our network to request more transparency on the

country of origin.

When customers buy a “Florist’s Choice” bouquet on one of our websites, they entrust our florists with creating a beautiful bouquet, enabling them to use flowers unique to their local area and to reduce wastage from excess stock. This is where our brand loyalty assists in our sustainability strategy.

By consumers entrusting the florists to make the best choice, they are empowered to choose more sustainable options. Seasonal flowers; grown locally reduces carbon emissions.



2.2 Pesticides/PPP

The quest to eliminate harmful pesticides from the supply chain is one that, as a company, we are committing significant resources to. Led by Fleurop Germany, we are currently compiling the one of the largest databases of PPP (Plant protection products) used in the industry. It's a enormous undertaking that has been in process since 2016. We are currently in discussions with accredited academic and research institutions to establish the best partner to publish our findings. At this time, this is a confidential research project but one that, when it comes to fruition, will help us set a new knowledge-based benchmark for the industry and initiate real change by creating globally standardized tests and a binding set of rules. We expect to publish our findings in 2024.

2.3 Carbon Footprint: Product

Reducing the carbon footprint of cut flowers begins with a better understanding of all the factors involved. The biggest driver is the high energy inputs of growing flowers out of season in greenhouses in the northern hemisphere. A source we are committed to moving away from. Out-of-season flowers can be grown naturally in warm countries, but these require air freight and the resulting emissions to get to our markets. Seasonally grown local flowers are the best choice, but they are not always available or in sufficient quantities. Our work with suppliers and our own research is helping us understand the environmental impact of these different sourcing choices and how we can improve them. This is currently in the early stages, but as we source more accurate data, we can make more informed choices. For example, we can offer bouquets on our website with a lower carbon footprint and provide our florists with the data to source lower-carbon flowers. Even with a complex supply chain with many growers, we are making considerable progress in sourcing viable information in this area.

On the technology and shipping side, we are also seeing positive changes. The use of renewable energies in greenhouses can make a positive impact, and the shift from air freight to shipping flowers by sea will be a game changer in terms of reducing transport emissions. Reports from last year's FLOWERS BY SEA conference held by the IFTF (International Floriculture Trade Fair) indicated that shipping flowers by boat from Africa to Europe is not only possible, but it is also the future.



"After years of developing and testing, we have proven that we are now able to deliver a viable 'Ocean Product' for flowers that works,"

CARL LORENZ, Managing Director, Eastern Africa area, at Maersk.

3. Moving



standards across the industry – In the UK their packaging uses compostable cellophane that keeps flowers protected in transit biodegrades up to five times quicker than standard florist wrap, and does not leave microplastics behind after degrading and biodegradable flower food sachets that break down naturally within the same amount of time as a banana skin or orange peel.

Towards a circular economy

We are moving towards a business model for more environmentally friendly flowers without waste by using as environmentally friendly materials as possible in our packaging.

3.1 Packaging

Fleurop/Interflora/FTD certified packaging guidelines for all of our branded items were put in place in 2021. While we cannot control all materials supplied by individual florists, we are pleased to report that at the end of 2023, we will have 100% compliance in non-plastic and 100% recyclable bouquet wrapping and gift cards with of FSC-certified paper in all the materials supplied by Fleurop/Interflora/FTD to the florist network. In addition, many of our national units have developed innovative solutions that are setting the highest of



4. Communicating



Transparency

Our commitments, and our progress on sustainability, to the market and our external stakeholders.

4.1 Customer awareness

We have a responsibility to lead by example. The publication of this framework is a significant step in acknowledging the challenges faced, the solutions that are already in place, and the research being done to find new ones. The gathering and publishing of properly accredited data will continue to expand, the rollout of all the action points listed in this framework is already underway and with the appointment of our sustainability ambassadors in the form of a global action network we expect significant progress in 2023 that will take us even further toward a more sustainable future.



Our strategy and pillars



Sustainable Development Goals

Line actions

Specific actions and monitoring indicators

Carbon Footprint: own operations

We monitor the carbon footprint of our operations for Scope 1 and 2 through the establishment of monitoring KPI's with the aim of reducing our environmental impact and commitment to be carbon neutral.

Where we do have operational control (scope 1 and 2 emissions), we are actively identifying the ways in which we can reduce our emissions and ensure that we are using renewable energy.

Sustainability Certifications

Fleurop Netherlands has certified 100% of its florist network through with an independent quality label. Certified Florist is structured in the following areas:

- Sustainable procurement
- Sustainable management
- Compulsory requirements
- Optional criteria (freedom to obtain scores on certain themes)

Certified florists must purchase a percentage of their products (flowers, plants and cut foliage) sustainably every year. The florists can receive a bronze, silver, or gold certificate.

Last Mile Delivery

- Interflora UK introduced in November 2021, their new electricpowered, zero carbon van arrived, replacing their old diesel van and saving 85 gallons of diesel fuel a year. It's nicknamed "The Green Machine" and although we know it's a small step, it will be making a difference to reduce their direct business impact.

- Inteflora Sweden: support affiliated stores with framework agreements with couriers who have electric cars/ electric bikes and utilise existing routes and vehicles such as Early Bird.

Responsible Sourcing

At Fleurop/Interflora/FTD we are proud to offer responsible sourced flowers.

- Sweden, Germany and Switzerland included in their catalogues some bouquets with the fairtrade label.
- UK - Their Supply Chain Update

Interflora UK continue to build relationships with suppliers who we know have a sustainability focus in their goods and sourcing, helping us to meet our ambitions.

They are conscious of our reliance on other countries to supply products and the environmental impact that this can have to get them to the UK, so they are working to reduce the number of products bought from the Far East. Instead, they are working to source hard goods from the UK wherever possible, and from Europe if an alternative is required.



Line actions ----- Specific actions and monitoring indicators -----

Responsible Sourcing

- Sweden - fairtrade roses from Winchester Bahati Farm (Kenya)

Interflora AB obtained fairtrade-licensed and has the opportunity to sell selected fairtrade products in its assortment. They work exclusively with a selected cultivation for their beautiful fairtrade roses and they come from Winchester Bahati Farm in Kenya.

A partnership they have been working on for over two years and have been visiting farms and plantations to ensure both working conditions and the quality of the roses for our artisanal florists.

They are therefore working on the development of a code of conduct for the implementation of their values as a basis for all operations.

Pesticides / PPP

We are committed to developing a R&D project to analyse and identify the main chemical products on flowers production. This project starts with a database of more than 1200 samples from Fleurop Germany.

The specific objectives of this project are:

- Reduction of potentially dangerous substances in the production of cut flowers.
- Establishing a new international MRL standard.

We will conduct academic research into the current use of plant protection products (PPPs) in flower production, including a review of the specific health and safety conditions faced by florists and consumers and the levels of exposure to PPPs, with the aim of minimizing the chemicals used by our growers and distributors.

Carbon Footprint: product

We are clearly committed to reducing the environmental impact of our products and that is why we have developed an innovative tool to measure and reduce the carbon footprint of our bouquets (Scope 3 - Builder Bouquet).

Our **goal** is to be able to offer in the coming years bouquets with the lowest possible carbon footprint by combining floristic criteria with flowers with low CO2 percentage, positioning ourselves as **the most sustainable company** in the sector of flowers and ornamental plants sales.





Line actions ----- Specific actions and monitoring indicators -----

Packaging

Throughout 2022 we have defined the minimum standards to be applied to the packaging of our bouquets and other products.

- **Directly by the florist shop:** Education and incentives will be needed to push the network to use more certified materials and comply with our standards.
- **Supplied by Fleurop Interflora:** Minimum standards need to be applied.

Customer awareness

Website communication: www.fleurop-interflora-sustainability.com

Sweden, Norway and UK have published their own sustainability reports, which can be found on their respective websites.

- **Sustainability Report Sweden:** www.interflora.se
- **Sustainability Report UK:** www.interflora.co.uk
- **Sustainability Report Norway:** www.interflora.no

Transparency in each of our actions, as well as the publication of objectives and monitoring indicators, is a basic pillar in our day-to-day work and strategic decision-making.

The publication of our first Sustainability Framework represents an important milestone towards greater transparency in each and every one of our operations and, in particular, based on our sustainability strategy, it addresses all those issues that are most relevant and their different stakeholders.

“Committed to **a better world**”

5.



The future

The future

We are committed to finding innovative and actionable solutions to the challenges that face our industry. As a group, we have an opportunity – and responsibility – to make a difference. Sustainability is an ongoing process of continuous improvement, one that requires continuous data gathering, analysis, and transparent reporting of our findings. The creation of this framework provides an underlying structure for all of the different national units in our group to adapt as required to their local situation, as they each continue on the path to a more sustainable future for all.

Fleurop/Interflora/FTD remains dedicated to connecting consumers with the world's best florists, and using our brand influence to drive real change in the industry.



CONTACT US:

sustainability@fleurop.com

