

Freddie's Vision







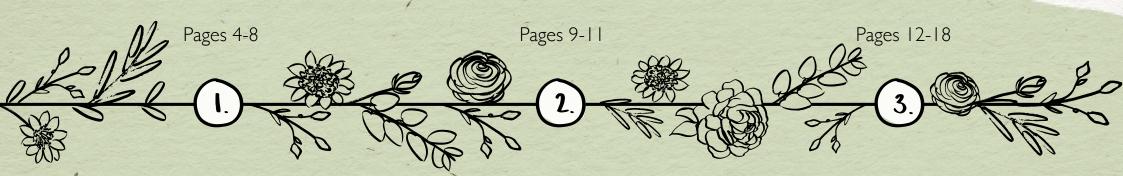
Since starting Freddie's Flowers,
sustainability has always been the
core focus. Over the last few years, we
have put a lot of time and effort into
ensuring that our flowers are grown and
delivered in the most sustainable way
possible. I'm proud of what we've done
so far, and passionate about continuing to
improve what we do. This sustainability
report outlines our journey to date please have a read to learn more...





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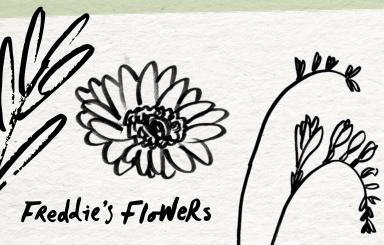




Story so far

Next steps

People & Partnerships









Story so far





Our founding Principle...

Freddie's Flowers was set up to Reduce waste in the Horal sector. By working directly with growers and following a subscription model we can source the exact number of stems we need

Our subscription model means we can forecast our Hower orders accurately

We do this directly with our growers



This minimises Hower waste

- just the odd broken stem!

They only cut the flowers we need to fill our boxes

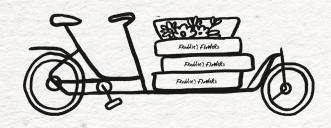


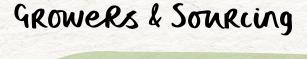


Steps we've taken...

Packaging

- All of our packaging is Recyclable or biodegradable
- Wherever we run our own delivery services, we're able to collect old boxes. We Reuse as many as possible and Recycle those that are damaged





- Our core growers are in the UK & Netherlands, and provide the majority of our flowers
- A small number of our flowers are sourced from growers in Kenya. All of these are affiliated to the Kenyan Flower Council* or adhere to the highest social and environmental standards
- The climate in Kenya is perfect for flower growing, giving all our Kenyan flowers a minimal calbon footpRint. Our growers support livelihoods in local Kenyan communities

Deliveries

- 75% of all London deliveries are made by bicycle, saving **IO5** tonnes of **CO2** this year!
- Wherever we can't run our own delivery service, we use DPD a Calbon Neutral coursel

*An association of Kenyan flower growers and retailers, promoting best social and environmental practices.

Kenyan Flower Council: https://kenyaflowercouncil.org/

Life Cycle Analysis report commissioned by Fairtrade: https://files.fairtrade.net/publications/2018 LifeCycleCutRoses.pdf

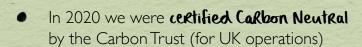
Story so far







Carbon Neutral



- This was achieved by offsetting our carbon emissions and putting in place an emissions reduction strategy in accordance with the PAS 2060 standard*
- Through the UN REDD+ initiative** we've invested in the protection of (rain) forests in the Amazon and Kaßiba (Zimbabwe)
- For every tonne offset in the Amazon, a tree has been planted here in the UK!



- In September 2020 we joined the Science-based Taggets initiative (SBTi)***
- Our Science-based Target is to Reduce our greenhouse gas emissions by 50% by 2030 (from a 2018 base year)
- Our emissions reduction strategy is aligned to the UN Paris Agreement's target to limit global warming to 1.5 °C

The Carbon Trust's Carbon Neutral certification: https://www.carbontrust.com/what-we-do/assurance-and-certification

PAS 2060 Standard: https://www.bsigroup.com/en-GB/pas-2060-carbon-neutrality/

UN REDD+: https://www.un-redd.org/how-we-work-I

Science-based Targets initiative (SBTi): https://sciencebasedtargets.org/

^{*}Internationally recognised Carbon Neutrality standard.

^{**}The United Nations Programme on Reducing Emissions from Deforestation and Forest Degradation.

**A partnership of organisations which help businesses to tackle climate change by setting targets to reduce their greenhouse gas emissions.





Floral Changemakers

Since September 2020, we've been members of the **Floriculture Sustainability Initiative** (FSI) - a collective of ambitious flower growers, wholesalers and retailers working together for lasting positive change in the sector

As an FSI member, we have set the following targets for 2025:

90% of flowers sustainably sourced

Measuring and
Reducing
the carbon
footprint of
selected flower
types

Shared environmental reporting between FSI members

Fair wages for farmers in the developing world





Next Steps





by Spring 2022

Incleasing our electric bike fleet by 25% by Spring 2022, reaching 12,000 bike deliveries per week

Expanding our network of sustainable growers in line with our FSI 2025 targets

Next Steps

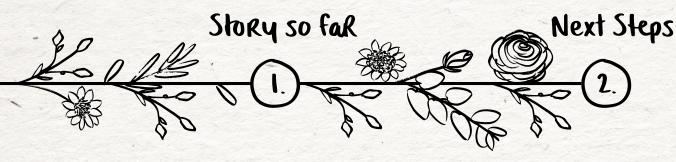
Doubling the size of our London electric van Reet to 8 vehicles by Spring 2022

Implementing a new life-cycle assessment bol to measure the environmental impact of our flowers (with FSI partners)

Reducing our greenhouse gas emissions by 50% by 2030 (from a 2018 base year) Maintaining
Calbon Neutral
certification (for all
UK operations)

Science-based Targets initiative (SBTi): https://sciencebasedtargets.org/

The Carbon Trust's Carbon Neutral certification: https://www.carbontrust.com/ what-we-do/assurance-and-certification





Climate Leadership with The Craftory

In 2021, we welcomed The Craftory into the Freddie's Flowers fold as minority investors



The Craftory specialise in supporting brands who are aiming to change the game, in their sector, for the benefit of customers, society and the planet.



Sustainability is a key area of focus for The Craftory.

Their investment, expertise and commitment to make the world a better place is going to be invaluable in helping us achieve our targets!

Freddie's Flowers

"Freddie's Flowers aligns perfectly with The

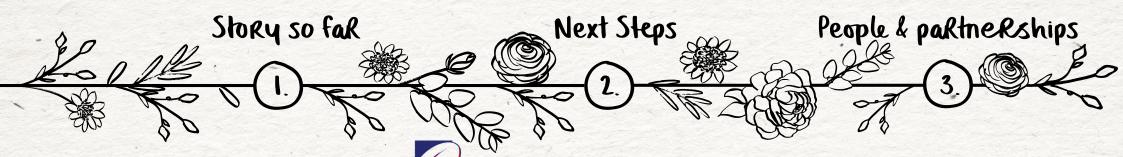
Craftory's bold vision to deliver best-in-class consumer goods that

champion sustainability and challenge their category, benefitting both the planet and society." – The Craftory



People & Partnerships

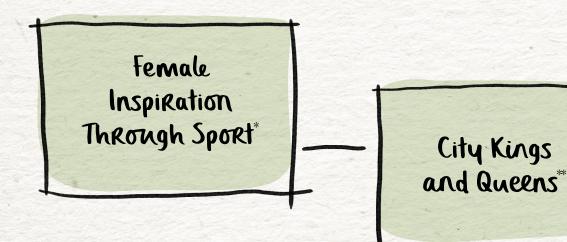


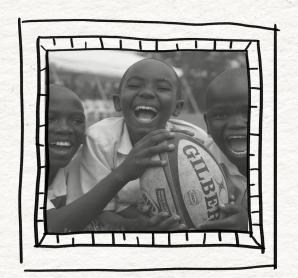


The Tag Rugby Trust

In 2021, we launched an exciting **new pakineRship** with the **Tag Rugby Trust** in Zimbabwe. The Tag Rugby Trust works around the world to create **social change through sport**. Their mission is simple: use rugby to **engage** kids, facilitate their **education**, and make a positive **impact** on their lives.

The three programmes we're helping out with:



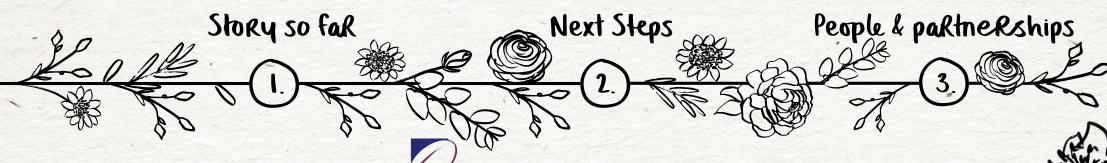


Community Food Production**

^{*}This programme works with young girls, catering specifically to their needs and personal development.

^{**}This programme aims to feed, clothe, and where appropriate re-home children who are living on the streets.

^{***}This programme supports sustainable farming practices in the communities the Trust works with.



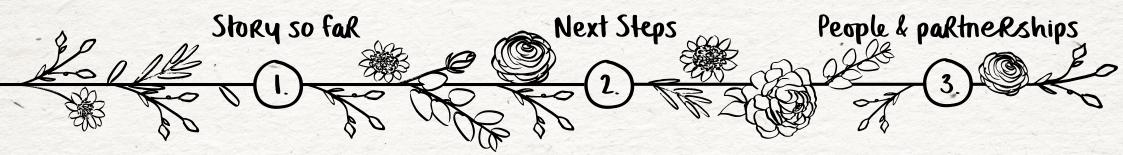
The Tag Rugby Trust

We are supporting the Tag Rugby Trust in the following ways:

An initial donation of £13,600 to Support the Rollout of these exciting programmes

Using our existing box collection scheme, we collected 15000 items of sports
Kit from our customers—now shipped to Zimbabwe!





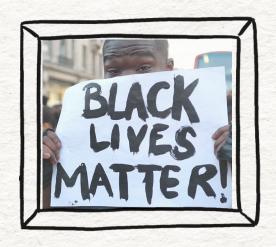
Over the last year we've supported a number of organisations that are close to home including:

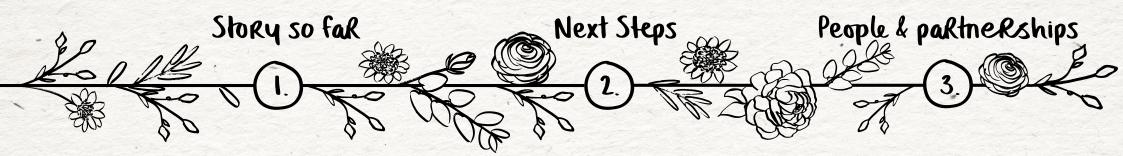
Black Thrive

- Based in Lambeth, Black Thrive works to address the inequalities that negatively impact the mental health of Black Londoners
- Inspired by the Black Lives Matter protests of 2020, we wanted to support a local charity that addresses the structural inequalities Black Britons face
- Through a programme of talks and events, our staff Raised over £2000 to help the charity









London Friend friend friend fordonfriend organic



- London Friend works to support the health and mental wellbeing of London's LGBTQIA+ population - they're the UK's oldest LGBTQIA+ charity!
- Our staff fundraised over £1360 for London Friend

The Outside Project Tribe



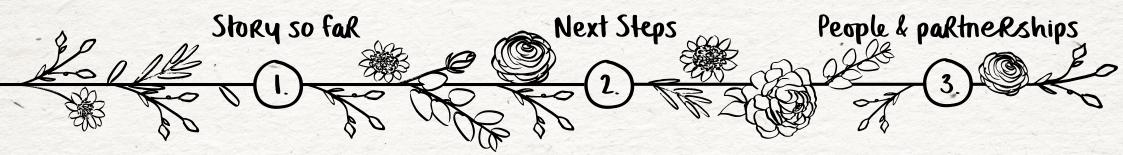
- The Outside Project is a community shelter, centre & Domestic Abuse Refuge for London's LGBTQIA+ community
- They offer identity-responsive housing & spaces, pelk-led support and advocacy for homeless (or at risk) LGBTQIA+ people in the capital
- We received a fantastic talk from The Outside Project where our staff Raised £260

The Prince's Trust STHEPRINCE

- Young people have been severely impacted by the disruptions of the Covid-19 pandemic and the UK's lockdowns
- We partnered with The PRince's Trust, one of the most high-profile charities supporting disadvantaged young people in this country
- This year, several of our delivery riders took part in the Trust's Palace to Palace event where our staff Raised £1.140

NHS Donations MHS

In Spring 2020, at the height of the UK's first COVID-19 lockdown, we donated hundreds of boxes of Freddie's Flowers to key workers and A&E staff in London's hospitals



Our people



People Team

2021 saw the formation of our People Team, to look after the wellbeing of our staff

Their aim is to maintain a healthy, happy and productive working environment - no mean feat during the pandemic

Their priorities are to support existing staff and RecRuit new talent

Great Place To Work

Great Place To Work

In 2020 we achieved certification with Great Place To Work

Staff were surveyed in 5 key areas:

credibility, fairness, respect, camaraderie and pride

We needed a 65% score for certification... our staff gave us a score of 71/!



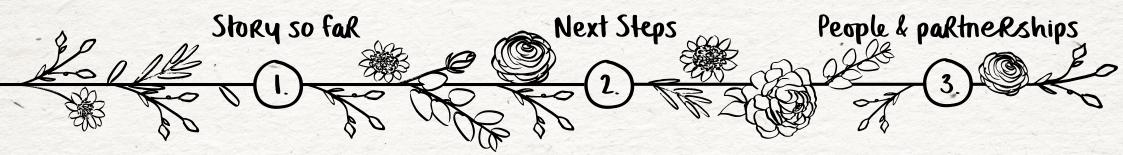
Staff Benefits

Daily breakfast and organic snacks in the office

Access to a local gym & in-house yoga classes

Mental health & wellbeing sessions with **The Mind Clinic**

Employee Cycle-to-Work scheme



A final note from Will

Head of Sustainability

"

As a passionate environmentalist, I want Freddie's Flowers to be a pionele for the sector - actively taking responsibility to mitigate one environmental impact. It is important to do things by the book and ensure that we are transparent in one claims and achievements. We're a young and vibrant business; I am excited for our fulnce plans as Horal changemakers, redefining what it means to be a responsible, modern-day florist.





