



# SUSTAINABILITY REPORT

# 2022



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# WE WILL LEAD DEVELOPMENT WITHIN OUR INDUSTRY

What is now Interflora AB was founded in 1923. We have been working with flowers and emotions for 100 years in a network of affiliated shops. Together we have created a long-term sustainable business that can cope with many different challenges. Our goal is to continue delivering flowers to our customers for at least another 100 years, which is why we have a clear vision for our sustainability work: we will be climate neutral by 2040.

Five years ago, in 2018, we started our sustainability journey. Through methodical work that permeates the entire business, from Interflora AB, affiliated shops and suppliers, to a crucial international collaboration, we have already taken several necessary steps to futureproof our business and lead sustainability development in the floristry industry. Among other things, we work to reduce the use of chemicals in cultivation and to create the most climate-friendly bouquets by measuring the CO2 footprint of each flower variety.

With a deliberate strategy, we will change our industry and can therefore change the big picture. We currently operate in a market and an industry that is immature in terms of sustainability. We will change that.



Photo: Alma Vestlund

**NINA LINDVALL, CEO**

SUSTAINABILITY VISION:

*We will be climate neutral by 2040.*

## PROMISE: WE MAKE THE WORLD GREENER

Our product is born from nature. A sustainable future is a prerequisite for its existence. This requires joint efforts. Interflora should not just be part of this movement. We should lead development within our industry, while inspiring and learning from our learn from customers, suppliers and partners.

Our products should make less use of natural resources. This is why longevity is important to us. As is being able to recycle the products with minimal impact on

the environment. After all, flowers and green plants aren't only beautiful, they represent happiness and love. They help us live healthier lives by purifying the air and providing nectar for bees to ensure pollination and harvests.

By inspiring and sharing our knowledge and expertise we help customers make the right choice! This is how we contribute to a more sustainable business and future. This is how we make the world greener. Together.

## GOOD PROSPECTS OF IMPACTING THE FLORISTRY INDUSTRY

**Cecilia Thimerdal, what steps have we taken in the area of sustainability since you started as Sustainability Manager in autumn 2019?**

We work on a broad base with several parallel sustainability projects. The vast majority of our suppliers have signed our Code of Conduct. We have learnt a lot about the environmental impact of our products and what we need to do to reduce our impact. All our Interflora packaging comes from recycled or certified raw materials and is recyclable. We are working to make our suppliers aware of the task we face in terms of cultivation and transport. We have also updated our funeral range to include many more plastic-free products.

**What's your top priority just now?**

To reduce our CO2 footprint in the short and long term, throughout the value chain. Another important aspect is a close dialogue with our affiliated shops about how sustainability work looks in practice, in shops and in floral craft.

**What challenges and opportunities do you see?**

One challenge is the large number of small actors we work with, but there is also a lot of enthusiasm. All the plastic used is also a challenge. We need plastic to keep moisture out, or sometimes in, and we need to find better ways to manage and recycle it. One big opportunity is that we are part of a global organisation where sustainability work is a high priority and we therefore have good prospects of influencing the flower industry, not only here in Sweden but also on an international perspective.



Cecilia Thimerdal is Interflora's first Purchasing and Sustainability Manager and started in November 2019. Photo: Jennifer Borge

# BUSINESS MODEL



Photo: Rikard Lilja

Interflora is an intermediary service that shops can join to have the right to perform and sell Blommograms, and to operate under the Interflora brand to varying degrees. Interflora operates as an e-commerce company (interflora.se) under the licensed global brand Interflora. In simple terms, the business model can be described as Interflora AB selling the product Blommogram, where bouquets are tied and delivered locally by affiliated shops. We can now deliver flowers to 99.5% of the Swedish population. Deliveries can be made the same day the order is placed, within a few hours.

## **Interflora AB**

Interflora AB does not own any shops but is responsible for creating the range and selling the range online. Interflora also offers shops the possibility to operate under the Interflora brand, as independent shops, and provides several business benefits (such as framework agreements, training and purchasing channels) depending on the shop's affiliation level. Interflora agents have the right to deliver Blommograms but operate under their own brand. Interflora shops operate under the Interflora brand with the right to deliver Blommograms and participate in joint chain activities.

## **Shops**

The shops are independent and choose the level at which they want to join Interflora. They receive a percentage of the business to produce, sell and distribute Blommograms and purchase all flowers from central and local partners across Sweden and internationally. Related products such as packaging are purchased through Interflora's selected suppliers.

## **Suppliers**

Interflora AB works with a selected supplier of cut flowers and potted plants and these represent about 50% of the purchases made by the shops for the Blommogram. Interflora also has agreements with several other suppliers of related products that shops can purchase from. The shops purchase flowers and related products directly, either through Interflora's negotiated purchasing channels or through their own purchasing channels, i.e. they purchase and own their stocks themselves.

Based on the above, we have a very dynamic and successful business model that has worked for 100 years, but it also represents some challenges, especially when it comes to traceability at product level. Interflora creates the online range, but it is difficult for us to 100% guarantee and account for the traceability of each individual product for the purchases made by the shops that do not go through our central partners.

# SUSTAINABILITY AREAS IN THE VALUE CHAIN

	ROLE IN THE VALUE CHAIN	SUSTAINABILITY AREA
GROWER/ PRODUCER	<p>An unknown number of growers from Europe, East Africa and South America.</p> <p>Manufacturers of hard products such as pots and vases.</p>	<ul style="list-style-type: none"> <li>• Energy for greenhouses</li> <li>• Working conditions</li> <li>• Human rights</li> <li>• Anti-corruption</li> <li>• Transport to wholesalers</li> <li>• Minimise the use of chemicals</li> <li>• Efficient water use</li> </ul>
DISTRIBUTOR/ SUPPLIER	<p>A prioritised partner that accounts for about 50% of the purchases for the Blommogram. Of which about 80% of the volume is from known growers.</p> <p>Some of the other distributors are known players, but Interflora has no influence over them.</p>	<ul style="list-style-type: none"> <li>• Energy at terminal/warehouse</li> <li>• Load factor during transport</li> <li>• Fuel used during transport</li> <li>• Setting requirements for growers/manufacturers</li> <li>• Packaging/buckets for transport and their recycling/reuse.</li> </ul>
INTERFLORA AB	<p>Owner of the licence for the Interflora trademark to operate in the field of flower delivery on the Swedish market. Owner of the e-commerce platform <a href="http://www.interflora.se">www.interflora.se</a> and the Blommogram brand for which we create the range.</p>	<ul style="list-style-type: none"> <li>• Choice of range/product</li> <li>• Energy and waste management in our own operations</li> <li>• Policy tools and guidance for the value chain</li> <li>• Employees, health and wellness, diversity and inclusion</li> <li>• Social responsibility</li> </ul>
AFFILIATED SHOPS	<p>544 affiliated shops offering the Blommogram. They are owned by independent traders.</p>	<ul style="list-style-type: none"> <li>• Energy in shop operations</li> <li>• Purchase of certified plants and flowers</li> <li>• Responsible purchasing of peripheral products</li> <li>• Minimise waste</li> <li>• Recycling of waste</li> <li>• Transport to customer (last mile)</li> </ul>
CUSTOMER	<p>Buyers and recipients of our products.</p>	<ul style="list-style-type: none"> <li>• Help to make better choices when buying</li> <li>• Long vase time for consumers</li> <li>• Care tips for long life of bouquets and potted plants</li> <li>• Clear information on the recycling of packaging</li> </ul>
AFTER MARKET	<p>End-of-life management of the products, such as reuse, disposal, and recycling.</p>	<ul style="list-style-type: none"> <li>• Composting of plants and flowers</li> <li>• Reuse of flowers</li> <li>• Recycling of packaging materials</li> </ul>

\* Our ability to influence and set requirements

\*\* Code of Conduct

# SUSTAINABILITY IN 2022



Images from Fairtrade rose grower, Winchester Bahati Farm in Nakuru, Kenya, 2021. Photo: Cecilia Thimerdal

## Measuring the CO2 footprint of cut flowers

Together with Interflora globally, we have developed a tool to measure the CO2 footprint of different types of cut flowers. This will allow us to make climate-smart choices of flowers for our bouquets in the future.

## Chemical testing for more sustainable growing

In 2022, we continued the chemical testing of cut flowers that we started in 2020 to better understand what residues remain and how to influence growers to further limit their use. Together with Fleurop in Germany, we have created a bank of 1000+ tests that will now be analysed by the sustainability section of Columbia University, City of New York.

## Focus on social sustainability

Throughout 2022, we have placed great focus on our social sustainability work through collaboration with MSF, where we are the main sponsor, the Swedish Cancer Society, where we are the main sponsor of the Pink Ribbon and Majblomman. During the year we raised over 5.3 million SEK for the above organisations.

## Large-scale investment in more sustainable funeral flowers

We introduced a new funeral range where we have minimised the amount of plastic and replaced it with, among other things, plastic-free fibre floral foam and straw. Instead of decorating with traditional plastic floral foam, we emphasise stem-standing bouquets. Wreaths are made of wood fibre with raffia cords.

The entire new funeral range was developed in collaboration with florist Heidi Mikkonen, who is also one of Interflora's sustainability ambassadors. Among other things, she helps us to train affiliated shops in how their operations can be more sustainable.

## More Swedish-grown products in the range

We expanded our range of Swedish-grown products. We now only have Swedish tulips in our Interflora range and more of our promotional products are grown in Sweden.

## Fairtrade roses from Winchester Bahati Farm

Interflora AB is now Fairtrade licensed and we are able to sell selected Fairtrade products in our range. We work exclusively with a selected grower for our beautiful Fairtrade roses, and they come from Winchester Bahati Farm in Kenya.

This is a collaboration we have been working towards for over two years, visiting farms and plantations to ensure both working conditions and the quality of the roses for our artisan florists.

## More environmentally friendly gift wrapping

We have removed cellophane as a gift wrapping option and replaced it with a more environmentally friendly alternative: waxed paper.

# HOW WE WORK WITH SUSTAINABILITY

## International co-operation with GFS

Together with GFS, Interflora's global organisation, we have been involved in developing a relevance analysis that forms the basis for the priorities we set jointly within Interflora. This allows us to share experiences and to influence the industry more widely, resulting in the best possible outcome of the activities we undertake.

## Relevance analysis

Our relevance analysis is based on our value chain and impact on society as a whole. The areas we have identified together are the areas we prioritise in our sustainability work.

## Sustainability plan

Interflora AB works with a long-term vision to be climate neutral by 2040. To keep our work and priorities on track, we work according to a sustainability plan

with a five-year perspective. This is updated every two years.

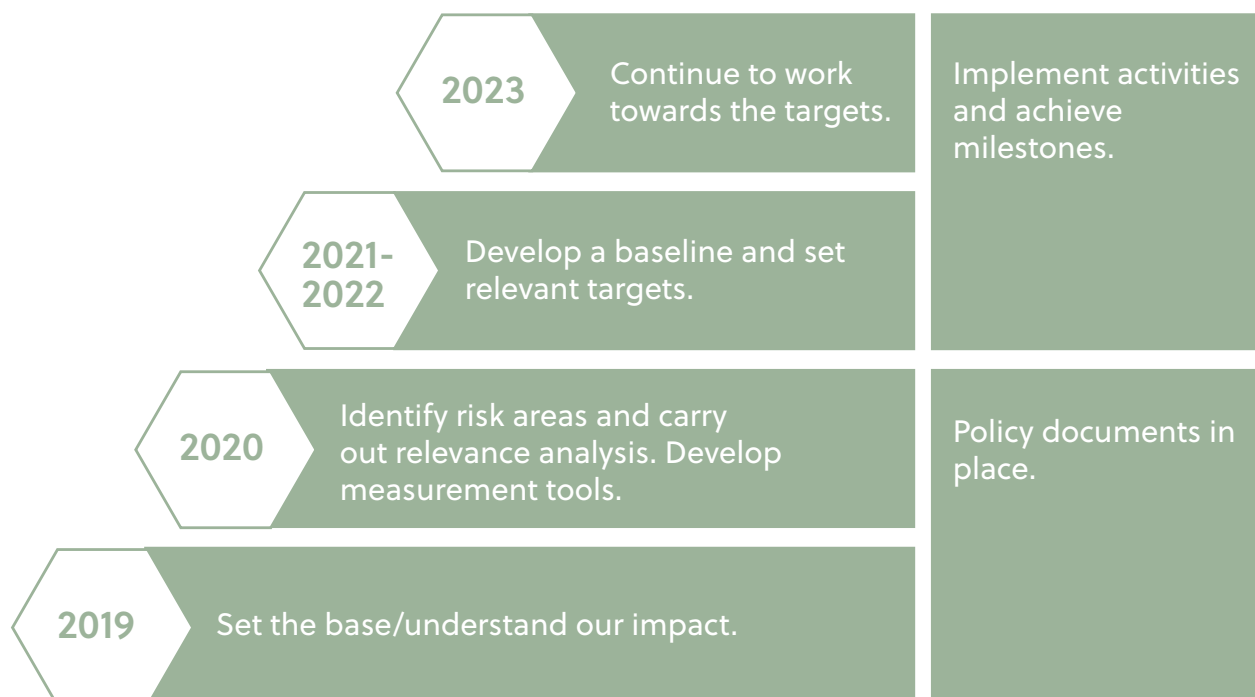
## Our long-term sustainability goals

Using the UN Sustainable Development Goals as guidelines, we have set our long-term goals. Relevant areas are #13 Climate action, #15 Life on land, #10 Reduced inequalities and #12 Responsible consumption and production.

## Risk analysis

Interflora works to identify business risks during planning, implementation and decision-making. Analysing sustainability risks includes: impact on the environment, social responsibility, our employees, human rights and anti-corruption.

## CURRENT FIVE-YEAR SUSTAINABILITY PLAN FOR INTERFLORA AB





# OUR SUSTAINABILITY JOURNEY

## 2019

We raise the environmental issue internationally with GFS, leading to the recruitment of GFS's first sustainability manager. Shortly before that, Interflora AB has also recruited its first sustainability manager to begin this important journey.

Focus on understanding our environmental impact.

## 2018

We lay the foundations for the work and for our first sustainability plan.

## 2021

We carry out the first measurements of our CO2 emissions.

We launch the Florist Sustainability Manual for our affiliated shops.

We continue our chemical tests on cut flowers.

## 2020

We develop a Code of Conduct.

We start chemical tests on cut flowers in order to map the use of pesticides.

## 2023

We publish our first sustainability report.

GFS publishes a sustainability report for the whole network.

## 2022

We start the process of calculating our carbon footprint within the framework of the GHG Protocol Scope 3.

GFS launches a tool to help us choose flower varieties with the lowest CO2 footprint.

Initiated research project with Columbia University to set a standard for chemical residues, based on 1200 test results available in Interflora's European database.

# INTERFLORA'S INTERNATIONAL WORK

Interflora Sweden is part of Fleurop Interflora Global Flower Services (GFS), Interflora's global brand owner and organisation, within which we collaborate with other Interflora countries, including on sustainability issues. Within GFS, there is a joint strategy for 2020-2025.

## Overall strategy

In a survey carried out in many European Interflora countries, a relevance analysis was conducted to set the agenda and priorities for our joint sustainability work. We identified four priority areas: reducing plastic and waste in general, reducing the amount of pesticides used in cultivation and transport, improving working conditions in the supply chain and reducing our greenhouse gas emissions.

## Four activity areas in our work:

1. Reduce the environmental impact of our own operations.
2. Promote responsible sourcing – create an online Blommogram range with minimal impact and support affiliated shops in making more sustainable flower purchases.
3. Work actively to reduce waste.
4. We will be transparent and share our objectives and experiences.

## GFS SUSTAINABILITY AGENDA



### 1. DECREASING The environmental impact of our operations

We are committed to decrease the environmental impact for our own operations and encourage our local Interflora florists to follow the same path.

### 2. PROMOTING Responsible sourcing

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

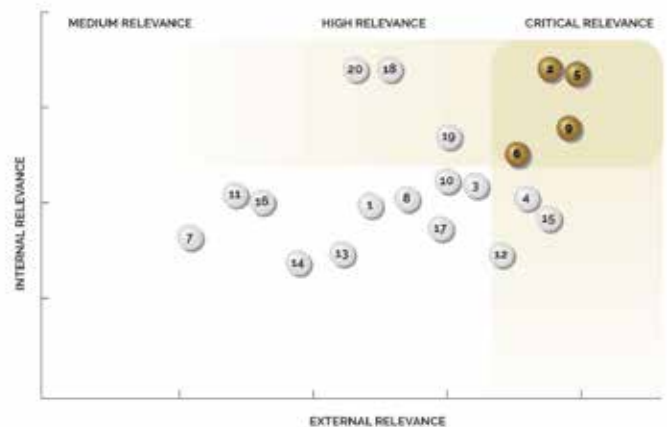
### 4. COMMUNICATING Transparently

We will publicly communicate our priorities, targets, commitments and progress on sustainability, to the market and our external stakeholders.

### 3. MOVING To a Circular Economy

We are moving towards a zero-waste business model for more environmentally friendly flowers, by using the most eco friendly materials possible in our packaging.

## GFS MATERIALITY ANALYSIS



### Material issues

2. Plastic waste / packaging

5. Pesticides (value chain)

9. Labour conditions (value chain)

6. Greenhouse gas emissions (value chain)

15. Transparency

4. Water and soil pollution (value chain)

18. Customer satisfaction

19. Product quality

3. Water consumption (value chain)

20. Brand reputation

10. Fairtrade

12. Diversity

17 R&D-i

8. Biodiversity

1. Afterlife waste

13. Community engagement

16. Good governance practices

11. Human capital

14. Anticorruption and bribery

7. Environmental impact (own offices)

# MANAGEMENT AND GUIDANCE OF SUSTAINABILITY WORK

## Within Interflora AB

The overall responsibility for sustainability lies with the Board of Directors and the CEO, and the operational sustainability process is run by both the CEO and the Sustainability Manager. In addition, each individual employee is responsible for bearing in mind the sustainability angle in their respective area of expertise, based on our plan and set objectives.

## For retailers

Interflora AB inspires and supports our affiliated shops in their sustainability work, through training. We have a sustainability ambassador and knowledgeable

florists who visit shops and give courses and reviews on how to work more sustainably with floral craft.

## At the international level





Interflora AB's CEO is a member of the GFS board, where the international sustainability work is based. In addition, there is also a global sustainability group with a representative from each country actively working on the sustainability agenda. They meet annually.

## POLICY DOCUMENTS FOR SUSTAINABILITY WORK

- The international framework for our sustainability work
- Sustainability plan
- Code of Conduct, available on our website, section on sustainability
- Equal treatment plan
- Employee handbook
- Whistleblower function, found in the Code of Conduct
- Florist's sustainability manual
- Courses and lectures on sustainability in floral craft

# LONG-TERM OBJECTIVES

By 2030, we will be halfway to our objectives.

	OBJECTIVE 2040	WHAT DOES IT MEAN?
	<p>Reduce our CO2 footprint by 100% and thus become climate neutral.</p>	<p>Fossil-free transport all the way.</p> <p>All energy comes from renewable sources.</p>
	<p>100% organic and/or compostable flowers.</p>	<p>All the flowers and plants we buy are grown without harmful chemicals.</p>
	<p>100% of our flower purchases from suppliers with good working conditions.</p> <p>1% of Blommogram sales to charity.</p>	<p>All purchases directly from growers or with certifications that ensure good working conditions.</p> <p>Through our partnerships, we raise awareness and/or funds to reduce injustice.</p>
	<p>100% renewable or recycled materials in hard products.</p>	<p>Our products and accessories should have minimal impact, not require new raw materials or become waste.</p>

## THE WAY THERE

### 13 CLIMATE ACTION



Growing flowers requires heat and light, which is plentiful at the equator, but less so at our latitudes. What is grown at the equator needs to be kept cool and transported quickly to shops so that the customer can enjoy the flowers in the vase for as long as possible. What can't be grown under the open sky in summer needs help in greenhouses, which require energy for light and heating.

Cultivation in greenhouses and transporting the flowers require energy that produces emissions, which affect our climate. This is why this is our most prioritised area just now. We see that there is an opportunity to choose flower varieties for our Blommogram that require less energy to grow – flowers that are grown in season. We can choose growers who work with renewable energy sources and can understand with our distributors how they can work to help us reduce CO2 emissions. For example, by increasing the load factor during transport.

### 15 LIFE ON LAND

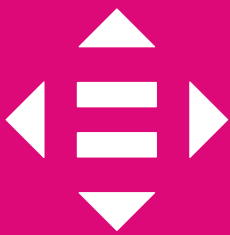


To produce a beautiful, long-lasting flower, growers and transporters need to minimise the risk of pests, mould and fungal attacks. This is done through various forms of control that can be more or less harmful, both to the whole ecosystem and to the florist who works with the flowers.

As a first step, we want our flowers to have as little negative impact as possible and, in the long term, a positive impact. Therefore, we want to favour those farmers who choose to work more restrictively with chemicals, and ideally choose biological methods.

To give us better tools for our work, together with other countries in Europe, we carry out chemical tests on our flowers to understand which substances are used and what residues are present. This will allow us to be more specific in our work with suppliers and growers.

### 10 REDUCED INEQUALITIES



In Interflora's business, there are many intermediaries in the value chain from grower to customer and some of the growers are located in developing countries. This increases the risk of inequality and human rights violations. Through close dialogue with our suppliers and a requirement that they understand and comply with our code of conduct, we want to influence this in a positive direction.

Internally and with our affiliated shops, we work for an equal workplace.

Through our partnerships with the Swedish Cancer Society and MSF, as a company we support these organisations through various activities and also make it easier for our customers to donate to them.

### 12 RESPONSIBLE CONSUMPTION AND PRODUCTION





In flower handling, plastic is a packing material used to keep moisture and humidity inside the flower while avoiding moisture from the outside.

We are committed to ensuring that all our packaging is made from renewable materials, is recycled and/or recyclable. That's why all our packaging is plastic-free and made from certified or recycled paper. We no longer work with single-use plastics.

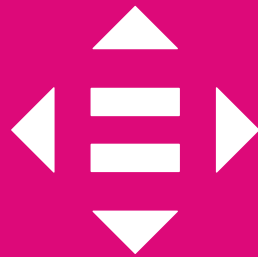
Some packaging in our options needs plastic as it contains confectionery/food, but we are working with suppliers to find more sustainable alternatives.

In the future, all our peripheral products will come from recycled materials.

## SELECTED ACTIVITIES IN EACH AREA OF THE VALUE CHAIN

	 <p><b>13 CLIMATE ACTION</b></p>	 <p><b>15 LIFE ON LAND</b></p>
GROWER/ PRODUCER	<p>Reduce emissions by choosing growers that use renewable energy sources where we can.</p>	<p>Choose certified products and support growers in reducing their use of chemicals in growing.</p>
DISTRIBUTOR/ SUPPLIER	<p>Reduce emissions through 100% load factor during all transport.</p> <p>Lorries running on fossil-free fuels.</p>	<p>Expand the range of certified flowers, Swedish-grown flowers and locally grown organic produce.</p>
INTERFLORA	<p>Our company cars will be powered by fossil-free fuels. Electricity and heat will come from renewable energy sources and we will develop a range of products with a lower impact on the climate.</p>	<p>Develop a standard for limit values of chemicals in flowers.</p>
AFFILIATED SHOPS	<p>Deliveries performed with vehicles powered by fossil-free fuels.</p> <p>Electricity and heat should come from renewable energy sources.</p>	<p>Make responsible purchases of products that are certified and traceable back to growers.</p>
CUSTOMER	-	-

**10 REDUCED INEQUALITIES**



**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



**GROWER/  
PRODUCER**

Through close dialogue and inspections, ensure that they respect human rights and strive for equality.

Favour farmers and growers working with recycled materials and reuse.

**DISTRIBUTOR/  
SUPPLIER**

Ensuring, through close dialogue and inspections, that they respect human rights and strive for equality at all levels they can influence.

Favour suppliers/distributors who actively work with recycled materials and reuse.

**INTERFLORA**

Promote a safe, healthy, and equal working environment at Interflora and raise money to support organisations that contribute to equality.

Promote a circular economy by developing our product range with this in mind, and by extending the lifespan of office supplies and technology in our own operations.

**AFFILIATED  
SHOPS**

Provide support for a safe, healthy, and equal working environment in shops.

Manage waste in a way that allows it to be recycled as much as possible.

**CUSTOMER**

Make it easier for customers to make charitable donations.

Help the customer to make more sustainable choices and guide the customer to care for and extend the life of our products and manage waste.

# OUR CO2 EMISSIONS

We use the Greenhouse Gas Protocol model to calculate our emissions in CO2 equivalents. The model can be applied throughout the value chain.

- Scope 1: fuel and emissions from vehicles in our own operations (Interflora AB).
- Scope 2: electricity consumption in offices and warehouses (Interflora AB).
- Scope 3: footprints linked to other activities in the value chain, such as cultivation and transport from growers (upstream), transport from shop to consumer (downstream). Investments, packaging, miscellaneous items, business travel and other items are also included.

## CO2 EQUIVALENT CALCULATIONS

In 2021, we finalised a starting point for Scope 1 and 2 and thus have a starting point for the levels we must achieve on the way to our CO2 objective of reducing these by 50% by 2030.

We are currently working on Scope 3 and our plan to produce relevant figures for bouquet sales in 2023. We have estimated values for 2021, and are working to validate and secure this method for 2022 and beyond.

Find more information on the Greenhouse Gas Protocol at [ghgprotocol.org](https://ghgprotocol.org).

	2021	2022	% change
Business trips by car (kg)	7 483	12 762	71%
<b>Scope 1 - TOTAL (kg)</b>	<b>7 483</b>	<b>12 762</b>	<b>71%</b>
Electricity and heating of offices and warehouses (kg)	1 126	1 433	27%
<b>Scope 2 - TOTAL (kg)</b>	<b>1 126</b>	<b>1 433</b>	<b>27%</b>
Total Scope 1 and Scope 2 (kgs CO2)	8 608	14 195	65%
Total Scope 1 and Scope 2 (tonne CO2)	9	14	65%

SCOPE 1: the increase in business travel emissions has increased as the 2021 pandemic limited us from visiting affiliated shops. In 2022, our regional managers have started travelling again.

SCOPE 2: the increase in electricity and heating mainly relates to the warehouse we only had in November and December in 2021. For 2022, we had it all year.



# CHARITY AND SOCIAL SUSTAINABILITY



Peace sign in mimosa on Norrmalmstorg, created by Floristkompaniet. Photo: Jennifer Borge



The Safe Style bouquet, part of the Pink Ribbon campaign, created by Ebba Kleberg von Sydow and Emilia de Poret. Photo: Lisa Höök



The flower-decorated Margareta Krook statue outside Dramaten. Photo: Lisa Höök

Working with charity and social sustainability is something we are committed to in our organisation. We are the main sponsor of MSF, and since 2018 we have been working with the Swedish Cancer Society, where we were the main sponsor of the Pink Ribbon campaign in 2022. Majblomman was a new partner for the year. In 2022, we raised over SEK 5.3 million for these organisations, which corresponds to 1% of our Blommogram sales.

## Flourishing demonstrations for peace

In 2022, we expanded our cooperation with MSF and carried out more targeted activities than usual. The underlying reason is the war in Ukraine and the urgent need for assistance. To help MSF support affected people in war and crisis zones all over the world, we organised two demonstrations for peace. A large peace sign was erected on Norrmalmstorg square to mark International Women's Day on 8 March. We also decorated named female statues across Sweden with flower crowns, floral jewellery, and blue and yellow ribbons, in wordless recognition of women's contribution to society in war. The decorated statues on 8 March are a recurring activity we have been doing since 2018 to improve gender equality.

On Father's Day, 13 November, we decorated one of the most powerful symbols of non-violence, the sculpture *The Knotted Revolver* by artist Carl Fredrik Reuterswärd, with flowers in Stockholm, Gothenburg and Malmö. To coincide with these demonstrations, we increase the number of donation products in our range. We also have a round-up function and the aim is to make it easier for customers to constantly donate money.

## The Swedish Cancer Society and the Pink Ribbon

The opportunity to help beat cancer as a company is also close to our hearts. Throughout the year, we offer customers the opportunity to buy bouquets and funeral flowers to raise funds for the Swedish Cancer Society. The option to round up the amount at the checkout is also always available.

The Pink Ribbon campaign takes place every October, and since 2021 we have been one of the main sponsors. In 2022, we raised around 2 million SEK during the campaign.

## KEY FIGURES: CHARITY

	2018	2019	2020	2021	2022
Fundraising for charity in SEK		1 633 680	3 120 811	5 100 167	5 263 112
Charity fundraising/ Blommogram sales*		0,5%	0,5%	0,8%	1,0%

\* We reached our 2022 target for the share of charitable giving.

# WE WANT TO CREATE A SUSTAINABLE WORKPLACE

It starts with people. It's us that make the difference, it's us that drive change, in both small ways and big. In every single activity in a workplace, we can ask ourselves whether we can change something to make our work more sustainable. At Interflora, we recognise that people are the key to the vital transition to sustainable business and society. We have therefore chosen to invest in our employees and their health and well-being from the ground up.

Our wellness allowance is SEK 5,000, and on top of that we offer free training and subsidised massage during working hours. In 2022, we introduced hybrid offices where we work in the office 60% and from home 40% as a step to help our employees balance working life with private life, but also to reduce emissions from

travelling between home and the workplace. This is highly valued by our employees, according to the latest employee survey.

## Better working conditions for our affiliated shops

In 2022, we have invested in a digital initiative with Storekey to improve the opportunities for a sustainable working situation for our affiliated florists. Today, floristry is a very tough profession with early mornings, long hours and a lot of weekend work. The unmanned shop initiative allows our affiliated florists to go home to their families and still stay open. This also increases the level of service to customers who can pick up their flower bouquets and other gifts when they need to, at more flexible times.

## KEY FIGURES: EQUALITY

	2018	2019	2020	2021	2022
Share of women at Interflora AB	71%	78%	71%	80%	79%
Proportion of women on the board	14%	14%	14%	14%	14%
Number of employees	39	37	42	45	47

## KEY FIGURES: WORK ENVIRONMENT/SOCIAL ENVIRONMENT

	2018	2019	2020	2021	2022
Sick days short	288	191	248	212	315
Total wellness allowance paid excluding VAT			121 253	141 781	176 696
Utilisation of wellness allowance, share of staff			57%	62%	75%
Employee satisfaction index (0-10)	7,6	8,6	8,8	8,7	8,7
Turnover rate, staff	29%	13%	9%	14%	13%

# SUSTAINABILITY RISKS

The section on sustainability risks is designed to meet the legal requirements for a sustainability report. Here is our risk analysis based on five defined areas: environment, social responsibility, anti-corruption, employees, and human rights.

## ENVIRONMENT

### Definition

Impact on climate, water, and biodiversity.

### Risks

As the industry is immature in terms of sustainability, there is no established work to define or reduce the impact on the environment; most of the work is done by individual companies.

The greatest risks of negative environmental impact are at the cultivation stage through energy for greenhouses, and in the transport from grower to shops through high CO<sub>2</sub> emissions. Another factor is pesticide emissions that affect biodiversity and groundwater during cultivation. There is also a trade-off between growing with fewer additives and more energy in Europe or at the equator with natural sun and heat but air transport to ensure the flowers stay fresh all the way.

Transport from shop to customer also contributes to emissions and climate impact. This is an area that is difficult to calculate precisely, but we estimate that it accounts for a very small part of total CO<sub>2</sub> emissions today.

### Guidance

Other than local agricultural legislation, there are no standards or guidelines on chemicals in the cultivation of ornamental plants. Certifications such as MPS and GLOBALG.A.P. are used as tools to reduce the use of harmful chemicals in floriculture over time. The GHG Protocol is used to calculate the CO<sub>2</sub> footprint of the organisation.

Our Code of Conduct and the Florist Sustainability Manual set requirements and support florists in their work.

### Activities

About 80% of the purchases through our main partner consist of flowers that are MPS/GLOBALG.A.P. certified or grown in Sweden. They also work actively to reduce climate impact through a 100% load factor during transport from transshipment to the store.

We have been testing flowers for several years to understand the chemicals used in the growing process. This work is now in its final phase and a standard for limit values is being developed by a research team.

A CO<sub>2</sub> footprint measurement tool will allow us to estimate the footprint of each flower and bouquet in the future.

We support affiliated shops with framework agreements with couriers who have electric cars/ electric bikes and use existing routes and vehicles such as Early Bird.

We work actively to choose flowers in season and varieties that have a longer vase life. If we can choose Swedish-grown produce, we do so.

### Outcome

A greater share of MPS and GLOBALG.A.P. certified flowers in the shops' range.

We have the data to develop a standard to reduce the content of chemicals in flowers, and we have the tools to calculate our carbon footprint with greater certainty. We see that by choosing markets with low energy consumption or where energy from renewable sources is chosen, we get the best outcome in terms of carbon footprint. Maximising the load factor in air transport packaging reduces the footprint per flower and the overall impact.

Interflora AB: Scope 1 and 2 according to the GHG Protocol.

Scope 3 covers the areas and activities that occur in our value chain from cultivation to the death and disposal of the flower and are outside our direct operations. Here we are working to develop good calculation models mainly for the bouquet value chain.

## SOCIAL RESPONSIBILITY

### Definition

Impact on the community around our business, including affiliated shops.

### Risks

We believe that most of the risks outside our own operations are in the retail and supply chain.

**THE SHOP LEVEL:** Often uncomfortable and long working hours and repetitive strain injuries. Handling flowers with lots of moisture, water and substances released from the plants can cause allergies and sensitivities. Difficult to recruit trained florists for shops. Many florists move into other areas of floristry such as events, interior design and influencers.

**THE SUPPLIER LEVEL:** Here, it is more difficult to assess the risks as there are many actors in the distribution chain between growers and shops. However, some risks may include inappropriate working positions during sowing and harvesting. Plants that secrete substances that create sensitivity and chemical use in cultivation.

### Guidance

The florist's manual for sustainability. Internal tools to support affiliated shops. Our internal training platform, Retail Academy.

Our Code of Conduct, which highlights the importance of a good working environment in our organisation, guides us in our work with suppliers.

### Activities

We offer activities, courses and workshops with our affiliated traders to support and inspire them to create a better and more attractive workplace. We have developed the option for affiliated shops to have unmanned opening hours with a digital security solution. This allows them to regulate their working hours and reduce uncomfortable working positions and unsocial hours.

We visit growers when we have the opportunity, and go through points relating to sustainability and working conditions. Work to reduce the use of chemicals in the cultivation process.

### Outcome

Shops stay in the network and it becomes easier for retailers to recruit florists.

Loyal growers and distributors as working conditions improve and security increases.

## ANTI-CORRUPTION

### Definition

Working against corruption and fraud.

### Risks

The risk of corruption and fraud exists at all stages of the value chain. This is an area we find difficult to understand and influence as there are many levels between Interflora and growers in some markets. Consequently, we have put very little focus here. Of course, there is also a risk of corruption in our own organisation that we can't ignore. Corruption in business results in decisions and activities that are not businesslike.

### Guidance

Code of conduct and whistleblower function.

### Activities

An area where we need to better understand the mechanisms in our industry so we can work actively on it.

Internally, and for all those who have signed our Code of Conduct, there is a whistleblower function to report any suspicions of irregularities.

### Outcome

We have no measurable outcomes to report here.

## EMPLOYEES

### Definition

Internal health, safety and security.

### Risks

The organisation has health risks such as perceived stress and high workload. Being sedentary and working at a computer screen can cause repetitive strain injuries.

### Guidance

Our employee handbook with information for everyone on our policies and agreements.

Wellness document for registration for training sessions and massages.

### Activities

An annual employee survey is conducted to measure the health and satisfaction of our own employees. The results provide a basis for short- and long-term activities. This is also followed up in annual employee appraisals.

Internally, we have access to weekly training with PT, tennis and massage every week, a generous wellness allowance annual health checks.

Everyone is offered a CPR briefing.

Ergonomic review of the workplace if necessary.

Possibility to work from home office two days a week.

### Outcome

Increased employee satisfaction. Declining sick leave rates (may also be due to working from home when sick to a greater extent than before the pandemic).

More people are using the wellness allowance.

## HUMAN RIGHTS

### Definition

Anti-discrimination, freedom of choice and the right to organise.

### Risks

In our view, the main risks of human rights violations are in the supply chain, particularly in the areas classified as high-risk countries. With many intermediaries in the supply chain, this is an area we find difficult to understand and influence.

### Guidance

Our code of conduct based on the ILO Core Convention is our tool in relation to suppliers and growers. Most of our suppliers have undertaken to comply with our Code of Conduct.

Internally, we work with our equal treatment plan.

### Activities

Compliance with the Code of Conduct is monitored through visits to suppliers, who in turn work with subcontractors. Visits to farms are made, although there have been fewer during the pandemic period.

Fairtrade licence obtained by Interflora AB, which allows us to pave the way for more products grown within the framework of Fairtrade's guidelines, with a focus on human rights.

### Outcome

There are no measurable outcomes here, but we believe that a secure and fair employment and life situation motivates the individual to be loyal, which creates a more consistent level of quality and more secure deliveries.



## Auditor's statement on the statutory sustainability report

To the General Meeting of Interflora Aktiebolag, reg. no. 556184-8499

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### Tasks and responsibilities

The Board of Directors is responsible for the 2022 sustainability report and for ensuring it has been prepared in accordance with the Annual Accounts Act.

### Focus and scope of the audit

Our review was conducted in accordance with FAR's recommendation RevR 12 *The auditor's statement on the statutory sustainability report*. This means that our examination of the sustainability report is different and substantially smaller in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We consider that this audit provides a sufficient basis for our statement.

### Statement

A sustainability report has been prepared.

Stockholm, the date indicated by our electronic signature  
PricewaterhouseCoopers AB

Christian Lamrin  
Authorised Auditor

# Participants

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ÖHRLINGS PRICEWATERHOUSECOOPERS AB 556029-6740 Sweden

**Signed with Swedish BankID**

**7 March 2023 14:53:24**

Name returned from Swedish BankID: Christian Fredrik Lamrin

Date

Christian Lamrin  
Director

Delivery channel: Email