



Our Sustainability Journey



Floriculture
Sustainability
Initiative



GLOBAL G.A.P.



Fresh Flowers, Responsibly Grown

At The Flower Hub, we've spent the last 20 years making the process of sourcing flowers from Kenya simple, ethical, and efficient. Based in the heart of East Africa's thriving flower industry, we connect the world directly with Kenya's finest growers - bringing fresh cut flowers, bulk stems, and premium roses straight from farm to depot.

Founded in 2005, our mission was clear: to simplify the supply chain and deliver fresher blooms to global markets. Today, we proudly serve international retailers, florists, unpackers, and large-scale event companies - offering not only speed and reliability, but peak-quality flowers handled with care every step of the way.

Our farm-direct model is the heart of what we do. By working closely with Kenya's top growers and managing daily quality checks, cold chain logistics, and even "pack-at-source" solutions, we reduce handling, save time, and ensure flowers arrive in peak condition. It's fresher, faster, and far less hassle for our customers.

Sustainability is more than a value — it's a responsibility. As a member of FSI, we work with farms that meet high environmental, GAP and social standards. We're committed to reducing our impact while increasing value across every stage of the supply chain.

Twenty years on, our vision is as strong as ever: grow with integrity, export with care, and leave our land, people, and environment better than we found them.





Sustainability at The Flower Hub: Our Journey So Far

At The Flower Hub, sustainability isn't just a box to tick — it's part of how we grow, work, and care. From our farms in Kenya to the hands of our global customers, we believe every step in the flower journey should be ethical, responsible, and kind to people and the planet.

We've made strong progress: We're proud to be members of FSI, which requires at least 90% of our product to be responsibly sourced, joined the B Corp community through becoming a B Corp Certified business, and rolled out meaningful policy changes to support our team's wellbeing — including better compassionate leave and medical access for all new staff. Our employee engagement scores are strong, with 88% of staff reporting 'satisfied' or 'very-satisfied', and we're taking those voices seriously to shape our future.

We've deepened our commitment to traceability, regenerative practices, and community support. From volunteering days and composting projects to becoming Global GAP Chain of Custody certified, we're building systems that will carry us forward with transparency and integrity.

This work is never finished — but it's guided by a clear purpose. Sustainability isn't a separate project for us; it's woven into the fabric of who we are.

We're excited to share this update with you, and even more excited about what's ahead. Thank you for being part of our journey to deliver beautiful flowers — and a better future — together.





The Flower Hub is now a Certified B Corporation

As we celebrate 20 years of simplifying the global flower supply chain, we're proud to announce a major milestone: The Flower Hub is now a Certified B Corporation.

B Corp Certification isn't just a badge — it's a globally recognised standard for businesses that balance profit with purpose. The process, led by the nonprofit B Lab, involves a rigorous review of how we operate.

To qualify, we completed the B Impact Assessment, provided detailed documentation, and underwent an independent review to verify our performance across five key areas: Governance, Workers, Community, Environment, and Customers. This achievement confirms that our commitment to ethical sourcing, sustainability, and social responsibility runs through every aspect of what we do — from farm partnerships and cold-chain logistics to employee wellbeing and environmental impact tracking.

For our clients and partners, B Corp Certification is a trusted signal that we walk the talk. We partner with farms that meet high environmental and social standards, reduce waste through efficient logistics, and support local communities — all while delivering exceptional flowers, every time.

Whilst this is an achievement, it is not the destination, just the beginning: the certification holds us accountable to continuous improvement, with recertification every three years. It challenges us to keep raising the bar in everything from supplier relationships to carbon footprint reduction.

We're proud to join a global community of businesses using their platforms for good — and we're excited to keep growing, together.

Responsible Sourcing with FSI: Floriculture Sustainability Initiative (FSI)



The Flower Hub is proud to be part of the Floriculture Sustainability Initiative (FSI) — a global effort to drive more responsible, transparent sourcing in the flower industry.

FSI provides a framework that helps us measure, track, and continually improve how we source flowers from our network of growers. Our goal? To ensure that at least 90% of our stems are responsibly sourced. By ‘Responsibly Sourced’, we mean that they come from farms with a globally benchmarked accreditation in all three pillars: Social, Environmental and GAP (Good Agricultural Practises) in line with the FSI Basket of Standards.

Why 90%? At this stage we are very keen to still be able to support the small holders, new entrants to the market and those on the path to complete certification.

Our progress shows maturity in the system — with more farms meeting stricter certification criteria and fewer relying on basic benchmarks. We’re working closely with growers to complete the “last mile” of traceability through quarterly FSI updates and ongoing support.

For us, FSI is more than a target — it’s a shared journey with a like minded community towards a fairer, greener floriculture industry. Together with our growers and partners, we’re building a supply chain that respects people and protects the planet.



Supporting Our Communities: CSR in Action

At The Flower Hub, we believe sustainability extends beyond our farms — it's about uplifting the people and communities around them. That's why we invest in impactful CSR projects within our team but also with our grower partners, focusing on health, water access, education, environment and clean energy.

Here a snap shot of some of our initiatives:



Karagita Dispensary Lab (Wildfire Farm)

We're partnering with Wildfire Flowers to support Karagita Dispensary, which serves over 3,500 patients per month. By donating essential lab equipment, we aim to bring affordable healthcare much closer to home.



Faith's Children Home, Nairobi

We have recently built a new standalone Kitchen at the Children's Home after a fire destroyed much of what they had including a sheltered eating space. Proposed by a member of our team and winning a majority vote we regularly donate clothes and supplies.



Sosiani School Autism Centre

It has been a privilege for us to support this Autism Centre with their own playground. Bright, colourful and interactive – the joy it brought to not only the children, but all their support team was irreplaceable.



Alongside our CSR projects we have a volunteering policy, whereby every member of the team is encouraged to take one day (paid work time) to volunteer in their community/ a project close to their hearts. For some it could be associated with one of our CSR projects – e.g. the Kitchen build, for others it could be in planting trees, or even litter picking.



Regenerative Horticulture: Growing for the Future

At The Flower Hub, we believe the future of farming lies in restoring the land we rely on. That's why we're championing regenerative horticulture — an approach that goes beyond sustainability to actively improve soil health, biodiversity, and long-term resilience.

Regenerative farming focuses on practices that work with nature rather than against it. These include minimum tillage to reduce soil disruption, cover crops to enrich the soil year-round, and improved techniques for moisture retention and aeration. We also promote vermicomposting and integrated crop management (ICM) to reduce reliance on chemical inputs while boosting soil vitality.

The Flower Hub plays a key role in advancing these practices across our grower network. We're working to:

- Incentivise responsible growers by connecting them to premium markets and offering practical resources on regenerative methods.
- Facilitate peer learning through grower-led forums, webinars, and field visits.
- Partner with organizations like Cropnuts and FSI to provide expert-led training and streamline the path to certification.
- Build consumer awareness by promoting flowers as responsibly grown and using certifications that highlight environmental and social responsibility.
- Support gradual transitions, recognising that many farms need time and guidance to adopt new methods without sacrificing yields.

Regenerative agriculture isn't a quick fix — it's a long-term investment in soil, people, and planet. We're proud to support this journey and look forward to seeing healthier farms, stronger communities, and better flowers as a result.

Smarter Packaging, Less Waste

Our Smart Packaging Initiative focuses on reducing “dead freight” — the inefficient use of space that leads to more shipments, higher fuel use, and greater environmental impact. By optimising how we pack and consolidate flowers, we’re cutting down on both materials and carbon emissions.

We’ve also introduced centralised waste collection systems in our office. This allows us to track, measure, and reduce waste more effectively — with a special focus on cutting plastic use wherever possible. These efforts help us build a cleaner, more efficient supply chain from farm to freight.

Whether it’s smarter box design, waste tracking, or reducing unnecessary packaging, each step brings us closer to our goal of sustainable logistics. It’s better for our planet — and for our partners.

Global G.A.P. Chain of Custody: Trusted Traceability

At The Flower Hub, traceability is non-negotiable — and our Global G.A.P. Chain of Custody (CoC) certification proves it. This internationally recognised certification ensures that stems can be traced back to a certified, responsible source. It covers critical areas like product handling, storage, documentation, and mass balance.

By meeting these rigorous standards, we offer our partners greater confidence in where their flowers come from — and how they’re managed every step of the way. We’re committed to expanding this certification across more customers and markets, reinforcing our dedication to transparency, quality, and ethical sourcing.



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