

To estimate emissions from flower deliveries, record the fuel or electricity used, or the distance travelled, then apply an emissions factor that matches those figures. If one route carries several orders, divide its emissions among them using a consistent approach that suits the information you have.

Gather details for each delivery route

Choose a time period, perhaps one month, and collect information for every route completed during it. For each trip, record the vehicle type, distance travelled, number of orders delivered and, when known, the fuel or electricity consumed. Count the return journey to the florist as part of the route, even if the vehicle is carrying nothing on the way back.

Fuel receipts can be useful, although they may cover a vehicle used for deliveries and other purposes. In that case, a receipt alone cannot show what portion of the fuel was used for delivery work. If you cannot separate those uses, tracking route distances may provide a more workable estimate. Make a note of missing or incomplete information, so it is clear which results rely on less certain figures.

For deliveries handled by an outside carrier, request its emissions figures and an explanation of the calculation. If the carrier cannot provide them, ask for route distances and vehicle information. You can then estimate the emissions yourself, but record the assumptions used. Do not count the same trip twice by adding a carrier’s reported total to your own estimate for that journey.

Work out route totals and order shares

Find emissions factors from a dependable source, such as a government publication on emissions reporting. Check that each factor corresponds to the type of activity you recorded, whether that is fuel, electricity or vehicle

distance. An emissions factor translates an amount of activity into emissions, usually given as carbon dioxide equivalent, abbreviated to CO2e.

1. **Select the information to use.** If you know how many litres of fuel a route used, use that amount. If fuel consumption is not available, use the route distance with a suitable factor for each kilometre travelled.
2. **Calculate the route emissions.** Multiply the activity figure by its matching factor. For instance, five litres multiplied by an applicable factor of 2.5 kilograms of CO2e per litre gives an estimate of 12.5 kilograms of CO2e. This example only explains the calculation; it is not a universal factor for fuel.
3. **Allocate emissions to orders.** If ten orders travelled on the route, an equal division of the example total would assign 1.25 kilograms of CO2e to each order. When orders differ greatly in size, you could allocate by weight or space instead, as long as you measure and apply that method consistently.
4. **Keep a clear record.** Save the factor source and date, route information, allocation method and assumptions alongside the result. This makes it easier to understand or check the estimate later.

For an electric vehicle, use its electricity consumption and a suitable electricity emissions factor when those figures are available. A factor based on distance can be used as another option. Check what the factor counts: some include vehicle operation only, while others also include the production and supply of energy. Use the same boundary when comparing figures.

Interpret estimates thoughtfully

An emissions figure per order is an estimate, not an exact account of the impact of an individual bouquet. Dividing totals equally is straightforward, but it assigns the same amount to a small hand tied bunch and a large event arrangement. The allocation choice is an important part of the result, not just a detail in the calculation.

For comparisons between periods, keep the boundaries and allocation method unchanged. Look at route totals together with the number of orders delivered to see whether fuller routes or shorter trips could lower emissions per order. Keep delivery figures separate from emissions from growing, packing and storing flowers unless you are measuring a broader footprint.

Consistent records can make estimates more useful as time goes on. Begin with the information you can gather, note where it is incomplete, and improve those records as better data becomes available.

See also: bouquets in home interiors