



# FLORICULTURE SUSTAINABILITY INITIATIVE



The Floriculture Sustainability Initiative was founded in 2012 and brings together over 50 front runners from the floriculture sector. They share the goal of finding more sustainable solutions on both social and environmental aspects for the future of the sector, and set themselves the ambition to have 90% flowers and plants responsibly produced and traded by 2020.

## FSI ambition:

**“90% Flowers & Plants responsibly produced and traded by 2020”**

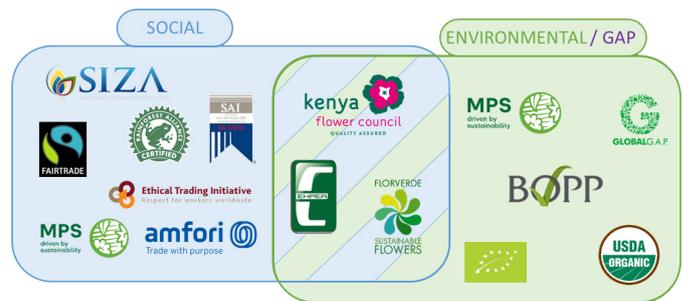
To achieve the FSI ambition, a two-way approach has been defined, combining:

1. The commitment of the members, who use the FSI Equivalency Tool, Basket of Standards and measuring to stimulate and increase traded volumes from responsible sources of production towards 90%. FSI members report on their aggregate volume of sustainably produced and traded flowers and plants.
2. The engagement of the supply chain, to adopt a project approach towards improving practices on key sustainability topics, stimulating improvements and communicating results across the sector.

## FSI approach:

### Benchmarking Standards

The FSI Basket of Standards is used as verified and independent reference for responsible sourcing. It acknowledges the great variety of standards and certifications in the floriculture sector contributing to higher levels of sustainability, while avoiding duplication of certification, confusion for market players and increased costs. Floriculture standards in the FSI Basket are successfully benchmarked against international basic requirements and legislation.



There are 15 Voluntary Sustainable Standards and Schemes in the FSI Basket. They are fully transparent, comparable and by means of independent benchmarking, complying with social and/or environmental basic requirements.

## FSI members:



## Implementing Projects

FSI members are driving improvements on key sustainability topics through the implementation of field and research projects. Projects are co-funded by IDH The Sustainable Trade Initiative. Results are shared and used within the network to strengthen practices and ensure progress towards the FSI shared ambition.



## Improving on Key Topics

To move towards a mainstream responsible floriculture sector, it is key to create a structure where current and future issues can be tackled on a sector level:



### PEST & DISEASE CONTROL:

Responsible pest and disease control is critical to the safety and health of people working with/handling flowers and plants, to minimize the environmental impact and to ensure good agricultural practices. FSI members are actively working on advancing IPM as leading principle in the floriculture sector, by supporting projects and providing guidance towards improvements. Together, they pro-actively anticipate on changing market situations and take the necessary steps to ensure continuous progress.



### GENDER:

In the floriculture sector, women represent nearly 80% of the workforce in flower production. FSI works with its members in a working group setting to drive attention to gender equality in the value chain, and support projects boosting women's abilities to make improvements in their own lives, workplaces and beyond to build stronger businesses and communities.



### WAGES:

Living Wage is increasingly considered as a fundamental development and human rights topic, promising an exit from poverty to workers, and a material contribution to the producing countries' economic development. FSI supports initiatives towards living wages by coordinating efforts of Members and stakeholders and help defining collective and individual action plans.

## FSI benefits:

### DRIVE CHANGE



Stimulate good practices in the sector, and market demand for responsible flowers & plants.

### CREATE IMPACT



Lead the way on sustainability topics together with other front-runners.

### MITIGATE RISKS



Improve environmental and social impacts and mitigate reputational risks.

### INTERNATIONAL NETWORK



Join and collaborate with other frontrunners from around the world.

### LEARN & SHARE



Share and learn from best practices and knowledge across the supply chain.



### FUNDING PROJECTS

Have access to co-funding for investments in key sustainability topics.

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## FSI member:



GASA GROUP is one of the leading specialists in the marketing of high-quality ornamental, potted and outdoor plants. They have a high environmental awareness and social engagement, and want to initiate and implement efforts to reduce, reuse and recycle. This means reducing their carbon footprint, (energy, waste), protecting nature and focus on health and well-being throughout their operations. They work actively with the UN Sustainable Development Goals, and to the greatest possible extent with certified partners. GASA GROUP is proudly certified within the FSI Basket of Standards (GLOBAL G.A.P. and MPS).