

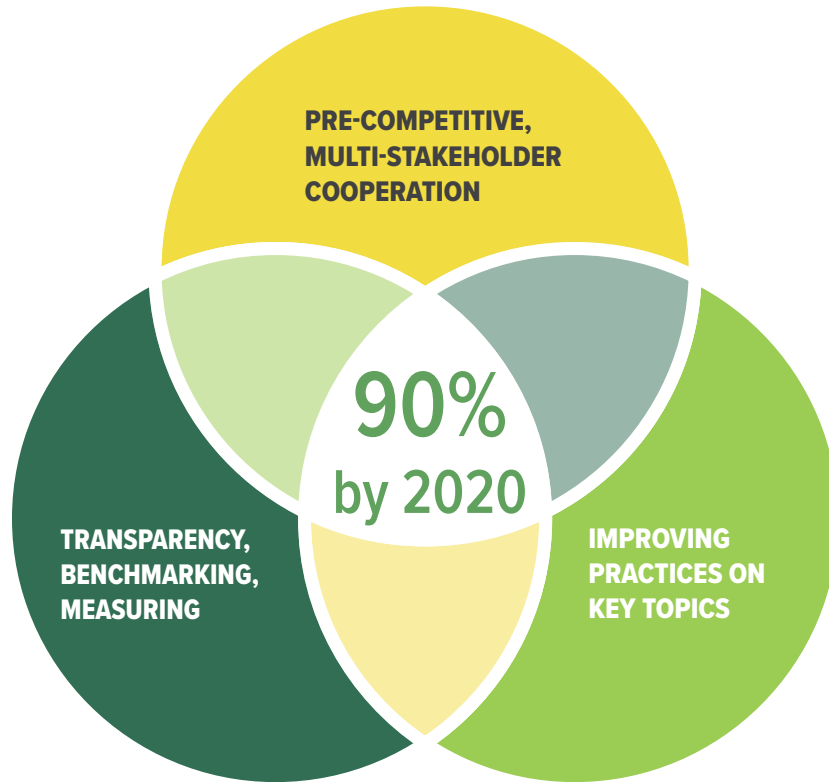


FLORICULTURE SUSTAINABILITY INITIATIVE

FSI AMBITION: 90% SUSTAINABLE FLOWERS AND PLANTS BY 2020

WHAT IS FSI ?

HOW DOES IT WORK ?



Floriculture Sustainability Initiative (FSI) unites sector front-runners in the supply Chain. Growers, Traders, Retailers, Standards, Civil Society organisations and Governments join forces to accelerate sustainable volumes and create impact on key topics.

BENCHMARKING STANDARDS

Floriculture standards are benchmarked against international references and legislation. The FSI Basket of Standards reflects those Standards and Schemes that have successfully passed the benchmark.

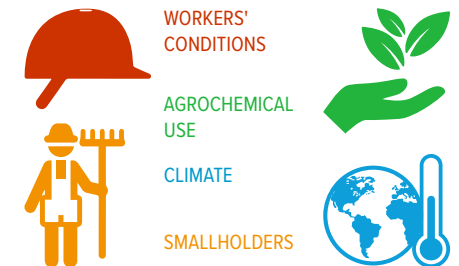


MEASURING VOLUMES

The percentage of sustainable produced and traded flowers and plants by FSI members is measured and monitored by an independent third-party. Annual progress towards the 90% target is communicated.

IMPROVE PRACTICES

The network of FSI members engage in field projects to tackle issues and create shared solutions that lead to scalable impacts on sustainability topics.



WORKERS' CONDITIONS

AGROCHEMICAL USE

CLIMATE

SMALLHOLDERS



FLORICULTURE SUSTAINABILITY INITIATIVE

FACTSHEET

+30 INTERNATIONAL MEMBERS

WHO IS INVOLVED ?

WHY PARTICIPATE ?



CREATE IMPACT
CREATE IMPACT TOGETHER
IN A MULTI-STAKEHOLDER
ENVIRONMENT



IMPROVE
STIMULATE MARKET
GROWTH OF SUSTAINABLE
FLOWERS & PLANTS



NETWORK
BE PART OF THE FRONT-
RUNNER NETWORK ON
SUSTAINABILITY



MITIGATE RISKS
MITIGATE REPUTATIONAL
RISK ISSUES



LEARN & SHARE
SHARE BEST PRACTICES
AND LEARNINGS ACROSS
THE SUPPLY CHAIN



FUNDING
HAVE ACCESS TO CO-
FUNDING FOR YOUR
SUSTAINABLE INVESTMENTS

SUPPORTING THE UN SDGs

The work of FSI is directly related to 9 of the UN Sustainable Development Goals



1. No poverty
3. Good health and well-being
5. Gender equality
6. Clean water
8. Decent work & economic growth
12. Responsible consumption & production
13. Climate action
15. Protected Planet
17. Create Mechanisms & Partnerships



FLORICULTURE SUSTAINABILITY INITIATIVE

PROJECTS
+100
PARTNERS
INVOLVED

€**2** Million
INVESTED
in 2014-2015

FSI PROJECTS

WORKERS' CONDITIONS



Improving working conditions at farm level is a key aspect to enhance the sustainability of supply chains. This may include issues such as decent wages, nutrition, gender equality, housing, health & safety, and sanitation.

AGROCHEMICAL USE



The lack of responsible agricultural practices poses potential reputational risks in the supply chain of non-safe or contaminated floricultural products. Residues and the wrong application of agrochemicals on farm causes severe health and safety issues.

CLIMATE



Responsible use of natural resources and the reduction of CO₂ emissions within the supply chain are areas in which the Industry can make improvements. This includes Energy use, Water, Transport and waste among others.

SMALLHOLDERS



Farm productivity is often low for smallholder farmers due to lack of good agricultural practices, lack of inputs and lack of financing. By including small holders in regional and international supply chains this can be changed for the better.



Women Empowerment in Ethiopia

27 farms engaged and **+7000 workers** (80% female) reached. Specific gender policy developed on farms.



Living wage analyses and benchmark East Africa

3 wage studies conducted and 1 business case for a living wage and true price of a rose



Best practices of IPM in Kenya & Ethiopia

300 workers trained on Bio-Control methods and reduction of chemical input. Link to export chain.



Analysis to gain Control of Residue

Online tool to help growers **reduce the residues level** and improve crop management.



Construction of a wetland

Filter and re-use of the waste water on a 27 HA farm: **40.500 litres/day saved** and water is cleaner than natural input.



Smallholder Market Linkage

Improve production practices and access to International Supply Chains both in Kenya (**142 smallholders**) and Colombia (**43 small scale farms**)

ALL
TOPICS



Supply Chain cooperation

Supply chain cooperation to create transparency and traceability in the supply chain of Flowers & Plants.



FLORICULTURE SUSTAINABILITY INITIATIVE

BASKET OF STANDARDS

10

STANDARDS IN
THE BASKET

PROCESS

BENEFITS IN THE SUPPLY CHAIN



1. QUICK-SCAN

Standards are published and available in the ITC standardsMap

2. BENCHMARKING

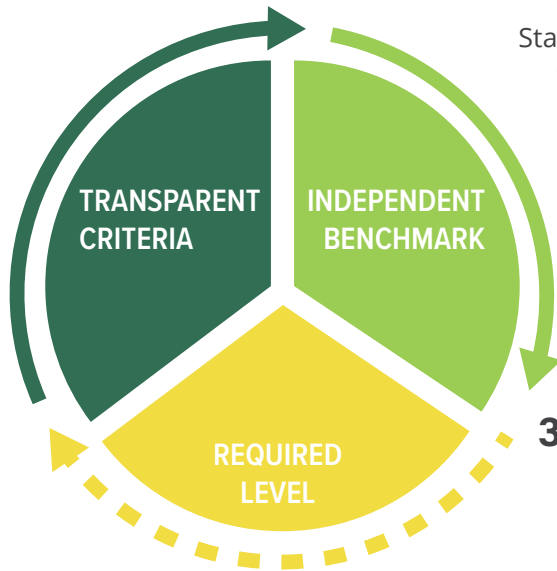
Standards are benchmarked against GSCP on Social criteria and Global GAP Benchmark on Environmental criteria



SOCIAL
CRITERIA



ENVIRONMENTAL
CRITERIA



3. BASKET OF STANDARDS

Standards reaching the required levels for Social (GSCP-B level or higher) and Environmental (Global GAP equivalent or higher) are considered "responsible sources" in the FSI Basket of Standards.



Growers

- > RECOGNITION AS RESPONSIBLE SOURCE
- > IMPROVE COMMUNICATION
- > AVOID DUPLICATION OF CERTIFICATION COSTS



Standards

- > DIFFERENTIATION FROM OTHER SCHEMES
- > TRANSPARENCY OF CRITERIA, AUDIT METHODOLOGY & PROCESS



Traders

- > MATCH MARKET DEMAND
- > IMPROVE SOURCING STRATEGY
- > IMPROVE COMMUNICATION TO CLIENTS



Retailers

- > COMPARE TO OWN REQUIREMENTS
- > MARKETING & COMMUNICATION
- > DIRECT SOURCING OPPORTUNITIES



CSOs

- > COMPARABILITY OF STANDARDS & SCHEMES
- > DRIVE IMPROVEMENT ON SUSTAINABILITY CRITERIA
- > STIMULATE BETTER PRACTICES

"THE FSI BASKET OF STANDARDS IS AN INTERNATIONAL REFERENCE POINT FOR RESPONSIBLE SOURCING"