

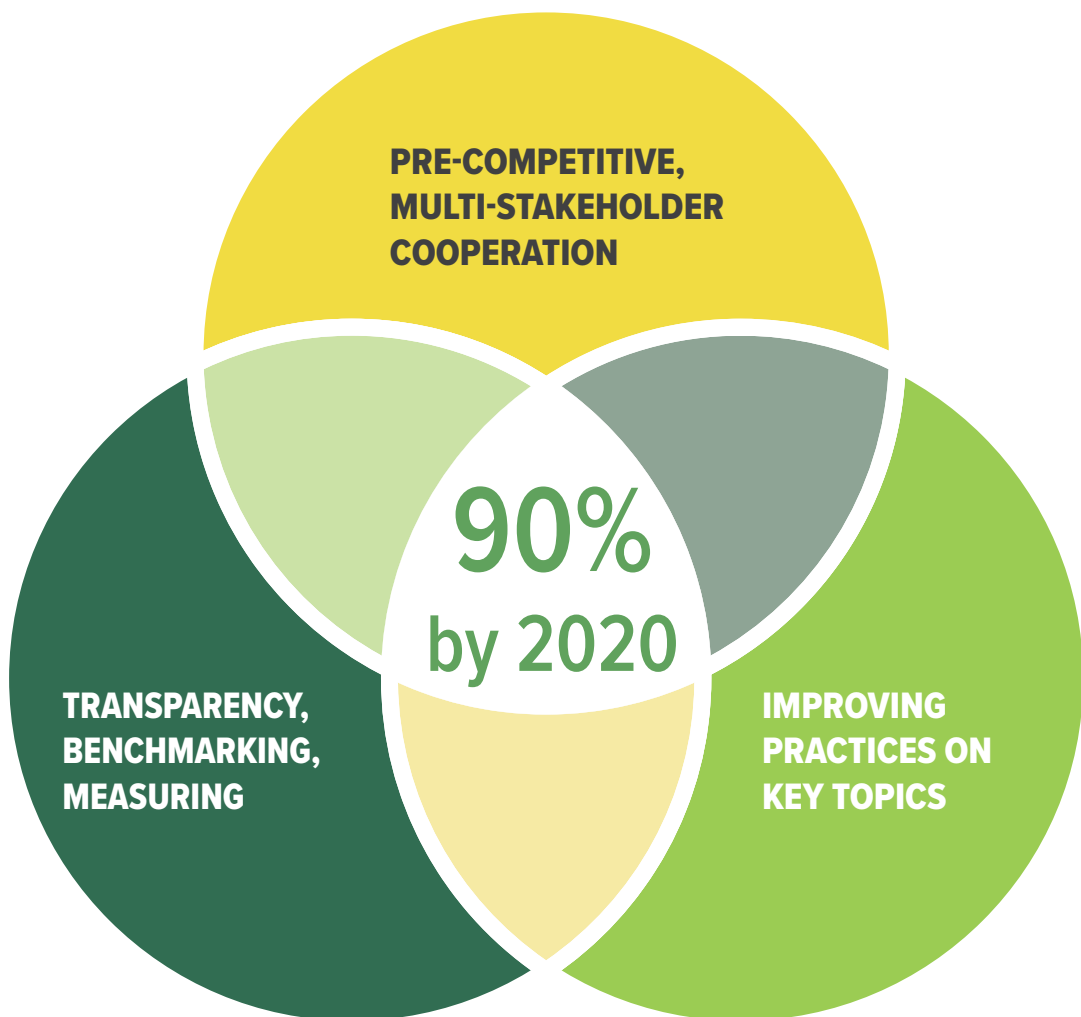


90% flowers and plants
sustainably produced and traded
by FSI members by 2020



FLORICULTURE SUSTAINABILITY INITIATIVE

WHAT IS FSI ?



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.

FSI AMBITION: 90%

SUSTAINABLE FLOWERS AND PLANTS BY 2020

HOW DOES IT WORK ?

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.

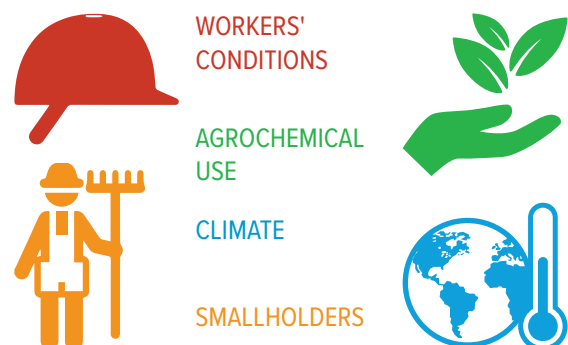


MEASURING VOLUMES

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.



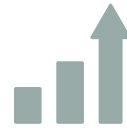


FLORICULTURE SUSTAINABILITY INITIATIVE

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

FACTSHEET

+30 INTERNATIONAL MEMBERS

WHO IS INVOLVED ?

MULTI-STAKEHOLDER

FRONTRUNNERS

Growers
AFRI FLORA, Hivos people unlimited, BSR | her+project health enables returns, BRO 3 Blomsterbranchens Riksorganisatie, Royal Flora Holland, asocolflores Association of Colombian Flower Exporters, FLORVERDE SUSTAINABLE FLOWERS, WATERDRINKER aalsmeer, FleuraMetz, Pflanzon Kölle Ihr Gärtner seit 1818

Traders
DÜMMEN ORANGE, LTO Glaskracht Nederland, UNION FLEURS INTERNATIONAL FLOWER TRADE ASSOCIATION, kenya flower council QUALITY ASSURED, ancer Associazione Nazionale Commercianti Esportatori Fiori, DUTCH FLOWER GROUP

Standards
CSOs, WWF, fair flowers fair plants, Standards, MPS Sustainable Quality, FAIRTRADE MAX HAVELAAR

Retailers
Ikea, dh

Other Stakeholders
EMPER, VGB, FLO3RENSIS ... if you want to grow, Royal Lemkes, send flowers euroflorist, CHRYSAI INTERNATIONAL, KOPPERT BIOLOGICAL SYSTEMS, dudutech Environmentally intelligent farming, idh the sustainable trade initiative, International Trade Centre, Global Social Compliance Programme

MARKET DRIVEN

GLOBALG.A.P. The Global Partnership for Good Agricultural Practice



FLORICULTURE SUSTAINABILITY INITIATIVE

PROCESS



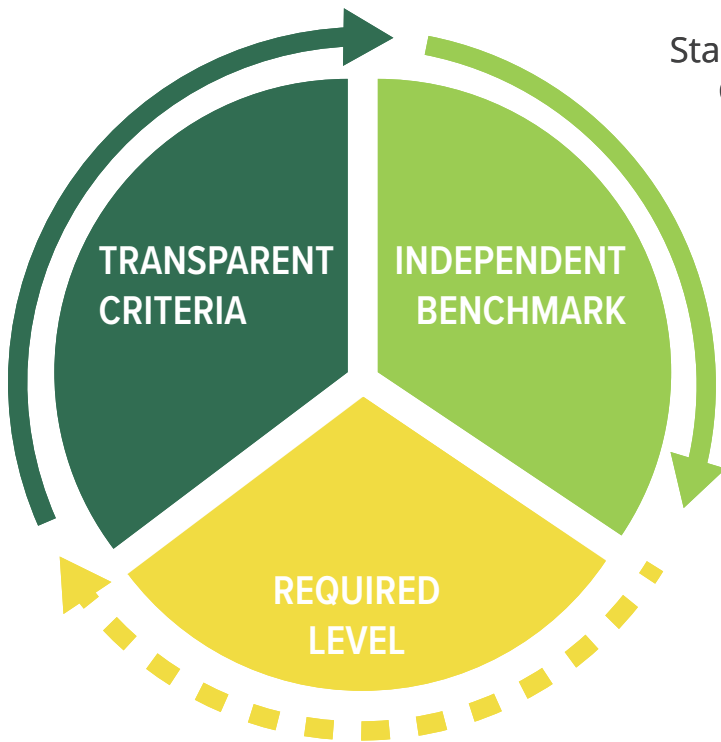
1. QUICK-SCAN

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

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.



BASKET OF STANDARDS

10 STANDARDS IN THE BASKET

BENEFITS IN THE SUPPLY CHAIN



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"



FLORICULTURE SUSTAINABILITY INITIATIVE

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.



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

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.



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.

PROJECTS
+100
PARTNERS
INVOLVED

€**2** Million
INVESTED
in 2014-2015

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.

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.

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.

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.



Newsletter July-August 2016



Floriculture Sustainability Initiative

FOREWORD

As supporter of sustainability and follower of FSI we are happy to send you our 2016 summer network update, presenting the main activities of FSI since April.

The FSI members have been working to **finalise the measuring protocol** to measure volumes from sustainable sources and to have a first indication of their sustainable sourcing performance. Schemes owners are also taking part in the project by **sharing information** on certified growers to facilitate the measurement process.

FSI members who have submitted a Concept Note and received positive feedback from the IDH Investment Committee are now getting busy **writing their full Project Proposals**.

Meanwhile, the FSI team keeps **reaching out to new stakeholders** from the Private and Public sector to further support our ambition. A **new member from Sweden** has joined the initiative and good contacts have been made in **Norway** and with **Fleurop-Interflora members in Switzerland**.

If you are also interested in joining FSI or you would like to learn more about the initiative, please do not hesitate to contact us! And in any case link up to our **LinkedIn page** to stay informed about the latest news from our network!

Jeroen Oudheusden
FSI Executive Officer

FSI welcomes new member from Sweden



BRO (Blomsterbranschens Riksorganisation), the Swedish Wholesale Association for Flowers and Plants, was welcomed as new Ordinary member of FSI by the Board on 9 June 2016. As representative of the Swedish flower industry, BRO and its members have been dedicated to more sustainability for years already, and now underline this commitment through an FSI membership.

FSI Present at IFTEX in Kenya



From 8 to 10 June, the 5th edition of **IFTEX**, the International Floriculture Trade Expo took place in Nairobi Kenya.

The expo was a success again with a growing number of international visitors and exhibitors, many highlighting their efforts and results on sustainable business. It was also the occasion to meet with FSI members based in East Africa and discuss the new round of projects with those present at the expo.

Prior to the Fair, FSI was invited to highlight and discuss the developments on measuring responsible volumes at the **Union Fleurs** General Assembly. The board members added some valuable points to the discussion and are looking forward to the outcomes and learnings of this project. FSI was also invited to speak at the Industry Seminar organised by Union Fleurs and **Kenya Flower Council** on Tuesday 7 June. The seminar with the title 'Challenges ahead in the global flower supply-chain', was another good occasion to present FSI's latest activities and emphasize the importance of transparency and working on key topics in a multi-stakeholder environment.

At the end of the day, the various participants and Kenya Flower Council members joined the Kenya Flower Council for their 20th Anniversary celebrations.

Measuring volumes from responsible sources, the FSI ambition

In the last months, the project partners and FSI members have been working together to finalise the measuring protocol and get some first experiences on gathering the data.



The first measurements will give FSI members an indication of their percentage of flowers & plants originating from responsible sources as set by the 2015 FSI Basket of Standards. **The FSI member commitment for 2020 is to reach the 90% ambition.**

The measuring will take place in close cooperation with PwC (Pricewaterhouse Coopers) who will assist members with the data gathering and reporting. FSI members will start generating their individual outcomes over the summer and the aggregated outcomes, learnings and points for improvements from this first round of measurements will be communicated to FSI.

An important part of the project is also to gather **information on certified growers** with information originating from the scheme owners directly, aligning data structures and processes and the implementation of a tool for traders to facilitate their measurements. The first results shall give FSI and its members an indication of the improvements and actions that can be taken as individual companies, as a group of FSI members and on sector level. This will also provide input for follow-up projects.

Market Outreach: Visit to Norway



As part of the Market Outreach FSI will be meeting with European governments and sector frontrunners to discuss sustainability and introduce the FSI approach

Our network is already strong and with the possible addition of government support not only from the Netherlands but also from other European countries, we can create more impact. FSI will be looking for **government endorsement, public-private partnerships and individual memberships** from sector frontrunners in trade and retail. End of May we were able to meet with Norway's leading florist chain **Mester Grønn** to discuss their sustainability commitment, results and way forward. The meeting was followed by a presentation and interesting discussion with the Norwegian Agency for Development Cooperation **NORAD**. Sustainability certification and workforce training are points for follow up. This market outreach program is endorsed and funded by the **Dutch ministry of economic affairs**.

New call for proposal



CLIMATE



AGROCHEMICAL
USE



WORKERS
CONDITIONS



MARKET
LINKAGES



The second FSI Call for Project Proposals was launched by IDH (the Sustainable Trade Initiative) in April this year.

The new round of projects was first announced at the FSI General Assembly in January, leaving time for FSI members to prepare and discuss possible projects, topics and coalitions to put forward for co-funding from IDH.

Over 10 concept notes were received by IDH, mainly focusing on Climate, Agrochemicals, Working conditions and Market linkages. After a first review by the IDH investment Committee and individual follow up discussions with the project partners, some of the projects are invited to draft a full project proposal taking into consideration the learnings and results collected during the first round of Projects, and creating links with other categories represented by IDH within the **'Fresh & Ingredients' Programme**.

Conversation with Lara Ladipo, new FSI board member for CSOs



Lara Ladipo, Executive Director of **Partner Africa** and newly elected Board representative for CSOs, has agreed to answer a few questions to let us know a bit more about her work and vision for FSI:

Please tell us a little bit about your professional background and about Partner Africa?

Lara Ladipo: I have been Executive Director of **Partner Africa** since May 2012, after over 25 years technical and commercial experience of products, processes and labour standards required to grow, manufacture and retail (non) food and goods not for retail; in the global supply chain.

Partner Africa is an international not-for-profit social enterprise and a pioneer in the field of ethical and socially responsible business practice. We deliver high quality and innovative ethical trade services. Our organisation is driven by a social mission to improve the livelihoods of workers and producers, while assisting access to international supply chains, by bridging the skills and standards gap between Africa and the international community.

Can you briefly highlight some of the successes that Partner Africa helped accomplish, especially in collaboration with supply chain partners?

Lara Ladipo: Partner Africa is involved in trade development projects across Africa and the Near East. One of our recent projects in flowers was “Raising Industry Wide Labour Standards in Ethiopian Floriculture”

The Objectives of the project was to develop internationally recognised ethical standards along with local capacity for compliance and access to international markets. We partnered with organisations and companies across the Supply Chain such as **DfID**, **Finlays**, **EHPEA** and **Marks& Spencer**.

6 EHPEA pilot farms successfully received training and support which lead to a further 169 workers and managers from 30 farms receiving training. Overall, the progress made by EHPEA was promoted and direct contract opportunities were realised, with Marks & Spencer guaranteeing the purchase of 500,000 roses from farms that met the new standards

To your opinion, what are the main challenges for flower workers and producers' welfare for the coming years? And how could an active FSI network overcome these challenges?

Lara Ladipo : At **Partner Africa**, we believe in retaining cost competitiveness in the global market by continuing to improve on product quality, producer and worker welfare and livelihoods, whilst minimising adverse environmental impact.

The work being done by the FSI network to standardise the mechanisms to assess equivalence of environmental and labour standards across the floriculture global supply chain, involving all the stakeholders and supported by consistent and transparent tools with which to measure and report these; should significantly help in overcoming these challenges

Allow us to take a look ahead, where should the floriculture sector be in say 10 years' time and what would the route that sustainability has taken in these years?

Lara Ladipo : By then we should have met 95% of the above challenges, which can only be done through: 1) A clear understanding and transparent reporting of environmental and social issues that are persistent in this sector; 2) Working through multi-stakeholder initiatives which also involve government participation to help achieve sustained improvements.

How do you see your role as CSO representative to the FSI board?

Lara Ladipo : CSOs should keep sharing knowledge and using our experience of workers' welfare and producers' needs to keep driving greater and more transparent understanding and ownership across the global floriculture supply chain. This will help all actors deliver practical, achievable and sustainable solutions to the challenges identified.

Floriculture Sustainability Initiative



FSI Members

Standards



Production



Trade/Wholesale



Retail



CSOs



Others



Partners

