



# SUSTAINABLE FLOWERS & PLANTS: THE FSI SOLUTION

## ! The Situation

Rapid growth in the last decade has created a strong floriculture industry across Europe. At the same time, social and environmental challenges have led to increased pressure from governments, NGOs and customers on the floriculture supply chain. Therefore, a continuous effort to improve practices, reduce risks and secure the availability of sustainably produced products is needed.

As a response, more than 30 front runner businesses and associations are active in the multi stakeholder Floriculture Sustainability Initiative (FSI). FSI members take responsibility and ownership to have 90% of flowers and plants sourced from responsible sources by 2020.

## ? Why you are part of the solution ?

For most retailers, flowers represent just a small part of their (fresh) products on offer. As such, retailers cannot afford to spend much of their resources of manpower and money on their flower supply chains. This is causing increased financial and reputational risks. As a response, retailers often ask for certifications they are familiar with, putting the pressure on growers to comply with multiple and duplicate certifications and costs. This is limiting their time and budgets on improving social and environmental practices in the field.

To make progress towards a more sustainable sector, responsibilities can better be shared by all stakeholders in the supply chain, and action should be taken jointly in a concerted effort.

## 💡 The FSI Solution

A two-way approach to sourcing sustainable flowers and plants:

- 1 Using the FSI basket of Standards**  
The standards in the basket are transparent and have been benchmarked against international reference points on social and environmental criteria. They indicate reliable sources and promote best practices.
- 2 Measuring and Improving practices**  
FSI members engage in field projects to tackle issues, and report on improvements to stimulate progress at sector level.

## ⚙️ The Tools

Practical tools and solutions for this approach have been developed in collaboration with IDH, the Sustainable Trade Initiative, the members of FSI, as well as other partners.

### 1 The FSI Basket of Standards

Different markets ask for different audits and certifications. The FSI Basket provides clarity on the differences in the standards and certifications available, and facilitates sourcing by offering a benchmark that covers all **social** and **environmental** basic requirements.

The FSI Basket helps solve the problems of certifications duplications, audits and increased costs for growers and the sector. With GLOBALG.A.P. and GSCP as benchmarking partners, the FSI Basket is used as verified and independent international reference for responsible sourcing by various traders and retailers.



### 2 Intervention on Key Topics

Investments are required for innovations to reduce risks and increase availability of responsible products. FSI facilitates co-financing of targeted field projects by its members. FSI members develop and address key sustainability topics such as safe and empowering working conditions, fair pay, equality, responsible agrochemical management and water use. The outcomes are shared in the FSI network.



Working conditions



Agrochemical use



Climate



## Three things you can do that will benefit your business

### Use the FSI Basket of Standards

#### > Save Time

Flowers may represent just a small part of your procurement range, and thus, you should not be spending more time than necessary trying to find out whether your suppliers' certifications or audits comply or not with your procurement standards.

With the FSI Basket of Standards, all you have to do is to align with the basket and ask your suppliers to source flowers and plants from producers that are audited or certified by the standards in the basket. All the main production areas are covered making it very simple to diversify your product range and ensure there is availability to improve your offer of sustainable flowers and plants.

### Work together to accelerate responsible practices

#### > Achieve results and save money

By working with the FSI network you will benefit from synergies in investments and gain leverage to achieve results on your sustainability objectives without re-inventing the wheel. The FSI members address issues as a group and responsibilities are distributed in the supply chain. Progress is made at sector level and reflects on your business performance while still allowing for differentiation at market side.

### Measure your sustainability performance

#### > Monitor progress and report on the results

Measuring the volumes of flowers and plants from responsible sources will provide greater visibility in your supply chain and support your sustainability targets. Outcomes will help you manage your risks and identify areas for improvement. The data collected will give you an objective assessment of your progress and an easy way to report on it.



## In a nutshell...

All we're asking retailers to do is to join FSI, align with the FSI Basket of Standards, and work together with the sector on continuous improvements. These three steps will leverage best practices along the supply chain and transition towards a more social and environmental sustainable sector.

## 'Investing in the Future we want'

You want to offer your customers sustainable flowers and plants, sourced from a transparent and responsible supply chain, and we know you can. The FSI members and partners are working on continuous improvements. In line with the **Sustainable Development Goals**, the FSI solution provides the tools to make an impact at low cost.



For more information, visit our website

[www.fsi2020.com](http://www.fsi2020.com)