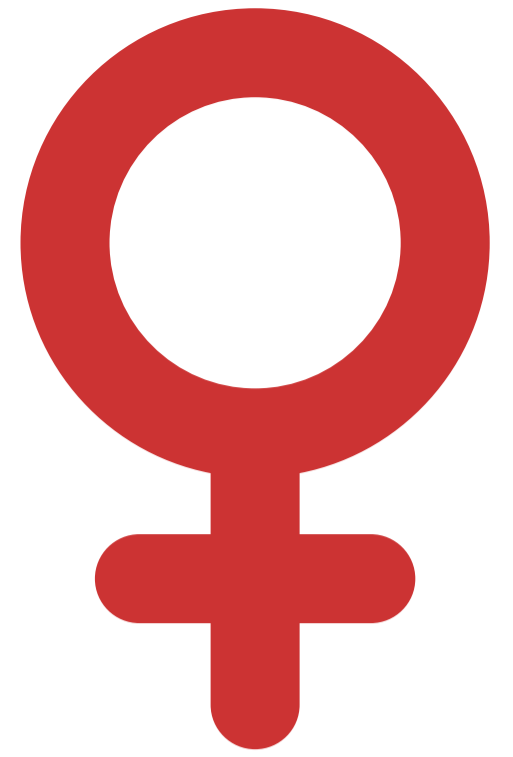




Workers Conditions

# Gender



## Ethiopia / Women Empowerment

BSR | her+project  
health enables returns



### The Project

“We provided support and training to EHPEA member farms and we engaged with (non-)Governmental stakeholders to work on the implementation of gender sensitive management, safe practices and the reduction of gender-based violence in the floriculture industry in Ethiopia.”

Tewodros Zewdie, Executive Director  
tewodros@ehpea.com

### The Results



**26 Farms** signed Memorandum Of Understanding.  
**9 Active collaborations** with NGOs, Governmental agencies and private organisations.



**354 Peer educators** trained.  
**7.000 workers (80% female)** participated in trainings.  
**10,000 training material** produced & distributed.



**32 managers** trained on Gender sensitive management.  
**20 farms** established Gender Committee.

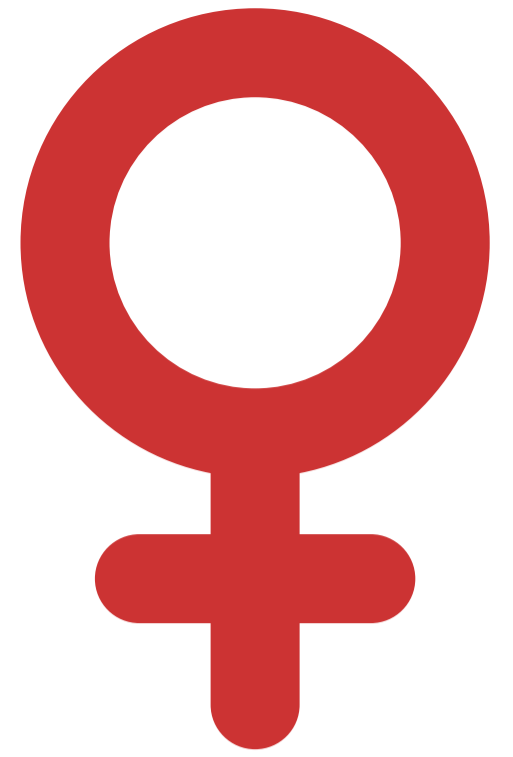


**8 farms** formulated a specific gender policy.  
**2 farms** put in place a sexual harassment policy



Workers Conditions

# Gender



BSR

her  
+project

## Women Empowerment



### The Project

“After taking first steps to address gender-related issues at a number of EHPEA member farms and implementing pilot welfare programmes in the workplace in partnership with BSR Her Project, we will strengthen interventions to achieve a “change in mindset” towards lasting improvements in the lives of women and communities.”

Tewodros Zewdie, Executive Director  
tewodros@ehpea.com

### The Objectives

- Increase the access to health and gender knowledge, and the behaviour of 20,000 workers;
- Improve practices, policies, and procedures towards gender sensitive management at 42 farms.

### The Activities

Building on previous projects' results:



- Engage with farms on the importance of gender and health sensitive management for business growth.
- Provide training to farm management, gender committees, supervisors, government stakeholders.
- Support farms to implement policies, procedures, practices, and provide access to health services.
- Mobilize the community through activities such as sector events, edutainment, and community conversation.



# Transition to IPM



## Integrated Pest Management

### The Project

“In order to meet future market demand and legal requirements, we will partner with Koppert to invest in increasing Integrated Pest Management practices on the Afriflora farm from a current 60% towards 80% in the coming years.”

John Barnhoorn, Director  
jbarnhoorn@afriflora.nl

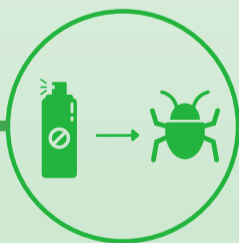
### The Objectives

- Increase IPM practices from current 60% to 80%.
- Test new products & create a precedent in the region.
- Explore **obstacles** and find long-term **solutions**.
- Enable **large-scale adoption** in the region

### The Activities

Building on previous projects' results:

- Introduce proven biologicals and techniques from Europe and compare results ;
- Put in place training and capacity building for the farm workers;
- Link the IPM practices to the wetland water re-using system implemented in the last round of projects;
- Invite other growers and stakeholders to visit the farm and learn from the approach.



# Water



## Ethiopia / Wetlands



### The Project

“We used natural water treatment of a wetland to clean waste water and re-use it on our farm in order to save water, improve water quality, reduce pollution of the nearby environment and contribute to the conservation of natural resources”

John Barnhoorn, Director  
jbarnhoorn@afriflora.nl

### The Results

**40.500 litres water** saved per day.

Water analysis show **no residue** out of the wetland.

**All water is re-used** on the 27 HA greenhouses.

Extension of the wetland to **480 HA greenhouses**.

**Sharing knowledge** and practices with other growers.  
Showcase project to Ethiopian Officials





# Climate Water use



## Waste Water Management



### The Project

“Based on the successful results of previous projects, EHPEA will promote and support the implementation of waste water management systems at members farms and work together towards environmentally safe production methods and the conservation of natural resources.”

Tewodros Zewdie, Executive Director  
tewodros@ehpea.com

### The Objectives

- Construct wetland systems at 15 member farms.
- Build capacity on management of wetland systems.
- Develop local expertise on wetland technology.
- Promote large-scale adoption in the country.

### The Activities

#### Building on previous projects' results:

- Engage EHPEA member farms to adopt waste water management practices;
- Provide consultant expertise to support design and construction of wetlands;
- Conduct water analysis to assess progress and impacts on water quality and use;
- Provide capacity building for farm workers and train local experts on wetlands technology;
- Document the results to share achievements and transfer knowledge to other farms.



# Supply Chain



## All Regions / Chain Transparency: Plants



### The Project

“We unite industry players to create transparency and traceability of the entire supply chain of plant rooting and young plant propagation and bring information and knowledge to support suppliers in reaching higher international sustainability criteria. With our partners Albert Heijn, Waterdrinker, IKEA and Royal Lemkes, we have conducted a risk assessment and analysis of the supply chain to identify environmental and social risks. In this way, we aim to create a better understanding on how to avoid intransparency and gaps in the chain. We are now in the process of engaging stakeholders and convincing non-certified companies to adhere to sustainability criteria.”

Remco Jansen, Manager Retail  
r.jansen@my-mps.com

### The Results



**5 Breeders, Retailers and wholesalers** working together.  
**5 High Profile products** identified.  
Checklist of sustainability criteria for field visits.



Production sites visited in **the US, Holland, Central America and Africa**.  
Seminars organised in **Ethiopia, Uganda and Guatemala**



**Tool created** to map the supply chain issues.  
5 Dutch growers consulted for testing the tool





Agrochemical Use

# Reduce & Improve



## Supply Chain Transparency



### The Project

“Through cooperation, information sharing, training and education between the consecutive links in the supply chain, we will create knowledge and awareness on pesticide use as well as commitment on practical solutions to improve.”

Remco Jansen, Manager Retail  
r.jansen@my-mps.com

### The Objectives

- Stimulate communication and knowledge sharing.
- Improve awareness on the environmental impacts.
- Enable more transparency in the supply chain.
- Reduce the use of Agrochemicals and residues.

### The Activities

Building on previous projects' results:

- Develop a **Route Map** to determine the risk areas on product and chain level;
- Put **4 tools into use** by the supply chain to visualize the usage and toxic load per product and location;
- Engage with groups of companies to **find and share solutions**;
- Encourage **training and education** on the field





## Ethiopia / Integrated Pest Management

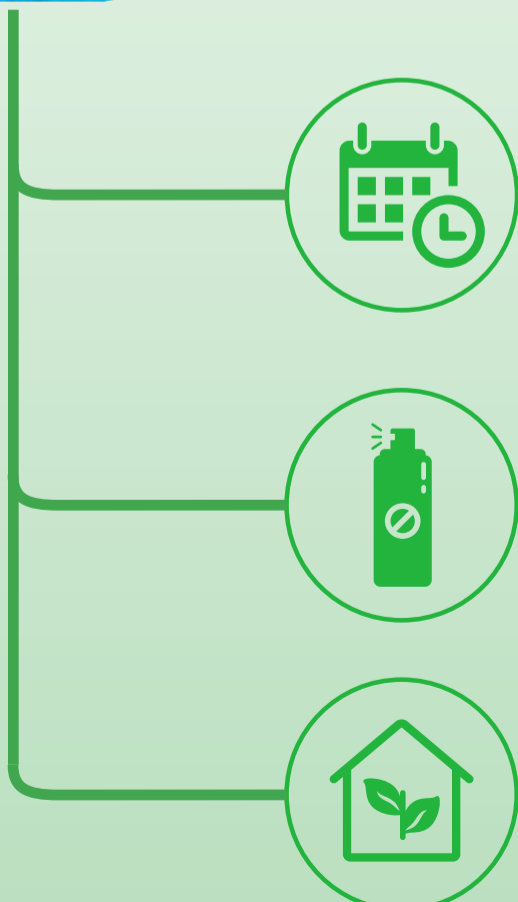


### The Project

“We are introducing Biological pest control systems to key Ethiopian exporting producers to lower their total cost per unit produced and reduce the chemical residues on their flowers. After a transition phase of lower chemical spray to allow biological input to survive, the farms are ready to introduce the natural enemies and receive tailored training.”

Ard van der Maarel, Business Development Manager  
avdmaarel@koppert.nl

### The Results



**5 farms** interested, only 2 were able to proceed.  
**Important delays** due to administrative issues holding back shipments of bioproducts.

**3 months** transition phase due to harmful chemical spray history against thrips.

**Weekly visits** on farms to conduct training of the staff.  
**Positive trend** observed between IPM treated and chemical.  
**Upscaling to more greenhouses** is under study.





Smallholders



# Certification

FLORVERDE



SUSTAINABLE FLOWERS

ASOCOLFLORES  
Association of Colombian Flower Exporters

## Colombia / Supporting small scale farmers



### The Project

“We are actively supporting Colombian small scale farmers to implement the Florverde Sustainable Flowers® best practices and encouraging business equality through continuous training and capacity building. Governmental and non-governmental institutions are involved to guarantee scalability and continuity in the implementation of Florverde best practices”

Ximena Franco, Director Florverde Sustainable Flowers  
xfranco@florverde.org

### The Results



**43 small scale farmers** improving social and environmental practices.  
**9 Relevant** local institutions involved.



**18 meetings** and participative workshops between the smallholders and stakeholders.  
**23 professionals** trained at the first level on FSF standards and procedures.

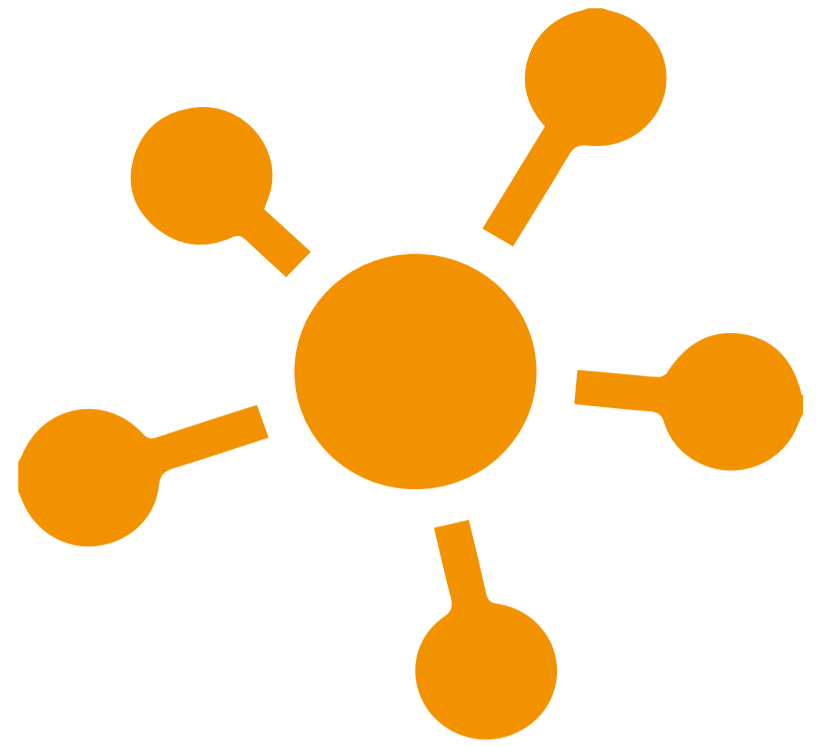


**Florverde Checklist** adjusted for smallholders.  
**93 Evaluations performed** (2+ per production unit)  
**8 PUs** compliant/ **7 PUs** in certification process



Smallholders

# Market Linkage



## Kenya / Linking smallholders to the market

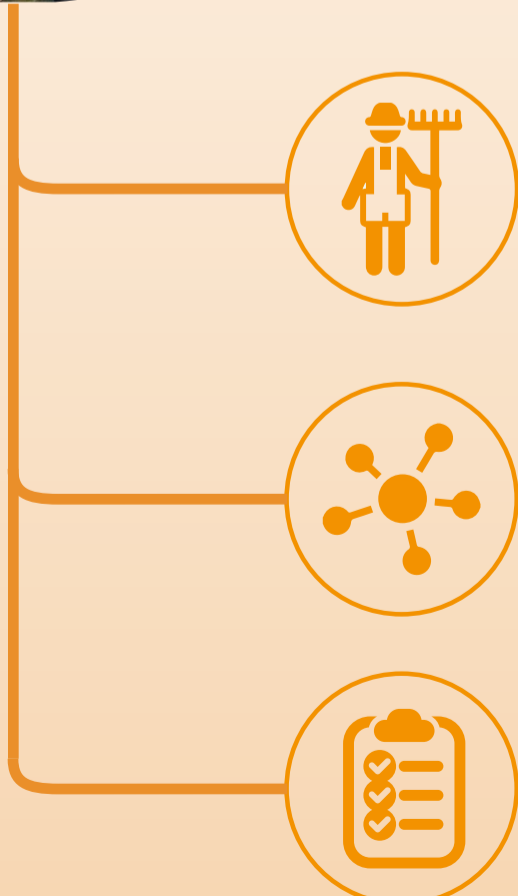


### The Project

"We started with a baseline survey to gain knowledge of smallholders' production systems in Kenya and their challenges to grow flowers for export. Based on our findings, we conducted trainings and organised meetings with international buyers to provide insights to the smallholders on the mechanisms of global trade and to increase their links to the international market."

Evans Gichuhi, Project coordinator  
evans.gichuhi@kenyaflowercouncil.org

### The Results



**142 growers** participated in baseline survey (39% women)  
**71 smallholders** trained  
**3 weeks seminar** on management of subtropical flowers

**B2B meetings** with international buyers.  
**8 exhibition stands** for smallholders at IFTEX (Jun. 15)  
**Presentation of smallholders products** at IFTF (Nov. 15)

**Update of KFC QMS** and Smallholder CoP 100% complete.  
KFC received **GAP training towards Group Certification Trial Audits** by KFC auditors on selected farms



# Residues



## All Regions / In Control of Residues

### The Project

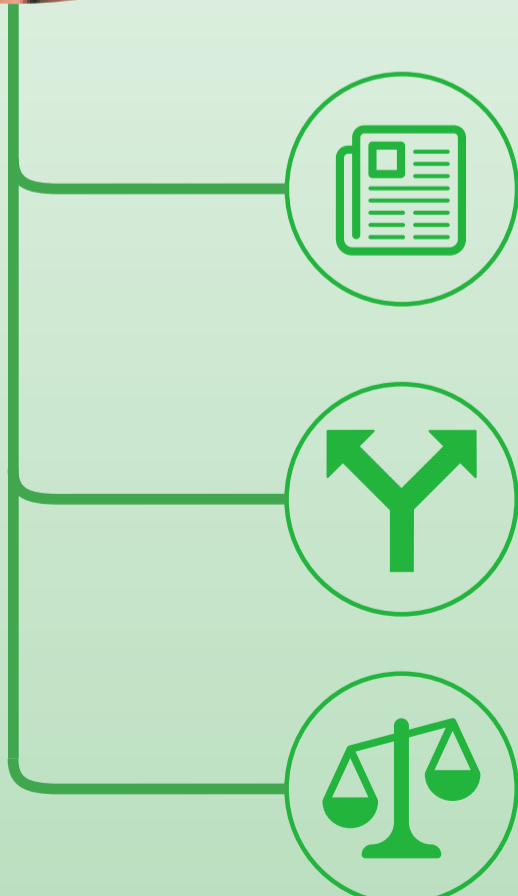
"We conducted research about residues on flowers and plants and we engaged with stakeholders concerned by the issue to map out how residues are introduced into the supply chain and have a clearer, joint understanding of the issue.

In a second step, we will create a management residue protocol to support growers to reduce residues and a theoretical model to analyse the risk of residues that can be used by individual companies as a tool for residue risk analysis."

Harold Beek, Global Standards Management  
h.beek@my-mps.com



### The Results



**Full report** on Analysis of Residue Control published.  
**11 Knowledge carriers** involved in the research.

**2 possible routes** for residues ending up on products:

- Through direct application: **14 influential factors**.
- Through indirect contamination: **11 common routes**.

**Further research needed** as there are no statutory limits or residue norms for floriculture crops.

# Bio Control



## Kenya / Biological "out grower" production



### The Project

"In the remote area of Marigat, Kenya, we provided education and empowerment to help rural small scale farmers switching to biological production processes and link their production to the Finlays supply chain."

Tom Mason, Managing Director  
tom.mason@dudutech.com

### The Results



**300 small scale farm workers** trained in modern sustainable farming methods.



**+500 kilos** harvested per week and growing. **Production expanding** to new varieties.



Establish **logistics and cool chain** for export. **Finlays** main buyer of the products.





Workers Conditions

# Wages



## East Africa / Living Wage



BLOOMING  
Conversations

### The Project

“We have conducted studies in three producing countries in East Africa (Ethiopia, Kenya and Tanzania) to gain insight in current wage levels, wage setting processes and living wage gaps. We are now inviting public and private stakeholders to exchange and collaborate with us on a sector approach towards a living wage.”

Kristina Ullrich, Advocacy officer  
kullrich@hivos.org

### The Results

**2 from the 3 wage studies** into wage setting processes, industry and employment contexts were conducted. **Meetings with stakeholders** were organised in Ethiopia and Kenya.

**Field research** for 3 living wage benchmark studies took place (Ethiopia, Kenya and Tanzania).

**1 publication** in which the business case for a living wage and true price rose is explored from the grower and retailer perspective.

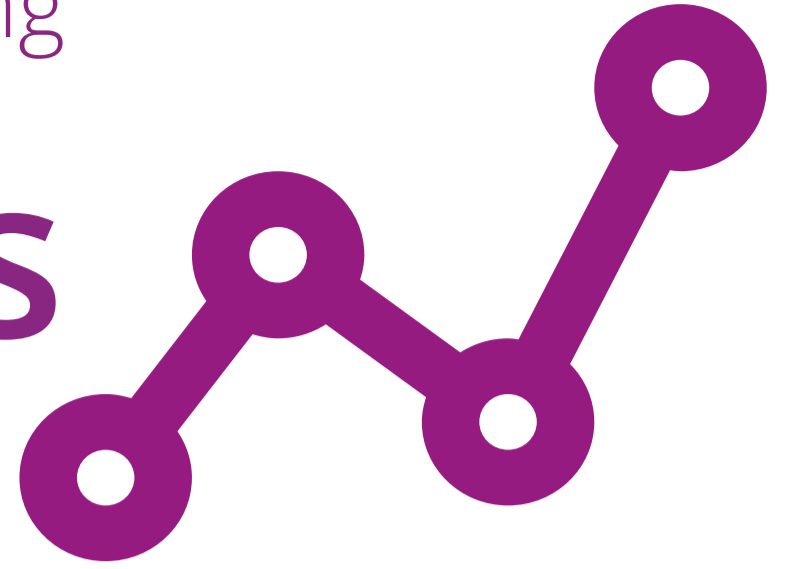
**2 Roundtables** “Blooming Conversation on Responsible Business” organised in Kenya & Ethiopia, attended by more than 60 representatives.





Measuring

# Volumes



All Regions / Measuring FSI Ambition



## The Project

“We are developing a tool to measure the volumes of responsibly produced and traded flowers and plants, that will allow the sector to assess the progress and results of their commitment. Starting with a baseline measurement end of 2015, we will set measurable objectives and intermediary steps towards the FSI ambition of 90% flowers and plants traded from responsible sources by 2020.”

Manon Velthuis, project manager  
mvelthuis@vgb.nl

## The Results

**Draft blueprint & methodology** ready to be tested.  
**The tool** allows traders to assess their sourcing.

**5 trading FSI members** started testing the model.  
**2 data carriers** involved for coding and measuring.

**12 standards** from the FSI basket as responsible sources.  
**Connecting basket of standards** with trade volumes.

