



**Floriculture  
Sustainability  
Initiative**



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## 2025 Ambition



Since 2013 the Floriculture Sustainability Initiative has enabled exchange between leading organizations and businesses in the floriculture sector on sustainability, helping them to progress on this important agenda.

In continuity with what has been the members focus since the start, the FSI2025 ambition is centered around three pillars – responsible production & trade, responsible conduct and integrated reporting – plus the FSI governance and active members, providing a comprehensive approach to supply chain sustainability.



**JAN VAN DAM**  
Dutch Flower Group  
CEO

*"We are a frontrunner in the floricultural sector and at the same time we try to inspire other sector members. We truly believe in making ourselves accountable in our collective journey towards a more sustainable and greener world. We therefore need to make our sustainability efforts transparent, impactful and also communicate more about our achievements, in order to reach our ambitions together."*

## 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 front-runners 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.

## FSI Basket of Standards

The FSI Basket is used as verified and independent reference for responsible sourcing on Good Agricultural, Social and Environmental practices.

Producers can comply with the FSI Basket requirements when certified by the accepted standards.

## Key Objectives

- 90% responsibly produced and traded volumes
- Reduction of the product carbon footprint for selected products
- Reduction of the living wage gap of workers at farm level
- FSI members report on progress and support due diligence reporting

