Getting started with FloriPEFCR

What is it? How does it work?





VGB

Why is this environmental product footprint calculation essential for our sector?

EU

FloriPEFCR…?



FloriPEFCR
Product footprint

FloriPEFCR is an EU-recognized standard method for calculating the environmental impact / footprint of floriculture products (flowers and plants).

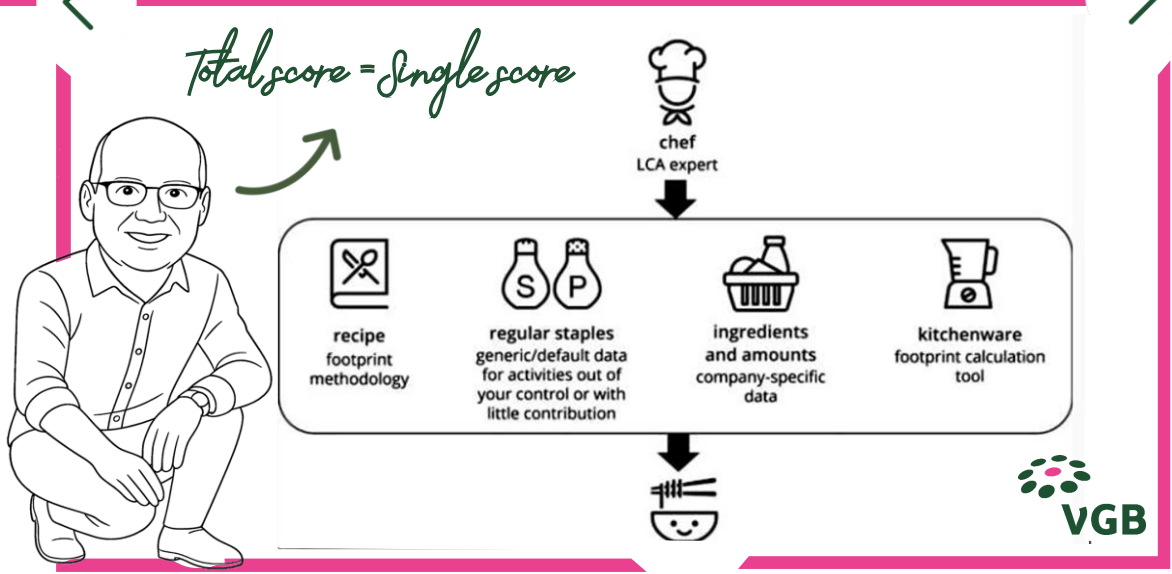
FloriPEFCR
=
The sector standard!

VGB

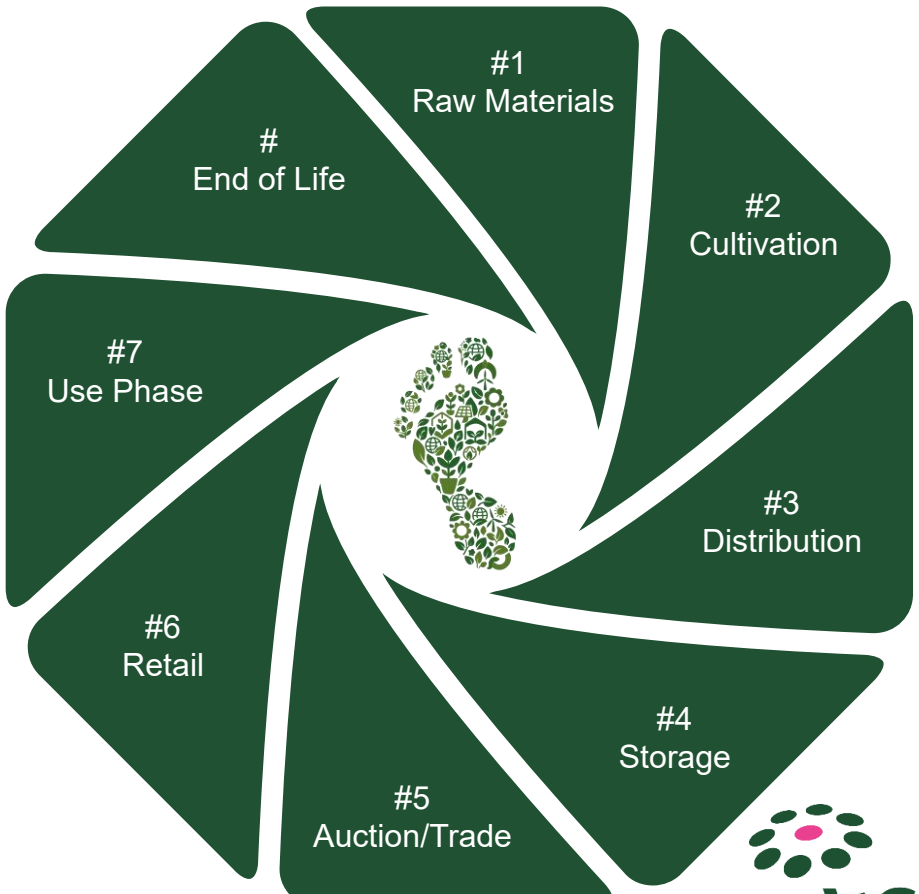
How does it work?

FloriPEFCR works like a cookbook and calculates, step by step, the environmental impact of a single stem or potted plant over its full life cycle using a certified footprint tool. This is divided into 8 phases and 16 impact categories.

The environmental product footprint represents the **total environmental burden** of the product

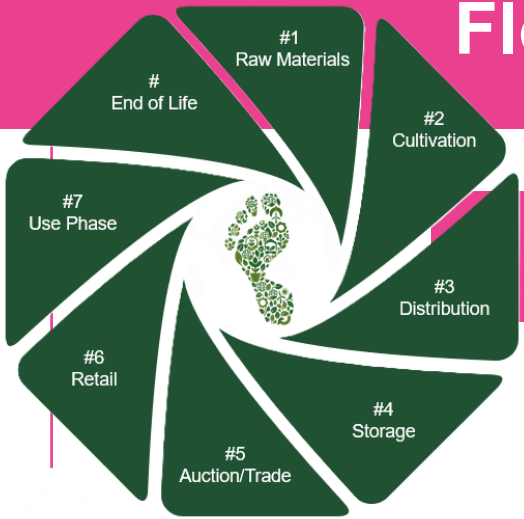


8 FloriPEFCR Life Cycle Phases



VGB

FloriPEFCR



A product footprint affects all links in the supply chain!



VGB

FloriPEFCR measures16 impact categories

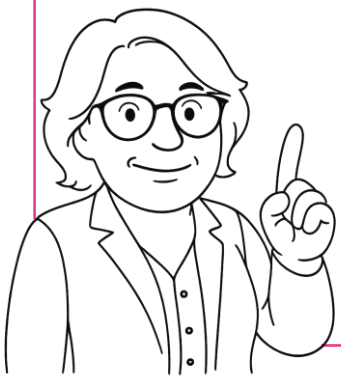


Source: Greenhouse Sustainability

VGB

Why is it important?

- Provides **insight into the product** footprint of flowers and plants, including CO_2-emissions and other environmental risks such as water use, pollution, use of pesticides and fossil resources.
- Complies with **EU-legislation** such as **CSRD/CSDDD**
- Europe aims for **55% emission reduction by 2030** and **net-zero CO_2 emissions** by **2050**
- Wholesalers, exporters and retailers are requesting **product footprint data**



Link to the Flori PEFCR document see last page!

VGB

Who is it for?

The entire floriculture sector:

- Growers (40%-80% of footprint value)
- Wholesalers
- Retail

Also ideal for calculating the environmental impact of sustainability investments



More insight into business performance!

VGB

Benefits of FloriPEFCR

- **Insight into the environmental impact** of flowers and plants.
- Opportunities for improvement and **reducing environmental impact** in cultivation and business processes.
- Stronger **market position**
- **Support for sustainability claims**
- **Preparation for the future**

What are you waiting for?

VGB

Start calculating product footprints now



Tools available via:

MPS
driven by sustainability
30 years

GREENHOUSE Sustainability



VGB

More information? Visit VGB.nl!

The FloriPEFCR Q&A and tools from MPS and Greenhouse Sustainability are a great starting point for mapping your (own) product footprint(s) and offer practical tools for sustainability within your supply chain.



You can't do everything at once, but you can start now

Scan the QR or click here for the Q&A or contact our Floor!

VGB

Do you find this overview valuable?

Share it with colleagues and partners.

And **follow** us via:

Kind regards,

The VGB team

Floor Schamp
Sustainability

Matthijs Mesken
Director

VGB