

FSI
2030



**Floriculture
Sustainability
Initiative**

Communication Guidelines 2026

Use of FSI Compliance by Producers

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What is FSI & FSI Compliance

The **Floriculture Sustainability Initiative** (FSI) is a global, market-driven, multi-stakeholder initiative with over 100 members across the international floriculture sector. FSI brings together growers, traders, retailers, NGO's and sector organizations to drive responsible sourcing and sustainability.

A core element of FSI is the *FSI Basket of Standards*: a set of voluntary certification schemes that have been independently benchmarked against internationally recognized good practices. Standards that successfully meet these requirements are included in the basket and cover three key scopes: Good Agricultural Practice (GAP), Environmental Practice, and Social Practice.

FSI members are committed to achieving 100% responsibly sourced flowers and plants. This makes it increasingly important to distinguish between certified and non-certified production — and within certified production, to identify growers who meet FSI requirements.

To be recognized as FSI Compliant, growers worldwide must hold certifications covering GAP and Environmental scopes. In addition, growers in risk countries are required to hold a Social certification. See for reference and the actual list of recognized standards: <https://www.fsi2030.com/basket/>.

FSI Compliance does not replace existing certification labels. Growers should continue to use the logos of their respective certification schemes. However, in a business-to-business context, FSI Compliance provides a clear and simple way to communicate that products are produced in line with FSI recognized sustainability standards.

These Communication Guidelines, including Terms of Use, support the correct and consistent application of FSI Compliance, enabling growers to demonstrate their commitment to responsible production practices.



Introduction

These guidelines provide a clear framework for the correct and responsible use of the FSI Compliant logos. Their purpose is to ensure that all communication involving the FSI Compliant logo is accurate, consistent, and aligned with the intended meaning of the initiative.

The FSI Compliant logo is intended only for producers to communicate compliance status in a B2B context.

It is not a certification, product label, or quality mark, and must never be presented as such.

By establishing these principles, the guidelines aim to:

- Communicate compliance in a transparent way
- Avoid misinterpretation or greenwashing risks
- Ensure alignment with legal and ethical requirements
- Protect the credibility and integrity of the FSI initiative
- Prevent misinterpretation of the logos as certification or product claims

All producers are expected to apply these guidelines in their communications to ensure that the FSI Compliant logos are used responsibly and in accordance with applicable legal and ethical standards.

These guidelines should be read in conjunction with the applicable Terms of Use, which are included as an annex to this document. The Terms of Use define the legal conditions under which the FSI logos may be used and are binding for all users.

FSI Compliant Logo

Purpose

The FSI Compliant logo allows producers to:

- Communicate that they meet FSI compliance requirements
- Demonstrate alignment with recognized certification schemes
- Inform business partners about their sourcing practices

Use when

The logo may only be used:

- In B2B communication
- Demonstrating alignment with FSI requirements
- Communicating compliant sourcing practices
- Providing assurance at company level (not product level)

Important clarification

The logo:

- Does not certify products or companies
- Does not guarantee sustainability performance
- Must always be supported by clear explanatory wording



Do's

01 | Use in B2B communication only

Use the logo exclusively in communication aimed at business partners.

Examples

- ✓ Corporate presentations to clients
- ✓ Supplier reports or onboarding materials
- ✓ Trade fair booths aimed at industry professionals
- ✓ B2B sections of your website
- ✓ Email signature

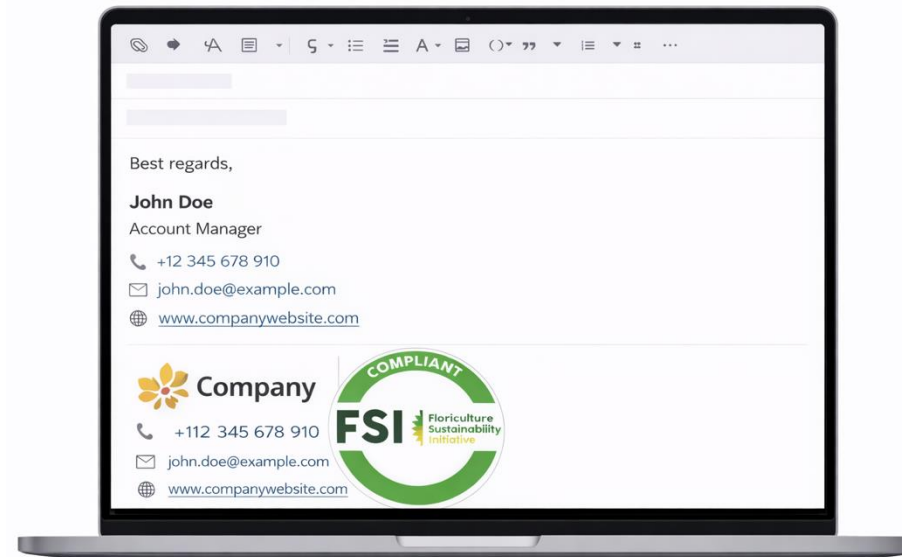


02 | Use only in your own communications

The logo is licensed to you only.

Allowed:

- ✓ Your own website
- ✓ Your own presentations
- ✓ Your own reports
- ✓ Your own company booth at fairs and expos



Don'ts

01 | Do not use in B2C or public communication

This is the most critical restriction. The use of the logo is not allowed in any consumer facing context.

Examples

- ✗ Product packaging
- ✗ Labels or tags
- ✗ Retail displays
- ✗ Webshops
- ✗ Social media targeting consumers
- ✗ Public website pages accessible without restriction

Example of incorrect use

- Placing the logo on a flower bouquet sold in a store



Don'ts

02 | Do not make product level claims

The logo must not be linked to specific products.

Examples of incorrect use

- ✘ “FSI approved flowers”
- ✘ “This is a sustainable product”



Don'ts

03 | Do not present as certification or quality mark

FSI explicitly does not certify products or companies.

Examples of incorrect use

- ✘ “FSI certified company”
- ✘ “FSI guarantees sustainability”

04 | Do not allow third party use

You cannot:

- ✘ Share the logo with partners
- ✘ Let customers reuse it
- ✘ Include it in co branding materials for others

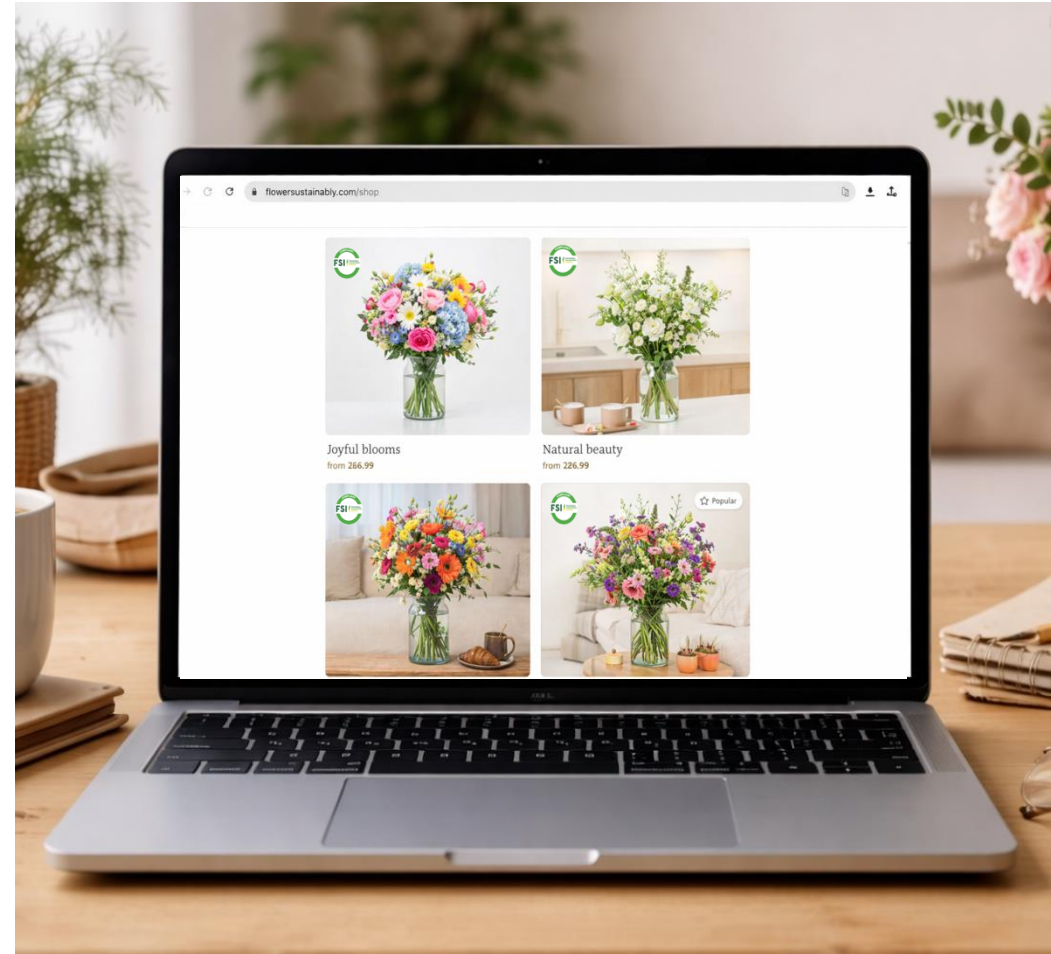
05 | Do not imply consumer benefits or guarantees

Avoid any suggestion of:

- ✘ Environmental superiority
- ✘ Ethical guarantee
- ✘ Compliance with laws

Examples of incorrect use

- ✘ “Better for the environment thanks to FSI”
- ✘ “Fully sustainable under FSI standards”



Annex

Terms of Use



Communication Toolkit



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