FSI 2030

Floriculture Sustainability Initiative

Annual Report 2025

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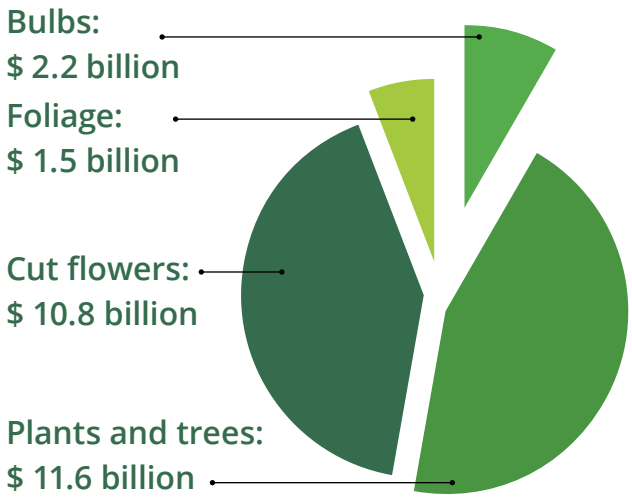
Facts and figures

Global export floriculture 2024

$ 26.1 billion

Export value by product category 2024



Source: UN Comtrade

FSI

FSI's ambition is to help future-proof the floriculture sector through supporting sustainable practices that benefit people, nature and society as a whole.

Drive Change
Stimulate good practices in the sector and market demand for responsibly grown flowers & plants.

Create impact
Lead the way on sustainability topics together with other front-runners in the sector, using a data-driven approach that demonstrates verified progress.

Mitigate risks
Improve environmental and social impacts and mitigate reputational risks.

Tackling challenges together
Co-invest time and capital to address sustainability topics that no single organisation can solve alone.

100
international members and partners

30+
countries

Towards
80%
of our members volumes comply with FSI basket*

Chair's introduction

After working together as a sector initiative since 2013, we felt the moment was right to publish this first sustainability report. Across floriculture, a great deal is happening every day to make the sector more sustainable. Through FSI, many organisations have joined forces to accelerate this progress.
We believe it is important to make these collective efforts visible and to share the progress the sector is making.

What stands out most is the strength of collaboration. Sustainability in floriculture is a shared responsibility, and meaningful progress depends on cooperation across the entire supply chain – from growers and traders to retailers and many other partners. The strong collaboration within FSI shows what can be achieved when the sector works together.

We can be genuinely proud of the commitment of our members. Through their time, expertise, ideas and financial support, they help drive positive change and move the sector forward. Challenges remain, and further progress will depend on maintaining the strong collaboration that defines this sector.

This report reflects that shared effort. At the same time, it reminds us that the journey continues. By continuing to work together, we can further strengthen the sector and build a future-proof floriculture industry.

Joost Oorthuizen,
FSI Independent Chair

FSI secretariat's introduction

Sustainability is no longer a choice. It has become a necessity. The floriculture sector faces growing environmental and social challenges, from the impact of climate change to rising expectations around responsible production and transparent supply chains. At the same time, these challenges bring opportunities. Embedding sustainability into everyday practice strengthens the sector and creates space for innovation, growth, and new talent.

Sustainability is not only about meeting obligations. It also shapes the future of floriculture and defines what success in the sector looks like. Strong sustainability practices help organisations perform better, manage risks more effectively, and remain relevant in a rapidly evolving global market. In that sense, good sustainability practice is simply good business practice.

The 2030 Strategy arrives at an important moment. The coming years call for clear direction and meaningful action. The updated strategy provides a framework to guide progress across the sector while remaining inclusive and grounded in proven impact and market expectations.

The future of floriculture also depends on its ability to inspire. Visible leadership in sustainability strengthens the sector's attractiveness for the next generation. Young professionals increasingly look for industries where meaningful change is possible.

Floriculture has that potential and can continue to bring beauty, joy, and livelihoods to people and communities around the world.

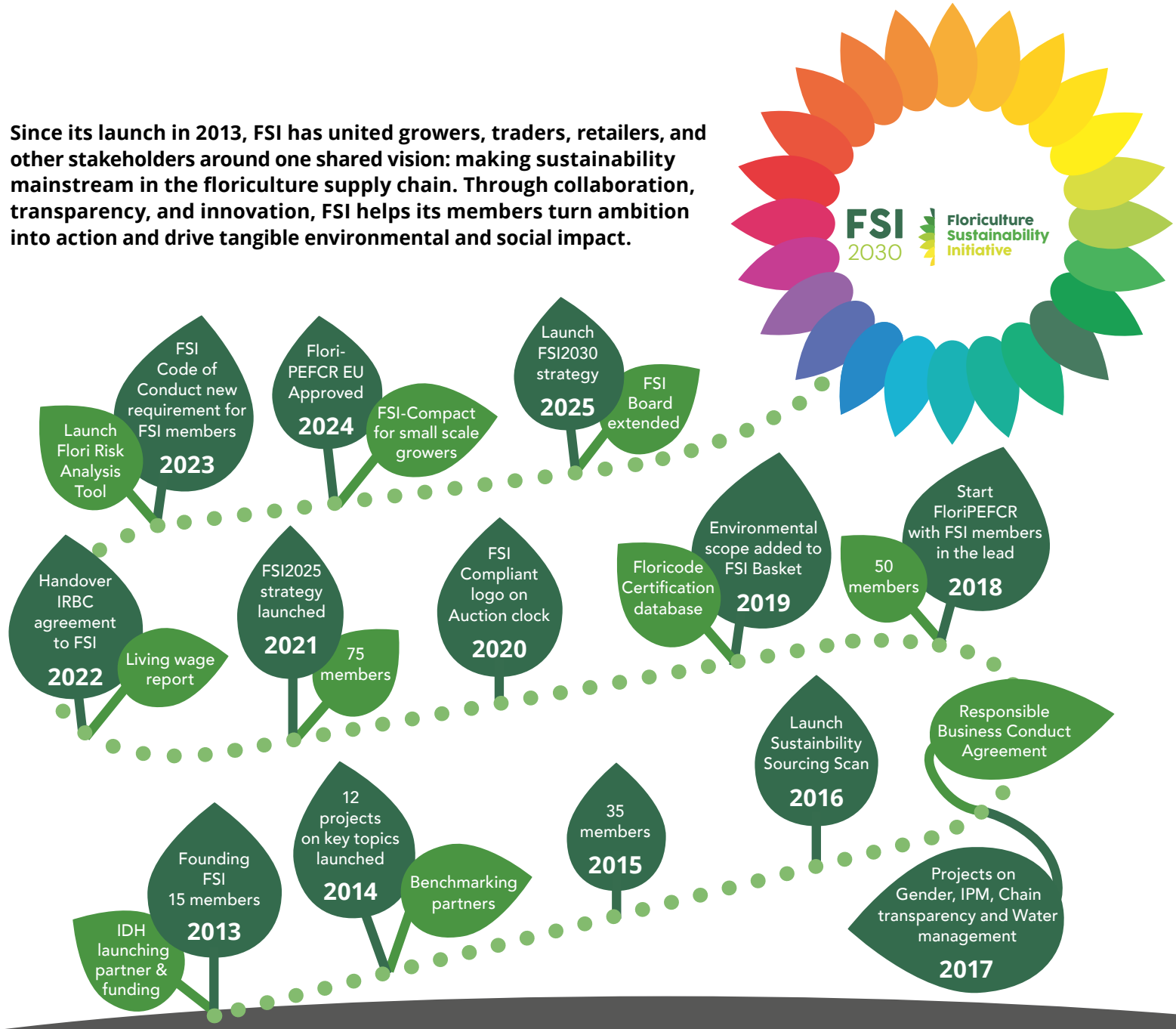
Jeroen Oudheusden,
FSI Executive Officer

About FSI

The Floriculture Sustainability Initiative (FSI) is a global, market-driven initiative that brings together members of the international floriculture sector. The aim is to drive positive change toward more sustainable production and trade of flowers and plants.

Representing an estimated 50% + of global market volumes, FSI members accelerate the transition to responsible sourcing and production practices.

Since its launch in 2013, FSI has united growers, traders, retailers, and other stakeholders around one shared vision: making sustainability mainstream in the floriculture supply chain. Through collaboration, transparency, and innovation, FSI helps its members turn ambition into action and drive tangible environmental and social impact.



Our members

FSI unites international front-runners in floriculture, joining forces to address sustainability issues through a multi-stakeholder, market-driven approach. Our members include retailers, producers, trade organisations, and civil society organisations. Standard-setting partners, service providers, and knowledge partners add their expertise. Together, we create a unique platform that drives transformation across the value chain.

Our board

FSI is a non-profit organisation supported by board members from around the world. Each board member brings unique experience and expertise, shaped by different professional backgrounds, sectors, and regions. Together, they help define FSI's direction and strengthen its mission with strategic insight and practical knowledge.

Jeroen Oudheusden
Executive Officer

Morgane Billuart
Program Manager

Sonia Cordera
Strategic Advisor IDH

Strategy

The floriculture sector is changing fast. Sustainability expectations, new regulations and market demands are reshaping the industry.

In 2025, FSI developed a new strategy, grounded in market trends and data insights.
It builds on the previous 2020 and 2025 strategic approaches and sets clearer priorities to accelerate data-driven sustainable progress across the sector.

Market dynamics in floriculture

Over the past decade, the global floriculture sector has experienced disruption, recovery, and transformation. The COVID-19 pandemic, shifts in consumer behaviour, and rising sustainability expectations have reshaped demand and trade patterns. Understanding these developments helps clarify strategic challenges and the drivers of future growth and competitiveness.

Disruption and recovery since 2020

The COVID-19 pandemic led to a sharp decline in demand, logistical disruptions and financial losses for major exporters. Yet the industry rebounded quickly as consumers turned to flowers for home beautification and gifting. Digital sales channels expanded rapidly.

Growth shaped by sustainability and market shifts

From 2023 onwards, the market has grown steadily. Sustainability expectations, climate pressures and shifting trade dynamics have become key drivers. Dollar sales have continued to increase, while volumes in some markets have remained flat, reflecting consumer price sensitivity. However, geopolitical tensions are creating new dynamics and continued turbulence across global markets.

Value and mid-tier products have gained market share. Flowers with strong emotional appeal, including roses and mixed bouquets, have shown resilience.

Evolving production and trade patterns

Production and trade patterns continue to evolve. The Netherlands, Colombia, Ecuador and Kenya remain dominant exporters, while new producing regions are gaining ground and local production is expanding in some markets.

Rising input costs and retail consolidation are driving efficiency and innovation. Automation, AI and digital technologies are increasingly used across the sector.

Sustainability as a market requirement

Sustainability has shifted from optional to essential. Producers are expected to meet stricter environmental and social standards, with greater transparency on pesticide use, water management, packaging and labour conditions.

Consumers increasingly demand authenticity and credible action. Sustainability has therefore become central to brand trust and market access.

Outlook for the coming decade

Looking ahead, the market is forecast to expand at an annual rate of 5–7%.

The past decade shows that the sector is resilient and adaptive. Continued growth will depend on its ability to innovate, diversify and embed sustainability at the core of its future.

Continued growth will depend on the sector's ability to innovate, diversify and embed sustainability at the core of its future.

Data-driven insights into market trends

Global production volumes, trade flows, and buying patterns provide a factual view of how the market is developing. The data and trends highlight differences between regions, key exporting countries, and changes over time. Together, these indicators offer a quantitative basis for strategic orientation and decision-making.

Global export value by year

(bulbs/propagation, plants, flowers, foliage)

Top importshares global floriculture in 2024

(bulbs/propagation, plants, flowers, foliage)

Country	Value
USA	18%
Germany	13%
Netherlands	11%
United Kingdom	8%
France	7%

Top exporting countries of cut flowers in 2024

(bulbs/propagation, plants, flowers, foliage)

Country	Value
Netherlands	$ 5.2 billion
Colombia	$ 2.3 billion
Ecuador	$ 948 million
Kenya	$ 723 million
Ethiopia	$ 231 million
China	$ 179 million

Top importing countries of cut flowers in 2024

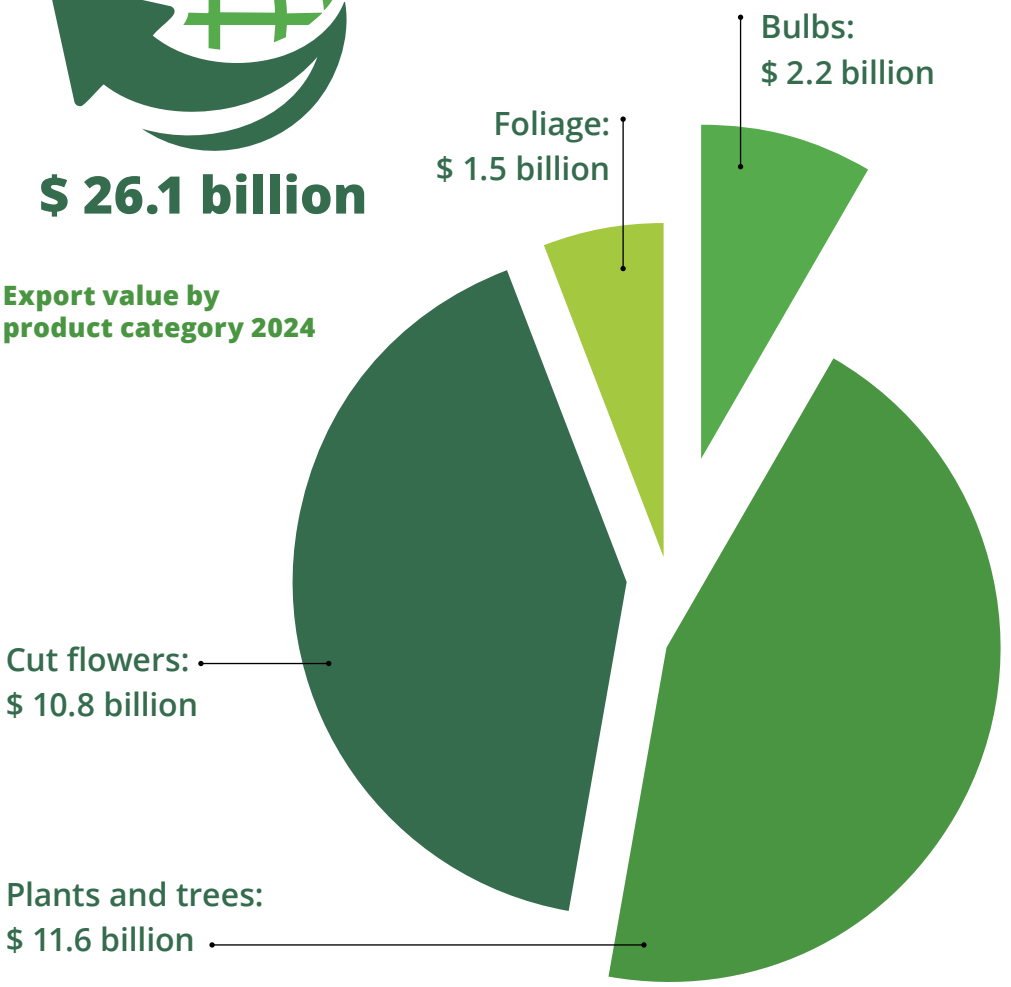
(bulbs/propagation, plants, flowers, foliage)

Country	Value
USA	$ 2.7 billion
Germany	$ 1.3 billion
Netherlands	$ 1.2 billion
UK	$ 807 million
France	$ 379 million
Japan	$ 312 million

Global export floriculture 2024

$ 26.1 billion

Export value by product category 2024



Source for all data on this page: UN Comtrade

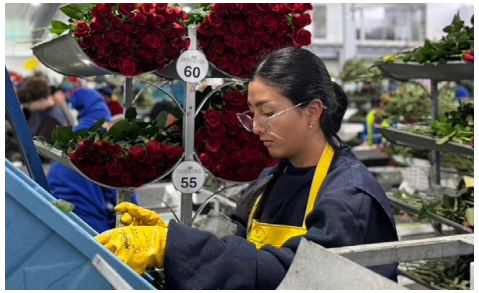
Social sustainability trends in floriculture

Social sustainability is an integral part of the global floriculture value chain, from production to trade and retail. Issues such as decent work, gender equality, living wages and worker voice are gaining prominence, driven by regulatory developments and rising expectations from consumers and retailers.

Contributing to local communities

The floriculture sector provides vital employment and income in rural areas across East Africa and Latin America. The sector often employs a high proportion of women, many of whom are household heads. Formal employment, access to healthcare, social security, and skills development contribute to local economic development and community well-being.

Across regions, initiatives increasingly translate social ambitions into concrete practices. Climate change disproportionately affects women workers who are the most vulnerable. For example, the 'Women's Economic Resilience in times of Climate Crisis'- assessment by Women Win shows that 66% of women feel less safe working in extreme weather conditions, 55% report workload increases during heatwaves and 75% of workers face unplanned climate-related costs. These insights guide actions to strengthen the sector's resilience and long term impact, while helping the most vulnerable cope with the effects.



From trends to practice

FSI members respond to social sustainability trends through collaborative approaches spanning production, trade and retail. Social sustainability is no longer confined to farm-level practices. It is increasingly embedded in procurement policies, certification schemes and consumer-facing narratives.

As global supply chains evolve, continued dialogue, capacity building and innovation remain essential. By strengthening collaboration between sectors such as civil society organizations and measuring impact more effectively, the sector can ensure that social sustainability remains a cornerstone of long-term resilience and shared value creation.

East Africa

Kenya, Ethiopia, and Uganda have many years of engagement in social sustainability. Several Kenyan farms are strengthening their grievance mechanisms, structured career pathways for women, and partnerships with women-led organisations. In Ethiopia and Uganda, pilot initiatives such as digital inclusion tools and transport innovations indicate increasing attention to formalising worker welfare practices and improving access to services.

Latin America

Colombia, Ecuador, and Costa Rica are advancing social sustainability through sector-wide initiatives. Programmes such as Colombia's Floreciendo Juntos and the Florverde Sustainable Flowers certification focus on gender equality, worker welfare, leadership development, and inclusive hiring. Training initiatives strengthen skills and knowledge transfer, while certified operations increasingly integrate gender mainstreaming, community investment, and worker capacity building.

Europe

Traders and retailers integrate social criteria into sourcing policies, including gender inclusion, decent work conditions, and progress towards living wages. Stronger regulatory frameworks such as the EU Corporate Sustainability Due Diligence Directive (CSDDD) are accelerating focus on labour conditions, human rights, and responsible business conduct.

Flower industry's impact on employment and livelihoods

	Direct employees	Dependents	Indirectly employed
Colombia	155.000	90.000	>200.000
Ecuador	70.000	175.000	50.000
Ethiopia	76.500	202.000	>300.000
Kenya	100.000	500.000	300.000

Source: FSI members Asocolflores, Expoflores, GHPEA and KFC.

Environmental sustainability trends in floriculture

Environmental sustainability remains a central priority for the floriculture sector. Growers, traders, and retailers increasingly collaborate to reduce environmental impacts and strengthen resilience across the value chain. Climate change, water use, chemical reduction and environmental footprinting are key focus areas, shaped by regulatory developments and growing consumer demand for sustainable products.

Shift to systemic change

Data-driven environmental sustainability is becoming embedded in business models, certification schemes, national policies and buyer expectations. This shift reflects a broader move from yearly audit systems towards continuous data driven monitoring and adding product compliance to the traditional farm assurance models.

In East Africa, droughts, floods and erratic weather patterns accelerate the adoption of resilient greenhouse designs, early warning systems and climate-resilient flower varieties. In Latin America, altered rainfall patterns and water scarcity intensify discussions on resource management and ecosystem restoration. In Europe, growers adapt to shifting seasonal patterns and invest in energy-efficient technologies such as LED lighting, automated climate control and geothermal energy.

Consumer preferences, particularly in Europe, increasingly favour locally grown, chemical pesticide-free cultivated flowers with lower carbon footprints. Retailers respond with sustainable sourcing policies, packaging reduction initiatives, and increased use of lower carbon such as EVs and sea freight logistics.

Transition through collaborative FSI approach

To respond effectively to these trends, FSI members proactively work on sustainability through collaborative approaches with growers, traders and retailers.

As global supply chains adopt higher environmental and social standards, FSI continues to facilitate dialogue and innovation. Practical solutions and system-level collaboration are becoming central to the sector's long-term sustainability and resilience.

East Africa

Farms in Kenya, Ethiopia, and Uganda are advancing water efficiency, renewable energy use, composting, and Integrated Pest Management (IPM). Investments in rainwater harvesting and climate-smart irrigation are becoming more widespread, while Kenyan start-ups contribute innovations in digital agriculture, sustainable packaging, and clean energy solutions.

Latin America

Certified farms in Colombia, Ecuador, and Costa Rica report reductions in synthetic pesticide use, improved energy and water management, and enhanced soil conservation. Sector-wide training programmes strengthen technical capacity in biodiversity protection, resource management, and climate adaptation, complemented by ecosystem restoration initiatives at landscape level.

Europe

European traders and retailers play a key role in driving sustainability outcomes. Platforms such as Royal FloraHolland promote responsible sourcing. Certification schemes and digital traceability tools are increasingly used to drive meaningful improvements, meet consumer expectations and comply with regulations such as the EU Corporate Sustainability Reporting Directive (CSRD). The adoption of the FloriPEFCR enables standardised environmental impact assessments, supporting transparency and comparability across the supply chain.

FSI 2030 strategy

Building on the FSI 2025 results, we are entering a new phase with the FSI 2030 strategy. This strategy sets a clear direction with measurable impact targets to futureproof the floriculture sector.

It strengthens sustainability ambitions and drives growth through data, collaboration, and transparency in response to evolving regulations such as CSRD and CSDDD.

The FSI 2030 strategy responds to key sector trends, sustainability challenges, and upcoming regulations. Together, these drivers shape a long-term vision with clear priorities and concrete actions towards 2030 and beyond.

From 2025 onwards, FSI focuses on five priority areas: climate action, water stewardship, decent work and gender, nature preservation and circularity. At the same time, FSI aims for 100% compliance with its Basket of Standards across the sector.

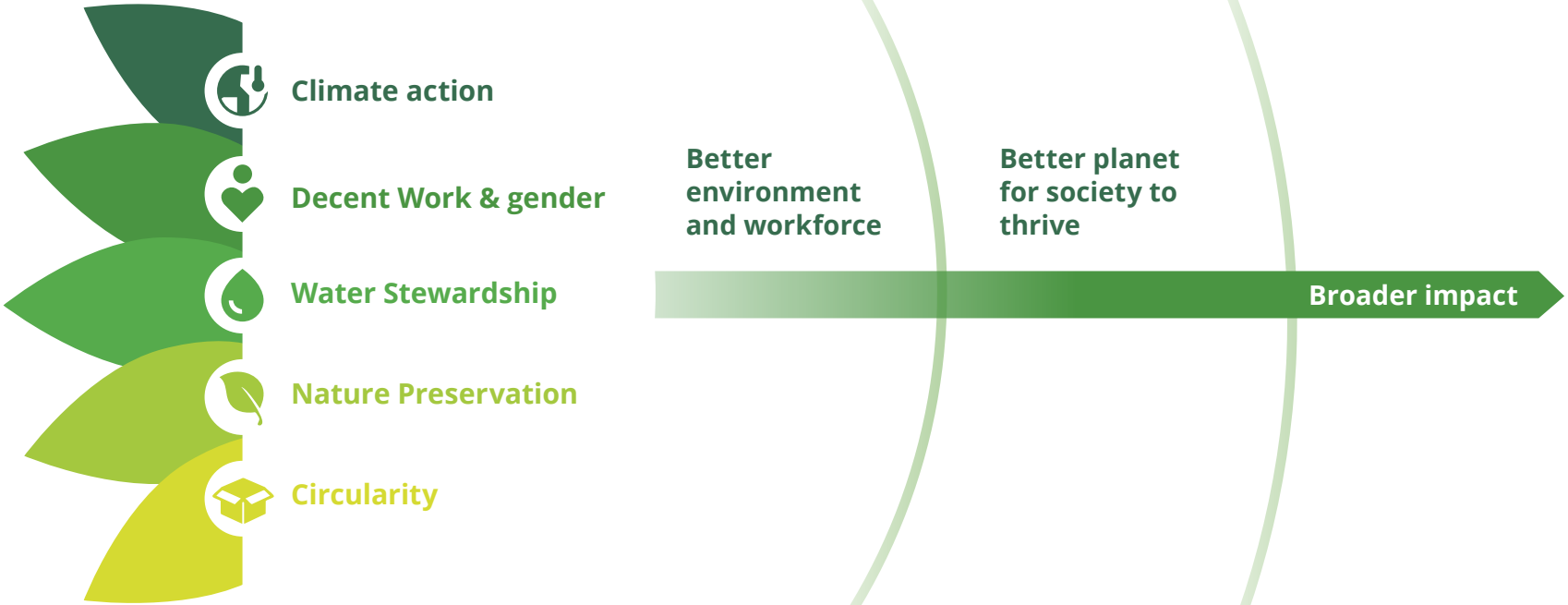
Between 2026 and 2030, the strategy emphasises implementation, scaling, and embedding. Wider adoption of tools, standards, and data frameworks, combined with continued outreach across the value chain, will support consistent progress and stronger alignment.

Clear milestones guide the data-driven journey towards 2030. These include measuring and reducing carbon footprints in line with SBTi targets, closing living wage gaps, water management plans, reducing chemical impacts, and accelerating packaging circularity. Together, these steps position floriculture as a credible sustainability frontrunner.

FSI's ambition is to help future-proof the floriculture sector by supporting:

- A healthy, thriving ecosystem
- Waste reduction and resource efficiency
- Fair and safe working conditions
- Access and preservation of water
- Climate transition

to benefit people, nature and society as a whole.



The FSI Basket of standards

Since its launch in 2013, the FSI Basket of Standards has provided a shared reference point for responsible practices in floriculture. By aligning independently benchmarked international standards, it supports consistent practices across the sector and helps stakeholders work toward common environmental and social objectives.

A shared framework for sector-wide alignment

The FSI Basket of Standards was developed to bring structure and coherence to sustainability efforts in the floriculture sector. By benchmarking internationally recognised certifications against environmental, social, and good agricultural practice criteria, it provides a transparent and credible framework for alignment.

Over the past decade, the Basket has become a cornerstone of responsible production and sourcing in floriculture. Billions of flowers and plants are now traded under standards included in the Basket. FSI members, from growers in East Africa, Europe and Latin America to global traders and international retail chains, use it to guide procurement, demonstrate due diligence, and strengthen sustainability performance.

Enabling compliance and continuous improvement

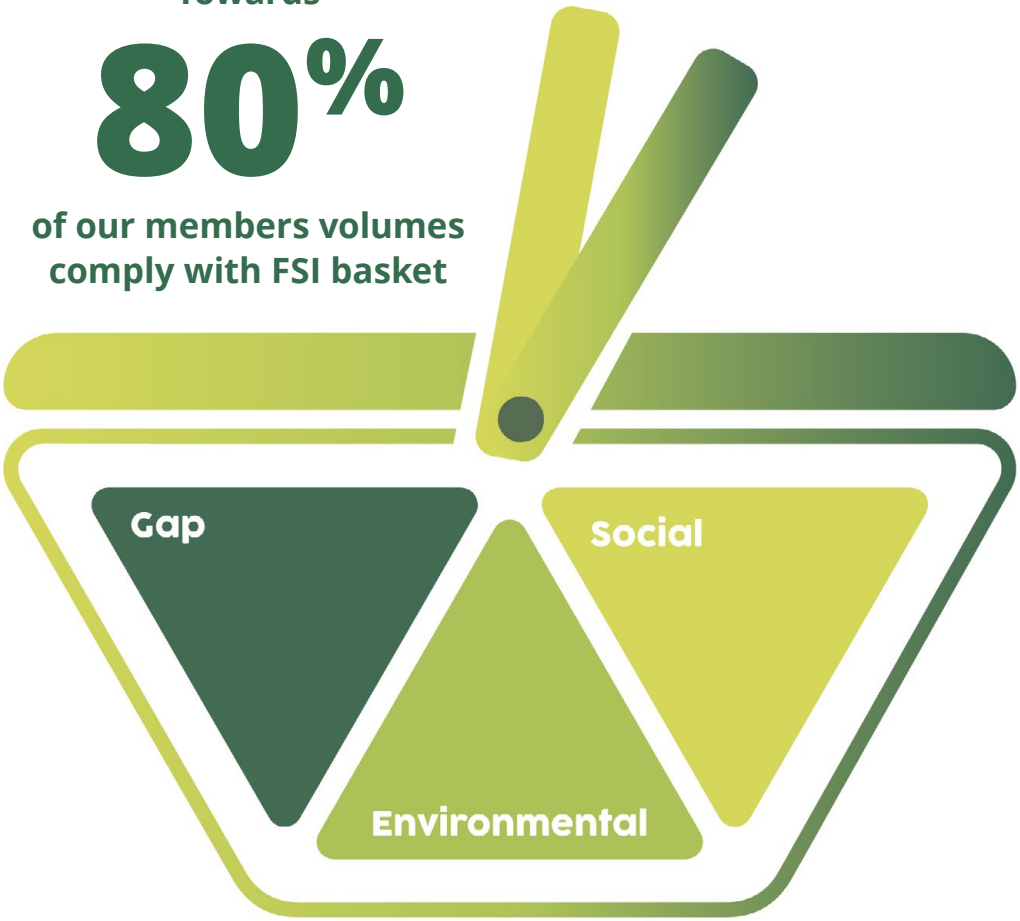
The Basket also reduces complexity by clarifying how standards relate to one another and by limiting audit duplication. This supports more efficient compliance processes, drives down unnecessary costs and provides greater consistency in sustainability requirements.

Looking ahead, the Basket remains central to FSI's strategy. It supports alignment with evolving regulatory frameworks such as CSRD and CSDDD, strengthens transparency, traceability, and contributes to progress on ethical practices and environmental footprinting. By fostering transparency and accountability, it enables continuous improvement and long-term sector transformation.

Towards

80%

of our members volumes comply with FSI basket



Over the past decade, the FSI Basket of Standards has become a cornerstone of responsible production and sourcing in floriculture.

Extending our scope

Over the years FSI continuously adapts its scope to address emerging sustainability risks across floriculture supply chains. As supply chains evolve, new products and subsectors reveal social and environmental challenges that require structured action. By responding proactively, FSI ensures that sustainability standards remain relevant, credible, and effective.

Scope extension driven by risk

By identifying and prioritising material risks, FSI strengthens its impact not only within established flower supply chains, but also in related sectors such as flower bulbs and wild-harvested foliage. These extensions show how the FSI framework can be extended, while maintaining robust assurance and traceability requirements.

Bulbs Programme

The flower bulb sector was initially outside the FSI scope, yet its similarities to floriculture and the continued scrutiny by the government and NGO's made it a natural candidate for extension.

Through a two-year pilot under the Sustainable Suppliers initiative, FSI worked with bulb traders and sector organisations to test the applicability of its approach.

The Bulbs Programme, completed mid 2025, demonstrates the value of collective action. Collaboration between FSI, the bulb traders united in Sustainable Suppliers, and Anthos accelerated progress in sustainability and transparency. Benchmarked tools and coordinated market efforts laid the foundation for a sector better prepared to meet societal, market, and regulatory expectations.

Real transformation depends on collective commitment across the sector.

Building on these results, FSI has launched a follow-up programme for 2026–2030, with the inclusion of production, auctions and the world famous Keukenhof. This next phase aims to secure full FSI compliance and ensure the sector remains aligned with FSI ambitions.

Wild Harvest Project

Wild-harvested foliage presents distinct social and environmental risks due to limited traceability and informal supply networks. To address this gap, FSI launched the Wild Harvest Project with an ambitious goal: by 2030, all wild foliage traded by members meets the same assurance standards as cultivated flowers.

In 2025, FSI developed two assurance protocols, and in 2026 pilots will be implemented in South Africa and Spain. The research in 2024-2025 revealed significant differences in readiness, highlighting the need for targeted capacity building. Parallel initiatives included the development of a traceability system with Floridata and preparations with the FairWild Foundation as a lead assurance body. A clear roadmap now guides implementation, with protocol integration in 2026, mandatory reporting by 2027, and full compliance by 2030.

Collective commitment for transformation

These initiatives show how FSI adapts its framework in response to emerging opportunities and risks, while strengthening collaboration as a foundation for lasting change. Real transformation depends on collective commitment across the sector.

Results

In 2025, FSI members strengthened collaboration and showed that no single organisation can drive systemic change alone. Together, they delivered tangible results across the supply chain.

Three critical focus areas – Plant Protection Product use, Environmental Footprint Reduction, and the Flori Risk Assessment tool – contributed directly to measurable progress and will remain central to FSI's strategy in the years ahead.

Key achievements 2025

In 2025, FSI members made concrete progress on key objectives and the strategic plan. Joint efforts translated ambition into action across responsible production and trade, carbon footprint reduction, and integrated reporting. These achievements show how collaboration drives measurable results and accelerates sustainable change across the floriculture sector.

Driving data-driven improvement

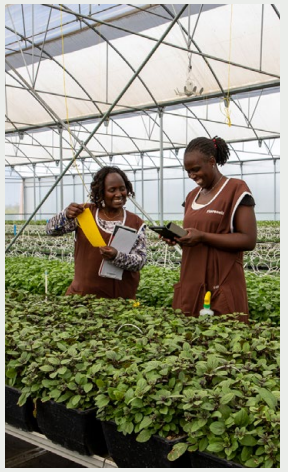
The political landscape is shifting, with changing policy priorities in the United States and a softer interpretation of EU CSRD and CSDDD rules. Yet this is no reason to slow down. A future-proof sector requires continued action and investment in sustainability now. By driving data-led improvements, the sector can ensure that flowers and plants remain an essential contributor to people's wellbeing, today and in the future.

Key progress on objectives and strategic plan

- **Responsible production & trade**
  Responsibly produced volumes in 2024 reached 79% in production and 74% in trade and retail. This brings the sector closer to the 90% target for 2025 and supports the pathway towards the 100% target for 2030.
- **Carbon footprint reduction**
  The FloriPEFCR was completed and implementation started. Members increasingly report on carbon reduction strategies, strengthening insight into emissions and supporting targeted action across the supply chain.
- **Living wage alignment**
  Limited progress was made using the 2024 supply chain research, but the use of salary matrices continued providing valuable insights on farm level on social and gender related indicators. These efforts improve alignment on living wage benchmarks and support more consistent application across regions for the coming years.
- **Integrated reporting**
  Yearly validation sessions were conducted and led by the FSI secretariat. The Sustainability Sourcing Scan strengthened data quality, transparency, and comparability, enabling members and FSI as a whole to track progress more effectively and combine their sourcing with the Risk Tool supporting due diligence.

Case: Kenya Flower Council (KFC) Gender and Water Project

In Kenya, the Kenya Flower Council (KFC), together with FSI and IDH, launched a project to strengthen gender equality and data transparency. An online reporting framework was developed, integrating gender indicators aligned with FSI and international standards. More than 80 farms received training on gender mainstreaming, policies, and data reporting, covering themes such as workplace policies, gender-based violence prevention, and sexual and reproductive health rights.



The project strengthened KFC's capacity to collect and analyse gender data and created a foundation for evidence-based decision-making. Going forward, KFC aims to expand annual data reporting, extend training to additional farms, and reinforce the role of gender committees. Continued collaboration with FSI, IDH, and partners will support further progress of gender equality and broader sustainability objectives.

Plant Protection Products

Reducing reliance on agrochemicals and chemical plant protection products (PPP) remains a priority across the floriculture sector. FSI and its members work on practical, science-based solutions that improve safety for workers and ecosystems. By combining harmonised standards, impact-driven metrics, and real-world innovations, the sector moves towards safer, more resilient production systems.

Harmonising standards through the PPP project

The FSI PPP Project aims to improve safety for workers and the environment by addressing the use of highly hazardous plant protection products in floriculture. Led by CLM, an independent research organisation specialised in sustainable agriculture, the project focuses on harmonising PPP lists and defining a clear phase-out pathway for the most harmful substances.
In 2025, the project team analysed active substances and mapped them against international reference lists, including WHO and EPA classifications, global conventions, and compared with standards and retail blacklists. Initial results identified and mapped globally recognised substances hazardous for people and the environment. Engagement with FSI members and standards highlighted positive reduction and phase-out already taking place as well as differences in current practices and reinforced the need for harmonised lists and more awareness about the most hazardous and persistent chemicals, residue protocols, and integrated pest management alternatives. The project will continue into 2026 and beyond.

Measuring impact with EICP

To move beyond measuring volumes of chemicals and residue limits, FSI supports the adoption of Environmental Indicator Crop Protection (EICP). Developed by Wageningen Economic Research with sector stakeholders, including FSI, EICP calculates environmental impact across six protection goals: groundwater, aquatic organisms, in-soil organisms, non-target arthropods, pollinators, and birds and mammals. Using a risk-based exposure-toxicity ratio model, EICP links PPP applications to environmental outcomes. This helps growers, buyers, regulators, and civil society align on sustainability objectives and supports continuous improvement. A first version of the EICP will be launched in 2026.

Case: systems approach to false codling moth in Kenya

In Kenya, a systems approach protocol for false codling moth combines monitoring, biological controls, and greenhouse integrity measures. This integrated strategy reduces pesticide use while meeting export phytosanitary requirements. The Kenya Flower Council has played a key role in coordinating stakeholders and accelerating adoption, demonstrating how collaboration can deliver environmental and market benefits.

Environmental Footprint reduction

Reducing environmental footprints is a key priority for the floriculture sector. To support this ambition, a shared and reliable methodology is essential. With FloriPEFCR, the sector now has a European standard for measuring environmental impact, enabling transparent, comparable, and credible footprinting of ornamental products across the value chain.

FloriPEFCR as a sector-wide standard

FloriPEFCR is the European methodology for measuring the environmental footprint of ornamental products. It covers the entire product life cycle, from raw material extraction to end-of-life. The methodology assesses sixteen impact categories, including climate change, land use, and resource depletion.

Through its benchmarking framework, FSI ensures that approved tools operate under a shared methodology.

As of February 2024, FloriPEFCR received official recognition from the European Commission and was ceremoniously handed over to FSI, which now manages the recipe book. This milestone established a common baseline for environmental footprinting in floriculture. This harmonised approach to measure, validate, and communicate environmental performance strengthens transparency and comparability across the sector.

Approved footprinting tools

Following the approval of FloriPEFCR, FSI benchmarked existing footprinting tools against the new standard. The objective was to ensure methodological alignment and interoperability, enabling consistent use across the sector.

By end of 2025, two tools have successfully passed this benchmark. The Flori Footprint Tool from Greenhouse Sustainability, powered by SimaPro and the HortiFootprint Calculator, developed by MPS and LetsGrow.com, provide a practical solution for calculating environmental footprints at company and product level. Both have been approved for sector-wide use.

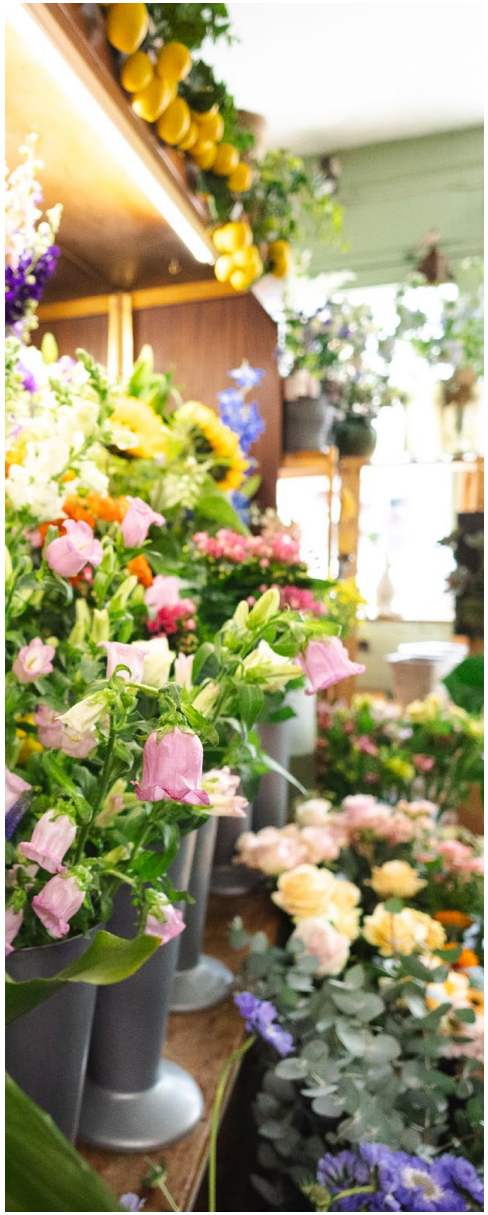
Both tools are aligned with the FloriPEFCR methodology and support companies in generating robust, standardised footprint data and provide reduction guidance.

FSI's role in harmonisation

Through its benchmarking framework, FSI ensures that approved tools operate under a shared methodology. As a result, footprint outcomes are comparable regardless of the tool used. This is enabled by common data standards and messaging protocols such as the Floricode data exchange protocol.

Harmonisation is essential for credible reduction targets and transparent communication with buyers and stakeholders. It also supports tool-based monitoring of progress across regions and production systems. By aligning methodologies and data structures, FSI strengthens the foundation for consistent reporting, informed decision-making, and coordinated action towards sustainability in floriculture.

Risk Assessment tool



The Sustainability Sourcing Scan helps FSI members verify certified sourcing data directly in daily trade flows. Built on that foundation, the Flori Risk Assessment adds a new layer of insight by combining company data with external sources to identify sustainability risks, support mitigation, and strengthen due diligence reporting.

Sustainability Sourcing Scan

The Sustainability Sourcing Scan was developed by Floridata in collaboration with the VGB and FSI to make reporting on responsibly sourced volumes more reliable, easier, and more frequent. By linking the Floricode certification register to digital systems used in webshops and trading platforms, certification data becomes visible directly in the trade flow. This gives traders a clearer view of FSI compliant sourcing and strengthens transparency across the supply chain. It also serves as aggregated sector dashboard identifying challenges and progress.

Flori Risk Assessment

The Flori Risk Assessment adds a next layer to that work. Developed by Floridata, with coordination and funding support from FSI members and IDH, the tool combines company input with data from 20 reputable country and product databases. This turns supply chain information into actionable ESG risk intelligence.

The FRA generates risk scores by product, country, and FSI compliance. It also links mitigation actions to certification standards and SSS outcomes. Results can be exported in PDF and Excel, helping to prepare companies for growing due diligence and reporting requirements, such as CSRD and CSDDD reporting. Access is exclusive to FSI members. Early users started working with the tool in January 2025, after successful testing in late 2024.

Next steps for development

The next phase focuses on broader onboarding and stronger links between FRA results and SSS outputs. Additional modules can further increase practical value, for example through supplier level remediation tracking. Early implementation also showed that reliable input data and clear guidance are essential for effective use, while training helps companies integrate the tool into daily sustainability workflows.

Please click on image and see the video for more details about the SSS

Shaping a future-proof floriculture sector

This report reflects the collective journey behind sustainability progress in floriculture and the role of FSI in connecting organisations, knowledge, and ambition across the sector.

At the same time, the work continues. Lasting progress depends on maintaining strong collaboration, building on shared achievements, and continuing to turn ambition into practical action. That shared commitment remains essential in strengthening a future-proof floriculture sector.

Questions, suggestions, or ideas that can help strengthen future progress are welcome and can be shared with the FSI-Secretariat.

Colophon

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