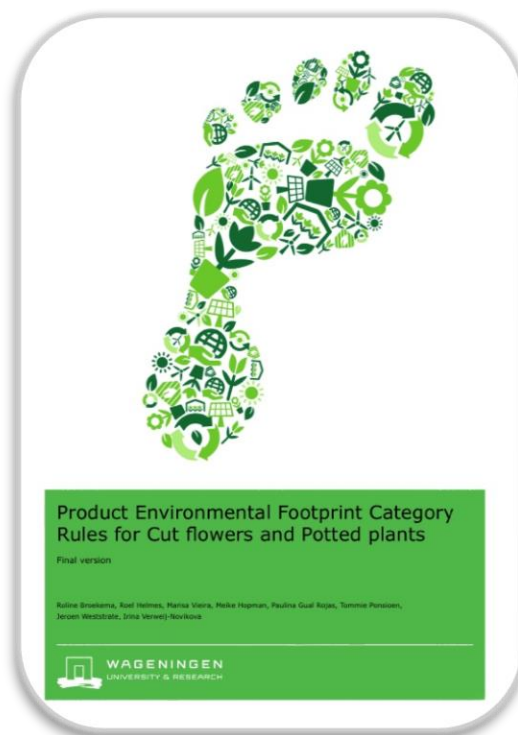


FloriPEFCR Q&A

The FloriPEFCR webinar held on 28 February 2024 generated a lot of interesting questions and comments. Thanks to all those who shared their thoughts on the day. For the benefit of those who were unable to attend, we provide herewith a summary of the main questions raised and themes discussed.

Q: What is FloriPEFCR?

FloriPEFCR (Product Environmental Footprint Category Rules for Cut Flowers and Potted Plants) sets **harmonised and verified rules (methodology) for calculating the environmental footprint of cut flowers and potted plants** as defined under the framework of the European Commission's Product Environmental Footprint.



Definitions:

- A Product Environmental Footprint (PEF) is based on a Life Cycle Assessment (LCA) and is a **methodology to evaluate environmental impacts** associated with a production from raw material extraction to end of life treatment.
- Product Environmental Footprint Category Rules (PEFCR) are guidance built further on PEFs with **product group specific rules** eg. for floricultural products only. PEFCRs only take into account the most relevant (top 80%) impact categories, life cycle stages and processes for that product. PEFCRs can be integrated into any existing LCA.

Q: What are the expected benefits of FloriPEFCR for the floriculture supply chain?

In a nutshell, the expected key benefits are:

1. Providing a reliable, consistent, harmonised and internationally recognised methodology for the floriculture supply chain (cut flowers and potted plants), on which all tools measuring environmental footprint can align
2. Identifying hotspots and areas for improvement in the supply chain
3. Stimulating data collection, verified sector insights and meaningful reductions
4. Allowing comparability on Environmental Footprint across the floriculture supply chain
5. Anticipating any future policy & regulatory measures by leading instead of conforming
6. Addressing false/vague sustainability claims

Furthermore, reliable and verified insights into the environmental footprint of floricultural product are expected to provide great opportunities:

- to support growers and other operators along the supply chain and during the life cycle to reduce their environmental impact and mitigate emissions.
- to develop business models for more sustainable products, driving more sustainable production and consumption.

Q: Who has developed FloriPEFCR?

In 2018, a project under the name 'Hortifootprint' was initiated by Royal FloraHolland, GroentenFruit Huis and WUR (Wageningen University & Research) and co-funded by the Dutch Ministry of Agriculture. The project group also included MPS group, Glasshouse horticulture Netherlands, Natuur & Milieu, ABN AMRO and Rabobank.

In 2019, following the publication of the Hortifootprint category rules, the project continued with the development of FloriPEFCR (Product Environmental Footprint Category Rules for potted plants and cut flowers), under the European Commission's Product Environmental Footprint framework. Union Fleurs provided compliance with the minimum industry representativeness required by the European Commission to endorse the project (over 51% of the EU market share for cut flowers and potted plants to be represented)

To deliver the European standard for calculating environmental footprint for Cut flowers and Potted plants, a thorough multi-stakeholder process had to be followed. In practice, the development of the FloriPEFCR was led by a **Technical Secretariat (TS)**, coordinated by WUR (Roline Broekema) and chaired by Royal FloraHolland (Albert Haasnoot). The organisations included in the TS were: Coöperatie Royal FloraHolland U.A., Union Fleurs, Floriculture Sustainable Initiative (FSI), Stichting MPS, Wageningen Economic Research, Florverde, Blonk Milieu Advies B.V., PRé Sustainability BV, Natuur&Milieu and GroentenFruit Huis.



The TS has played a critical role in shaping the process and leading the discussion. It carried out the technical work, drafted the document, launched stakeholders consultations and managed the comments received. The drafted category rules were tested through independent supporting studies, reviewed by external experts and subject to two open public consultations (September 2021 and July 2023). The end approval of the PEFCR “Cut flowers and Potted Plants” was with the European Commission and was confirmed in January 2024.

Q: Where can I find FloriPEFCR?

The final version of the FloriPEFCR (140 pages with calculation rules) can be found here:

- [Product environmental footprint category rules for cut flowers and potted plants: Final version \(Published – Jan 2024\)](#)

Other relevant documents:

- [Product environmental footprint of the representative product for cut flowers \(Published – February 2024\)](#)
- [Product environmental footprint of the representative product for potted plants \(Published – February 2024\)](#)

Other relevant resources:

- European Commission webpage dedicated to PEF:
https://green-business.ec.europa.eu/environmental-footprint-methods_en#the-environmental-footprint-transition-phase
- Wageningen University & Research webpage dedicated to the FloriPEFCR project with useful background information material:
<https://www.wur.nl/en/project/developing-product-environmental-footprint-category-rules-for-floriculture.htm>

EU Helpdesk for technical questions about the application of the PEF methods:
EF_Helpdesk@sphera.com

Q: How can I use FloriPEFCR? And how much does it cost?

It is important to stress that the FloriPEFCR is not a tool in itself but a methodology or the ‘cookbook’ to guide the measuring of environmental footprint for floriculture products (cut flowers & potted plants) along harmonised rules. The sector is likely to develop a number of tools which will incorporate the FloriPEFCR methodology, ensuring standardised calculations from different sources. Several existing certification schemes have already started to integrate FloriPEFCR in their environmental footprint tools or add-ons. These tools will be the interface for companies to make a practical use of FloriPEFCR. Costing will be entirely in the hands of the tool providers.

Q: What are “green claims”?

One of the key aspects the FloriPEFCR will look to tackle is the intentional or unintentional unverified environmental claims made by companies, sometimes leading to “green washing” where products are made to appear more environmentally friendly than they truly are. “Green claims”, if not substantiated and verified, can prove both misleading to consumers and unfair to companies that are genuinely working to improve their environmental performance. The European Union is clamping down on these unsubstantiated claims through the development of a so-called Green Claims Directive that will seek to establish a level playing field and set clear rules on what

can legitimately be accepted as a reliable 'green claim' and communicated to consumers (the Directive is currently still under progress in the EU decision-making process). Use of the FloriPEFCR will enable organisations that are genuinely reducing their environmental footprint have a verified means for calculating, comparing and proving their reduction efforts along the supply chain.

Q: Does the FloriPEFCR cover all 16 impact categories?

Yes, it covers all 16 impact categories and in the future will look to include more when the data supports its inclusion. And per impact category more and better indicators will have to be developed to guide and steer footprint reductions. Examples are already under construction like water and pesticide indicators.

Q: Will the FloriPEFCR be updated to accommodate new developments and allow for new data sets?

Yes. The FloriPEFCR is not a static methodology. There will be updates made to improve the category rules as more information comes to light. This will enable with time to also expand the scope of the FlorPEFCR to more accurately capture a broader range of products. Ultimately the FloriPEFCR will benefit from the sector engagement and use. Feedback highlighting recommendations and gaps will be a key part of development in the coming years.

Q: Is there an independent control body set up for the use of the FloriPEFCR?

The FloriPEFCR was symbolically handed to FSI during a ceremony on 14 February 2024. FSI, being a neutral association representing the various stakeholders, will be supporting with the rolling out of the methodology across the sector. It is important to note that Wageningen University and the consortium were and remain committed to the development of the FloriPEFCR and part of a governance structure to make sure the PEF methodology remains approved and endorsed by the EU.

Q: What are the next steps for FSI for communicating about FloriPEFCR tools and benchmarking?

It is a methodology with a global reach as it covers the complete supply chain from cradle (seed, bulb, cutting) to grave (end of life at consumers. The work to be done is business to business and the communication will have to support that.

The FloriPEFCR will be:

1. advised and promoted by FSI and its members.
2. promoted through the accreditation of tools that follow the PEF methodology, have data verification and data exchange in place.
3. the basis for quantitative reporting towards 2030 by FSI members focusing on hotspots, outcomes and best practises.
4. stimulating next steps on data exchange and the development of data platforms, including tackling discussions around data ownership and data privacy

Q: How can the general public be made aware and understand the FloriPEFCR?

Although sharing the news as widely as possible and widespread adoption within the sector will help positive interventions, we see the FloriPEFCR foremost as a B2B tool to keep the sector future proof. Consumer driven communication at this stage is premature and diverting from the main task at hand, reducing the environmental footprint of companies and products. The FloriPEFCR is the basis that will allow for stronger, benchmarked, data-driven proof of good practice that can support communications. Reference to the FloriPEFCR in external communications provides credibility to challenge incorrect claims and set the tone for positive, data driven floriculture stories.

Disclaimers:

- *This Q&A document has been developed to inform industry stakeholders. Every effort has been made to ensure that the information provided is accurate. If errors, omissions, or misleading statements are brought to our attention, we will try to correct them. However, no legal responsibility or liability whatsoever will be accepted with regard to the information herewith provided.*
- *As regards FloriPEFCR (Product environmental footprint category rules for cut flowers and potted plants), the Consortium of organisations forming the TS does not monitor or audit how and by which party the method is used. The Consortium bears no legal liability or responsibility for the uses of FloriPEFCR or for interpretations, results or inferences based on these uses.*