



PEFCR Floriculture at a glance

July , 2021

The development of FloriPEFCR - Product Environmental Footprint Category Rules for Cut flowers and Potted Plants - started with the publishing of the report '[HortiFootprint Category Rules](#)' (HFCR). This report was released a year ago and contains rules for calculating an environmental footprint of horticultural products for both ornamentals and fruit and vegetables. Acknowledgement is given to the significant contribution from the Dutch Public-Private Partnership Project 'HortiFootPrint' that launched the previous version of the Category Rules for horticultural products. We especially wish to thank consortium members Glastuinbouw Nederland, ABN AMRO Bank N.V., Rabobank, Netherlands Ministry of Agriculture, Nature and Food Quality for their contributions.

With the new members in the Technical Secretariat - the consortium of companies and organisations that govern the process of the FloriPEFCR development - we are developing the PEFCR for Cut flowers and Potted plants at a European level within the Product Environmental Footprint Transition phase ([link](#)). On behalf of the Technical Secretariat - Royal FloraHolland, Fresh Produce Centre, Union Fleurs, Floriculture Sustainable Initiative, MPS Group, Florverde, Wageningen Economic Research, Blonk Consultants, PRÉ Sustainability and Natuur&Milieu - we are offering our stakeholders additional information regarding the benefits FloriPEFCR , its development process and the role of stakeholders.

How can FloriPEFCR help you?

Reliable insight into the environmental footprint of horticultural product provides great opportunities to reduce your environmental impact. Life cycle assessment(LCA), or environmental footprint analysis, is a widely acknowledged methodology to assess, benchmark, and monitor the environmental impact. Harmonized rules for such assessments provide more comparable outcomes and allow for the development of unified and harmonized tools, labels and consumer communication. It can also help in tackling false claims, and showcase the efforts of the sector to improve its environmental impact. As one of the frontrunning sectors, we are developing the FloriPEFCR.

Why FloriPEFCR?

Reliable insight into the environmental footprint of horticultural product provides great opportunities. The environmental impact of the sector's products is under debate and is topic of discussion through several media (e.g. [link](#)). Horticultural companies, consumers and retailers alike are looking for more insight into the environmental impact horticultural products.

Life cycle assessment (LCA), or environmental footprint analysis, is a widely acknowledged methodology to assess, benchmark, and monitor the environmental impact. However, the methodological choices that are made when conducting an LCA allow for picking and choosing, can lead to preferable outcomes. This means environmental impacts are not always reliable, neither comparable between one another. This has been recognized by the European Commission. In Europe new policies are being developed to tackle unreliable outcomes and false claims. One of these developments is Product Environmental Footprint



(PEF). In coming years EU legislation is to be expected (e.g. Green Claims Policy Initiative). As one of the frontrunning sectors, we aim to be prepared with the development of FloriPEFCR.

Harmonized rules for environmental assessments allow for the development of unified and harmonized tools. It can also help in tackling false claims, avoid greenwashing. The FloriPEFCR provides guidance for instance on which company data to use, which default data can be applied, which life cycle stages to include, what impact categories to calculate and how to model emissions.

FloriPEFCR will support horticultural companies who are interested in knowing their environmental footprint and want to know where they can improve. FloriPEFCR will help to showcase the efforts of the sector to improve its environmental impact. Its goals are to focus on most important parameters, establish comparability between environmental impacts of similar products, achieve consistent communication and verification and to identify trade-offs.

The development of FloriPEFCR

The European Commission (DG ENV & DG GROW) developed a voluntary program to guide industries in creating PEFCRs. Industry bodies are represented by a Technical Secretariat (TS) representing more than 51% of the EU market in terms of turnover in the EU. The pilot program ran from 2013-2018 during which PEFCRs were created for several product categories, like feed, beer and leather. During the transition phase (see figure 1) the Commission has opened a new call for new PEFCRs. This program runs from 1 Sept 2019 to 31 Dec 2022. The development of FloriPEFCR is part of the transition phase of the Product Environmental Footprint (PEF) development of the European Commission.

The FloriPEFCR development is led by the Technical Secretariat (TS) representing the sector. The organization included in the TS are: Coöperatie Royal FloraHolland U.A., UnionFleurs, FSI, Stichting MPS, Wageningen Economic Research, Blonk Milieu Advies B.V., PRé Sustainability BV, Natuur&Milieu and GroentenFruit Huis.

The development of the PEFCR is a transparent, multi-stakeholder process, where stakeholders and experts have the possibility to provide feedback at several stages of the development. The TS Members play a critical role in shaping the process and leading the discussion. They carry out the technical work, draft the documents, start stakeholder consultations and manage the comments received.

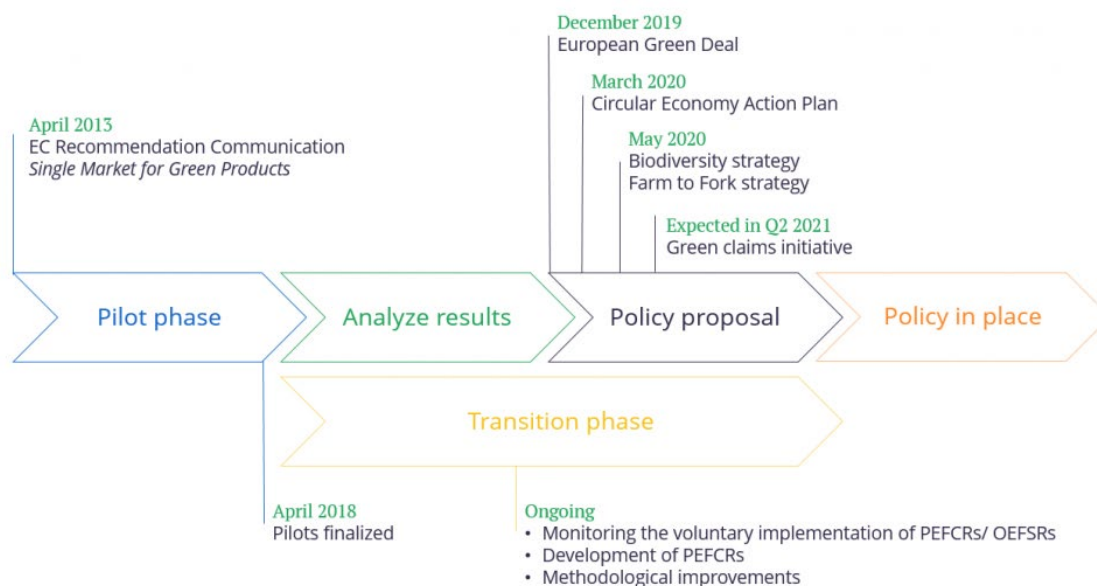


Figure 1: Scheme of the transition phase of the PEF development (source: PRé Sustainability).

There are several steps and deliverables in the process of developing the FloriPEFCR, as outlined in figure 2. Our current work is focused on steps 5, 6 and 7. We are conducting two so-called Representative Product (RP) studies (step 5): one for potted plants and one for cut flowers. The Representative Products (RPs) are a mix of crops, regions and cropping systems. Using the RP studies we are gaining robust insights on the environmental impact of the products and gain experience in terms of methodological challenges we are facing. Based on the learnings of these RP studies we draft a first version of the FloriPEFCR (step 7).

The FloriPEFCR contains calculation rules for calculating the environmental impact of potted plants and cut flowers. It will address several topics:

- General information and scoping
- Most relevant impact categories, life cycle stages and processes (based on RP studies)
- Data needs, quality requirements and modelling rules
- Description of the life cycle stages
- Benchmark results (based on RP studies)

Through a public consultation we are welcoming your feedback (step 8). This will result in an updated draft of the FloriPEFCR. This version will be tested through supporting studies (step 10). With the supporting studies we will test the 'recipe' for its applicability in varying situations, meaning different crops, regions and cropping systems. Based on the learnings a second draft the FloriPEFCR is written. This second draft will be open for a second public consultation, which will most likely be organized in spring of 2022.

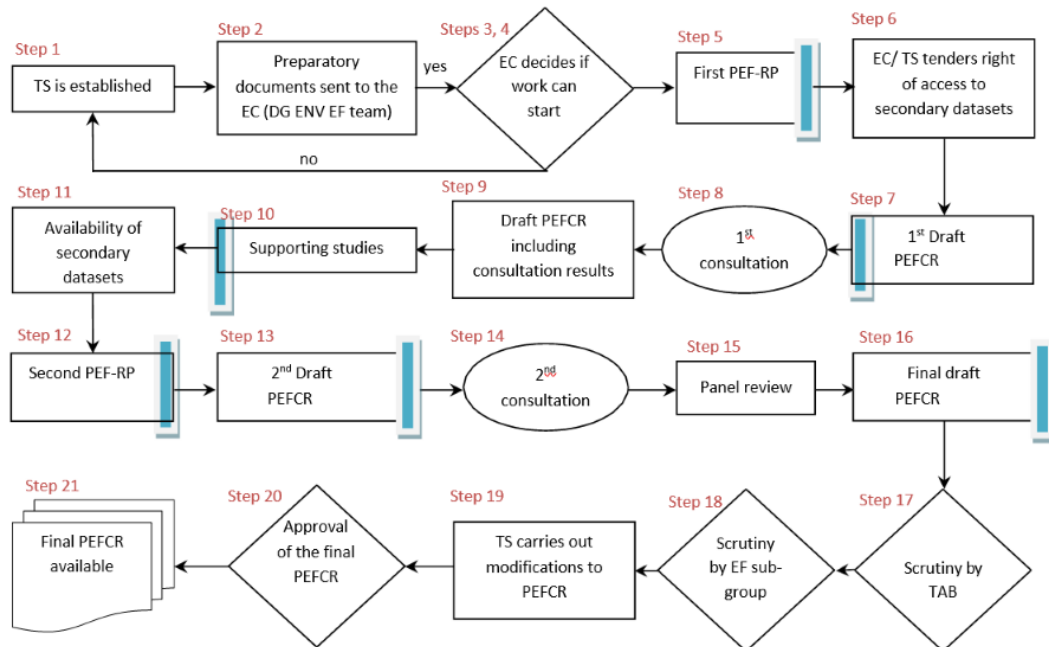


Figure 2: Activities and steps as outlined by the EU PEF Team. Blue columns indicate the activities of independent Reviewers.

External reviewers will be consulted at several stages on the FloriPEFCR development, starting with the RP studies and the first draft of the FloriPEFCR.

Interactions with stakeholders

The development of FloriPEFCR is accompanied by intensified interactions with stakeholders. Steps 8 and 14 in Figure 2 indicate the moments for public consultations, which will be open for one month. Through the consultation we would like to get your take on the 'cookbook' FloriPEFCR and the 'recipe' we have developed for calculating the environmental impact of potted plants and cut flowers. We are welcoming your feedback.

Several technical documents will be provided in support of the public consultation. The 1st consultation shall focus on the first draft PEFCR and related documents:

1. First PEF Representative Product report for Cut flowers, including characterised, normalised and weighted results;
2. Public review report on the first PEF-RP study for Cut flowers, including all the comments raised by the review panel on the first PEF-RP and the answers provided by the TS;
3. First PEF Representative Product report for Potted Plants, including characterised, normalised and weighted results;
4. Public review report on the first PEF-RP study for Potted Plants, including all the comments raised by the review panel on the first PEF-RP and the answers provided by the TS;
5. First draft PEFCR;



6. Analysis of PEFCRs and PCRs already existing for the proposed product group/sector. This analysis shall highlight potential conflicts with the existing PEFCRs/PCRs and how the TS intend to address them;
7. Template to collect comments (in excel).

These documents are lengthy and very technical. This means that they do not read like a novel. Therefore, we want to support you by organizing a webinar where we explain the contents and highlight the most relevant elements. By attending the webinar you are prepared for the public consultation. Also, we will be providing you the links where you can find the documents and a template for providing your feedback.

We are organizing two webinars: one for potted plants and one for cut flowers. Both webinars are scheduled on **August 31, 2021**. The webinars will be held in English. Please sign up for the webinar of your choice here ([link](#)).

More information

For more details, visit the project website ([link](#)) or the website of the European Commission ([link](#)).

Kind regards,

The Technical Secretariat of the FloriPEFCR:

Royal FloraHolland
Fresh Produce Centre
Union Fleurs
Floriculture Sustainable Initiative
MPS Group
Florverde
Wageningen Economic Research
Blonk Consultants
PRé Sustainability
Natuur&Milieu