

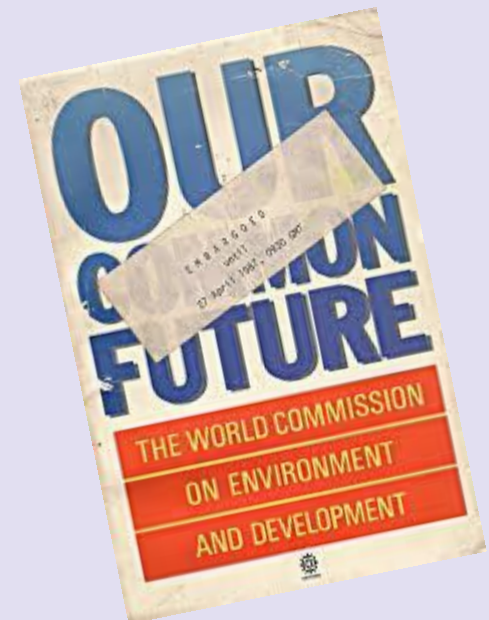
Sustainable Growing Media

controlling raw material supply chains

Reinier de Man

Sustainability

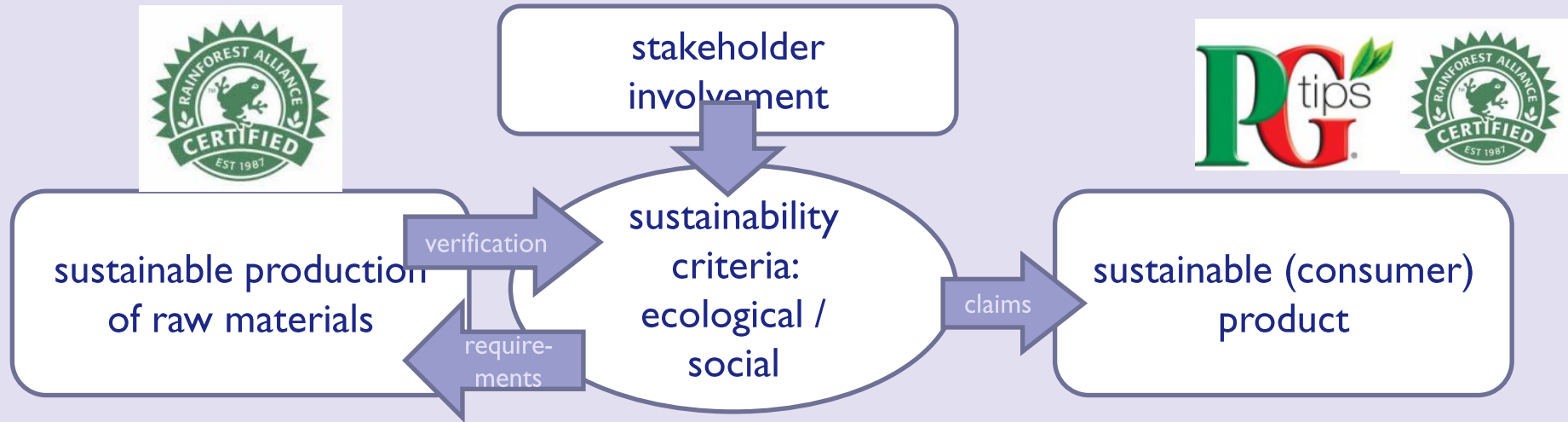
- ‘Sustainability’ is a philosophical concept
 - like ‘justice’ or ‘freedom’
 - it gives direction, operational meaning only defined in practice.
- Brundtland report:
 - “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”



Sustainable Raw Materials



Controlling the Supply Chain



Sustainability Requirements (RSPO example)



1. Commitment to transparency
2. Compliance with applicable laws and regulations
3. Commitment to long-term economic and financial viability
4. Use of appropriate best practice by growers and millers.
5. Environmental responsibility and conservation of natural resources and biodiversity.
6. Responsible consideration of employees and of individuals and communities affected by growers and mills.
7. Responsible development of new plantings
8. Commitment to continuous improvement in key areas of activity

Growing Media from Sustainable Sources

- Growing media contain multiple sources, such as
 - peat (white peat, black peat, ...)
 - coir, bark, compost, etc.
 - different mineral fractions
- Different raw materials, different sustainability issues:
 - peat: biodiversity, climate
 - coir: social issues
 - compost: health issues



Setting a Sustainability Standard

- Sustainability issues are defined, not by the industry, but by its stakeholders:
 - market: consumers, B2B
 - external stakeholders in producer and consumer markets
- Sustainability criteria for (constituents of) growing media
 - cannot be defined by the growing media industry in isolation,
 - but need agreement with relevant stakeholders
→ next slide

Communicating Sustainable Sourcing

- Strategy 1: communicate on the basis of technical / scientific arguments only (e.g. on the basis of LCAs)
 - → *You show that you take your own position very seriously*
- Strategy 2: develop sustainability criteria / action in interaction with your critical stakeholders
 - → *You show that you are interested in solving your stakeholders' problem*

