

Sustainable Florist



With the independent quality label Sustainable Florist, florists show that they operate in a sustainable way. They do this by adopting more sustainable business practices and purchasing a sustainable assortment of flowers and plants.

More sustainable assortment of flowers and plants

- Determined certification on bronze (15% purchase), silver (30% purchase) and gold (50% purchase) respectively of more sustainable flowers and plants with a recognized quality mark
- Sales of dyed fresh flowers are not permitted

Waste (separation) and packaging

- Obligatory waste separation
- Only unbleached or without chlorine paper, or with EU Ecolabel, Nordic Swan, or Blauer Engel label
- Plastic packaging: only polypropylene permitted

More sustainable transport

- Commercial vehicles with clean engines (Euro5 or -6), or electric
- Employees trained in New Driving
- Stimulation of commuting by public transport or bicycle
- Efficient sustainable transport (bicycle courier, Lean & Green)

Eco-friendly cleaning

- Chlorinated cleaning agents not allowed
- Extra points for more environmentally friendly cleaning products

Care for employees

- Compulsory collective labour agreement for the flower retail trade
- Various optional measures, such as employees 'distant to the labor market', internships, periodic consultation

Renewable energy and saving

- Use of green electricity mandatory
- Plan of action for reduction of energy use
- Extra points for energy-efficient lamps

Reliable, transparent and controlled

- ✓ The SMK Board of Experts sets objective criteria
- ✓ Certification under the supervision of the Council for Accreditation
- ✓ Complies with European standard for certification | ISO/IEC
- ✓ Milieu Centraal has a positive opinion of the quality label

