



CHRYSA Cares

# Together towards a sustainable flower industry

Sustainability at Chrysal



CHRYSA  


# Table of contents

About Chrysal	3
A message from our CEO	4
Our ambition	5-6
Some sustainability highlights	7
Governance & sustainability	9-22
Our 4 ways towards a sustainable flower industry	23-24
Our roadmap initiatives	25
<b>1. Fighting climate change</b>	26
Our approach	27-28
Our CO <sub>2</sub> footprint: Chrysal International per scope	29
The CO <sub>2</sub> impact of the Chrysal sachet	30
Liquid versus powder	31
Reducing GHG emissions in our operations	32
Transport	33
Our CO <sub>2</sub> roadmap	34
<b>2. Contributing to a sustainable economy</b>	35
Circular economy	36-37
Circular packaging initiatives	38-39
Circularity projects	40-41
Responsible business	42
Our packaging roadmap	43
Our ingredients roadmap	44
<b>3. Caring for people</b>	45
Caring workplace	46-48
People initiatives	49-51
<b>4. Striving for a positive environmental impact</b>	52
Sustainable use of resources & biodiversity	53-55
A green team initiative	56
Contact	58



# About Chrysal

Whether you grow, transport, sell, or simply enjoy the beauty of flowers in your own home, Chrysal offers solutions to keep them fresh longer since 1929.

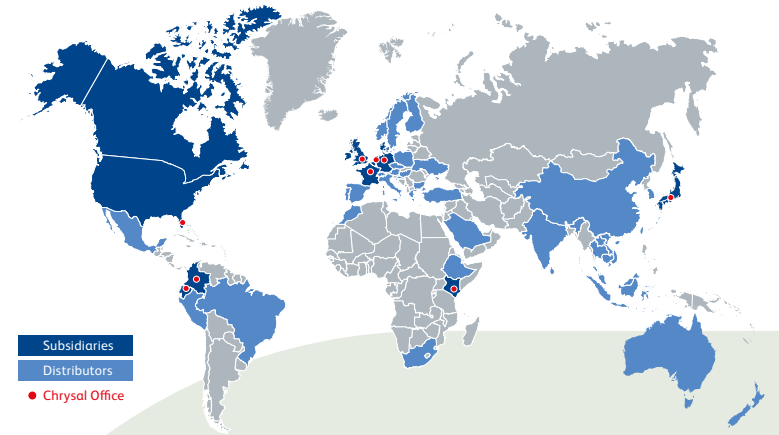
## Your sustainable partner across the globe

We want to help all our partners reach their sustainability ambitions. We are ready to share and improve our knowledge. Together with our stakeholders we can build a sustainable flower industry, with the best care for flowers, happy customers and, in the end, a more beautiful world.

### Chrysal worldwide

As a global market leader in flower food we are present in countries that are of major importance in the flower and plant industry, either because of their grower areas (South America, East-Africa, Asia) or because of their market position in trade and

retail (Western Europe, USA and Japan). Currently we have operations and close cooperations in 14 countries, and production facilities in 5: Colombia, Ecuador, Japan, Kenya and The Netherlands. Our distribution network spans all continents. With this global presence comes a global responsibility, and we are committed to acting in ways that safeguard the interests of future generations. We want to be able to spread the joy of flowers without causing harm to people or the environment. This is the world we believe in, and the one we are building together with our partners.





A message from our CEO

# Sustainability as the foundation of our strategy



By Remko Muntinga - Chrysal International

Dear stakeholder,

At Chrysal, we firmly believe that sustainability isn't just a choice; it's the foundation of our strategy. Our sustainability journey is a reflection of our core values: putting our customers first, fostering curiosity and innovation, embracing diversity and integrity, and executing every task with unwavering passion. Today, these values drive our sustainability initiatives, shaping our actions and guiding our decisions.

Putting our customers first means understanding their evolving needs and expectations. It's about delivering products and services that not only meet but exceed their expectations while ensuring we do so in a manner that preserves and protects our planet for generations to come. We understand that innovation is key to addressing the complex challenges we face, and we continuously strive to

find innovative solutions that not only benefit our business but also contribute to sustainability.



We recognize the immense value coming from diverse perspectives and experiences. We conduct our business with integrity, knowing that transparency and ethical behavior are non-negotiable.

Passion fuels our sustainability efforts to make a meaningful impact on the world around us. It drives us to go above and beyond, to never settle for the status quo, and to continually raise the bar for ourselves and our industry.

Together, we can build a more sustainable future for our industry - one where business success is synonymous with environmental and social responsibility.

Thank you for joining us on this journey.



## Our ambition

At Chrysal, sustainability is at our core. As the market leader in flower care, we're committed to shaping a future where the joy of flowers can be shared without harming people or the environment.

# Together towards a sustainable flower industry

Internally, we're committed to sustainability - continuously working to reduce our footprint, improving the sustainability of our products, and cultivating a supportive, inclusive workplace where our people can thrive. But we know that to achieve our vision of a truly sustainable flower industry, we must go beyond our own operations: real change requires collaboration across the entire value chain. That's why we're committed to working closely with others in the industry - supporting our partners on their sustainability journey and helping them reach their goals.

Our products have always contributed to extend the vase life of flowers, enabling our customers to reduce both waste and water usage throughout

the flower chain. Simply said: without Chrysal, many flowers wouldn't make it to stores in optimal condition, leading to increased spoilage, a larger environmental footprint, and a higher water impact across the industry.

Over time, this commitment has only grown stronger. Today, sustainability is at the heart of our strategy, and we are more focused than ever on creating added value for our partners as they pursue their own sustainability goals.

Our vision is clear: to make it possible for people to enjoy flowers without concern for their impact on the environment or on communities.





# Our ambition

You might wonder how a relatively small company of just 300 people - without growing a single flower ourselves - can make a real impact. The answer? We're not just participating in the flower industry; we're actively shaping its future in every step of the chain. And we do that in three powerful ways: 1. Innovating through R&D, 2. Collaborating across the value chain, 3. Driving change from within.

1



## Innovation and R&D

Sustainability is one of the main priorities of our R&D efforts. Our research focuses on sustainability - from a complete program on circular packaging to more sustainable ingredients, and our sea freight service, which significantly reduces CO<sub>2</sub> emissions in the value chain. We're constantly developing ways to lower impact without sacrificing quality.

2



## Across the value chain

From growers and bouquet makers to florists and supermarkets, our global customer base spans every link in the chain, giving us the opportunity to share the message at every stage. But presence alone isn't enough. We believe that lasting, meaningful progress can only be achieved through collaboration. That's why we actively engage with stakeholders, build strong partnerships, and work hand in hand with our customers to co-create solutions for a more sustainable industry.

3



CHRYSAL CARES

## Driving change from within

Through our Chrysal Cares program, we're transforming the way we operate. We're working to embed sustainability into every layer of our organization - from daily processes to strategic decision-making. We want to make sure that every member of our team is engaged, informed, and empowered to contribute to our shared mission.



# Some sustainability highlights

## 1. Fighting climate change



### CO<sub>2</sub> footprint reduction in the chain

With our Sea Freight & Long Storage services we make it possible for our customers to transport flowers by sea or store flowers for a longer period of time - reducing the need for air freight, one of the largest contributors to CO<sub>2</sub> emissions in the floral supply chain. Flowers are delicate and it has taken us years to develop a product that enables them to stay fresh for weeks.

**81.6% to 98.2% less CO<sub>2</sub> emissions\***



\*is what you can achieve when shipping flowers via sea freight\* compared to air freight. (depending on the vessel size)  
Source: [shipping-world-trade-and-the-reduction-of-co2-emissions-min.pdf](#)

## 2. Contributing to a sustainable economy



### Transition to circular packaging

Our journey towards more circular packaging started with the introduction of our compostable sachets in 2019. Since then, we have introduced several even more circular alternatives like our paper sachets and our recyclable sachets. Now, we are transferring all of our films to the recyclable variants and we are working to improve the circularity of the packaging of all of our other products.



## 3. Caring for people



### An international workforce

One of the most valued aspects of working at Chrysal is the international workforce we have globally. While we operate in many countries around the world, we stay closely connected and collaborate across borders. This unique blend of cultures, backgrounds, and perspectives sparks creativity, challenges the status quo, and continually pushes us to think differently and innovate in everything we do.





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In everything we do,  
we ask ourselves: does  
it contribute to a more  
sustainable flower  
industry?





# Our sustainability journey



By Nora Meijerink - Chrysal International

Chrysal's sustainability journey began back in 2009, when the first CSR strategy was introduced. When I joined Chrysal in 2017 as a business analyst in the Sales department, I immediately expressed my interest in the topic, and from there, my own sustainability journey started.

We began with a revised strategy, accompanied by the introduction of the green team, and soon after also the first sachet made of a different, more circular film in 2017. We did the first measurements of our CO2 footprint in 2019 and many other initiatives followed. Over time, sustainability became an increasingly important part of the company's strategy and my role.

Recognizing the global developments that environmental and social strategies are intertwined, with two clear examples being the Corporate Sustainability Reporting Directive (CSRD) and the Global Sustainability Development Goals (SDG's). With 'caring for people' already being included in our sustainability strategy, in 2024 we therefore combined the two areas into the role that I am now fulfilling today.

Feeling very honored to be able to follow my passion and interests with my career path within this company, this also clearly shows the support from management on this topic and the shared vision of sustainability being the only way forward. Despite challenges and ongoing developments it has always remained to be our focus, which only grew stronger

and stronger, with Sustainability and People now being the foundation of our company strategy.

And now, our first report is here! It still feels as our first step, it has been quite some time in the making and still I believe it doesn't do justice to all we do (when is anything ever perfect?), but at least our reporting journey has begun! I am excited to finally share our journey and making all the effort visible that is being done by each and every one in our global company.

I am very much looking forward to all of our next steps, the journey that is still ahead and more specifically our progress. I will happily report back on it next year, to be continued!



## Governance & sustainability

The foundation of our company is built around sustainability and our people around the globe.

# Embedding sustainability in our business

In 2009 we started our Chrysal Cares program. Since then, the world has changed and so has our approach and program. Now, we have put sustainability first and at the center of our business strategy. Together with all of our partners we are working towards a more sustainable flower industry, where we can enjoy the beauty of flowers without harm to the environment or people.

### **The program & the kick-off**

We want everyone in our company to live and breathe our purpose. For that, we set up a program of integrating sustainability into our business. This program started in the beginning of 2022, first with a webinar where we kicked off this program. We invited a guest speaker to inspire everyone and

our CEO of that time held a conversation with him on the topic of sustainability. All employees of the company were invited to join and everyone had the opportunity to ask questions or challenge them. The webinar is still available for everyone to watch, also for new Chrysal employees.

### **Hearing everyone's opinion**

As a next step in this program, we held workshops worldwide to give everyone the chance to express their opinion on the new direction and on sustainability in general. We divided the people who work at the offices in completely mixed teams, from different departments and locations. The sessions were held online with an interactive brainstorm, where everyone could share their thoughts. For

the people who work in the factories, we held live sessions with 'real' post-its. Questions that were discussed were for example "what is sustainability to you?", "what do you think of the new direction?", "what are the possibilities to become a more sustainable Chrysal?" and "what are the possibilities to help customers become more sustainable?"





# Governance & sustainability

To get more acquainted with the topic of sustainability, we launched an e-learning on the basics of sustainability.

All answers were available to everyone and gave us good input on how to continue. This was supported by an internal campaign, where we invited everyone to join the discussion and to share ideas.

## Learning the basics of sustainability

To get more acquainted with the topic of sustainability, we launched an e-learning on the basics of sustainability. We discussed theoretical topics like the Sustainable Development Goals, the planetary boundaries and the donut economy, but



we also shared information on sustainability in the floral industry, our own sustainability journey and our sustainability strategy. The e-learning is still available for everyone to watch (again) and was required as preparation for the next step in our program, the department sessions.

## How can YOU contribute?

To create insight in how a specific department or a specific individual can contribute to the sustainability ambitions of Chrysal, we held department sessions for all 15 departments worldwide. The sessions were meant to inspire and empower to make your own process, department and role more sustainable. The end goal was for every department to come up with an action plan, so this session served to guide the thought process and to gather ideas that could be the input for that plan.

The departments were invited globally, based on their field of expertise and not on their location. Each department was appointed a lead that took the responsibility of realizing the action plan together with their team. These action plans were integrated into our company project matrix.

## Personal targets

At Chrysal, we have personal targets for everyone, that help keep the focus on the priorities. And because sustainability should be everyone's priority, we have made the sustainability target obligatory for each and every individual in the company. As an example, that could mean that an operator in the factory will lower the amount of waste, whereas the product development department will develop more sustainable packaging.



## Governance & sustainability

# Working together with our partners

### The Horti Sustainable Packaging Initiative (HSPI)

HSPI is an initiative between 13 packaging suppliers, active within the floriculture sector, who are committed to making flower and plant packaging more sustainable. Chrysal is proud to be one of the founders and initiators of this industry group, aiming to accelerate the transition to more circular packaging. This initiative goes beyond mere compliance with regulations like the EU PPWR.

It focuses on three key areas:

- Chain Transparency
- Materials & Packaging
- Life Cycle Assessments



Achieving our goals takes strong, ongoing engagement with our stakeholders. By collaborating with partners, clients, and industry experts, we tackle the most important sustainability themes together - from circular packaging to CO<sub>2</sub> reduction and sustainable supply chains. Through active dialogue, we gain insights, share knowledge, and amplify our collective impact.



## Governance & sustainability

# Pursuing excellence through global standards

We operate in line with internationally recognized standards and have Fairtrade-certified products in our assortment since 2009. As a company, we are working diligently toward achieving certifications such as ISO and Sedex to ensure we meet - and exceed - global expectations.



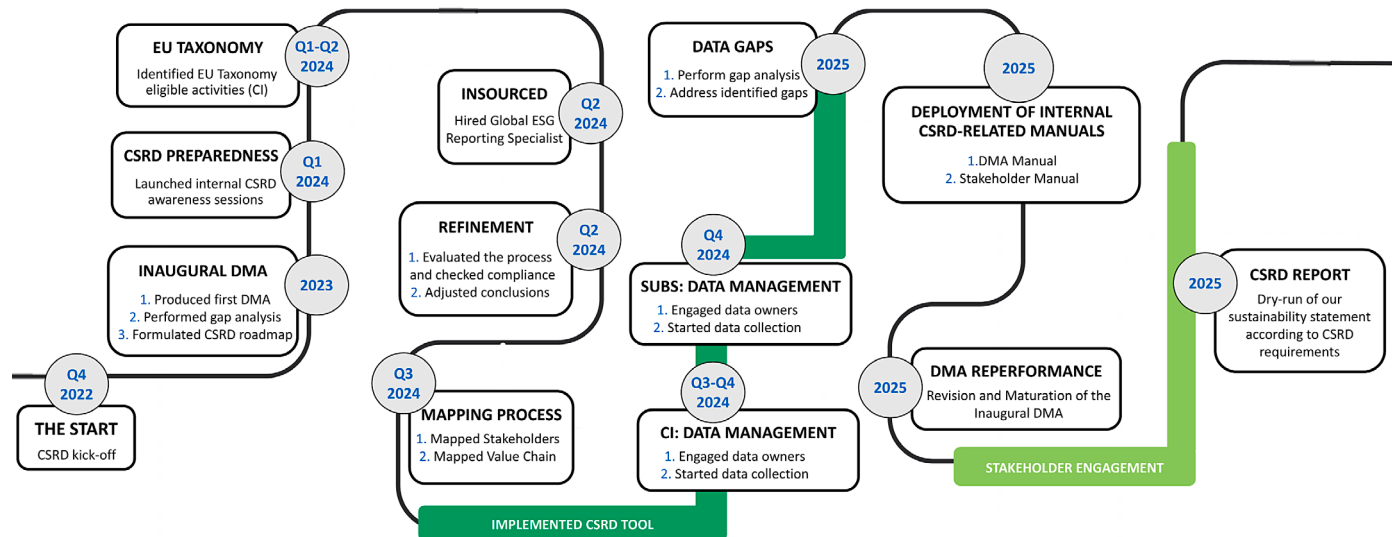


# Turning compliance into a strategic advantage

## Chrysal's ESG reporting approach

Chrysal began its ESG reporting journey in late 2022, proactively exploring the Corporate Sustainability Reporting Directive (CSRD) not just as a compliance task, but as a strategic opportunity. We see ESG reporting as a chance to create lasting impact - improving transparency, fostering collaboration, and accelerating our sustainability ambitions.

In early 2023, we completed our first Double Materiality Assessment, laying the groundwork for the next step in our ESG strategy. By late 2024, we had mapped our value chain and stakeholder network, helping us focus on what truly matters.



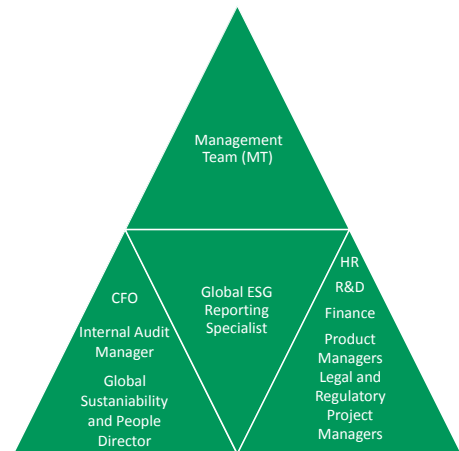


# Governance & sustainability

## Our CSRD governance framework: collaboration and integration at the core of our CSRD journey

To support this growing effort, we introduced the role of Global ESG Reporting Specialist in 2024. This role ensures consistent data collection, clear interpretation of standards, and alignment across teams across the globe - in close collaboration with our Internal Audit Manager and Sustainability & People Director, with strong support from the CFO.

As the scope of reporting grew, we transitioned from Excel-based tracking to a reporting platform.



The role of the Global ESG reporting specialist

 <p><b>Collaboration &amp; Integration</b></p>	 <p><b>Global ESG Reporting Specialist</b></p>	 <p><b>Continuous Improvement</b></p>
<p>Our reporting journey thrives on collaboration across entities, departments, and locations, managing complex data from diverse stakeholders to ensure seamless integration.</p>	<p>In May 2024, Chrysal launched the Global ESG Reporting Specialist role to streamline data collection and compliance, ensuring alignment with standards and providing clear direction for all the people involved in the process.</p>	<p>Chrysal moved its reporting base to Position Green, a secure, audit-friendly platform, to manage growing data complexity, scalability, accuracy, and compliance.</p> <p><b>Position Green</b></p>

### Our reporting process - relevant aspects and key players

This move ensures secure, reliable, and audit-ready data - a key step forward in maturing our ESG governance and turning reporting into a true driver of progress.

#### Beyond politics: advancing sustainability with purpose

Despite the ongoing political uncertainty within the EU agenda - including those surrounding the

Omnibus Directive - Chrysal has made significant progress in sustainability reporting and remains strongly committed to it. This journey has been valuable, reflecting our belief in transparency & accountability, and the synergies with our clients' ambitions and increasing data needs. We will continue to move forward with our CSRD/ Sustainability Reporting project, regardless of the final political decisions.



# The ever-evolving journey of ESG reporting



By Luiza Trindade, Global ESG reporting specialist

At Chrysal, sustainability is far more than a compliance exercise - it's deeply embedded in our core values, our long-term vision, and our daily way of working. ESG reporting plays a key role in this commitment. We view it not just as a regulatory requirement, but as a powerful tool for strategic improvement across our business. It helps us strengthen our environmental and social responsibility, while driving transparency and accountability both internally and externally.

Despite ongoing political developments and uncertainty - including discussions around the Omnibus Directive - our belief is clear and

unwavering: long-term business success is only possible when sustainability is taken seriously. The increasing risks of climate change, our interdependence with nature, and the critical role businesses play in driving a sustainable transition are all undeniable.

That's why we remain fully committed to ESG reporting. By actively tracking and transparently reporting on our environmental and social impacts, risks, and opportunities, we're not just meeting requirements - we're laying the groundwork for continuous improvement and long-term, sustainable growth. This reporting helps guide

better decision-making and enables us to stay accountable to our goals and our stakeholders.

Ultimately, we believe that long-term value creation and sustainability go hand in hand. As we continue on this journey, we're not only strengthening our business for the future - we're also working to create meaningful, positive impact. Transparent, reliable reporting is - and will remain - a vital part of that mission.



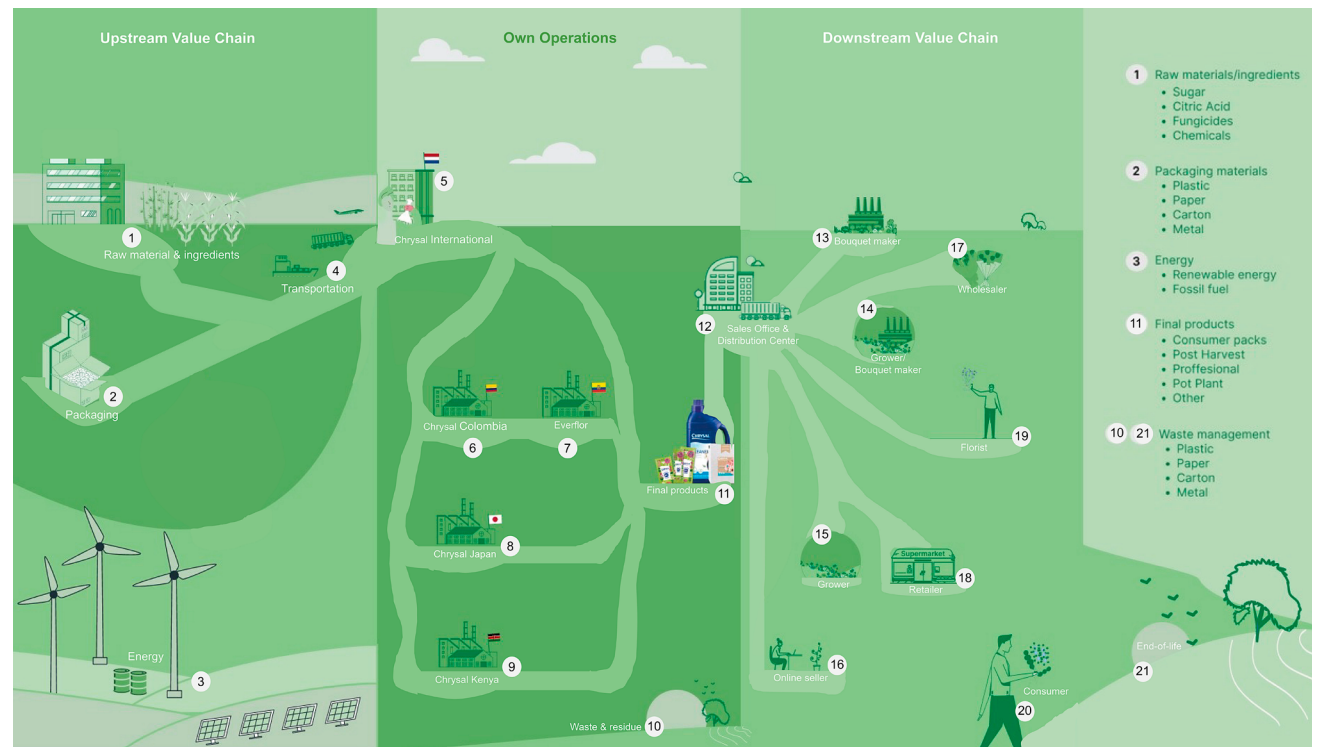
## Governance & sustainability

# Understanding sustainability across our business and beyond

### Chrysal's Value Chain (ESRS 2)

At Chrysal, we understand that our impact reaches far beyond our own operations. By mapping our full value chain, we've identified key impacts, risks, and opportunities (IROs) that influence our business - insights that have directly informed our Double Materiality Assessment (DMA). This has helped us better understand the broader sustainability challenges in our sector and pinpoint where our efforts can make the greatest difference.

Our commitment begins upstream, where we work with suppliers to ensure responsible sourcing aligned with our Supplier Code of Conduct. Downstream, we collaborate with partners to co-create innovative, sustainable solutions that contribute to industry transformation.



Please note: only Chrysal entities were included in this value chain mapping.



# Governance & sustainability

We strive to maintain an ongoing dialogue with stakeholders to capture emerging concerns and their perspective around our impact.

## Engaging stakeholders for a sustainable flower industry

At Chrysal, we believe effective stakeholder engagement is essential to building a sustainable future for the flower industry. Their perspectives help shape our strategies and policies - strengthening both our resilience and our long-term value creation. We maintain open and continuous dialogue, structured across three key areas:

### 1. Double Materiality Analysis

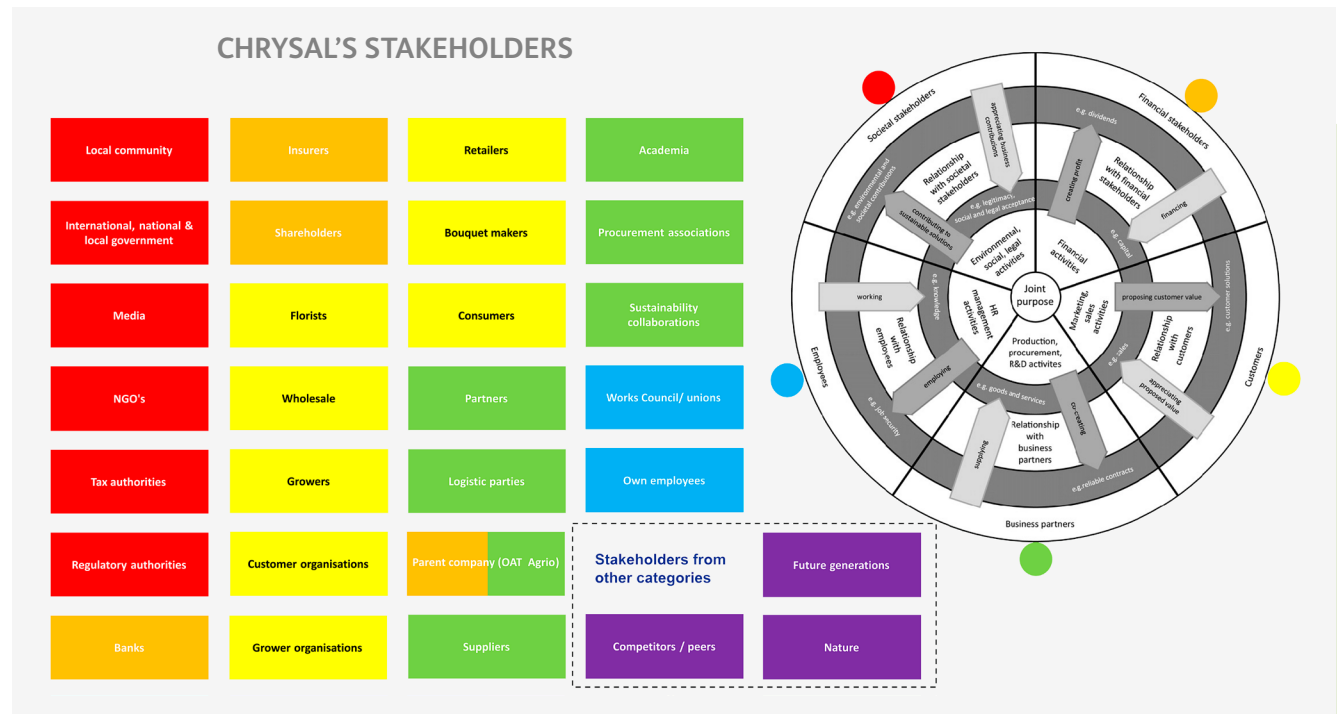
While not required by ESRS, we aim to actively engage stakeholders to enhance our understanding of material sustainability impacts.

### 2. ESG Strategy Development

Stakeholder input helps ensure our strategy is relevant, well-informed, and aligned with the needs of those affected by our activities.

### 3. Business Development Integration

Through ongoing dialogue, we remain responsive to changing expectations, embedding stakeholder priorities into our evolving business model.



This engagement is not a one-off process, but a continuous commitment that strengthens our journey toward a more sustainable flower industry.

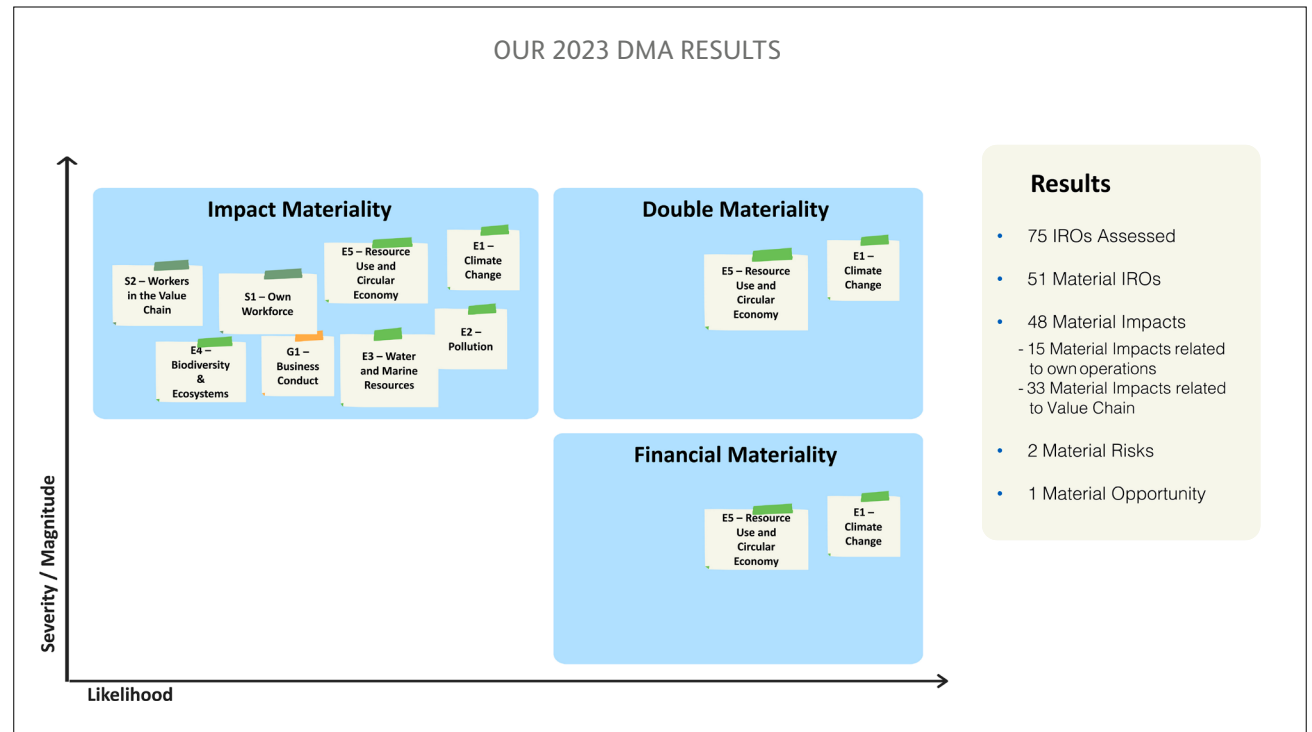


# Identifying key sustainability topics through our DMA

## Double Materiality Assessment (ESRS 2)

We prioritize sustainability topics based on the significance of their impact on people and the environment, and the related risks and opportunities. To achieve this, we conduct and review a Double Materiality Assessment (DMA), ensuring that the results shape our strategy and guide key decisions. In 2023, we completed our first DMA, solidifying this methodology as a cornerstone of our approach to building a more sustainable future. We have a DMA Manual in place that gives more details on our whole DMA process.

We aim to involve different and cross-functioning levels of the organization in discussions around material topics, engaging everyone from management team members to project managers, while fostering collaboration across departments.





# Governance & sustainability

Chrysal's sustainability governance ensures clear accountability and strong ownership of key sustainability impacts, risks, and opportunities across the business.

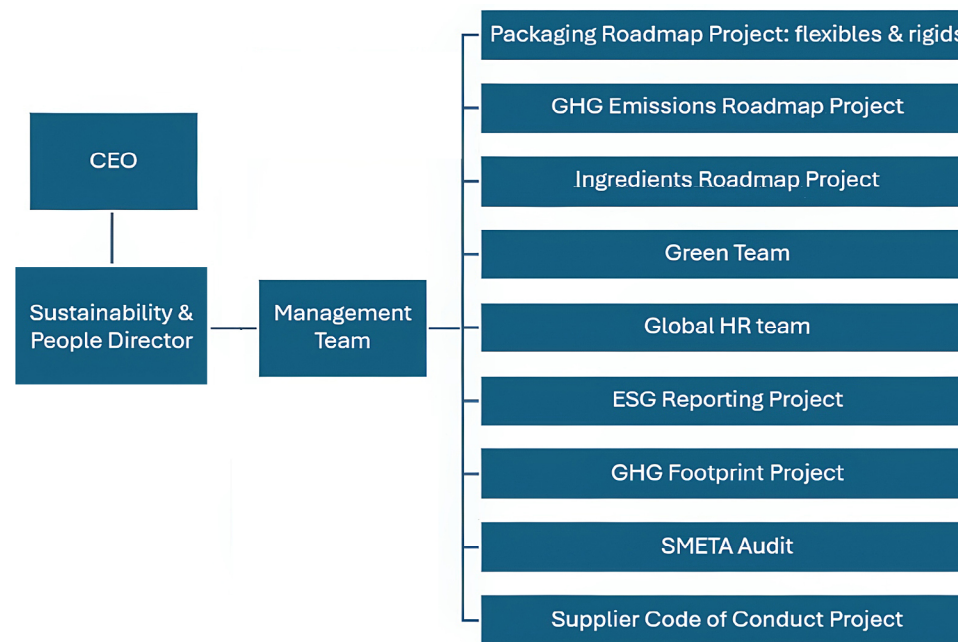
## Empowering People, ensuring accountability

### Sustainability Governance at Chrysal (ESRS 2)

Sustainability is part of our DNA - integrated into personal targets, bonus structures, and embedded into every project through an ESG lens. To drive consistent progress, we've established a three-tier governance structure, with defined roles and responsibilities under one sustainability framework.

While our governance framework provides structure and accountability, sustainability at Chrysal goes beyond formal roles. It's embedded in daily operations and embraced across departments - from procurement to marketing-through organic, cross-functional collaboration.

This combination of clear structure and broad engagement ensures sustainability remains a core business driver and a shared responsibility across the company.



#### Tier 1

Sets the overall strategy and makes high-level decisions.

#### Tier 2

Ensures the alignment and implementation of strategic sustainability goals across the organization.

#### Tier 3

Focuses on project-level execution and the operational activities necessary to achieve sustainability targets.



# Governance & sustainability

Integrating sustainability from projects to leadership. Each member of our Management Team has a defined responsibility for sustainability, explicitly outlined in their job descriptions.

Members	Role Summary
CEO	<p>The CEO is responsible for providing strategic leadership and oversight to ensure that sustainability is integrated into the company's strategy, business model, and operations.</p> <ul style="list-style-type: none"><li>• Oversee the assessment and integration of sustainability-related aspects into the company's strategy and business model.</li><li>• Lead changes to incorporate sustainability considerations into the company's long-term strategic planning.</li><li>• Oversee the development and implementation of sustainability policies, targets, and action plans.</li><li>• Oversee the preparation of the CSRD report.</li><li>• Legally responsible for the approval of sustainability-related reports and the CSRD report.</li><li>• Oversight on the identification and assessment of sustainability impacts, risks and opportunities and stakeholder engagement.</li><li>• Ongoing evaluation and formal approval of sustainability targets to ensure alignment with organizational goals.</li></ul>
CFO	<p>The CFO ensures the integration of sustainability considerations into the company's financial planning, risk management, and reporting processes.</p> <ul style="list-style-type: none"><li>• Oversees the CSRD and Taxonomy Project.</li><li>• Provides guidance and consultative oversight on sustainability-related impacts, risks, and opportunities, covering areas such as the DMA, value chain analysis, business model analysis, and stakeholder mapping.</li></ul>
COO	<p>The Global Operations Director advances sustainability across global operations by contributing to key assessments like the DMA, value chain, and stakeholder mapping. The role also promotes sustainable practices in production, supply chain management, and operational efficiency.</p>
CMO	<p>The Chief Marketing Officer (CMO) integrates sustainability into Chrysal's marketing and R&amp;D strategy, ensuring it's embedded in product development and innovation. The CMO also leads communication of the company's sustainability efforts, aligning messaging with corporate values and goals for both internal and external stakeholders.</p>
Sustainability & People Director	<p>The Sustainability and People Director leads Chrysal's global ESG and people strategy, integrating sustainability across the business while fostering a purpose-driven, thriving culture. As part of senior leadership, the role drives cross-functional collaboration, embeds ESG into operations and stakeholder engagement, and champions talent development and employee well-being.</p>



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Together with our customers,  
suppliers and partners, we  
can build a sustainable flower  
industry, with the best care  
for flowers, happy customers  
and, in the end, a more  
beautiful world.





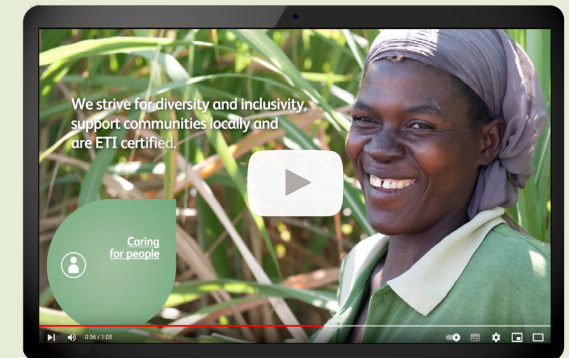
CHRYSAI CARES

# Our 4 ways towards a sustainable flower industry

Based on our double materiality assessment, we identified key sustainability-related topics that are critical to both our business and value chain. Chrysal's strategy focuses on reducing negative impacts within our operations, supporting customers in reaching their goals, and driving positive outcomes for society and the planet - all while managing key sustainability risks and opportunities essential to our long-term success.

## Key pillars

To address these priorities, we've defined four key pillars, each with clear policies, targets, and action plans. These are overseen by our Sustainability and People Director, who ensures strategic alignment and reports directly to the CEO. Targets are developed collaboratively across departments, ensuring coordinated, company-wide progress toward our sustainability goals.



Click to see our sustainability movie



CHRYSAL CARES

**1. Fighting climate change**



**1. Fighting climate change**

The objective of this policy is to combat climate change by reducing our own CO<sub>2</sub> emissions, as well as contributing to the reduction of the overall CO<sub>2</sub> footprint within the flower industry, particularly in transportation and waste reduction.

**2. Contributing to a sustainable economy**



**2. Contributing to a sustainable economy**

The objective of this policy is to contribute to a sustainable economy, which for us means embracing a circular model and a responsible business. We focus on developing circular packaging, improving our ingredients and reducing waste from our operations. Next to that, we focus on a responsible supply and value chain and on operating as transparently as possible.

**3. Caring for people**



**3. Caring for people**

The objective of this policy is to enrich the lives and work experiences of our employees while positively impacting the communities in which we operate. Important topics for us are health and safety, equality & diversity and being the employer of choice.

**4. Striving for a positive environmental impact**



**4. Striving for a positive environmental impact**

The objective of this policy is promoting the long-term value of the flower industry, which depends on thriving ecosystems, and to take responsibility for the environmental impact, ensuring a sustainable use of resources and supporting biodiversity.



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Our roadmap initiatives. Three key projects advancing our sustainability goals towards 2030.



## CO<sub>2</sub> roadmap

We take a data-driven approach, enhancing data completeness to consolidate global results, identify key emission hotspots, and drive targeted reduction efforts.

- CO2 footprint calculations: Chrysal operations & product portfolio
- International roll-out completed
- Scope 1, 2 and most of 3 data available
- New reduction plan following worldwide calculations
- Working on SBTi commitment



## Packaging roadmap

We strive for fully circular packaging. With a packaging roadmap in place to determine our milestones in detail and projects like the transition of our sachets to only recyclable films, drums with recycled content and improved circularity of boxes, we deliver circular solutions and achieve our targets.

- Roadmap on flexible & rigid packaging
- Transition to fully recyclable films for our sachets
- Increase of recycled content in all our packaging
- Boxes made of recycled content
- Data measurement of recycled and recyclable content



## Ingredients roadmap

We prioritize sustainability of ingredients by reducing eco- and human-toxicity and improving biodegradability and biobased content of our components. We defined a method that quantifies the sustainability of our ingredients and we now have short-, mid-, and long-term plans in place to improve that.

- Definition of sustainability aspects of ingredients
- Research on ecotoxicity, human toxicity, biodegradability, biobased content, and CO<sub>2</sub> impact
- Action plans first to target the top 20 highest-impact ingredients



CHRYSAL CARES

## 1. Fighting climate change

The objective of this policy is to combat climate change by reducing our own CO<sub>2</sub> emissions, as well as contributing to the reduction of the overall CO<sub>2</sub> footprint within the flower industry, particularly in transportation and waste reduction.



## 1. Fighting climate change





# Our approach

We started to analyze our carbon footprint in 2019 and we calculate this globally for our operations and for all our products. It is important for us to know our impact on the environment as it gives direction for future product development and provides us with insights into what ways we can help our customers realize their sustainability goals.

This means that we calculate all three scopes of GHG emissions, as prescribed by the Greenhouse Gas Protocol (GHG Protocol). In our analysis, the scopes include the following:

## Scope 1

These are our direct greenhouse gas emissions, from our own equipment or activities.

## Scope 2

These are the indirect greenhouse gas emissions from consumption of purchased electricity, heat or steam.

## Scope 3

These are our other indirect emissions, that other companies produce because of us, but that are not included in Scope 2, such as the extraction and production of purchased materials, transport-related activities or waste disposal.

We measure our emissions from cradle to gate, that is, from the moment we begin creating a product to the point it leaves our facilities.

For Scope 3, we focus on our most material categories:

**Category 1**, purchased goods and services (including raw materials).

**Category 4**, upstream transportation and distribution.

**Category 5**, waste generated in operations.

This approach ensures a comprehensive understanding of our climate impact and helps us identify the most important areas for reduction.

## 1. Fighting climate change





# Our approach



By Marco Voortman - Chrysal International

## Calculating our footprint: the project

In 2019, we were introduced to Ecochain through a customer. Using their method and software, and with the support of an Ecochain consultant, a small Chrysal team calculated the environmental impact of nearly all our products. This insightful project revealed which processes, materials, and products have the most environmental impact and helped us identify where we can make improvements.

We initially started with an analysis for Chrysal International and Chrysal Africa, but now we have assessed the impact from our other production sites as well. This gives us a full global picture and makes it possible to take targeted action. On a personal level, the project has also inspired me to reduce my own environmental footprint.

“This gives us a full global picture and makes it possible to take targeted action.”

### Method

For our calculations, we use Ecochain software in combination with the Ecoinvent database (Worldwide – Ecoinvent v3.4 Cut-Off) and the SKB Bepalingsmethode 3.0 as our LCA (Life Cycle Assessment) standard. For key materials, we further validate these references with input from our suppliers.

Given that we work with approximately 200 suppliers, this pragmatic approach allows us to identify major impact areas - or 'hotspots' - and target opportunities for improvement. However, it also involves certain

assumptions, which may influence the precision of our results.

We began these calculations to gain a deeper understanding of our environmental footprint - identifying where our impact is greatest and where we can make meaningful improvements. While our approach is still evolving and requires further validation, our goal is to be transparent about our progress. We're committed to sharing what the data reveals and how it will inform our decisions as we move forward.

## 1. Fighting climate change



Insights of our CO <sub>2</sub> footprint worldwide	Total Emissions
Gross Scope 1 GHG emissions (tCO <sub>2</sub> eq)	151.05
Gross location-based Scope 2 GHG emissions (tCO <sub>2</sub> eq)	306.70
(Scope 3) GHG emissions (tCO <sub>2</sub> eq) - Purchased goods and services	25,052.98
(Scope 3) GHG emissions (tCO <sub>2</sub> eq) - Upstream transportation and distribution	1,827.40
(Scope 3) GHG emissions (tCO <sub>2</sub> eq) - Waste generated in operations	218.68



# Our CO<sub>2</sub> footprint: Chrysal International per scope

The total CO<sub>2</sub> footprint of our Chrysal International entity was 7.859 tons of CO<sub>2</sub> equivalent. With 1,85% in scope 1, 0,5% in scope 2 and almost 98% in scope 3, most of our impact lies in scope 3, in the materials we purchase.

## Scope 1

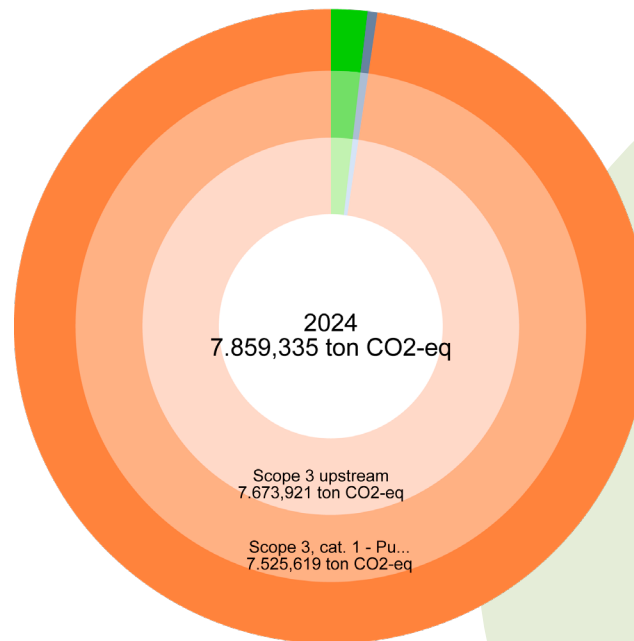
For Chrysal International, the scope 1 emissions consist of water usage and gas usage (for heating the building during winter).

## Scope 2

Our scope 2 emissions is the electricity we use. In our location in the Netherlands it only consists of green electricity: the solar energy we collect ourselves with 898 panels on our roof and the Dutch wind energy we buy.

## Scope 3

This is the category where we have the highest CO<sub>2</sub> footprint, containing the ingredients of our products and the (packaging) materials that we source.



Our CO<sub>2</sub> impact for our Dutch entity per scope





# The CO<sub>2</sub> impact of the Chrystal sachet

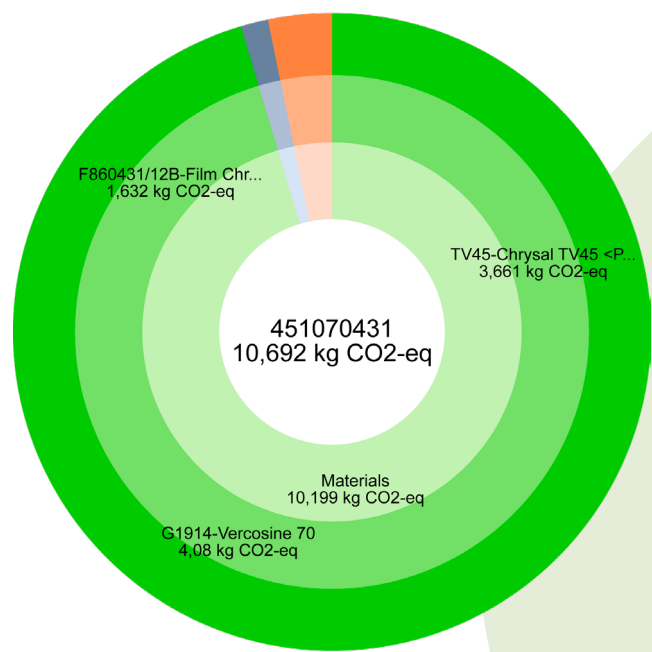
This method ensures that we also gain insight into our product footprint on item level. As an example we show you the details of our Chrystal Liquid Sachet.\*<sup>1</sup>

The total CO<sub>2</sub> footprint of a full box of Chrystal Liquid Sachets with 1200 sachets is 10,692 kg CO<sub>2</sub>-equivalent. Meaning that the global warming impact of a single Chrystal Liquid Sachet is 0,009 kg CO<sub>2</sub>-equivalent. To understand this better, this is equal to half a (0,4) cup of coffee\*<sup>2</sup>.

So with each bunch of flowers, our impact (for our Chrystal Liquid Sachets) is 0,009 kg CO<sub>2</sub>-equivalent. The largest part of the impact of a box of Chrystal Liquid Sachets comes from the ingredients we use (77%), followed by the packaging (19%), the production process (3%) and transport (1%).

This item used to have 1000 sachets in a box, but in order to improve our footprint we now have larger boxes, with 1200 items, that reduces the amount of carton used and makes transport more efficient. This item also used to have laminate film, but is now available in PP.

\*<sup>1</sup> 451070431 Chrystal Supreme Univ PP liquid sachet 1200 1L INT  
\*<sup>2</sup> <https://translator.ecochain.com/>



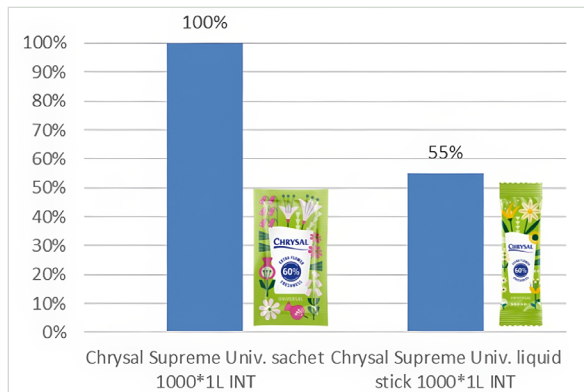
The CO<sub>2</sub> impact of a box of Chrystal sachets



# Liquid versus powder

By calculating our footprint and comparing our products, we gained important insights into how products and the impact of ingredients differ.

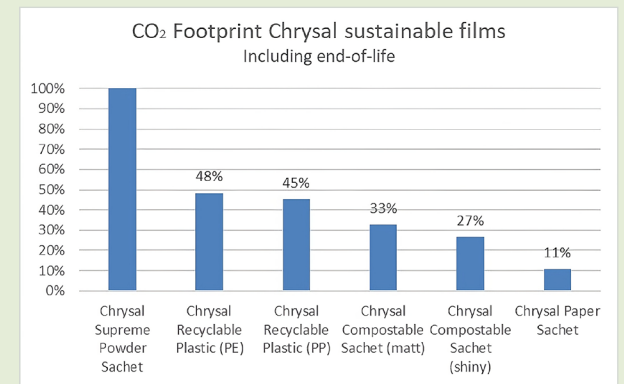
For example, for our Chrysal Powder Sachets we use a different type of sugar (dextrose) than in our Chrysal Liquid Sachets (sucrose) and that creates a large difference in CO<sub>2</sub> footprint:



How the ingredients define the CO<sub>2</sub> impact of the products

## The impact of packaging

As seen in the Liquid Sachet example, the CO<sub>2</sub> impact of our packaging is limited compared to the ingredients we use. However, also in the packaging there are differences when looking at our CO<sub>2</sub> footprint. When looking only at the roles of film used (no ingredients), we see that our Paper Sachet has the lowest CO<sub>2</sub> impact compared to our other options.



The CO<sub>2</sub> impact of our different films, packaging only

## 1. Fighting climate change





# Reducing GHG emissions in our operations

To drive continuous improvement, we identify opportunities for efficiency gains through targeted projects and initiatives and actively monitor energy consumption.

We are dedicated to reducing our Scope 1 and 2 emissions by enhancing energy efficiency and increasing the use of sustainable energy sources throughout our operations.

## Key initiatives include

- Installation of solar panels and procurement of wind/solar energy
- Expansion of electric vehicle charging infrastructure to support our growing EV fleet
- Transition to energy-efficient LED lighting
- Upgrades to compressed air systems for greater efficiency
- Replacement of air treatment system components with high-efficiency electric motors
- Modernization of the dust extraction system
- Detailed measurement of energy consumption by energy category
- Active participation in Gooimeer Energie - a regional collaboration focused on sustainable energy use.

Another part of this effort includes transitioning our company vehicle fleet to electric or hybrid models, thereby further minimizing our carbon footprint.

## Reducing gas consumption

- Elimination of heated water use in production processes
- Installation of high-efficiency central heating boilers
- Implementation of advanced heating control systems

For Scope 3 emissions, we are working to phase out high-emission raw materials in favor of sustainable alternatives. We also encourage our customers to adopt lower-emission products, such as our liquid sachets. Furthermore, we are focused on reducing emissions from the transportation of supplies and products, as well as improving the efficiency of inter-facility and customer deliveries.

Our ultimate goal is to align with the Science-Based Targets initiative (SBTi) to establish ambitious CO<sub>2</sub> reduction targets that are in line with global climate goals.

## 1. Fighting climate change





# Transport

We are committed to minimizing the carbon footprint of the flower industry by championing innovative transportation solutions like solutions that make it possible to transport flowers over sea.

## Contributing to innovative transport: reduced emissions for fresh roses by sea

Sea freight is the future of flower transportation, as it offers a significant reduction in carbon emissions - 81.6% to 98.2% less CO2 compared to airfreight. However, it also presents unique challenges, including extended transit times and increased stress on flowers. To overcome these hurdles, we have spent over a decade developing the Chrysal Sea Freight Service -an advanced post-harvest and service concept designed to keep flowers fresh and protect them from Botrytis during long journeys.

Our Sea Freight Service is a comprehensive solution. Flowers are treated with our Rose Dip and anti-ethylene treatment, while our Chrysal Technical Assistants oversee every stage - from harvesting to shipping and final reception in the final destination. This hands-on approach minimizes flower wastage, minimizes rejection rates, and ensures transparency by sharing vital data with all parties throughout the transport phase.

The environmental impact of airfreight is undeniable, and the urgency to act is clear. The IPCC reports emphasize the need for immediate change, and at Chrysal, we are dedicated to lead the way.

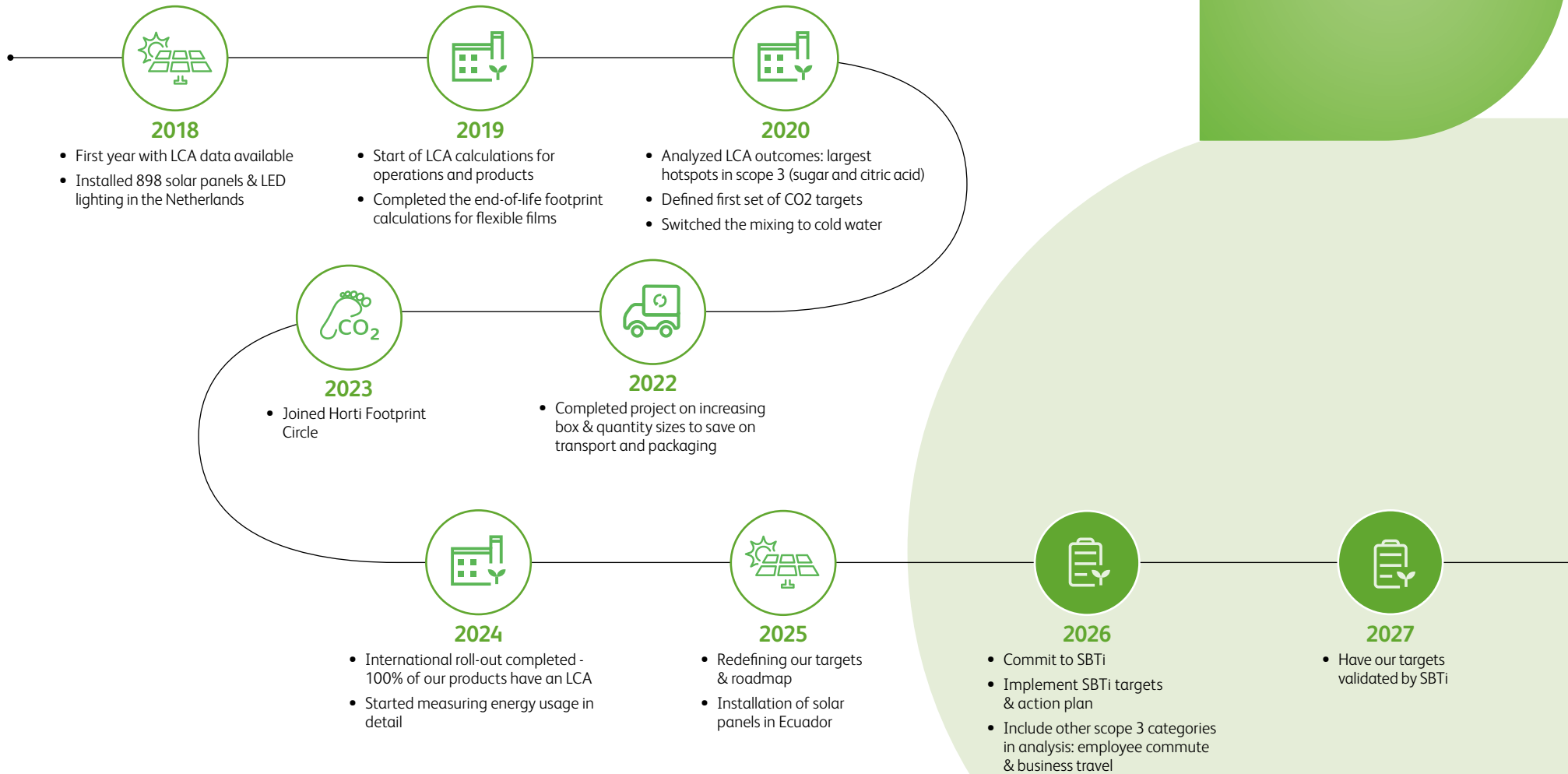


Source: shipping-world-trade-and-the-reduction-of-co2-emissions-min.pdf



# Our CO<sub>2</sub> roadmap

## Key highlights of our progress to date and our plans moving forward





CHRYSAL CARES

## 2. Contributing to a sustainable economy

The objective of this policy is to contribute to a sustainable economy, which for us means embracing a circular model and a responsible business. We focus on developing circular packaging, improving our ingredients and reducing waste from our operations. Next to that, we focus on a responsible supply and value chain and on operating as transparently as possible.



## 2. Contributing to a sustainable economy





# Circular economy

The growing challenge of plastic waste means it is more urgent than ever to find more sustainable solutions. We focus on having circular packaging, which is made from non-virgin material and is fully recyclable or re-usable. Additionally, we focus on improving the sustainability of ingredients used, minimizing waste, and maintaining water quality.

## 2. Contributing to a sustainable economy



### **Minimizing waste**

At Chrysal, we are committed to reducing waste both internally and externally, ensuring a more sustainable flower industry.

### **Internal waste reduction**

We are continuously optimizing our production processes to minimize waste across all global facilities. Our waste management approach is implemented in collaboration with specialized external partners to ensure that recyclable materials are processed responsibly to the appropriate recycling systems. To reduce the waste of our raw materials we have designed and installed reclaiming machines that reprocess defective products.

Other specific steps we take to reduce waste generation include:

- Analyzing Material Usage Variance (MUV) flows to identify and act on reduction opportunities
- Ensuring complete separation of waste streams at the source
- Upgrading machinery and equipment to more efficient, waste-reducing technologies





# Circular economy

## 2. Contributing to a sustainable economy

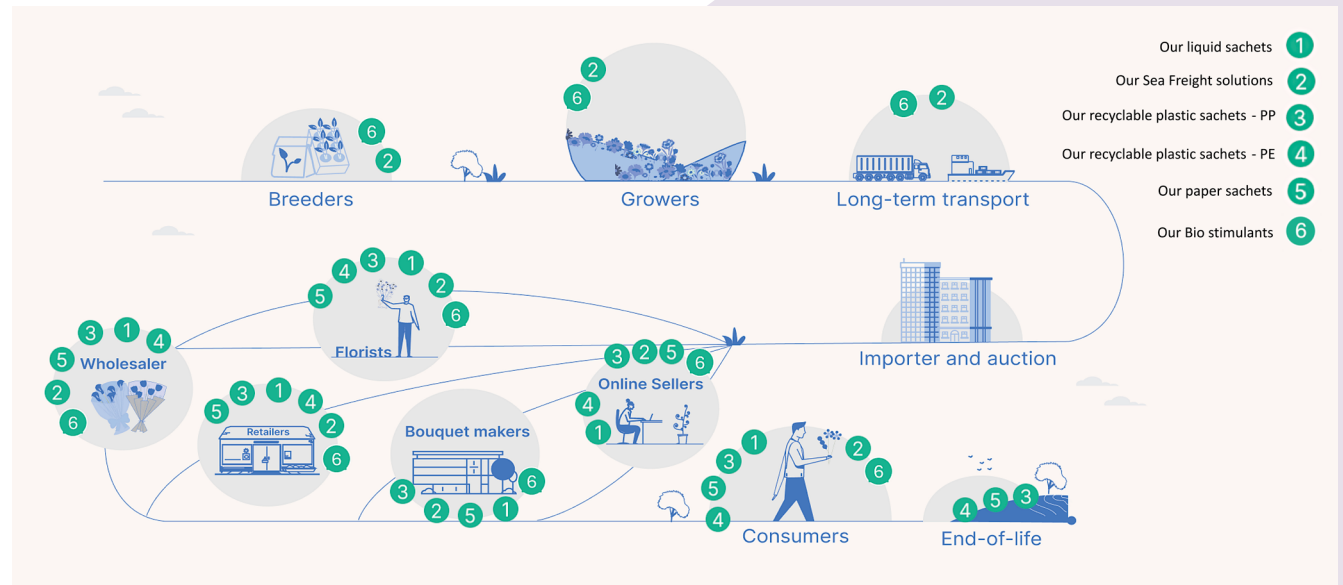


### Waste reduction at our customers

A core part of our business model is to support a thriving flower industry while striving for reduced negative impact. However, flower waste remains a significant challenge. That's why we design our products to help our partners reduce waste at every stage of the flower's journey - from harvesting and transportation to retail display and consumer care. By extending the vase life of flowers, we actively contribute to waste reduction.

### Maintaining water quality

We are committed to improving water management and ensuring proper water disposal across all our entities. While we already track water usage and have third-party suppliers for water treatment, our goal is to further reduce water consumption and investigate ways to enhance water quality.



Product innovations, throughout the entire value chain, driving sustainability gains



# Circular packaging initiatives

At Chrysal, we are transitioning to circular packaging solutions that reduce environmental impact. Our goal is to use non-virgin materials and ensure all packaging is recyclable or reusable. By focusing on circularity, we reduce the packaging waste of our products and support a more sustainable lifecycle for our products.

**2. Contributing to a sustainable economy**



Our journey began in 2017 with the Bag-in-Box for our Professional line - a thinner plastic container in a cardboard box, reducing plastic use by 70% and improving recyclability. In 2019, we launched a compostable sachet as an alternative to plastic laminate films, that became certified home compostable from April 2022.



- entire sachet range to recyclable films and working to include recycled content
- All our cans are recyclable and our 200L cans have been updated to 70% recycled HDPE
  - Our 1000L IBC containers come with return instructions for some locations

Further innovations followed:

- In 2020, recyclable plastic and paper sachets were introduced, starting to replace non-recyclable films
- In 2023, we added a Liquid Sachet in recyclable packaging
- We're now transitioning our



- We now provide a variety of materials for our sachets, such as:
- Mono-recyclable PE and PP materials
  - FSC-certified paper
  - Biodegradable powder sachets (on string)

We are developing:

- Thinner, recyclable films
- Recyclable paper with a water barrier
- Jerry cans with >30% recycled content, with UN-certification





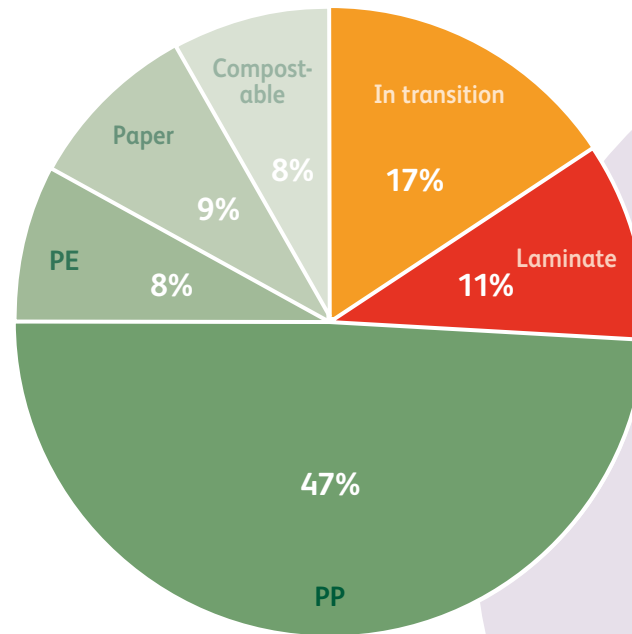
# Circular packaging initiatives

We've created detailed roadmaps for both flexible and rigid packaging, and are collaborating with industry partners to drive progress.

Beyond packaging, we're also transitioning to bio-based ingredients. Since 2018, we've offered a 99% bio-based powder formula. Today, all Chrysal-branded powder and liquid sachets are moving to bio-based formulas, with this also available for private labels.

Additionally, we've outlined a roadmap to improve all ingredients based on sustainability metrics such as eco- and human toxicity - further reinforcing our commitment to a more sustainable flower industry.

**2. Contributing to a sustainable economy**



Chrysal consumer packs: product assortment September 2025 (produced in the Netherlands)





# Circularity projects



By Karina Fuel - Chrysal Ecuador

## Sustainability initiatives at Chrysal Ecuador

At Chrysal Ecuador, we are committed to integrating sustainability into every part of our operations. Here are some of the key initiatives we've implemented together with our production team:

### 1. More circular packaging – Everflor hydration line

We've made significant progress in transitioning the packaging for our Everflor hydration line. The new drums now contain 25% recycled plastic. Our supplier uses a multilayer technology

“These initiatives are a testament to how sustainability can be built into everyday operations - reducing environmental impact, supporting local communities, and creating long-term value.”

where the outer and inner layers, those in contact with the product and the customer, are made from virgin plastic, while the middle layer is made from recycled material. This ensures high product quality, keeps costs stable, and reduces our plastic footprint.

### 2. Uniforms made from recycled bottles

All uniforms provided to Chrysal production staff in Ecuador are now produced using recycled plastic bottles. These are made by PlanBlu, a local sustainable fashion company based in Quito that has recycled over 90,000 bottles to date. Chrysal proudly contributed 370 bottles to this effort, helping to reduce plastic waste, particularly from the Galápagos Islands, and supporting circular economy practices across Ecuador.

### 3. Supporting local recycling efforts

In Quito, we also support community-based recycling

2. Contributing to a sustainable economy



efforts. Instead of discarding leftover plastics, we collect and store them at our facility. Once we have a good amount, we contact a local woman who relies on collecting recyclable materials as her source of income. By giving the material directly to her, we help support her livelihood and contribute to waste reduction in the community.





# Circularity projects

“By reusing containers while ensuring their integrity and cleanliness, we are actively reducing the need for new packaging and optimizing resources responsibly.”

## 2. Contributing to a sustainable economy



### 4. Reusing IBC containers

Together with one of our local suppliers, we have implemented a closed-loop reuse system for IBC (Intermediate Bulk Containers). After receiving product, we return the used IBCs to be cleaned, refilled, and sent back - avoiding unnecessary container purchases. We currently have 10 IBC's in constant circulation for local production. When product is required in Colombia, we perform a triple-wash process on used IBC's received from there, which are then refilled and sent back for reuse.

These initiatives are a testament to how sustainability can be built into everyday operations - reducing environmental impact, supporting local communities, and creating long-term value.

### Reducing the amount of plastic

By Javier M. Carreño C. - Chrysal Colombia

At Chrysal Colombia, sustainability has moved from being a vision to a concrete reality. What once was simply observing global initiatives has now become local action, with our team driving projects that reduce impact and create lasting value. One of our first milestones was the introduction of second-use IBC's for shipments of Professional 2 to Chrysal USA. By reusing containers while ensuring their integrity and cleanliness, we are actively reducing the need for new packaging and optimizing resources responsibly.

### Circular packaging developments

Building on this momentum, we proudly developed and launched our Arrive Alive® Eco bags, which are now locally produced after two years of global collaboration. These bags feature design

improvements such as a reinforced bottom without seams and thicker material to improve performance along its use while remaining fully compostable.

These achievements reflect our commitment to innovation, teamwork, and sustainable progress, positioning Colombia as an active contributor to Chrysal's global sustainability journey.





# Responsible business

At Chrysal, we are committed to embedding sustainability throughout our supply chain and ensuring responsible procurement practices. As part of this ongoing effort, we are working toward ensuring that all our suppliers adhere to our Sustainability Standards and Supplier Code of Conduct.

## Responsible supply chain and value chain

The Supplier Code of Conduct sets clear criteria, including environmental standards, that we expect from all our partners. Drawing on the principles of the Universal Declaration of Human Rights, the code covers essential areas such as business conduct and ethics, human rights and labor standards, and the health and safety of workers.

Non-compliance may lead to the discontinuation of business relationships, reinforcing our dedication to sustainability and ethical practices.

In addition, our Speak-Up Policy provides a safe and confidential platform for both internal and external stakeholders to report any violations of these standards.

To learn more about our ongoing efforts, please refer to our [Supplier Code of Conduct](#) here.

## Operating transparently

We are working to enhance our sustainability reporting and ensure we have reliable and comprehensive data on all material topics. Our ongoing efforts to comply with the CSRD regulations will help us provide transparent and accurate reports.

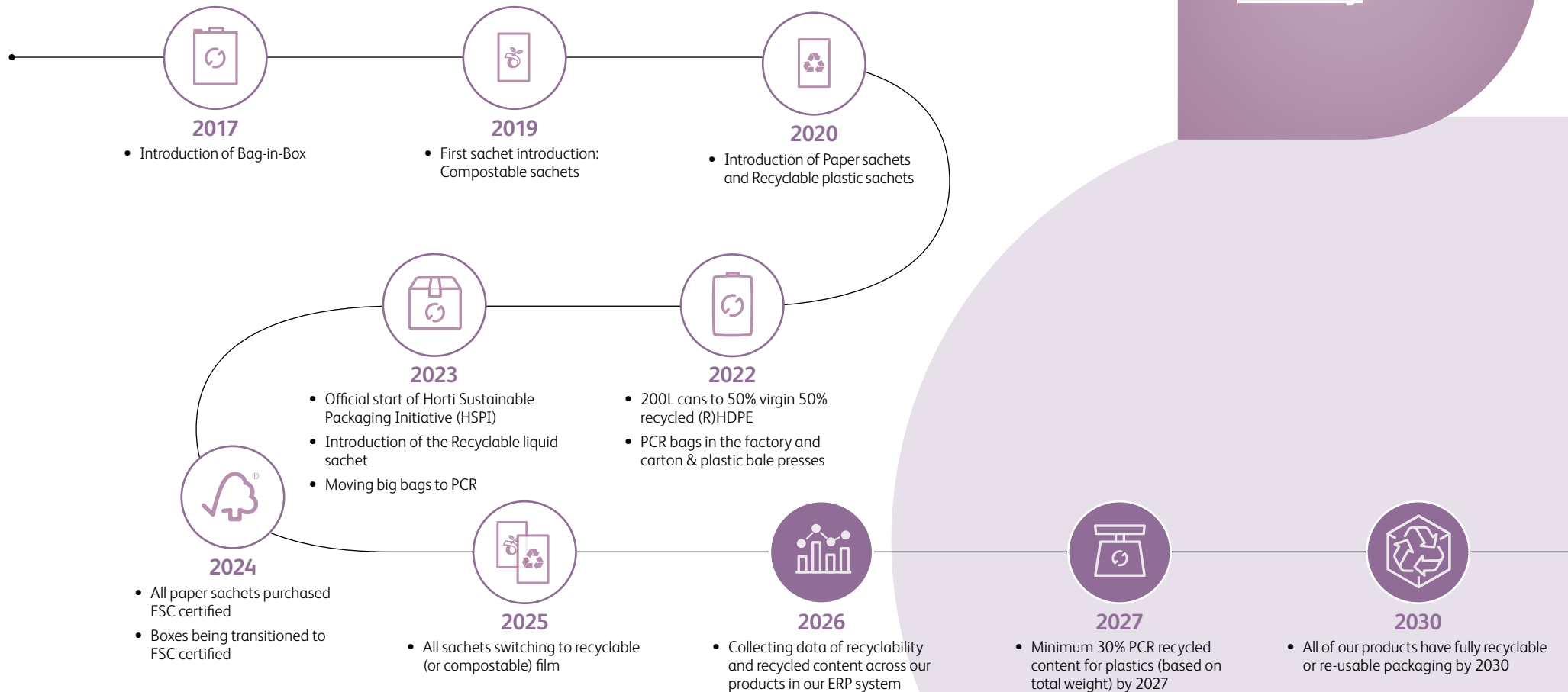
## 2. Contributing to a sustainable economy





# Our packaging roadmap

Key highlights of our progress to date and our plans moving forward



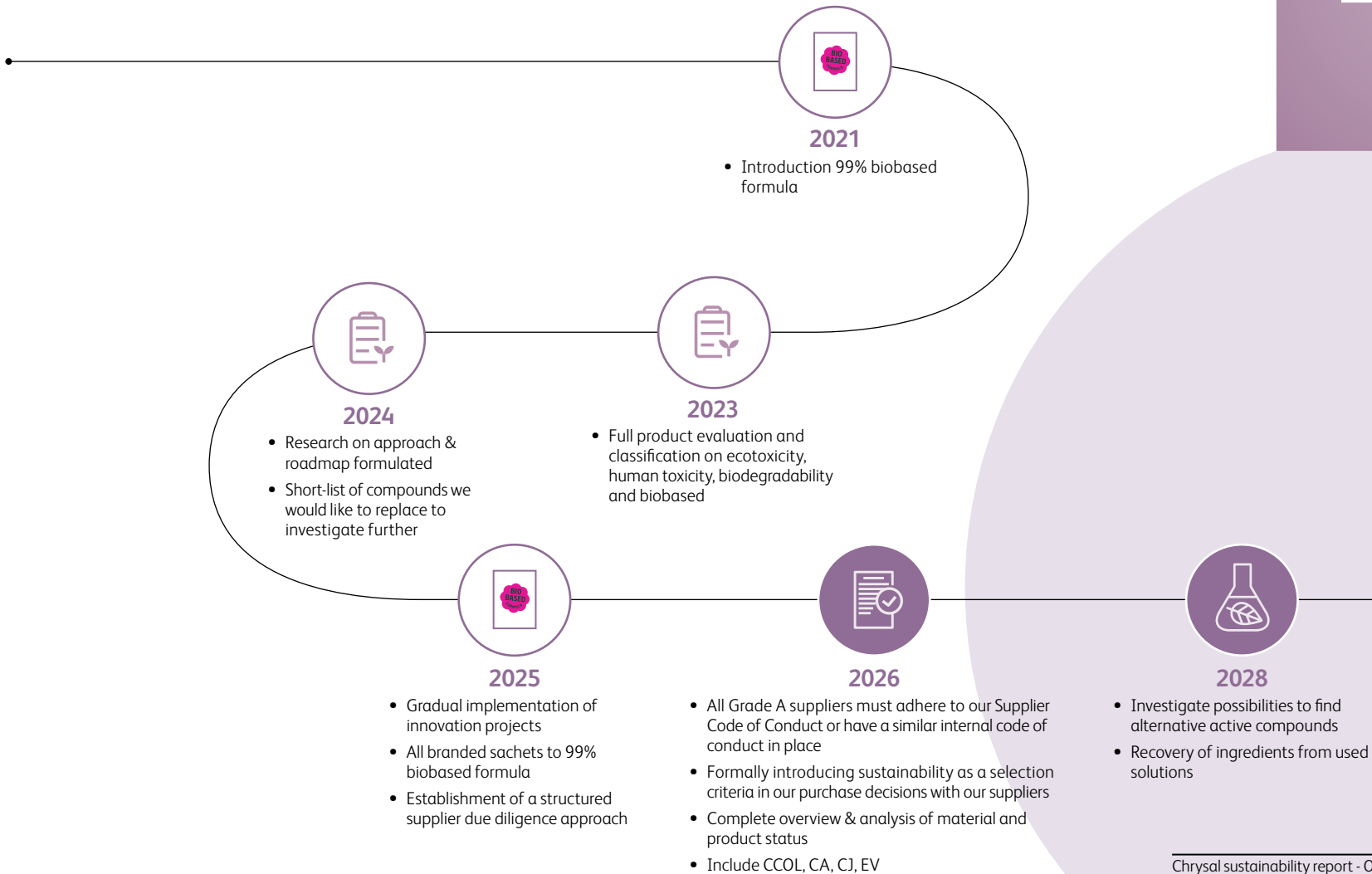
**2. Contributing to a sustainable economy**



# Our ingredients roadmap

Key highlights of our progress to date and our plans moving forward

## 2. Contributing to a sustainable economy





CHRYSLAL CARES

### 3. Caring for people

The objective of this policy is to enrich the lives and work experiences of our employees while positively impacting the communities in which we operate. Important topics for us are health and safety, equality & diversity and being the employer of choice.



## 3. Caring for people





# Caring workplace

At Chrysal we care about people. We create a caring workplace for our employees by considering their health and safety a high priority and our responsibility. We want to be the employer of choice and focus on improving equality and diversity. Furthermore, we support local communities by contributing to local projects on health and education.

**The objective** of this policy is to enrich the lives and work experiences of our employees while positively impacting the communities in which we operate. At Chrysal, we go beyond a strong Code of Conduct and human rights commitment by fostering a supportive workplace where employee health, safety, equality, and diversity are important values. Additionally, we are dedicated to the well-being and development of local communities, by supporting initiatives in health, education, and sustainable growth.

### Improving employee health and safety

We are dedicated to fostering a safe and healthy work environment that prioritizes the well-being of all employees. Employee health extends beyond physical safety to include mental well-being and work-life balance. Our global workforce currently scores our work-life balance at 78/100. We offer personal development courses through an online

platform and have flexible working conditions, including flexible hours and work-from-home arrangements, where possible. Additionally, we empower each location to implement initiatives tailored to the specific needs of their workforce. Examples of these initiatives include bootcamps, meditation sessions, and long lunch walks, all to support both physical and mental health. To support this, we offer personal development courses through an online platform and promote flexible working conditions, including flexible hours and work-from-home arrangements, where possible.

Additionally, we empower each location to implement initiatives tailored to the specific needs of their workforce. Examples of these initiatives include boot camps, meditation sessions, and long lunch walks, all designed to support both physical and mental health.

## 3. Caring for people





# Caring workplace

Regarding safety, we strictly adhere to all regulatory procedures within our factories, ensuring that employees have the necessary protective clothing and equipment for our product manufacturing process. We uphold the highest safety standards, following internationally accepted regulations and guidelines.

### Ensuring equality and diversity

We are committed to fostering a workplace culture that ensures fair treatment, inclusivity, and that celebrates diversity within the workplace. As a global company, we take pride in our diverse workforce, which brings together people from different backgrounds, experiences, and perspectives.

For us, equality means providing fair opportunities and treatment for all employees, ensuring that everyone has the same access to growth and success.

Diversity, on the other hand, means embracing and valuing the unique qualities that each individual brings to our organization.

### Being the Employer of Choice

At Chrysal, being the Employer of Choice means empowering our employees with ownership, opportunities for personal development, and a culture that aligns individual and team goals with our organizational values. We are dedicated to fostering an environment where employees feel valued, supported, and motivated to contribute to our success.

Now, with the global data gathered, we will start with a dedicated project team next year to focus on these important topics.

## 3. Caring for people



33,80%

Female employees worldwide



2,47%

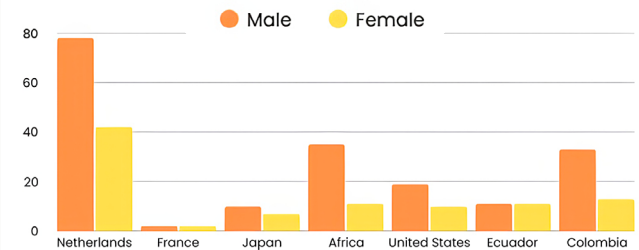
Employee turnover worldwide



24,37%

Female employees at top management level worldwide

### The driving force behind Chrysal





# Caring workplace

## 3. Caring for people



Each year, we gather feedback from all employees to assess the work culture at Chrysal. The results from the 2025 survey were clear: we are on the right track, but there is always room for growth. This feedback allows us to continuously improve our efforts in becoming the employer of choice.

### Chrysal as an employer

To achieve this goal, we also focus on creating a culture of ownership and collaboration. We offer several initiatives designed to empower employees and ensure their ongoing development, including:

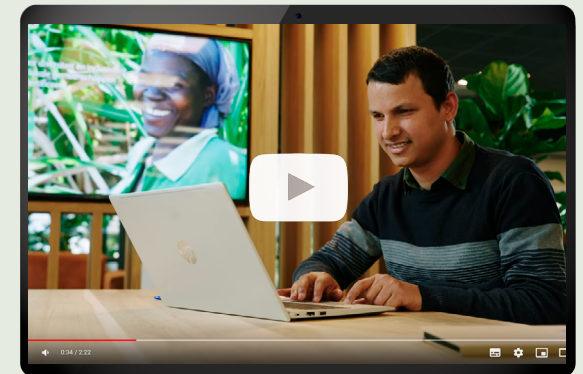
- **Global training programs**

Globally we are performing communication training to understand personal profiles and the impact on others. Next year, we will strengthen our leadership, by equipping them with the skills necessary to inspire, support, and guide their

teams effectively. Online learning modules on personal development are in place for everyone.

- **Online appraisal system**

A tool that helps employees track their goals, reflect on personal development and increase self-awareness, ask for feedback and foster collaboration within teams.



Click to see our employee video



# People initiatives



By Carol Garzon - Chrysal Colombia

## Working at Chrysal Colombia

At Chrysal Colombia our main objective is to take care of our employees and ensuring their safety during their work, where we provide them with personal protective equipment, training in the proper handling of machines, good practices and hand care, but also empowering each of them to take care of their personal health.

We carry out training and awareness of self-care, healthy lifestyles and postural hygiene. We organize active breaks allowing them to always be active and we have created a healthy spot in our main office

“We believe that constant training increases the confidence of employees, reduces conflict, improves performance, and prepares employees for professional growth.”

where every Monday they find fresh fruits to have a balanced diet. Regarding training processes, we created an internal training plan to motivate teams to improve soft skills on for example assertive communication, teamwork, change management and leadership.

We believe that constant training increases the confidence of employees, reduces conflict, improves performance, and prepares employees for professional growth.

We want to keep providing tools to continue making Chrysal an excellent employer, by taking care of our employees, providing more extra benefits, technical training, strengthening soft skills and making our leaders increasingly an example for others.

### 3. Caring for people





# People initiatives

## 3. Caring for people



### Spreading the sustainability message

At our location in The Netherlands, we've established a Green Team - a group of passionate ambassadors dedicated to raising awareness about sustainability, driving improvement initiatives, and inspiring colleagues across departments to get involved.

Each Green Team member takes ownership of one or two activities or improvement ideas, leading to a wide range of impactful and engaging initiatives. From quarterly clean-ups and waste reduction efforts to a company bootcamp, free fruit for employees, and beautiful anti-waste flowers from Bloemenstorm at our entrance - these efforts are helping embed sustainability into our everyday work culture.

### Local communities

We have always believed in the power of change through local initiatives and are committed to contributing positively to the communities where we

operate. By supporting projects that have a meaningful impact, we strive to create a better future for both the environment and society.

Some of the local projects we've supported globally include:

- **Tania Institute** – Kenya
- **Drip Irrigation Project** – Kenya
- **Bees for Development** – Africa and Asia
- **Social Responsibility Program** – Quito, Ecuador
- **Floral Angels** – UK
- **Chrysal Bees** – Netherlands
- **Flowers Memorial Day** – USA
- **Bird Sanctuary** – Netherlands
- **Ride of the Roses** – Netherlands

We are proud to be part of these initiatives and will continue to support projects that align with our values and help drive local change.





## People initiatives



By Evans King'oina - Chrysal Africa

### Tania School Project – Giving back to the community

Chrysal has been supporting Tania School for many years as part of our commitment to giving back to society and improving the lives of children through education. Over time, we have contributed in various meaningful ways, helping the school grow and create a better environment for learning.

In October 2024, Niels van Doom, Chrysal Africa General Manager, cycled the Rwanda Epic for 5 days to raise funds for the project.

“At Chrysal, we believe that supporting education is one of the most powerful ways to uplift communities.”

In March this year, we embarked on an exciting new phase of our support by launching a construction project aimed at building two classrooms, a library and a computer lab. As of May, we are completing Phase 3 of this project, with Phase 4 and final touches set to follow soon. Once finished, these new facilities will provide a much-needed upgrade to the school's learning infrastructure, allowing students to study in a more comfortable and modern environment.

This initiative is not just about buildings - it's about creating joy, opportunities, and a better future for the children of the Tania school. At Chrysal, we believe that supporting education is one of the most powerful ways to uplift communities, and we are proud to be part of this positive change.

### 3. Caring for people





CHRYSLAL CARES

#### 4. Striving for a positive environmental impact

The objective of this policy is promoting the long-term value of the flower industry, which depends on thriving ecosystems, and to take responsibility for the environmental impact, ensuring a sustainable use of resources and supporting biodiversity.



#### 4. Striving for a positive environmental impact





# Sustainable use of resources & biodiversity

By addressing climate change and promoting a circular economy, we aim to reduce the negative environmental impacts of our business. Beyond this, we strive to go a step further by supporting biodiversity and encouraging sustainable land and water use beyond our own operations.

**The objective** of this policy is to mitigate the environmental impact of the flower industry, particularly concerning water and land use, but also contributing to biodiversity. It focuses on critical areas such as water management, land use and protecting and enhancing biodiversity, identified as essential to the sustainability of the flower industry.

Our goal is twofold: to promote the long-term value of the industry, which depends on thriving ecosystems, and to take responsibility for the environmental impact, ensuring a sustainable use of resources. Through collaboration with our customers, we strive to minimize environmental harm and safeguard the water and the land we all rely upon.

### **Sustainable land and water use**

We are committed to promoting responsible water and land management practices. Our guidance on

water quality and the safe handling of products helps customers improve their water & soil management strategies. Through our technical services protocols, our Technical Consultants visit farms to provide hands-on advice on how to prevent products from contaminating water sources and soil.

To support sustainable land use, we focus on soil management and the safe handling of grower products, helping customers protect and maintain healthy soil. Our Technical Consultants conduct farm visits to deliver expert guidance.

Additionally, we advocate for the use of biostimulants to enhance plant & soil and promote sustainable growing practices.

## 4. Striving for a positive environmental impact





# Sustainable use of resources & biodiversity



By Antonio Menezes - Chrysal International

## **Saving water has always been part of our DNA**

Chrysal is committed to promoting responsible water and land management practices across the entire flower chain. For decades, we have helped growers recycle post-harvest solutions, reducing the need for fresh water while maintaining flower quality. Today, we continue this journey by developing even more sustainable hydration products that support growers in managing resources more efficiently and responsibly.

For regions facing tougher water conditions and quality challenges, we are innovating with advanced closed-loop systems. These ensure zero water loss

“we help growers optimize yields while minimizing environmental impact.”

and are designed to remove unnecessary elements from the water, preventing them from re-entering the environment. By combining water efficiency with responsible waste management, we help safeguard local ecosystems while maintaining the highest standards of crop care.

Our commitment extends beyond water to the health of the land itself. We are working to develop solutions that protect and improve soil health, while also enhancing nutrient use efficiency. By ensuring that only the necessary amounts of macro and microelements are used in production, we help growers optimize yields while minimizing environmental impact.

Through these initiatives, Chrysal continues to guide customers on water quality and the safe handling of chemicals, empowering them to adopt best practices that protect our shared resources.

4. Striving for a positive environmental impact



Our goal has always been – and remains – the same: to deliver the most beautiful, sustainable flower to the end consumer.



## Sustainable use of resources & biodiversity

### 4. Striving for a positive environmental impact



**Biodiversity** refers to all the variety of life that can be found on Earth (plants, animals, fungi and micro-organisms) as well as to the communities that they form and the habitats in which they live. The loss of biodiversity has increased at an alarming rate in the 20th century.

Climate change is already affecting species distributions all over the world and will impact nature considerably in the 21st century.

#### **Chrysal bees & Bees for Development**

Bees are extremely important to nature. They help flowers and plants reproduce and thus form a crucial part of the ecosystem. Much to our dismay bees are struggling worldwide. In some areas bees have even completely disappeared.

We are supporting Bees for Development in Africa. This is a local initiative which helps families in Uganda and Ethiopia set up their own hives providing them with a means to generate much needed income.

Also, at our headquarters in Naarden we have 3 bee colonies in our gardens and with that some Chrysal honey too.





## A green team initiative



By Khaled Hajri - Chrysal International

### Fresh figs from the garden

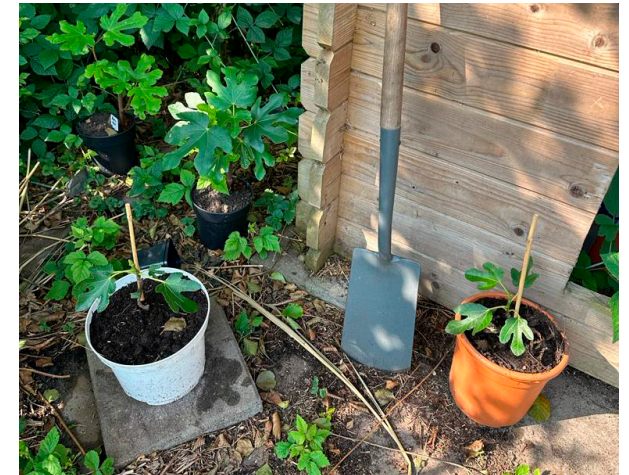
“This year I planted 18 fig trees in the back garden of Chrysal. It is sometimes difficult to water all those scattered trees during the dry periods, but we succeeded. Early next year we will also plant plums, pears, grapes and apple trees opposite the parking spaces where there is a lot of sun and light.”

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Our newest Green Team member Khaled clearly has a passion for gardening and, on his own initiative, took up the challenge to transform the garden around our office and factory building in Naarden.

Whenever he finds a spot that works well for the trees he plants them there, so you can find his work in the strangest places (take a good look around the parking spots!). Different varieties of fig trees have been planted and he taught us that there are 800 varieties in total. He is watering the plants in his break with a large bucket, but the technical department is looking into solutions to make that easier. He has been showing the Green Team around and the progress is amazing. Hopefully the garden will soon become a place we can all enjoy. We have had a large yield and many of us were able to enjoy the fresh figs!

4. Striving for a positive environmental impact





CHRYSL CARES

Let's collaborate in shaping a sustainable future through innovations that reduce waste and emissions, while improving circularity. The journey ahead is full of opportunities and we are excited to take the next steps together!



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