



WATERDRINKER ISO 26000
SELFDECLARATION VERSION 2019

WATERDRINKER IN SUM.....	2
CSR AT WATERDRINKER	5
THE 7 CSR PRINCIPLES	6
1) TAKING RESPONSABILITY	6
2) TRANSPARENCY.....	7
3) ETHICAL BEHAVIOUR	8
4) RESPECT FOR THE INTERESTS OF STAKEHOLDERS.....	8
5) RESPECT FOR THE LAW	11
6) RESPECT VOOR INTERNATIONAL RULES OF CONDUCT.....	12
7) RESPECT FOR THE HUMAN RIGHTS.....	12
THE 7 CSR CORE SUBJECTS.....	13
ORGANISATIONAL MANAGEMENT	13
HUMAN RIGHTS	14
WORK PRACTICES.....	14
THE ENVIRONMENT	15
HONEST BUSINESS	15
CSR SPECIALISTS WILL ENSURE THAT WATERDRINKER DOES WHAT IT PROMISES AND PROPAGATES.	15
CLIENT AND CONSUMER AFFAIRS	16
SOCIAL COMMITMENT	16

WATERDRINKER IN SUM

Waterdrinker Aalsmeer, wholesaler / exporter, was founded in 1972 by Jaap Waterdrinker, located in Aalsmeer and has grown into the European market leader. Waterdrinker serves customers worldwide through its cash & carry (The Green Trade Center) or through personal sales.

VISION, MISSION, VALUES

Waterdrinker strives to create a happy and healthy environment with flowers and plants. We are working on this by being a place (physical and digital) where professionals can find each other, a wholesaler that brings the entire green world closer. From the nicest and most distinctive fresh products to everything our customer needs to sell flowers and plants well. With the inspiration and attention, it deserves. Suppliers find the knowledge and data on our platform to help them make the right choices in, for example, cultivation plans, product innovations, etc.

Our why



Create a happy and healthy living environment with flowers and plants

Who we are

Since 1972



Over 300 co-workers



Breeding ground for novelties & specialties



Turnover: 220 million



Growers'platform; working together with 2431 growers



CSR is in our genes

Waterdrinker has been using Treacy and Wiersema's product leadership strategy for a long time: At our marketplace every florist, garden centre and green entrepreneur is connected to the most beautiful international and local range of flowers and plants and therefore to the grower. Our focus is entirely on the professional green world: from florist to garden centre, DIY store to retailer, gardener to interior planter and of course growers and breeders. Above all, we are a people company; a connecting platform.

THE 5 CORE VALUES OF WATERDRINKER



WE INSPIRE



WE INNOVATE



WE CONNECT



WE CARE



WE SHARE

WE INSPIRE

Tempting with inspiring stories and plants is what makes us stand out as a knowledge centre. Our passion for plants will always connect us.

WE INNOVATE

Together with our chain partners we are continuously seeking (new) market opportunities. Our aim is to continue to exceed expectations!

WE CONNECT

As connecting link in the chain, we believe collaboration between large and small parties is the key to success.

WE CARE

Waterdrinker is a company with a passion for plants and the environment at heart, which also has its customers, staff and suppliers at heart.

WE SHARE

Waterdrinker is committed to sharing knowledge throughout the industry and sharing data with both customer and supplier.

What we do

Our mission is to make flowers and plants accessible to everyone

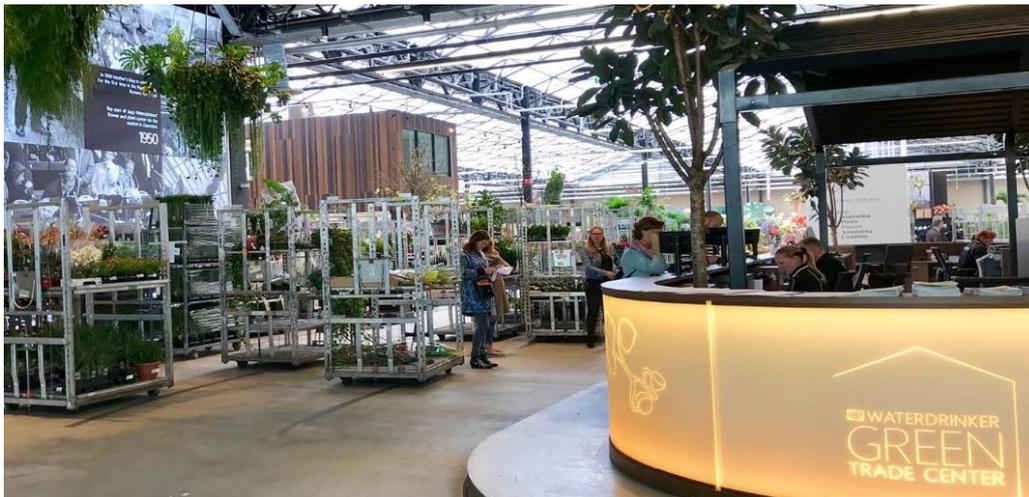


GREEN TRADE CENTER

In the first quarter of 2018 we have opened our Green Trade Center, the new trading platform in Aalsmeer. Through this platform, we can connect the physical and digital commerce even better and provide our customers with a true total concept. Growers get the lead in this platform; Buying at the source becomes reality!

In the coming years we want to take an even stronger role as director in introducing and offering a unique range (novelties, special, exclusive and certified products). We want customers to benefit even more from our unique strength: the widest and deepest range in Europe, always in stock. Digital sales is of course becoming increasingly important and is one of our focal points.

Thanks to the Green Trade Center, we can also focus more on the gardeners and interior planters, a customer group that is not very active at Waterdrinker. Nevertheless, we want to continue our vision towards the business side. At present, there is a project about realising more green in large offices, restaurants, as well as waiting rooms, in cooperation with VHG members (industry association for entrepreneurs in green). We have noticed that there is still an untapped market!



FACTS

- Yearly turnover of over 220 million
- 275 FTE permanent and an average of 124 FTE flex employees
- 9000 species of plants available
- Almost 2,500 growers deliver to Waterdrinker

FUTURE 'EXPERIENCE CENTER'

One of our future visions, the realization of an 'Experience Centre' (Floriworld), has now been embraced by Royal Flora Holland. A meeting place, network organisation and knowledge centre for breeders, growers, customers as well as schools and tourists. A place where the ornamental plants in all its forms can be enjoyed and brought to the attention. In addition to a business-to-business shopping centre, this centre also creates a place for consumers and tourists with knowledge and inspiration around flowers and plants. All this to promote the love and passion for these beautiful products will flourish to as wide a public as possible, enhancing the image of the sector and stimulating employment.

CSR AT WATERDRINKER

SOCIAL RESPONSIBILITY

Seven principles for CSR have been agreed worldwide. These norms and values form a kind of "umbrella for good governance" for every organization. Of course, there is worldwide social, political, economic and cultural diversity. Every organization must respect and apply these seven CSR principles, with the freedom to add its own principles.

One of our core values is 'We Care', this is in our genes. We follow the international guidelines of ISO 26000 and work on the ICSR Themes (International CSR). Waterdrinker is also ISO 9001 and Florimark Trade certified and we strive to ensure that our growers are certified according to the FSI basket of standards and have at least an MPS ABC certification. We also use a management system for optimal management of our waste flows, which means that many of the raw materials can be reused. In addition, we are locally involved as a board member of the Aalsmeer Flower Festival and as a sponsor we are the driving force behind the monthly Waterdrinker Run of the athletics club in Aalsmeer.

Social responsibility at Waterdrinker consists of two parts:

- 1) Make the core business run as "fairly" as possible. Our responsibility does not start when the plants arrive and ends when they leave our premises, but goes back to the origin of the plant. That is why our Quality & CSR manager within Waterdrinker is actively working on CSR and sustainability processes. He does this internally by informing all employees about Waterdrinkers 'CSR and sustainability policy, legislation and CSR facts. Externally we focus, among other things, on our suppliers. They are informed about and guided to the right certifications by creating awareness of everyone's responsibility further back in the chain. Waterdrinker has mapped the certifications of all its suppliers through a well-functioning data dashboard, so that we can follow live how our growers are performing and where we can help them. Thanks to this dashboard, the requirements of Waterdrinker customers can be met even better and sustainable purchasing can be better encouraged. In this way, we ultimately only want to sell products whose cultivation is transparent and which we fully support.
- 2) Sharing knowledge and making connections. Waterdrinker distinguishes itself as a trading company by also taking on the role of connector and knowledge platform. An example of this is that Waterdrinker co-founded the Accelerators initiative. Here, companies such as Waterdrinker, Royal Lemkes, Dutch Flower Group, FleuraMetz and Royal FloraHolland have signed a manifesto in which a passionate group of CSR managers, with the support of their CEOs, work together permanently to achieve the FSI 2020 target more quickly and to make the floriculture sector more sustainable.

THE 7 CSR PRINCIPLES



Globally, seven core principles have been determined to implement CSR. These standards and ideals form an umbrella for good management in every organisation. Of course, global diversity exists in social, political, and cultural fields. Nonetheless, each organisation can respect and apply these CSR core principles, whereby there is a freedom to add the company's own principles.

1) TAKING RESPONSIBILITY

(Every organisation should take responsibility for the impact of its corporate activities on society and the environment).

Involvement management CSR

There is a great deal of involvement from the board, as evidenced by the fact that two employees within Waterdrinker have been appointed to ensure our CSR and sustainability policy and projects, internally and externally. This includes: visiting / supporting breeders, organizing breeder meetings, seeking collaboration and connecting with sustainable companies and storytelling to colleagues and customers.

Floriculture Sustainability Initiative

This has also resulted in our becoming a member of the Floriculture Sustainability Initiative (FSI), in which we, together with other sector parties, have the FSI ambition that by 2020 at least 90% of all floricultural products traded in Europe will be grown sustainably. To achieve this objective, an overview has been made of all growers that supply Waterdrinker and their certifications. Purchasing has become responsible with this overview for approaching growers about obtaining their MPS-GAP or GLOBALG.A.P. certification.

Accelerating sustainability

Within Waterdrinker, a lot of CSR is taking place, but we have focused a lot of ambitions on our role as chain partner. As well as towards suppliers as to our customers. In each role we try to contribute to a healthy and sustainable society. Waterdrinker, Dutch Flower Group, Fleurametz, Royal FloraHolland and Royal Lemkes have drawn up and signed a manifesto called 'Accelerating sustainability and transparency together'. An important step to keep our country on the map as a floriculture country in the world. Because without sustainability, no future! The main points of the manifesto: involve growers and support them in accelerating the achievement of the required certifications and collaborate with all stakeholders within the sector. Though all parties are members of the FSI, together they have decided this acceleration initiative, on top of this. In addition, plans are now being made with the accelerators to work together on plastic reduction.



Waterdrinker and the ICSR covenant

Tuesday, July 2, 2019 was an important day for the floriculture sector: this day the International Corporate Social Responsibility Covenant was signed at the World Horti Center. An important covenant with agreements on internationally responsible growing and trading of flowers and plants.

The main agreements within the covenant? Fair wages for workers in third world countries and reducing the negative impact of plant protection products on people and the environment. Important topics that the floriculture sector will be focusing on in the coming years. From Waterdrinker, the quality & CSR manager will be involved in the crop protection project group.

In addition to the signature of Waterdrinker CEO Mariska Foppen, the covenant was signed by Minister for Foreign Trade and Development Cooperation Sigrid Kaag, Minister for Agriculture, Nature and Food Quality, Carola Schouten, Trade Union FNV, Hivos, Waterdrinker, Dümme Orange, Dutch Flower Group, FleuraMetz, AFRI FLORA, Albert Heijn, Floratradeconsult, Royal Lemkes, Royal FloraHolland, Greenhouse Horticulture the Netherlands, Garden Industry the Netherlands and the Association of Wholesalers in Flower Nursery Products.

MPS FLORIMARK CERTIFICATE

Waterdrinker has an MPS Florimark Trade-certificate. MPS stands for More Profitable Sustainability. It profiles the international horticulture sector and other links among the chain. MPS carries this out through displaying sustainability and quality along with the delivery of impulses to improvement. The requirements and standards for a (whole)saler lie within transparency, traceability of the products, reliability and respect for mankind and the environment. A grower/producer is able to obtain a MPS-certificate if he/she meets certain topical requirements. This may concern environmental, quality and/or social issues. The auditing of the MPS Florimark Trade certificate is being conducted by us at the same time as the auditing for ISO 9001. (Note: for more information about MPS: see <http://www.my-mps.com>). It is also possible for commercial companies and auctions to show how sustainable their operations are with the help of their own certificate. It is safe to say that there is a close cooperation with MPS, see also [chapter 3.3 Labor practice](#).



Waterdrinker is also part of the FSI project "Transparency 2.0", in which we collaborate with MPS. Transparency 2.0 aims at better sharing of essential cultivation information throughout the entire chain, so that this information can be used by multiple parties, thus promoting sustainable cultivation. Sharing knowledge and collaborating are the keys to making the green sector more sustainable.

Retail Ambition Garden Sector The Netherlands 3.0. Tuinbranche Nederland has drawn up a sustainability and sustainability plan, the 'Green Branch Plan'. This outlines the ambition in collaboration with the Center for Agriculture and the Environment and the Nature & Environment Foundation to make the crop protection theme more sustainable from this plan and to meet the requirements and wishes of to meet the retail customers in floriculture. This has been signed by various retailers and trading parties including Waterdrinker. The main objective of this ambition is to phase out harmful plant protection products. As a follow-up, Ambition 3.0 was signed in March 2019 in which more checks on residues and possible requirements for certificates are made

ISO 9001:2015 CERTIFICATE

Waterdrinker has an ISO 9001:2015 certificate. All procedures and instructions regarding this certificate are put together in our quality care handbook, which is accessible for everyone in the company. Also Waterdrinker's organisational structure are described, just like the handbook includes safety instructions and a matrix describing which department handles which documents and rules.

2) TRANSPARENCY

(An organisation should provide accurate and complete information about its choices and activities along with its impact on society and the environment).

Transparency within the organisation is being stimulated, as described at the following topics:

GENERAL COMPANY INFORMATION

The general company information can be found on www.waterdrinker.nl. The website and our Facebook page (www.facebook.com/Waterdrinker.Aalsmeer) are continuously kept up-to-date, illustrating not only actions and themes at Waterdrinker, but also events in the industry. We are also highly active on other social media platforms such as, Twitter, Pinterest, Instagram, YouTube and LinkedIn.

CULTURE

Due to our flat organisational structure we can adapt to any changes in a quick fashion. In addition, our open culture promotes entrepreneurship and takes care that ideas are implemented quickly.

INTERNAL COMMUNICATION

Throughout the entire company, there are several narrowcasting systems containing news and facts about Waterdrinker for employees and visitors.

Things worth knowing about Waterdrinker are communicated via the social intranet page "Ome Jaap". At least weekly there is a report via this channel about internal shifts, news facts, sustainability issues and other information. And new employees are also introduced to the company through Ome Jaap.



Waterdrinker has a company guide with behavioural standards, which can be found in the quality assurance system. Every new employee also receives this on the first working day in the digital introduction folder on a USB stick.

Waterdrinker has a company guide which includes a code of conduct, to be found in our quality care handbook. Every new employee receives this guide in an introduction folder on a USB stick on their first day of work.

3) ETHICAL BEHAVIOUR

(Every organisation should behave honourably and honest in order to provide care for people, animals, and the environment).

IDENTITY

Within Waterdrinker there are certain key values that the company wants to emit towards the stakeholders. These are: innovation, connection, inspiration and care. Waterdrinker does not only put emphasis on products and the experiences around the product, but also wants to be a platform for ideas in the supply chain. Together we desire to innovate and learn from each other's knowledge. Waterdrinker wants to be distinguishable, practical, complete, far-reaching and informative. This way we make our message clear to our stakeholders. We want to provide clients with ideas and introduce them to the most unique and state-of-the-art plant species.

SOCIETY AND EXPERIENCE

Waterdrinker wants to stimulate people to carry out a green lifestyle in their own environment, so that they can see that plants have a positive influence in their everyday surroundings. Besides that, Waterdrinker wants to show people that gardening gives a lot of fun and satisfaction, also - and perhaps even more - in an intercultural setting (plants provide for people). Our yearly recurring home exhibitions The GTC Days are fully focused on experience and what plants can do with people and especially for people.

INAPPROPRIATE CONDUCT

Waterdrinker secures the possibility for employees to report inappropriate or unethical behaviour of colleagues or clients with a confidential advisor. Waterdrinker has appointed two Dutch confidential advisors and two Polish confidential advisors. In addition, there is a procedure regarding inappropriate conduct in the company guide.

4) RESPECT FOR THE INTERESTS OF STAKEHOLDERS

(Every organisation should bear in mind the interests of stakeholders).

The position of Waterdrinker within the supply chain is as follows: the breeder and agriculturalist are at the start of the chain and at the development of the product. The grower/producer follows with the further growing and fabricating of the product and the preparation of the product for transport to Waterdrinker or the auction. The auction and/or the distribution centre are the last step before Waterdrinker is reached. Even though most goods are not offered physically at the auction, the transaction mostly does take place through the auction. At Waterdrinker, several clients can purchase goods (see the chart below for a further description). However, only retailers that are involved within the floriculture sector can participate. The consumer is at the start as well as at the finish of the chain: at the finish because the consumer buys flowers and plants, and at the start because the breeder works with the needs of the consumer. Nevertheless, the latter is still happening to a limited extent. This means that knowledge of market development and consumer trends become more and more important for the wholesaler. The working methods are described in procedures in the quality manual.



In the mid-section of the figure above the most important stakeholders are shown. In the fields besides the mid-section stakeholders are named with whom Waterdrinker has a connection as well.

BREEDER AND AGRICULTURIST

Plant breeders are continually improving plant varieties. The development of such a variety can last ten to fifteen years. A good quality in varieties is for example insensitivity to pests, a more beautiful shape, a bigger output or a better colour or smell. The Netherlands has circa 80 floriculture breeders and is world leader in breeding. Breeders think out of the box within the chain and are looking for collaboration in the field of development, promotion and sales. Waterdrinker seeks cooperation with the breeders to share the information of our end customer and thus optimally integrates customer-specific (sustainability) requirements throughout the supply chain. For example, growers, buyers and consumers will be invited to review the plant varieties at an early stage. Partnerships develop between growers and breeders, but also with retailers and forces are joined effectively.

Agriculturists produce the starting material (growing materials such as cuttings and seeds) for floriculture growers. Agriculturists also guide the introduction of new species. Breeders and agriculturists are usually incorporated into one company. In the Netherlands there are approximately 75 floriculture agriculturists.

In order to raise awareness among the propagators of the increasingly important demands for sustainably grown products, Waterdrinker as a member of [FSI](#), became initiator of the project "Chain Transparency" with MPS, Royal Lemkes, Ikea and Ahold. The project showed how transparent the chain is in terms of European plant protection requirements, also in parts of Africa and South America. As part of this project a tool is designed. Please also read about FSI in [CSR Initiatives](#) on page 8.

GROWER

Growers are always looking for possibilities to bring their product to the market. On top of that there is a new generation of commercial nurseries who are focused on chain incorporation. Nursery companies will focus more and more on efficiency, added value, concept development and specialization. The fifty biggest companies produce half of the supply traded through the Netherlands. In the last years, however, more long-term sales are made instead of daily trade. For the wholesaler this means that the suppliers become more influential. We collaborate with big growers for more capacity and with small growers for more specialisation. All parties involved are equally important to be the key to success.

Waterdrinker wants to make improvement steps with its growers in the area of sustainability. For this we talk to the growers as much as possible to see how in the future we can respond even better and more responsibly to the demands of the large retail companies. In order to help growers to promote sustainability certificates, the "[Accelerators](#)" of the manifesto are regularly organized. In order to realise commitment and an unambiguous line in areas such as plant protection, retailers' requirements and certification requirements from the market, it's essential to share information and listen to each other. Since we joined the Club 100 of Wageningen University, we also help connecting the parties in science

AUCTION

Growers have centrally organized the sales of their products through a sales cooperative of which they are members: the auction. The cooperation exploits the auction, a market place where supply and demand comes together. At the auction day trade (for example on the clock) and future trading takes place. Future trade takes place via negotiation whereby prices are fixed for a longer time. To create a strong sector also Royal FloraHolland is an important partner when it comes down to translating sustainability (and its importance) to the growers. Royal FloraHolland is, just like Waterdrinker, member of the FSI and signed the [Manifesto](#).

CLIENTS

FLORIST AND SMALL GARDEN CENTRE

The florists and small garden centres buy their stock at Waterdrinker and transport the bought goods to their own shop or company within the Netherlands or Europe. The products can also be transported by a collective transporter. The Green Trade Center also functions as a show room and a source of inspiration for other sale segments. When the consumer awareness will increase, the demand for responsibly produced products will also grow. For customers it is currently visible on the label and on the invoice which certificates are associated with the purchased product. In the new Green Trade Center, extra attention will also be paid to the finding and highlighting of sustainable growers and their products. During meet & greet sessions, information about this theme is also shared and allows the breeder to tell the story of his product.

WHOLESALE

Wholesalers buy their trade via telephone, email or the web shop. Every day, our sales team is ready to serve the customer's every need. Of every customer a personalised 'menu card' exists, with which specific wishes of the customer can be taken care of. The transport of the goods is handled by Waterdrinker. The wholesaler's sustainability requirements and wishes are translated by Waterdrinker towards growers. Web shop customers can filter their purchases on sustainably grown products.

GARDEN CENTRE CHAIN

A special team looks after the garden centre chains, whereby the plants can be ordered and delivered by branch-store. Collaboration also exists concerning flyers and special offers. Furthermore, we unburden the customer with our Unique Concept by supporting them in terms of design, shelf arrangement, purchasing and sales policy and stock control.

RETAIL COMPANY

The forming of chains within garden centres, home centres and florists is expanding and internationalizing. Retail customers have distinct sustainability requirements and demands, which forces Waterdrinker to find the right set of measures. The range of products varies strongly within each sales channel, which stimulates specialisation in production and wholesale. For large retail companies we buy plants in large quantities for their branches-stores directly from the grower. By offering a total package of services we unburden the retailer. This is distributed through distribution centres and transacted via the auction.

CHAIN RESPONSIBILITY AND INFLUENCE



We are trying to achieve a more sustainable way of thinking in our customers and subsequently consumers. Thereby we are looking back in the chain (production of cuttings abroad) and further on in the chain (the end user).

Waterdrinker is a big player in the field. By setting the right example and including all our stakeholders in the theme of CSR, Waterdrinker can (continue to) exert influence and increase the percentage of delivered sustainable products. We do this in part by participating in a range of

collaborations. There can be found several collaboration examples below.

TAKING PART IN COLLABORATIONS

Members of the board of directors or the CRS specialists take part in or manage several collaborations within the floriculture sector. Because of these collaborations experience and knowledge can be shared and Waterdrinker can exert influence within the sector.

- **FSI** (Floricultural Sustainability Initiative) is a market driven initiative with a strong participation rate of NGOs (Non-Governmental Organisations) and stakeholders. Leaders in the sectors work together in a pre-competitive way in direction towards a sustainable industry. Main goal: 90% of internationally traded flowers and pot plants by FSI members sustainably produced by 2020. www.fsi2020.com
- **Club van 100 van Wageningen WUR**. By joining the club and making a financial contribution, we take joint responsibility to maintain the knowledge infrastructure and realise the implementation of innovation-driven and pre-competitive projects. <http://www.wur.nl/nl/Expertises-Dienstverlening/Onderzoeksinstituten/plant-research/glastuinbouw/Club-van-100/Leden-Club-van-100.htm>

- **Greenport Aalsmeer.** The Dutch floriculture sector is leading in the world thanks to the knowledge of floricultural breeding within the Greenports. Greenport Aalsmeer is the world's biggest economical cluster and trade/knowledge centre for flowers and plants with in its core the flower auction Royal Flora Holland. 50.000 people work in the sector. www.greenportaalsmeer.nl
- **VGB.** The sector union for the wholesale of flowers and plants. www.vgb.nl
- **Vangnet genetica (Safety Net Genetics).** When breeders go bankrupt, the knowledge and/or DNA of special breeds could disappear or be sold to other countries. Curators, banks, creditors or the company taking over are often not aware of the value of the developing genetic material, even though years may have been invested. Vangnet Genetica will do anything to keep the plant material and knowledge in safe hands. <http://www.bloomingbreeders.nl/about/projecten/vangnet-genetica/>
- **VBW,** Society of Florists and Store keepers. VBW dedicates itself to florists, in particular her own members. The society focuses on the themes of operational management, employment, green craft education, and promotion of craftsmanship via Mijn Bloemist (My Florist). VBW is lobbying for all of these themes and offering its members information, customized services and advice. <https://vbw.nu/>
- **MPS.** MPS stands for More Profitable Sustainability. MPS' activities are focused on promoting the international horticulture sector as well as other links in the supply chain. MPS does this by showing ways to deliver sustainable and quality goods and generating urges for improvement. <https://www.my-mps.com/>
- **Tuinbranche Nederland.** Tuinbranche Netherlands is a field organisation for the total garden chain. In the membership file you will find producers, importers, wholesalers as well as garden centres and retail companies with gardens as their main business. To meet the demands and requirements of retail customers in the floriculture Tuinbranche NL has written an ambition. This ambition is signed (among others) by Waterdrinker, Intratuin, Praxis. Main objective of this goal is the gradually phasing out of harmful pesticides. <https://www.tuinbranche.nl/>
- **Florint. European florist association.** Florint's mission is to facilitate the development and prosperity of our florist member associations – and, by extension, the entire floristry sector. Their members can receive professional support. www.florint.org
- **Aalsmeer Flower Festival.** The Aalsmeer Flower Festival organises a yearly event of a colourful weekend with lots of flowers, plants, nature, inspiration, music and tasty food. All realised on different exciting locations in Aalsmeer. <https://www.aalsmeerflowerfestival.nl/>
- **Groen onderwijs (Green Education).** Groen Onderwijs offers a broad scale of courses and trainings in the area of plants, flowers, animals, food, nature, recreation, health and environment. www.groenonderwijs.nl
- **FloriData.** FloriData is an independent data platform for and by flower and plant traders. Members contribute digital data and will then be able to follow trends and developments in the market. In addition, FloriData provides insight into the performance of the sector as a whole. www.floridata.nl. FloriData is also the platform which is responsible for processing the FSI sustainability performance of its members.



5) RESPECT FOR THE LAW

REGULATION AND LEGISLATION

Waterdrinker meets the Dutch legislative demands. In addition, Waterdrinker is audited regularly on financial terms by certified accountants. The business controller and Human Resources manager are both responsible for noticing and implementing new legislation within the organisation.

MATRIX REGULATION AND LEGISLATION

In our quality care handbook, there is a matrix which outlines who exactly is responsible for which regulation and registration. This matrix also notes how long official documents should be kept.

PHYTOPATHOLOGICAL SERVICE

Waterdrinker meets the demands of the Dutch Phytopathological Service. The PS is part of the Dutch Food and Goods Authority (NVWA). Within NVWA the PS functions are subsumed under the Division of Agriculture and Nature. When it comes to export shipment, the PS checks if plant materials meet the demands of the country the goods are shipped to and gives a health certificate if necessary. In the case of import shipments, the PS checks if the plant products meet the demands of the European Union. Inspection exists of checking necessary documents and a visual inspection for the presence of quarantine organisms.

6) RESPECT VOOR INTERNATIONAL RULES OF CONDUCT

OESO GUIDELINES

Waterdrinker respects international rules of conduct, whereby OESO guidelines are the most important because of Waterdrinker's international position of trade. By implementing the [ISO 26000](#) guidelines Waterdrinker wants to give a practical interpretation of the themes set out in the OESO guidelines. The OESO guidelines focus on, among other topics, chain responsibility, human rights, child labour, the environment and corruption.

7) RESPECT FOR THE HUMAN RIGHTS

Waterdrinker has its branch in the Netherlands only, but imports goods from countries within and outside of Europe. To pay attention and draw up an inventory of which manufacturers of flowerpots and other additional products respect CSR is top priority. Negotiations are on-going and our future goal is to only import from manufacturers who respect human rights.

THE 7 CSR CORE SUBJECTS

The integral CSR approach that comes with the ISO 26000 guidelines includes seven core themes which are relevant for every organisation. These seven CSR core themes are:

1. Organisational management
2. Human rights
3. Labour practices
4. The environment
5. Honest business
6. Client and consumer affairs
7. Involvement with community development



ORGANISATIONAL MANAGEMENT

The management uses the following working method: exploration based on data in order to be able to make substantiated decisions. In addition, the management strongly encourages more and more self-managing teams to work via the lean start-up method: with a small budget, a team is given the opportunity to demonstrate to the management that a business plan is viable. This not only has the advantage that more innovation is taking place, it also stimulates the entrepreneurial mentality of employees.

SALES DIVISIONS

GREEN TRADE CENTER

Wholesalers, florists and garden centres buy their products themselves from the great variety on offer and transport the goods to their company in the Netherlands or Europe. If desired, clients can use collective transport arranged by Waterdrinker. The Green Trade Center also functions as a showroom and a source of inspiration for other sales divisions. With the diverse product presentations accompanied by a focus on design and creativity, clients can get state-of-the-art ideas, all put together by leading arrangers. As the consumer awareness will increase, the demand for responsibly produced products will also grow. For customers it is currently visible on the label and on the invoice which certificates are associated with the purchased product.



(INTERNATIONAL) SALES

The ordering of plants happens in the International Sales department via telephone, email or the web shop. Clients are helped in their own language by our team of sales specialists. Customised transport of ordered goods can be arranged by Waterdrinker. Waterdrinker is in full development in the field of logistics. This is visible, for example, in the extensive offer of services such as pioneering temperature packaging and monitoring of goods during transport. For this, an overview of the flow of goods in all links of the supply chain is essential. The wholesaler's sustainability requirements and wishes are translated by Waterdrinker towards growers. Web shop customers can filter their purchases on sustainably grown products.

GARDEN CENTRES

A special team is ready to help garden centre chains, whereby plants can be ordered and delivered by branch store. Waterdrinker delivers a complete offer of services in order to take away the client's worries entirely (such as theme collections, offers, posters, flyers etc.). In addition, a new idea, Unique Concept, is realised for the garden centres. Unique Concept is the working title of Waterdrinker's development concept in the field of category management within the garden centres in the Netherlands. This concept focuses on effectively designing and dressing plant shelves in garden centres. It also supports entrepreneurs with purchasing and inventory management and customised sales advice. Virtually all plants for Unique Concept are sustainably farmed, aiming for 100% sustainably grown products for this concept.

RETAIL SALES

For large retail stores Waterdrinker buys large quantities of goods with an above-average quality in order to benefit from volume profits. Also, in the domain of packaging, consumer information, point-of-sale materials, display, price stickers or other shop materials Waterdrinker delivers customised quality items. Retail customers have distinct sustainability requirements and demands, which forces Waterdrinker to find the right set of measures.

HUMAN RIGHTS

EMPLOYMENT CONDITIONS AND CHILD LABOUR

Waterdrinker among other things imports goods from countries outside of Europe. In the domain of flowerpot manufacturing and other hardware products it is crucial to investigate that there no report of child labour and that all products are produced with legal employment conditions. With the import of products from for example China, this is not always easy to verify. To pay attention to this topic is a priority at the moment within Waterdrinker.

WORK PRACTICES

EMPLOYEES AT WATERDRINKER

Ideas and individual input of employees are encouraged by the board of directors and the management team. There is being attained more and more of a coaching position towards the employees. A lot of employees have the chance to grow in the company by both developing their skills and changing their role. As an effect the company's atmosphere is very positive and pleasant and employees see new chances in the market and want to work at improvement together.

The commercial teams (purchasing and sales) increasingly work as self-managing teams, within which specialists are assigned to specific topics for each sub-team. They also act as a mentor to other sub-teams, to make this specialization their own.

A 'Young Board' has been established for younger employees within Waterdrinker. The goal is to increase networks for these employees and to find opportunities. In addition, Waterdrinker wants to keep young people in the company so that staff with a lot of experience and new insights are created. This is a great added value for the company.

PERSONNEL MANUAL

Waterdrinker has a business guide with standards of behaviour, to be found in the quality management system. Each new employee will also receive this on their first day of work in the digital introductory folder on a USB stick.

COACHING INTERNS

Students of higher education (respectively Dutch mbo, hbo or wo students) can often find an agreeable internship in our company. We then also find specialized supervisors for the students to help them with their thesis or other end project.

Our employees can also follow training courses that are appropriate to their competence development. In addition, an internal plant course is taking place to improve and share general plant and quality knowledge of employees. This contains both a theory and a practical part including a course book. Employees can get their certificate for this. The course was set up by a Waterdrinker employee, which means that all aspects and points of attention can be properly applied to the company.

TRAINING AND DEVELOPMENT

Our employees can follow courses aligning to their competence development.

'ONBOARDING'

In order to enable the new employees to integrate better and faster and to keep the proficient employees on board in the long run, we provide a comprehensive 'onboard' process. In conclusion, employees are personally coached and they are given as many opportunities as possible to evolve into motivated, productive, loyal and successful employees who like to help achieving the goals of the organisation.

SAFETY

Courses are given regarding safety regulations, and all employees and temporary staff have to wear safety shoes when working on the work grounds. Waterdrinker has 30 health & safety officers in employment that are educated regularly. In the quality care handbook there is also an emergency procedure which includes

instructions. Everywhere in the building emergency posters and smoke/fire alarms are present, plus some AED's.

WORK PRACTICES AT THE SUPPLIERS OF STARTING MATERIAL

We are and continue to be in conversation with MPS and other certification bodies. Not only about standards for our growers with such certificates, but also about the working conditions of our suppliers and the starting materials (the cuttings) which often come from outside of Europe. In this area we can influence the sector by participating in various FSI projects, in which social issues (women's rights and living wages) are also on the list of priorities.

THE ENVIRONMENT

ELECTRICAL CARS

Waterdrinker motivates employees to lease an electrical or hybrid car and has 13 parking spaces with charging opportunities in front of the main building.



ORGANIC SUPPLIES

Our cleaning partner uses only organic cleaning supplies. In addition, Waterdrinker employees use CO2 neutral cups that were specifically designed for the company and are collected in separate trash bins.

PAPERLESS

Overall, digital communication is becoming more and more common and paper based communication appears less frequently. Because of the advanced automated systems at Waterdrinker, many controls can be digitally read and handled. Paper that is unavoidably used is certified.

HARMFUL PESTICIDES

Crop protection and the environment keeps our sector very busy. In public, social debate there is more and more discussion about these issues and it is affecting our business interests. We want to treat our environment with respect and we also want to establish our business processes sustainably with as little harm to the environment as possible. The unique and specific characteristics of the raw material ensure that changing legislation and policies are not always easy to apply. It is therefore important to keep in touch with the government, industry associations, stakeholder and organisations, etc. With the right consultation, the necessary adjustments can be made in legislation and regulations (see also the [letter from the Secretary of State van Dam](#) about a covenant of certain neonicotinoids). In addition, the Waterdrinker CSR manager will take place in the Crop Protection working group of the ICSR covenant.

GIVE WASTE A FUTURE

The florists of the Waterdrinker Green Trade Center can return plastic and carton packaging to Waterdrinker. The waste is processed by a company with sustainability certification (ISO 14001).

SUPPLY LOGISTICS

By means of combined transport, loads of goods can be combined. To reduce CO2 shipping, agents can pick up plants at growers, so that growers do not drive to distribution centres or Waterdrinker individually.

PURCHASING CHRISTMAS GREENS FROM G.A.P. PARCEL

Large quantities of Christmas greens are necessary for Christmas bouquets sold by our big retail customers. These Christmas greens are grown, among other countries, in Denmark and Poland on special Global G.A.P. parcels (G.A.P. stands for Good Agricultural Practice) which conform to Global G.A.P. standards. Our own inspectors will also check quality and phytosanitary issues on site on a regular basis.

HONEST BUSINESS

It suits our vision of doing business in an honest and responsible manner, taking responsibility of the impact our activities have on society. There is a whistle-blower procedure to combat corruption and abuse of power, we exclusively collaborate with certified employment agencies and there are four trust persons who are appointed to help prevent unwanted behaviour.

PREVENTION OF GREENWASHING

To prevent that what is being communicated does not correspond to reality - greenwashing - the management and the CSR specialists will ensure that Waterdrinker does what it promises and propagates.

STIMULATE LOCAL EMPLOYMENT

To stimulate local employment, Waterdrinker puts all the vacancies on the digital job bank 0297, so that people from around the Waterdrinker area can respond. In addition, there is close contact with the local authorities of Aalsmeer and Amstelveen, who aim to help people with a distance to the labour market getting a job.

CLIENT AND CONSUMER AFFAIRS



CLIENT MENU CARD

To adjust to our clients' needs, we have a menu card ready for each client. The menu card offers possibilities regarding transport preparation, packaging, construction, stickers with end prices, presentation trays for shopping shelves etc.

PLANTS ARE HEALTHY

Plants are good for health and are air-purifying. Special air-purifying plants are refined. Plants are also good for mental well-being (regular research is being done on this). The Green Agenda of Royal FloraHolland, with which Waterdrinker cooperates, conducts all sorts of research throughout the world into the positive effect of plants. Investigations are also being carried out into air-

purifying plants in the classroom, in elderly care and even in prisons



CLIENT MEETINGS

We organize special meetings for florists and other client groups to share knowledge and information. The results of these meetings can be important for our own business strategies, or for growers and breeders.

MEET & GREETs

Our 'meet & greets' in the Green Trade Center are a huge success. The growers or breeders come via us in direct contact with the florists and can gather and provide valuable information, a beautiful example of cooperation. Waterdrinker does what she likes doing: playing a mediating role to inspire both growers and breeders as well as florists.

PARTICIPATION IN INNOVATIVE PROJECTS TO REACH SHARED GOALS

There are a lot of projects in the field of scientific research into medicinal plants, purifying characteristics of plants, and the expansion of the lives of plants that Waterdrinker participates in with knowledge and financial aid. As a member of the Club 100 of Wageningen University we also (financially) support several research projects.

SOCIAL COMMITMENT

TOURS

Tours are held regularly for groups from within the Netherlands and abroad – not only client groups but also groups of growers, school classes, representatives of collaborations, local and provincial politicians etc.

GREEN EDUCATION

We also see it as our duty to boost the image of the sector in several ways. We are involved in the steering committee of the Green Education Centre. Within the Green Education Centre business, education and government parties work together. The aim is to contribute to an increasing number of young people who choose a career in the green sector, but also to achieve a better correlation between education and practice. In addition, Waterdrinker Board members and staff regularly provide master classes within training centres or at meetings. Another initiative is that we, through the start-up Flower Family, allow people with distance to the labour market to fulfil more services within our organisation. Within Waterdrinker itself, various internal courses have been set up for Waterdrinker employees to improve product knowledge and knowledge about quality and sustainability.

INVOLVEMENT WITH LOCAL COMMUNITY

Waterdrinker sponsors many local projects. The most famous example is the annual Aalsmeer Flower Festival, of which our CEO Mariska Foppen is the chairwoman. This event is expanding every year and the attraction increases from a local event to a national one and even international these days.



CHARITY

Employees can donate the value of their Christmas package to a charity. This is often done, Waterdrinker then supplements the amount. Employees can also buy plants at the end of the week that are no longer suitable for sale. The proceeds from this sale will be donated to a charity chosen by the Works Council.

Waterdrinker Aalsmeer B.V.

Sierteeltstraat 25
1431 GM Aalsmeer
+31 (0)297 33 22 11
info@waterdrinker.nl

www.waterdrinker.nl