

# SUSTAINABILITY JOURNAL

# 20 24

What did we  
achieve in 2024?

**Highlights**  
2018-2024

Sustainability  
approach  
towards 2030

**Fair Trade**

**Afrikado:**  
more than just  
products



# Xpol

Where demand and  
supply synchronise



# SUSTAIN

CONTRIBUTING TO A BETTER WORLD

# Sustainability 2024 at Xpol

In this fourth edition of our Sustainability Journal, we share the achievements we realised throughout 2024.

# ABILITY

**Within the floriculture supply chain**, we observe that sustainability is maturing, with increasing attention being given to the social dimension. This is a logical progression.

We had **the advantage** of launching our programme back in 2018, making us one of the front runners. At that time, fewer sustainable options were available in the market, and we focused primarily on the production side — including waste efficiency, packaging, and water management. In the technical and production areas, particularly in our own facilities in the Netherlands and Finland, we have now reached a point where further improvements are limited.

**Fortunately**, more companies in our supply chain are now actively

engaging in sustainability. With the experience we have built up, we are now well-positioned to respond to new sustainability demands from our clients in the retail sector.

**We have defined targets** through to 2025, and will use that year to establish our roadmap for 2030, as sustainability remains a core element of our company strategy. There is always room for improvement. You can read more about this on page 8.

**Thank you** for taking the time to read our journal. If you would like to know more about our programme, please feel free to contact us!

The Xpol Team

ACHIEVEMENTS  
**2024**



# What did we achieve in 2024?



## 1 Waste reduction

- 93% of operational materials in Rijsenhout were recycled, processed through separate waste streams to optimise recycling
- 55% of Bama shipments transported using the Xpol BOXX
- From 2018 to the end of 2023, a total of 940,000 Xpol BOXXes were shipped - resulting in significant emission savings per stem
- 85% of flowers handled at Xpol Rijsenhout met the target of an average stock duration of 5 days or less (excluding sea freight).



## 2 Packaging

- Continued development and testing of cardboard skids with supplier; trials conducted with shipments to Finland and Italy



## 3 Energy

- All electricity generated by the solar panels on the roof at Rijsenhout was utilised. 62% of the annual electricity consumption in the office and production in Rijsenhout is generated by the solar panel installation on the roof. The remaining 38% is purchased from a supplier of green electricity (mainly renewable wind energy)



## 4 Due diligence

- 70% of African growers and 50% of European growers signed the Letter of Intent concerning the Code of Conduct
- Focus on social initiatives included renewed concepts and packaging for Afrikado



## 5 Emissions & environment

- Aligned with FSI's 2025 objective of 90% responsibly produced and traded volumes - we reached 91% in 2024
- Launched and tested a carbon footprint monitoring tool

# HIGH LIGHTS

## of Xpol's sustainability milestones

In 2018, we launched our sustainability programme with targets set for 2025. Below are some of the key highlights and accomplishments from 2018 to 2024.



**91% Recycling** operational materials recycled through optimized streams

**92% Sustainable shipping** air shipments use the Xpol BOXX, reducing packaging and product waste

**66% Paper reduction** Dutch office and production cut printing paper use by two-thirds



Sustainable savings in materials:

**15% savings in carton** through the Xpol BOXX

**Less virgin plastics** we use more grey buckets made from recycled plastic

**Saving plastics** by smart packagings of bouquets



**Efficient facilities** New Rijsenhout facilities use energy-saving cooling techniques

**25% less cooling** Reduced cooled storage for roses, saving energy per stem

**Electric-only operations** No fossil gas; heating powered by electricity

**Solar energy** Electricity sourced from rooftop solar panels



**DUE DILIGENCE/  
SOCIAL ASPECTS**

The majority of our growers signed our **Code of Conduct**

We and our customers support **social projects** in Kenya by selling Afrikado products

We have done **tree donations** in Turkey during the last years



**EMISSION &  
ENVIRONMENT**

**91%** of all sourced Xpol volume is **FSI compliant**

We continue increasing sourcing from Europe  
Our **Carbon Footprint Monitor** is active from 2024

**Up to 10% emission reduction** in transport due to our Xpol BOXX

# LOOKING AHEAD TO 2030: sustainable cooperation

**Xpol has been a proud member of FSI alongside many other companies in the floriculture supply chain.**

The FSI2025 ambition focuses on three key pillars:



- **Responsible production & trade**
- **Ethical conduct and integrated reporting**
- **A governance framework supporting a comprehensive approach to supply chain sustainability**

After seven years of running our own internal sustainability programme and achieving its initial targets, we are reaching the limit of what can be accomplished purely on an operational level.



*More about FSI*

## **Where do we go from here?**

As we look towards 2030, we are aligning ourselves with a single, overarching target:

**100% of Xpol's products to be sustainably sourced in accordance with FSI standards**

By embedding sustainability into our daily operations, we will let the FSI basket and system guide our efforts.

## **Transparency and collaboration: FSI compliant**



We aim to offer our clients and partners products that are as FSI-compliant as possible. When sourcing, we prioritise FSI-certified growers.

Through open dialogue, we align product and packaging sustainability goals with our clients' wishes and requirements. Backed by years of experience and comprehensive sustainability data, we are well-equipped to explore all possibilities and deliver fitting, responsible solutions.

This is how we collaborate - providing transparency and supporting proactive, shared progress on sustainability.

Inspirations:

# FAIR TRADE

**37% of all Fairtrade workers are involved in flower or plant production - a significant portion of global Fairtrade output.**

Xpol has proudly partnered with Fairtrade for over ten years. We support Fairtrade by offering flowers such as roses and mixed bouquets.

In 2024, we shipped 3.034.284 bunches of Fairtrade flowers. We are proud to contribute - and grateful to our clients who make it possible by offering Fairtrade products to consumers.



As shared on the Fairtrade website:

*"Fairtrade has improved my low living standards to a better and higher living standard. I have plans to buy land and if I continue working here, I will continue benefiting from Fairtrade, making deposits and after some years I will buy land for my family."*

Jacinta Wanjira Muiga, Kenya

*More about  
Fairtrade*





# Xpol BOXX

Since its development in 2018, over 940,000 Xpol BOXXes have been used to transport flowers from growers to our clients and production facilities in the Netherlands and Finland.

The Xpol BOXX allows up to **8% more flowers per box** and uses **15% less cardboard per pallet**. Thanks to smart design and optimal stacking techniques, we've also improved pallet efficiency.

Over the full volume of shipments, in the past years we saved approximately **200.000 kilograms of carton** due to the use of the Xpol BOXXes.

Furthermore, as no staples or tape are used in the Xpol BOXX, we have significantly reduced steel and plastic waste. The separated cardboard is also less contaminated, improving recyclability.



*More about XpolBOXX*

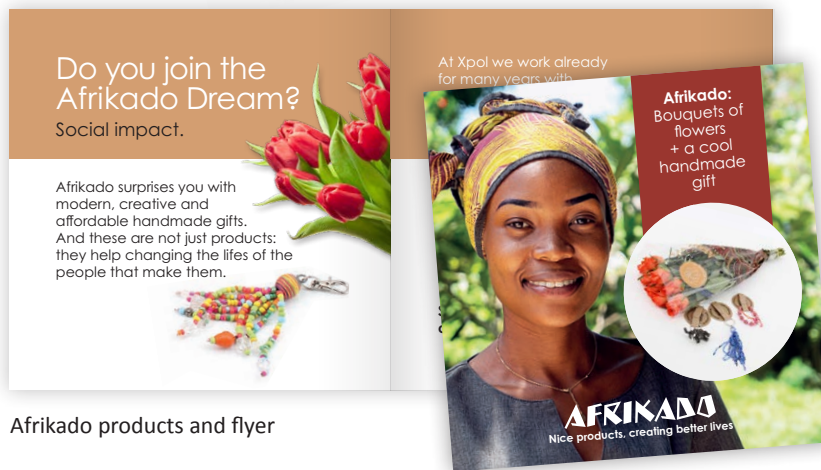
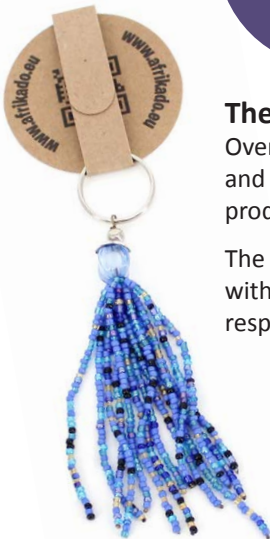
# Afrikado: more than just products

Overall positive impact Afrikado during the years:



**The Afrikado gift collection** continues to make a positive impact. Over the years, the range has grown to include new handmade items, and in 2024 we updated the sleeves and overall appearance of the product line.

The restyled Afrikado line was introduced and presented in buckets with point-of-sale materials on shop floors - receiving a very positive response.



Afrikado products and flyer



*More about Afrikado*

# Xpol

Where demand and supply synchronise

Xpol B.V.  
Kruizemuntweg 27A  
1435 DD Rijsenhout  
The Netherlands  
T: +31 (0) 297 34 41 23

[www.xpolplatform.com](http://www.xpolplatform.com)

