



# THINK CLIMATE POSITIVE!

- ✓ CALCULATION  
.....
- ✓ REDUCTION  
.....
- ✓ OFFSETTING  
.....
- ✓ STORYTELLING



**GREENHOUSE**  
Sustainability





It started in 2014 with the question:

**“How sustainable is this product really?”**



## Making sustainability measurable




Are you looking for concrete steps to leave the world a better place for the next generation? Or do you feel the growing pressure from customers, investors, and governments to take action on sustainability? We understand your motivation and are ready to assist you!

When you make sustainability measurable, you gain insight and can start taking concrete and effective action. We calculate the environmental impact of your business and products using a Life Cycle Assessment (LCA). That way, we help you lay the foundation for a sustainable future.

We would like to tell you more about Greenhouse Sustainability; the sustainable 'house' where you will find environmental footprint calculation, reduction, offsetting and storytelling under one roof.

**Read about the background of Greenhouse Sustainability:**

 [greenhouse-sustainability.com/en/about-us](https://greenhouse-sustainability.com/en/about-us)



## VISION

Greenhouse Sustainability's vision is that sustainability should be made measurable and transparent for everyone to enable climate neutrality.

## MISSION

Greenhouse Sustainability lays the foundation for climate-neutral operations with footprint calculation, footprint tools, advice for reduction and offsetting. With storytelling, we further contribute to positive impact on and by companies.

## We help you towards a sustainable future, with:



### Calculation

*Footprint calculation by our LCA specialists or (customised) advanced tools*



### Reduction

*Number-based goals and advice*



### Compensation

*A climate neutral company by cleaning up CO<sub>2</sub> emissions*



### Storytelling

*Share your sustainable story to inspire others and achieve commercial benefits*

## Whom we work with and for

### Businesses with ambition

Whether you have no idea where to start, your business has been making efforts in the field of sustainability for years or you are ready to take the next step towards a climate-positive business: we are happy to help you.

We are there for large and small organizations, many of which are in the manufacturing industry. From wholesalers to service providers and suppliers. Whether you are a company seeking to assess your current sustainability status, looking to embark on a sustainable journey, or in need of assistance in sharing your sustainable story, we are here to support you.

### Sectors we work for include:

- > Agri- and Horticulture
- > Construction
- > Retail
- > Hospitality



### A selection of our customers



# Calculation

## Calculating environmental impact



### Sustainability: make sure you know where you stand

Consumer, retailer and government demand for sustainable products is increasing. There is also a growing need among these parties for proof that a company is operating sustainably. Mapping environmental impact using a life cycle assessment puts a number on sustainability: your footprint. You have come to the right place for this at Greenhouse Sustainability.

### What do you get from a footprint calculation?

A life cycle assessment (LCA) provides you with insight into how sustainable your business or products are and helps you achieve future-proof operations.

### Prepare for the future

The climate agreement mandates that we all must significantly reduce CO<sub>2</sub> emissions by 2030. Increasingly, companies are being obligated from various angles to report their CO<sub>2</sub> emissions. Governments, investors, and customers alike are actively involved in this effort. By starting now, you will not be caught off guard by these inquiries and will be better prepared to address them proactively.

### Top of mind in the chain

Your footprint affects the footprint of your supply chain partners. When you can share your footprint with your supply chain partners, you demonstrate transparency and awareness. This makes you attractive to stakeholders, suppliers and customers.



CASE

*"It was difficult to demonstrate the circularity of a product until LCA came into the picture."*



Martin Meewisse | Purchasing Manager Houtwerf

## How LCA contributes to Houtwerf's circular mission

International timber wholesaler Houtwerf creates circular product lines with several partners. However, the company has struggled to demonstrate that the products were actually circular. Using Greenhouse Sustainability, Houtwerf deploys LCA to inform customers about the circularity of its products. In doing so, we also help them achieve a sustainable positioning.





# LCA: methods and calculations

## Standardised rules

We use standardised calculation rules to calculate your footprint, so you are assured of a valuable footprint calculation. Standardisation allows footprint certification, benchmarking and prevents greenwashing.

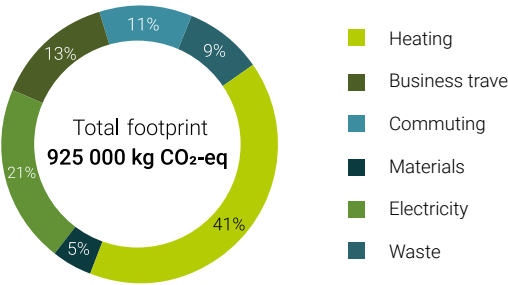
Calculation methods that we regularly use are:

- › ISO standards
- › Greenhouse Gas Protocol
- › HortiFootprint Category Rules
- › FloriPEFCR



## Impact categories

LCA involves different impact categories. An impact category groups several emissions into one environmental impact. The impact categories we calculate include: water, land use, toxicity and the best known, climate change (CO<sub>2</sub>).



## The boundaries of your footprint

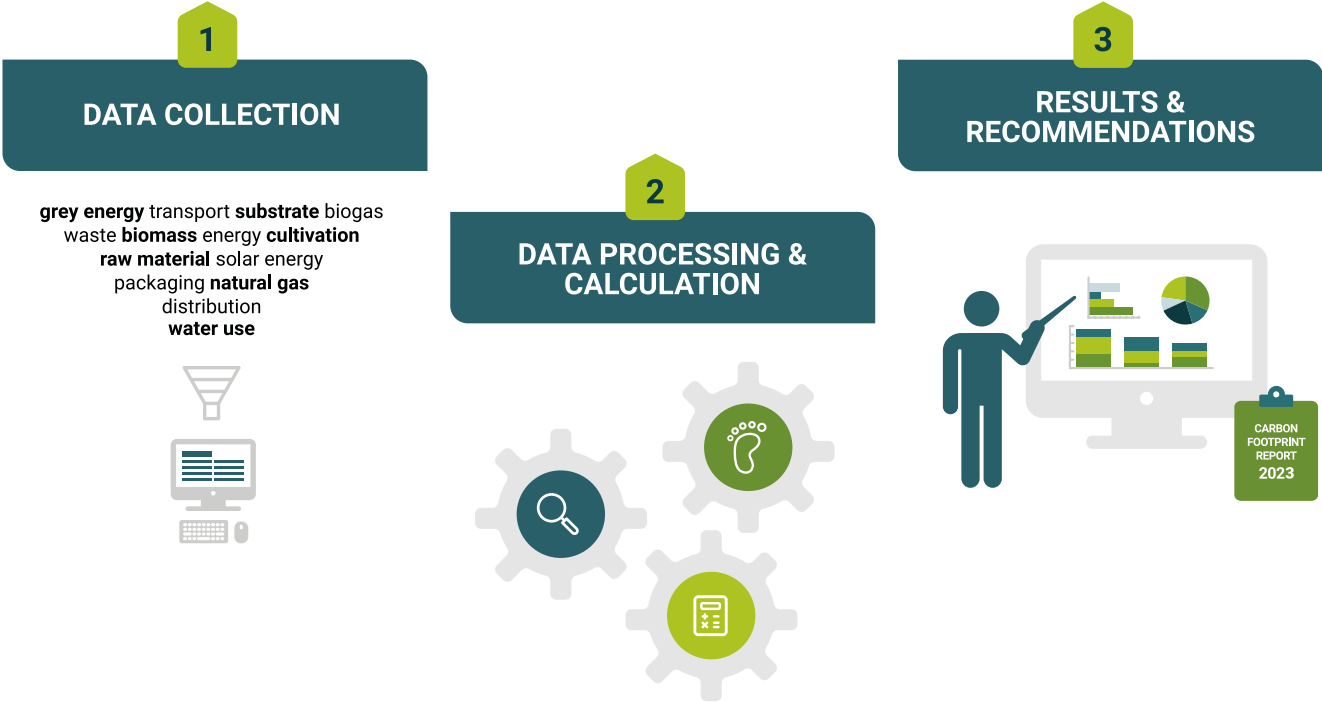
When calculating a footprint, you can define boundaries for the part that is being measured; these are called scopes. Scopes clarify the emissions for which your company is directly responsible. In the case of a product footprint, it involves determining the life stages that are included in the calculation. We are here to assist you in establishing your scopes.

# The way we work

CALCULATION

A good answer starts with a good question. We assist you in formulating a clear assignment. What would you like to know? What will be the limits of the calculation? What data is available? Our qualified LCA specialists then get to work.

In this process, we recognize three phases:



Want to know more about LCA?

Scan the QR code and read our article 'What is LCA?'



# Calculate by yourself

## Footprint4All

### Entry-level tool for calculating environmental impact

To quickly and affordably gain insight into the CO<sub>2</sub> footprint of your company at an accessible level, we have developed Footprint4All. You can calculate your company's footprint yourself, regardless of the type of business you have or the sector you operate in.

#### Benefits of Footprint4All

- › Foundation for effective investing
- › Insight into the structure of the footprint based on key factors such as heating, electricity, business transportation, water usage, and waste
- › Results of the savings measures
- › User-friendly environment
- › Makes sustainability measurable

Learn more and purchase licenses at:  
[FOOTPRINT4ALL.COM](https://FOOTPRINT4ALL.COM) | [FLORIFOOTPRINTTOOL.COM](https://FLORIFOOTPRINTTOOL.COM)



### Make a life cycle assessment for floriculture yourself

Easily gain insight into the environmental footprint of floriculture products: it is possible with the Flori Footprint Tool. In this user-friendly online software, each link in the chain calculates its own share of the product footprint. With its own Flori Footprint Tool Portal for growers and traders. The Chain Portal brings together all data for a complete calculation.

#### Benefits of Flori Footprint Tool

- › Easily create unlimited scenarios for reducing environmental impact
- › Understanding 16 impact categories, such as climate change (CO<sub>2</sub>-emissions), water and toxicity
- › Professional guidance by LCA specialists
- › Compliant with the draft of the European calculation rules FloriPEFCR

Powered by **SimaPro**



# A customised footprint tool

## Always instant overview and insight

Do you deal with many different suppliers and would you like to keep a finger on the pulse of the current environmental impact of your activities? We develop a user-friendly online footprint tool for you that gathers all relevant data and gives you an overview and insight into the footprint of your activities.

### For persuasion

Your own footprint tool can also be of added value in convincing customers and stakeholders of your sustainable product. Often it is difficult to get a

potential customer to invest in something if they do not understand how sustainable a product really is. By making the savings on the environmental impact transparent and by calculating scenarios for specific situations, a barrier is removed. Several customers experience the benefit of proving the added value of a sustainable choice in this way. We make this possible by developing customised advanced footprint tools.

## CASE

One of the customers experiencing this benefit is Pagter Innovations. They offer an innovative and sustainable packaging solution for cut flowers with the Procona. Since autumn 2021, they have let potential customers experience the environmental savings by calculating customer-specific scenarios with the Procona Carbon Footprint Tool. That immediately changes their conversation with the customer and the investment in this sustainable choice has become more valuable to customers.

*"The use of the Procona Carbon Footprint Tool makes it possible to directly answer all 'yes but if' questions and is perceived as very convincing."*



Loes van der Toolen | Director Pagter Innovations

# Reduction

## Reducing environmental impact



### Getting started with reduction

The results of the footprint help to bring focus to the sustainability strategy and in formulating goals, for example, related to SDGs. There are dozens of ways to make your business more sustainable and thereby reduce your footprint. Whether it's waste reduction, choosing sustainable alternatives, or lowering energy consumption, we help provide independent guidance in making these choices. Our extensive network of innovative companies contributes to this process.

The success of a sustainability strategy depends on the involvement of employees. When they understand what is being worked on, support grows. A 'Sustainable Start Session,' where we assist in explaining sometimes complex theories, can give you a flying start. Together, we gradually make your business more sustainable and, consequently, more future-proof.



# Offsetting

## Offsetting emissions



All the efforts and investments in sustainability will not yet help you move directly towards climate neutrality. Do you want to make a difference to the climate now and be climate neutral or maybe even climate positive? Then offset your emissions by investing in fair climate projects.

At Bamboo Village you can offset your CO<sub>2</sub> emissions by planting bamboo.

### Why bamboo?

Bamboo acts as a natural carbon sink: it removes CO<sub>2</sub> emitted from the atmosphere and stores it in the soil and plant.



Bamboo is effective for soil protection and restoration of degraded land. It is easy to grow and occurs naturally in many parts of the world.



### Certified Carbon Credits through Bamboo Village

The bamboo plantation of Bamboo Village has been certified by Open Natural Carbon Removal Accounting (ONCRA) for removing CO<sub>2</sub> from the atmosphere. In collaboration with ONCRA, the amount of CO<sub>2</sub> that the bamboo plantation can remove from the atmosphere has been calculated. Bamboo Village issues carbon credits for this determined amount.



For more information on CO<sub>2</sub> offsetting and bamboo, visit [bamboovillage.world](https://bamboovillage.world)



# Storytelling



## Sustainable storytelling

**We give your sustainable story the attention it deserves. Be good and tell it!**

Of course, you also want to (re)communicate your company's sustainability to your customers. Your investments should not only yield environmental gains. It is important that your customers, both B2B and B2C, know what they can get from you and your products in terms of sustainability. This way, you inspire others and encourage sustainable purchases.

But how do you communicate your sustainability story with integrity? Not everyone can simply do this. Sustainability is a difficult comprehensive topic for many. Fortunately, we have skilled professionals in house who are knowledgeable about sustainability and would love to help you position your business as a sustainable player. We do this by creating content, but we can also help your own marketing and communication professionals get started.

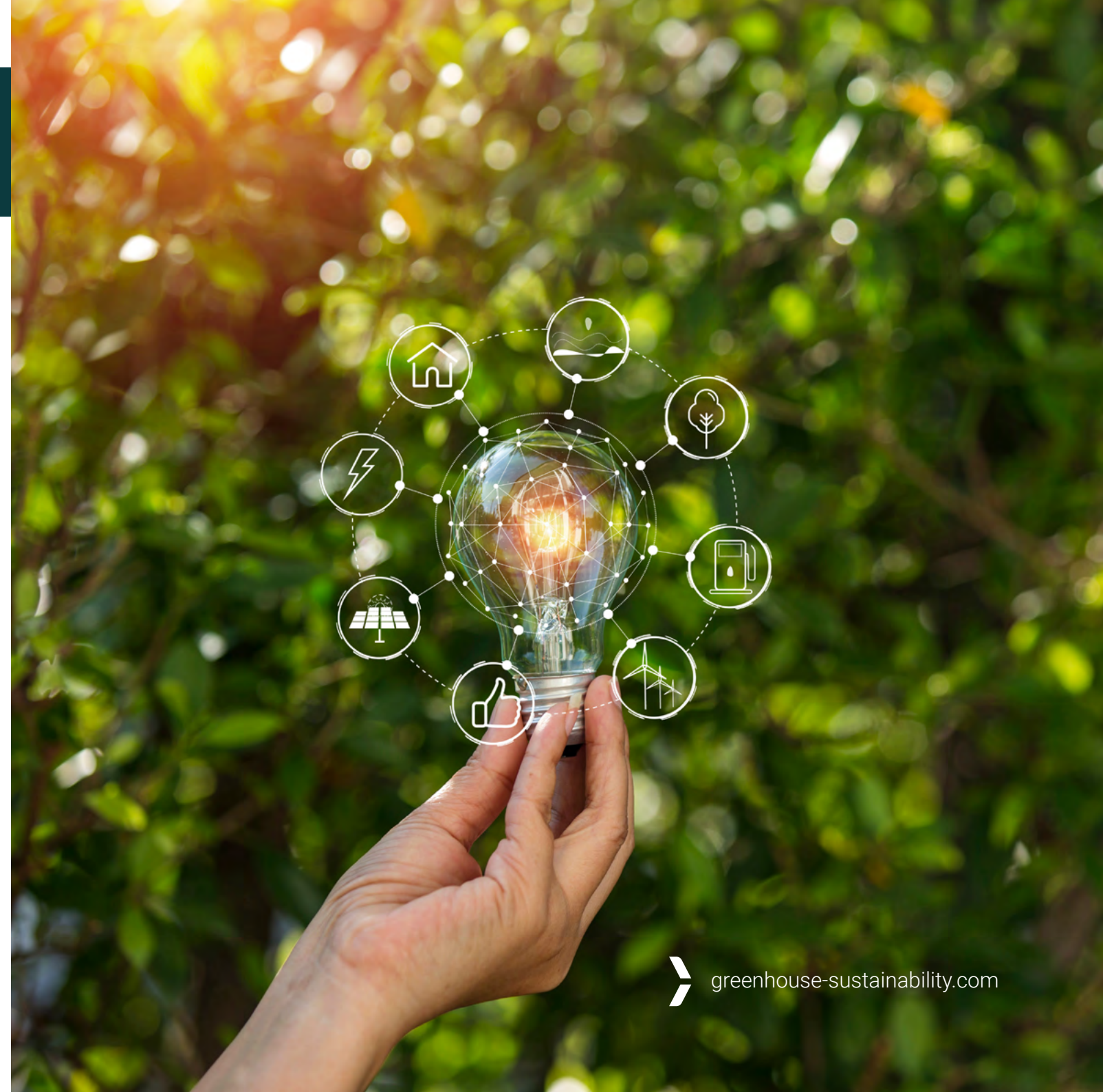
## Content creation

We help you share your story, so that your buyers will prefer your products. We do this through, for example:

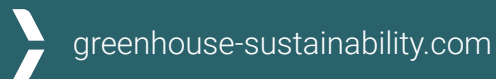
- Content for blogs, socials, website and press releases
- Visualisations (e.g. infographics)

Curious to see what we can do for you?

Request the Storytelling toolbox via [marketing@greenhouse-sustainability.com](mailto:marketing@greenhouse-sustainability.com)







### Get in touch with us

We are happy to help you take on your challenges in the field of sustainability. Would you like to know more about what we can do for you? Take a look at our website **greenhouse-sustainability.com** or contact our expert team.

**GREENHOUSE**  
Sustainability

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