



# AIPH SUSTAINABILITY CONFERENCE 2021

## Programme



THE PATH TO SUSTAINABILITY IN ORNAMENTAL  
HORTICULTURE • 30 SEPTEMBER 2021 •



# Programme (BST)



Tim Briercliffe

**10:00** Welcome by Chair – Mr Tim Briercliffe, Secretary General, ALPH



Bernard Oosterom

**10:05** Welcome Speech – Mr Bernard Oosterom, President, ALPH

**10:10** Welcome Speech – Ms. Mariska Dreschler, Director, GreenTech



Mariska Dreschler

**10:15** Understanding the sustainability challenge in ornamental horticulture – Dr David Bek, Coventry University

**10:35** Q&A

**10:45** How FSI is creating a more sustainable industry and how you can be involved – Mr. Jeroen Oudheusden, FSI Manager, Netherlands



Dr David Bek

**11:00** Sustainability Footprinting – How can businesses reliably measure and understand their footprint – Mr. Albert Haasnoot, Royal FloraHolland



Jeroen Oudheusden

**11:15** Where next for certified sustainability? – Mr. Daan de Vries, CEO MPS, Netherlands

**11:30** ALPH Sustainability Survey – Dr. Audrey Timm, Technical Advisor, ALPH



Albert Haasnoot

**11:45** Q&A

**11:55** Expo Hatay 2021

**12:00** BREAK



Daan de Vries



Dr Audrey Timm



Maarten Bánki



Susannah Ball



William Gee



Richard Fox

# Programme (BST)

**12:10**

What does a sustainable ornamentals industry look like?

- Dr. David Bek, Coventry University (Chair)
- Mr. Maarten Bánki, Royal FloraHolland
- Ms. Susannah Ball, Ball Horticulture
- Mr. William Gee, Freddie's Flowers
- Mr. Richard Fox, Union Fleurs & Flamingo Horticulture

**13:45**

Ms. Nora Meijerink, Chrysal, and Mr. Tim Briercliffe discuss views on how the flowers supply chain will need to address sustainability and how that is happening.

**13:15**

BREAK

**13:45**

Introduction to stream sessions  
*Presentations will be available to view prior to the conference for each of the following sessions. These presentations will form the discussion for the panels.*

**13:50**

Packaging and the Circular Economy

**14:25**

Growing Media

**15:00**

People

**15:35**

Sustainability Marketing

**16:10**

Closing remarks

**16:20**

Conference close



# Stream Sessions

## Plastics & Circular Economy



Leo Swart (Chair)



Elise Wieringa



Ximena Franco



Sven Hoping

## Growing Media



Tim Briercliffe (Chair)



Steve Harper



Cecilia Luetgebrune



Moritz Böcking

## People



Melanie Dürr (Chair)



Nada van  
Schouwenburg



Kiki Fernandes

## Sustainability Marketing



Bill Hardy (Chair)



Charlie Hall



Derek Taylor



Chris Leichtenberg

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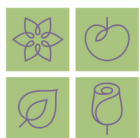
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