



MPS

driven by
sustainability





The sustainability partner for flowers and ornamentals

'By 2030, MPS will be the leading sustainability partner in the international flowers and ornamentals sector as a reliable data interpreter, connector and catalyst.'

Vision on sustainability for MPS: our target for the future

For MPS sustainability is...



Green

A focus on healthy soils, natural biodiversity, and clean water for humans and animals.

Working towards zero greenhouse gas and pesticide emissions, which includes harmful residues on products.



Fair

Healthy and rewarding work that promotes well-being. Fair trade conditions for healthy companies.

Good working and employment conditions, as well as cultivation methods that enable people to work and live healthily, while generating good returns for entrepreneurs.



Resourceful

Healthy and resourceful companies with efficient and circular use of water, nutrients, and other resources.

Growing smarter and improving communication and cooperation between supply chain partners can reduce the sector's ecological footprint: less energy and water use and fewer raw materials.



We serve two different target groups

1 GROWERS & BREEDERS

Need

Lead & inspire
Learn & claim
Comply & report



MPS' core target audience is diverse: from small-scale family companies to large professional nurseries and plant breeders.

This audiences' sustainability needs & ambitions **vary** from doing the bare minimum to being proactive about sustainability (see the next slide for more details).

2 TRADE & RETAIL

Need

Engage
Measure
Assure



As well as growers & producers, trade & retail are crucial chain partners in enabling MPS to realise its ambition.

This group is seeking **open communication** in the supply chain, **insight** into the impact of products and also early **involvement** of growers regarding what this requires from everyone in the supply chain.

THE CONSUMER

Need

Guidance
Guilt-free



Consumers who buy or see the end product are reached by MPS only indirectly.



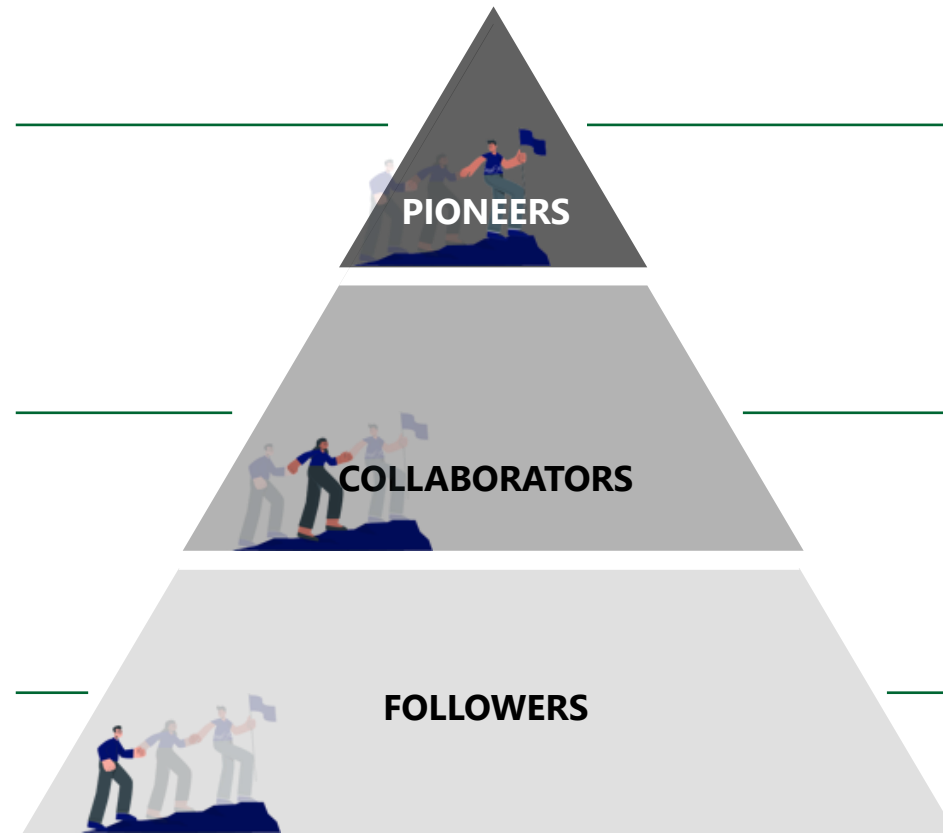
Growers and producers: different levels of need require MPS to fulfil different roles

Need:

'I want to show that I'm a leading player and inspire others to join in'

'I want to learn where I stand with respect to others, how I can improve and be able to explain what I'm already doing well'

'I want to comply with statutory & market requirements and be able to produce the necessary reports so that my company remains in operation'



MPS' role:

Offer leading companies a stage and network to inspire more market partners and colleague growers and to **make sustainability connections**.

Facilitate growers in their need for improvement by **sharing** insights and information and **enriching** the entered data.

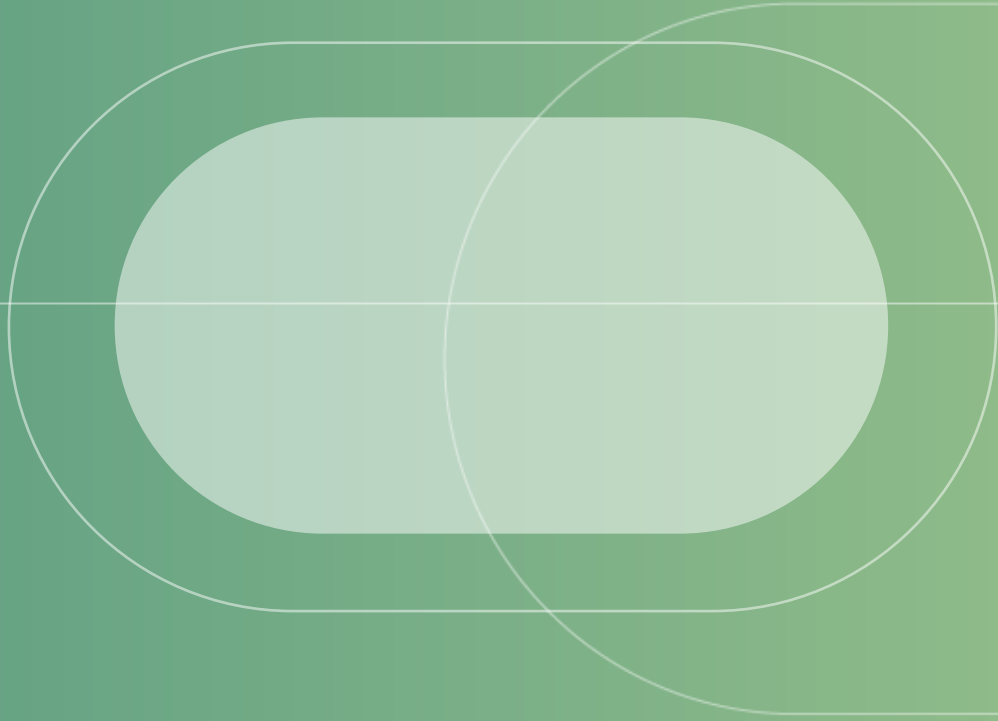
Support current MPS customers with simple services and **convince** non-customers to obtain certification.

The ambition can be divided into three themes.

'By 2030, MPS will be the leading sustainability partner in the international flowers and ornamentals sector as a reliable data interpreter, connector and catalyst.'

- 1. From complex to concrete**
- 2. From data to action**
- 3. From links to chains**





Developments in 2025

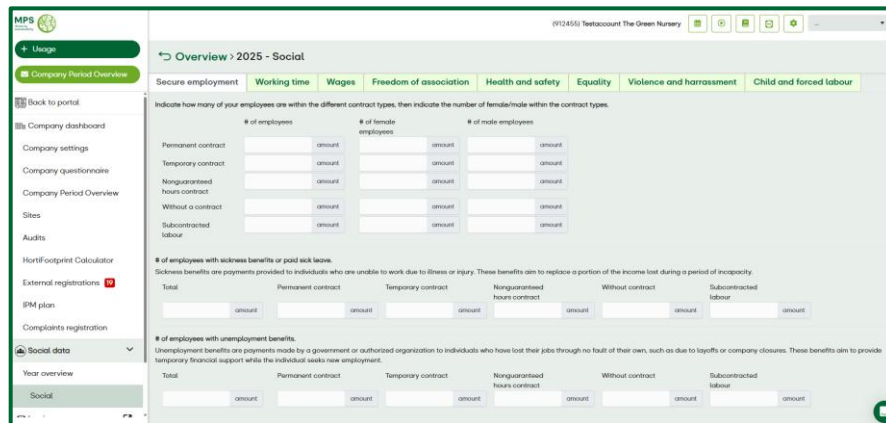
Software developments in 2025



A drilldown of product, stages and impact



A virtual way to talk to our technical team



A social module for CSRD purposes

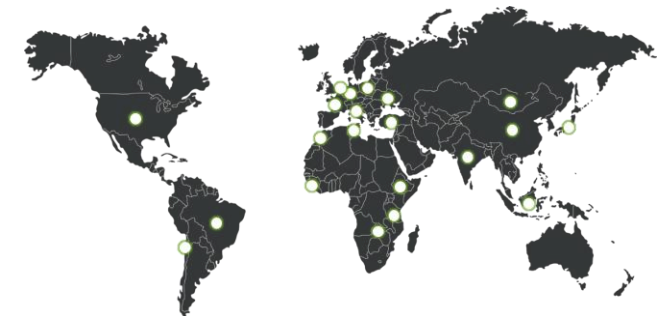


An API for the exchange of external data

Other developments and updates in our portfolio



FSI-compliance



**SIMPLE
CERTIFICATION**

**EASY DATA
SHARING**

**CLEAR
GROWTH
PATHWAY**

**PERCEPTIVE INSIGHTS
AND SMART
ANALYSES**

FROM COMPLEXITY TO CLARITY

FROM DATA TO IMPACT

**LEARNING IN
GROUPS**

2030
**THE LEADING
PARTNER FOR
SUSTAINABILITY
IN FLORICULTURE**

FROM LINKS TO CHAINS

**INITIATIVES
SUPPORTED BY
INSIGHTS**

**SECTOR-WIDE
RESIDUE
MONITORING**

**DATA-DRIVEN
DIALOGUE**

From complex to concrete

MPS reduces the complexity of certification by harmonising and combining standards into com norms and by offering individual growers a clear growth pathway with clear requirements, insight into their status and next steps.

GOAL

SIMPLE CERTIFICATION

We reduce the complexity by harmonising & combining standards and integrating absolute values.

CLEAR GROWTH PATHWAY

We offer a clear growth pathway towards sustainability through providing clarity on requirements, status and next steps.

STRATEGIES

Reduce complexity through integration.

Develop a growth path for growers.

MEASURES

- ABC + ProductProof/ GreenerGrown lists in 1
- PP/GG: offer additional sampling subscriptions separately*
- ABC levels with precise sizes
- Connect HFC to ABC

- Develop the customer journey
- Plot products and product levels on the journey
- Translate this for customers

DASHBOARD

Number of products reduced to the 5 key products.

Validate the customer journey with stakeholders in various regions.

*) See sector residue monitoring system for the 'From links to chains' theme

From data to action

As MPS combines, visualises, enriches, and interprets data in an independent and transparent way, supply chain parties can gain insight, compare, learn and take targeted action to become more sustainable.

GOAL

EASY DATA SHARING

Growers only enter data once. MPS offers a user-friendly way to reuse data, via data links and uploads.

PERCEPTIVE INSIGHTS AND SMART ANALYSES

We help partners analyse data and translate these into tools for improvement through smart solutions.

LEARNING IN GROUPS

We give formal and informal groups of growers automated insights into each other's performance.

STRATEGIES

Reassign responsibilities for development and maintenance.

Consultation & advice for external parties.

Create group accounts and overviews for grower associations and study groups.

MEASURES

- Make an inventory of requirements
- Appoint a product owner
- Place the responsibility in product teams

- More customer research into needs and triggers (including A/B testing?)
- Invest in improved content and structure of MPS databases
- Hire AI expertise and identify and pilot concrete use cases

- UX design of group accounts, shared access rights and group graphs
- Agile implementation

DASHBOARD

links realised
growers affiliated

customers who actively use these dashboards

formal (with individual group accounts) and informal comparison groups

From links to chains

Chain parties collaborate on joint sustainability because MPS, as an independent connector, facilitates knowledge exchange and encourages collaboration through data, leadership and a personal approach.

GOAL

INITIATIVES SUPPORTED BY INSIGHTS

We provide data insights for 80% of the sustainability initiatives in flowers and ornamentals.

DATA-DRIVEN DIALOGUE

We organise meetings in the chain for the top 5 high-impact crops, based on data insights.

SECTOR-WIDE RESIDUE MONITORING

Together with chain partners, we develop a concept for a sector-wide residue monitoring system.

STRATEGIES

Determine which initiatives we aim to offer and which analyses & overviews we will provide.

Build relationships with crop groups and organise/support meetings for high-impact crops.

To be worked out in more detail. There is a clear demand for this from trade and retail. The idea is to create a central database with sampling results and, in addition to the sampling conducted for certification, offer separate sampling subscriptions to both growers (such as ProductProof) as well as traders and retailers.

MEASURES

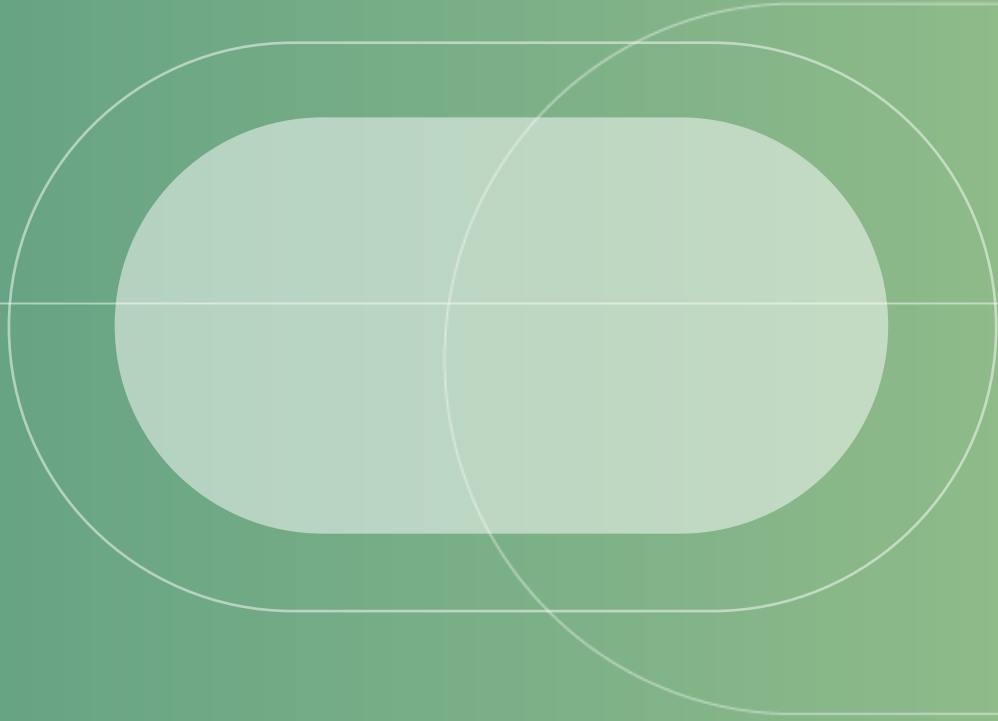
- Identify initiatives and desired analyses.

- Identify initiatives and high-impact crops.

DASHBOARD

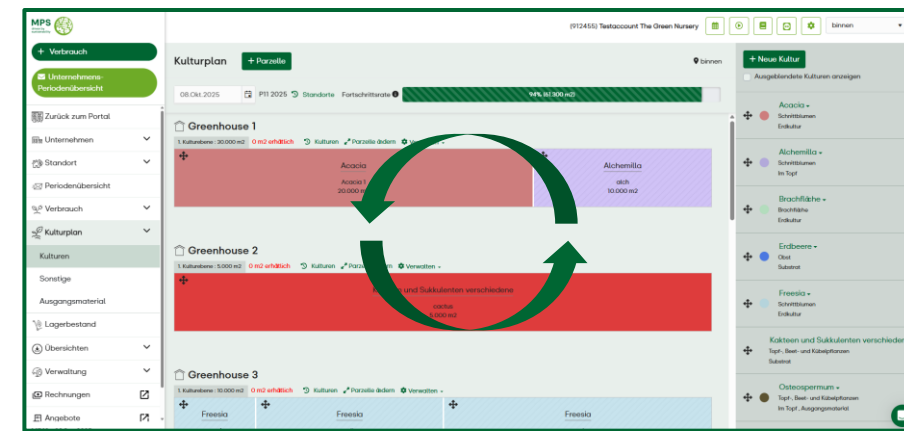
initiatives supported by our data at least annually.

meetings organised or supported by our data.



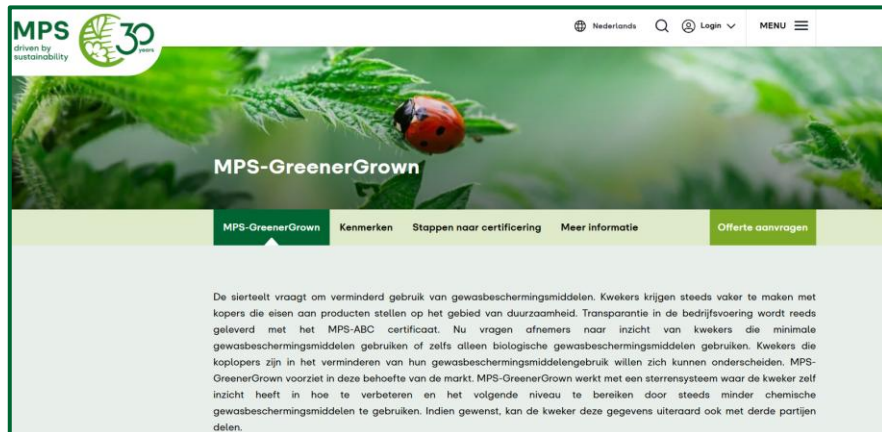
Developments in 2026

Scheduled software developments for 2026

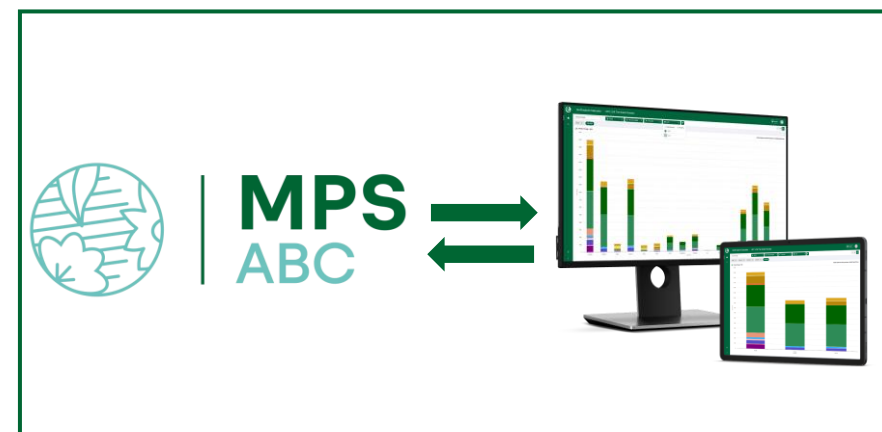


Work with our AI support system “Intercom”

Improve the UX-design of the cultivation plan



Further roll out MPS-GreenerGrown



Align results of MPS-ABC and HFC

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NEXT UP:



Elise Wieringa

Sustainability Manager at Intratuin



MPS - Denemark

Towards a chemical-free range

Society and consumers are changing

Society

Court cases

Media/newspapers/ TV programs



Consumers (also at the Intratuin)

Critical questions

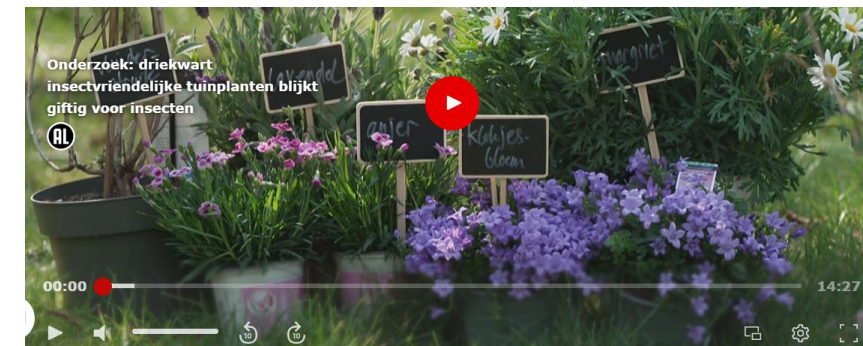
Comments on socials

Questions and comments are mainly about **chemicals**.

And a demand for organic/chemical-free plants.

Onderzoek: driekwart insectvriendelijke tuinplanten blijkt giftig voor insecten

19-04-2025 · leestijd 3 minuten · 32509 keer bekeken · bewaren



Piety Van Den Bosch
Zijn deze plantjes gifvrij???

1 w Leuk Beantwoorden Verbergen 2 😊

INTRATUIN | OUR MISSION AND VISION



VISIE

Wij kunnen het leven van mensen beter en aangener maken door ze in nauwer contact met elkaar en met het goede van de natuur te brengen.



MISSIE

Als duurzame groenexpert zorgt Intratuin ervoor dat iedereen kan profiteren van het goede van de natuur. In 2030 is minimaal 50% van de Nederlandse tuinen groen.

Vision
We can make people's lives better and more pleasant by bringing them into closer contact with each other and with the good of nature

Mission
As a sustainable green expert, Intratuin ensures that everyone can benefit from the good things about nature. by 2030, at least 50% of Dutch gardens will be green.

WHY

Zoveel mogelijk mensen laten profiteren van het goede van de natuur

HOW

Bestemming voor iedereen met liefde voor plant en/of dier

WHAT

Ontmoeten, ontdekken, leren, uitwisselen, eten & drinken, kopen, huren, lenen



Intratuin | How do we do that?

Through cooperation with chain parties, sector and civil society organizations

By gaining knowledge about chemical-free cultivation, about organic products, about challenges for growers and about new varieties that will come on the market

By telling our story and ambitions to our colleagues, our suppliers (growers) and our customers in the stores

By choosing the right suppliers as a partner to 2030

By daring to make assortment choices to achieve our goals and keep the customer satisfied.

From selling what is
produced

to

Producing what we
want to sell

Intratuin | Collaboration with civil society organizations and the sector

With other Garden retailers in the Netherlands; Ranzijn, Welkoop, Praxis, Hornbach, we are working together in the Ambition to reduce crop protection products.

With NGO's like Natuur & Milieu, Pesticide Action Netwerk NL and Milieu Centraal.

All parties from NGOs to the Garden retailers have now committed to the 70% chemical-free range by 2030



ONDERTEKENAARS



Handelspartijen die de Ambitie ondersteunen zijn:



INITIATIEFNUMERS



Intratuin | Our suppliers

Clear conditions

FSI certification

Garden Industry Ambition 5.0

Visiting and listening (telling a story)

Explanation, guidance and guidance towards 70%
chemical-free (Bio or MPS Greener Grow)

Selection and partnership



Intratuin | Assortiment

Communicating honestly to the customer. None on the label if it is not organic or chemical-free!

Next to current, there are also the options Chemical-free or organic options for every assortment group (in the store or via webshop)

Product lifespan, local production, seasonal



VOORWAARDEN INTRATUIN LEVERANCIERS

Het betreft verwijzingen naar dieren of die betrekkingen hebben op dieren, zoals vogels of insecten.

VANAF 1 JULI 2025 IS EEN VERWIJZING NAAR DIEREN IN TEKST, BEELD OF SYMBOOL OP ETIKETTEN, STICKERS OF POTTEN ALLEEN TOEGESTAAN ALS HET PRODUCT VOLDOET AAN ONDERSTAANDE 2 VOORWAARDEN:

- Aantoonbaar een functie heeft voor of tegen het dier.
- Het product een EU Biologisch keurmerk (voor Nederland SKAL) of de keurmerk(en) een MPS Governor Grown status met 3 sterren heeft.



Voorbeelden van verwijzing naar dieren.



Intratuin | Our stores

Inspiring and informing entrepreneurs about our ambitions and the consequences of ambitions (different range)

Consumer communication, informing about our steps and actions towards the ambitions (organic tables, info leaflets/banners)

Practical; Pilot biological control in the store



Doordat we bij Intratuin zijn overgestapt op duurzame, turfvrrije potgrond, komen deze vliegjes vaker voor. Ze houden van vochtige aarde.

WAT KUN JE DOEN?

- Laat de toplaag van de aarde uitdrogen
- Geef water van onderaf (via een schotel)
- Geef water via een waterbol, zodat de bovenlaag droog blijft
- Dek de aarde af met zand of vermiculiet
- Gebruik gele vangstrips of aaltjes



Meer over
nouvliegjes



Meer over
turfvrrije potgrond

 intratuin thuis in de natuur

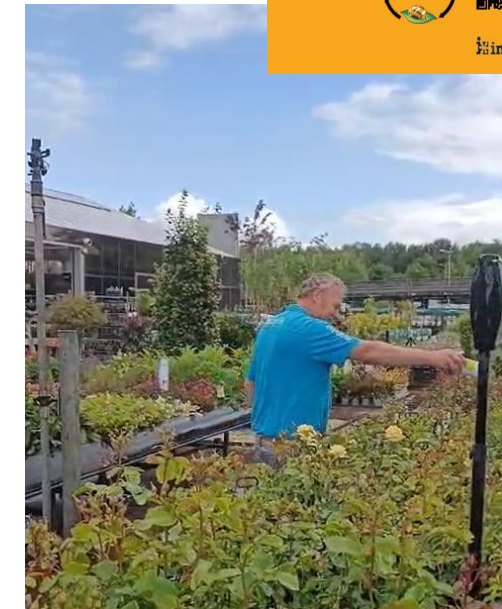
SAMEN GROEN BEZIG

PAS OP! LOSLOPENDE BEESTJES

Ze zien er misschien vreemd uit, maar deze beestjes zijn tof! plant-bodyguards. Laat ze lekker hun gang gaan - ze ruimen bladluis op als de beste.

Meer weten? Scan de QR code.

intratuin thuis in de natuur



 intratuin thuis in de natuur

Intratuin | Who is participating?

Suppliers

Switching to chemical-free or organic

Network

Advisors support the growers

Looking for knowledge, for solutions, for assortment that can be grown chemical-free

Retailers

Joining 70% ambition



