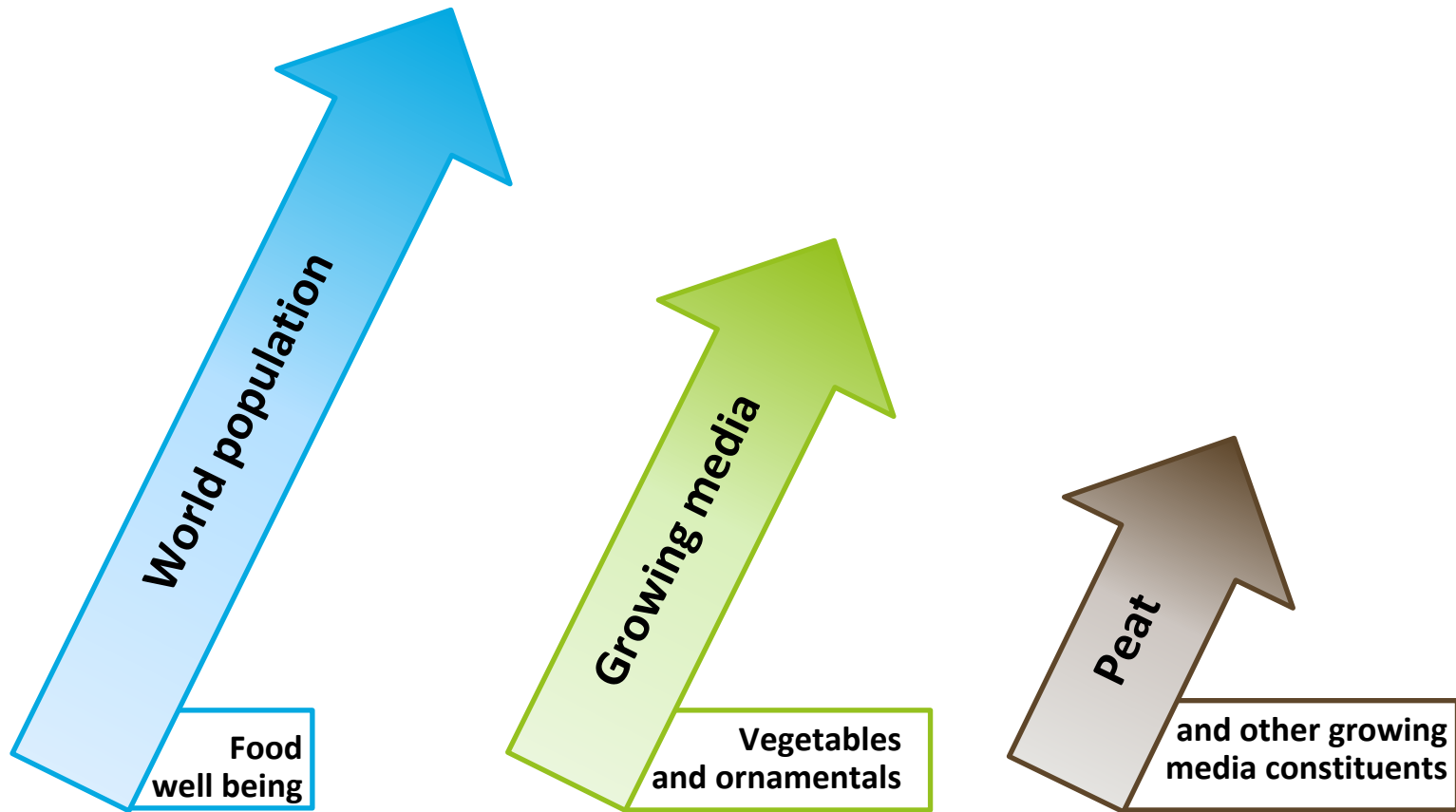




The role of RPP for growing media

& How to get started with RPP-certification

Why 'Responsibly Produced Peat'?



Challenge to find sustainable ways for horticulture !!!

Sustainability Agenda

"Growing Media Europe AISBL is a non-profit industry association representing the producers of growing media and soil improvers at European level. We promote optimum legislation for our sector and act as focal point for political decision makers and stakeholders."



**Growing Media
Europe**

Growing your food & Greening your life



Growing Media
Europe

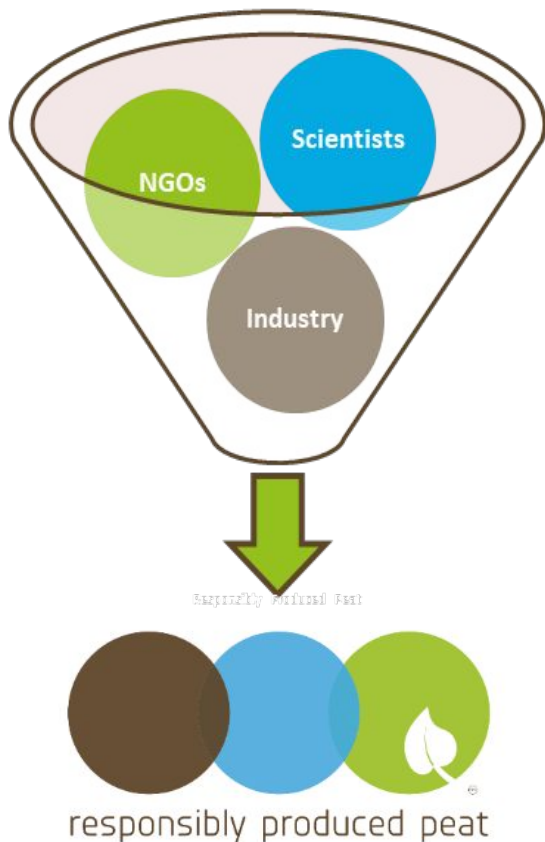
Growing Media Europe AISBL
Rue de Treves 49-51, 1040 Brussels
www.growing-media.eu

P R E S S R E L E A S E

*.... as described in the recently published GME Sustainability Agenda, **trusted certification systems and transparency** with regards to environment, society and economy are key for any industry prepared to face future challenges. The European growing media sector relies on “responsible” peat in order to safeguard the use of this most important raw material for high quality substrates. **RPP certified peat used in growing media is an important step on the road towards a more sustainable horticulture.***

What does RPP-certification mean?

Initiative continued by European industry:



- Multi-stakeholder involvement
- Criteria and transparency
- Peat can be produced responsibly!

What does RPP-certification mean?


1. Legality
2. Governance
3. Site selection
4. Production
5. After use
6. Chain of Custody

**No impact on
High Conservation Values
(HCV's)**

SOIL
HYDROLOGY
VEGETATION
FAUNA
LOCAL PEOPLE
CLIMATE
LANDSCAPE
CUTURAL HERITAGE

**Preference for
'WET AFTER-USE',
including RESTORATION**

RPP Key requirements

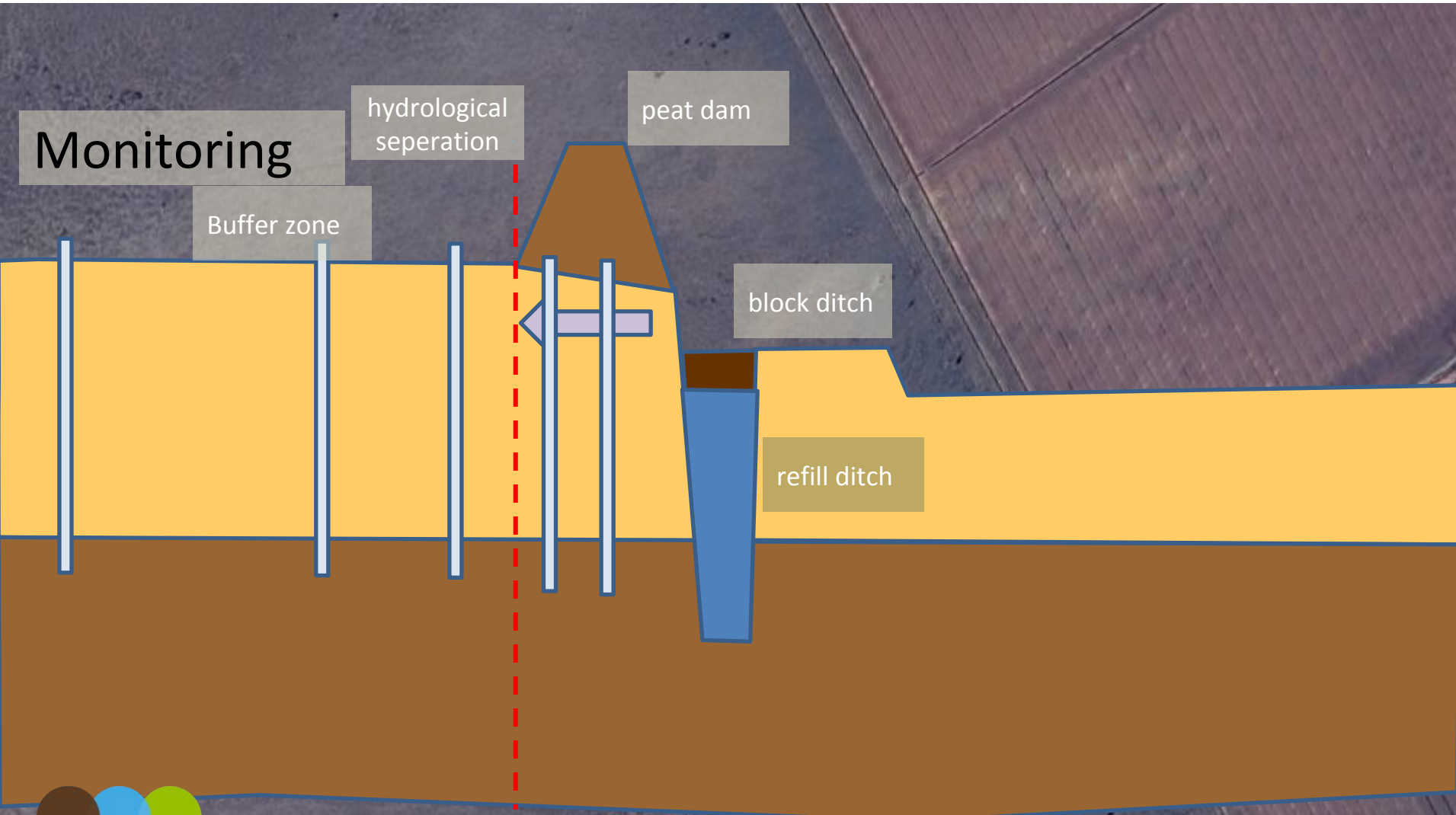
- 
- **Company information**
(legality and securing RPP reputation)
 - **Quickscan**
or
Environmental Impact Assessment (EIA)
 - **Classification**
 - **Stakeholder consultation**
selection and after use
 - **Operation plan**
 - **After use plan**

Border between pristine bog and peat extraction



responsibly produced peat

Border between pristine bog and peat extraction



After use



Peenetal, Germany



responsibility

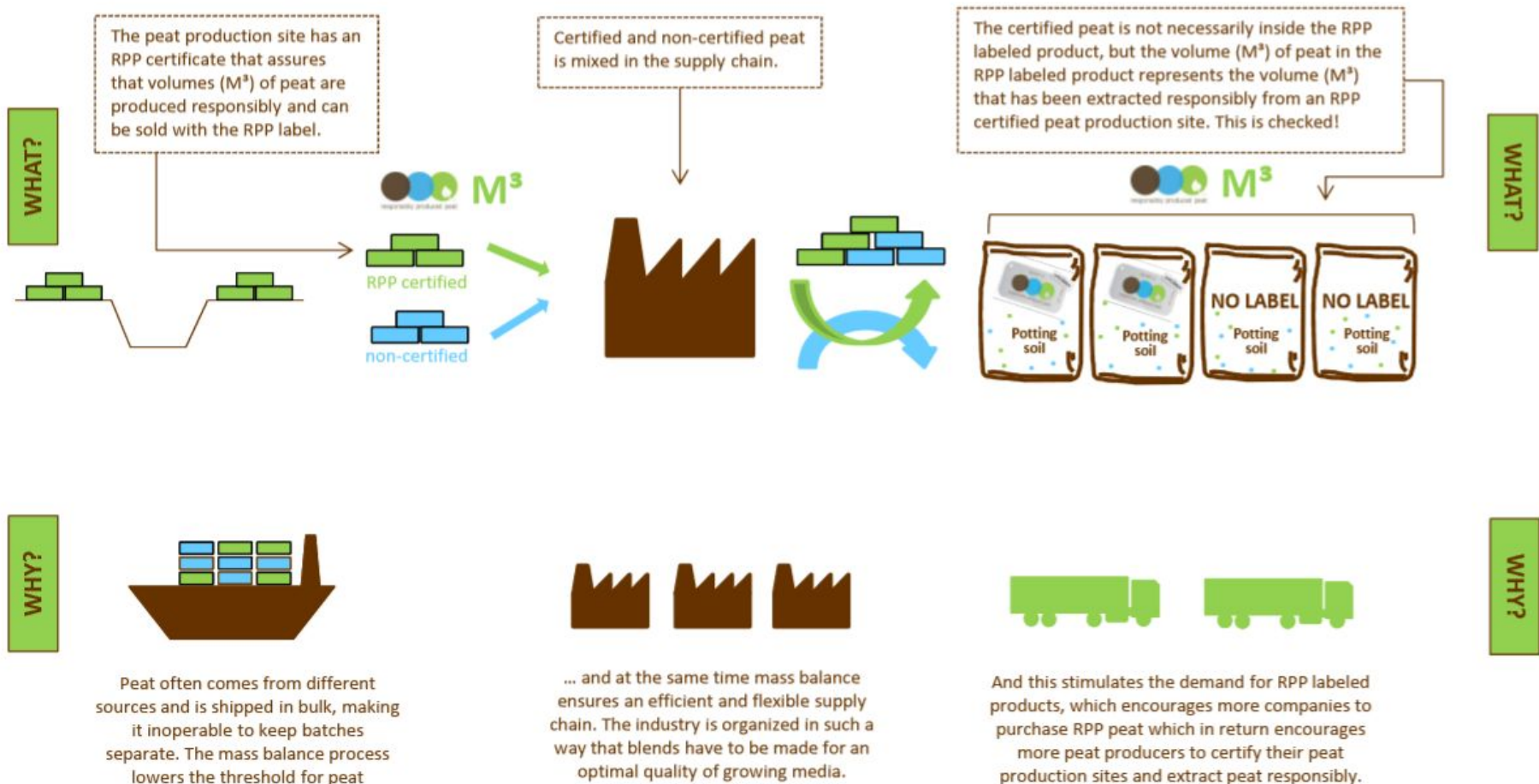
RPP for growing media

Chain of Custody = set of rules

to provide **certainty** that the peat in a growing medium, comes from RPP certified locations

- Mass Balance system

The Mass Balance Concept



Chain of Custody and RPP label

Reliability and credibility

- Checking of facts and figures:
 - All companies in the chain are registered (peat production - trade - growing media producer)

Chain of Custody and RPP label

- Communication of 'RPP' only by registered companies.
 - Use of the RPP-**Logo** in writing, printing, website etc..
 - On-product-**Label** on bags, bales etc.



Chain of Custody and RPP label



Actual situation

- **Acceptation standard** - re objective to become main
- Involvement of **organisatio**
- 47 locations certified,
> 13.000 ha
6 certifications in process
- Informing, motivating and start certification.
In Sweden, Latvia, Estonia
 - Workshops on cert
 - Benchmarking RPP legislation for licen

Agaris

Compo

Euflo

Griendtsveen

Hasselfors Garden

Horticoop

Kekkilä Estonia

Klasmann-Deilmann

Kraver

Kudras Energija

Nevema

Torfwerk Moorkultur Ramsloh

Ted Vollebregt, Director New Sales & Supply, Klasmann-Deilmann Group

“More than 75% of our raw materials are now sourced from RPP-certified sites. Independent assessment of our resources in accordance with stringent environmental criteria is a key argument for the dialogue with our stakeholders”

Stefaan Vandaele, CEO, Agaris

*“Our choice to follow the responsibly produced peat certification is a crucial element of Agaris’ sustainability vision:
To create growing media enabling a sustainable growth.”*

Conclusion



It's time for ACTION

to start RPP-certification!