



4. WHAT ARE FRONT-RUNNERS ALREADY DOING?

This section presents a limited, non-exhaustive set of examples of businesses taking action for pollinators, to illustrate the diversity of potential actions that could be uptaken by the horticulture sector. The list has been generated by consulting the members of the EU Business and Biodiversity Platform¹⁴, and through literature review.

Griffoen Wassenaar

Company: Griffoen Wassenaar, owner of the concept GreentoColour®, is a Dutch perennial nursery that yearly cultivates millions of perennials grown for public greenery and garden centre sales (i.e. Hello Garden).

Action:

- Griffoen Wassenaar cultivate plants sustainably by using natural fertilizers and substrates that are low in peat. No neonicotinoids are used in the cultivation process.
- The company developed the GreentoColour® concept, which focusses on the organic cultivation of plants for public green spaces. The concept emphasizes the design of planting with a varied and rich flowering from early spring to late autumn to benefit bees, butterflies and other insects.
- Griffoen Wassenaar perennial nursery works together with the local NGOs “Bijensterichting”, “Nederland Zoemt” and “de Vlinderstichting” with the aim of promoting pollinators and biodiversity through the right range of perennials.
 - De Bijensterichting is committed to the protection of honey bees and wild bees in the Netherlands. The aim of their collaboration with Griffoen Wassenaar is to inform consumers about which species of perennial plants attract bees.
 - De Bijensterichting has developed a demonstration garden with native species, to show that ornamental gardens can also serve as a source of food for wild pollinators. Griffoen has sponsored the perennial plants for the large borders of the demonstration garden, including the special bumblebee border that focusses on plants catered to bumblebees specifically.
- Griffoen Wassenaar holds the MPS-GAP, ‘On the way to PlanetProof’ and Groenkeur certificates. ‘On the way to PlanetProof’ farmers and horticulturists work on cleaner air, fertile soil, good water quality and animal welfare. They pay attention to more nature on the farm, circular waste processing and recycling.
 - The company offers the possibility to deliver the plants without pot. By simply removing the pots at the nursery shortly before transport and giving them a second, third or fourth life through reuse in the own nursery, the use of biodegradable pots or other solutions is skipped. This saves transport costs, 40% of the planting costs for the recipient of the plants and there is no waste flow.

Benefits for the company:

- The cooperation with local NGO gives their product more legitimacy.
- The company was able to differentiate its business to key customers such as local governments who demand strong sustainability comments and where the importance of bees and butterflies plays a role in landscape design.

More info:

<https://www.greentocolour.com>

https://www.greentocolour.com/wp-content/uploads/2020/04/StadGroen_fotospread-bijen.pdf

<https://www.bijensterichting.nl/demostratietuin-volop-in-ontwikkeling/>

¹⁵ https://ec.europa.eu/environment/biodiversity/business/index_en.htm