



INTRODUCERE ÎN

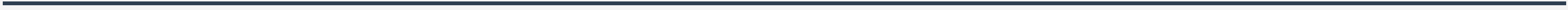
# SUSTENABILITATE

industria florilor

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# AMPRENTA DE CARBON



# AMPRENTA DE CARBON



totalitate gaze cu efect de seră

dioxid de carbon (++++)

oxid de azot

metan

ozon

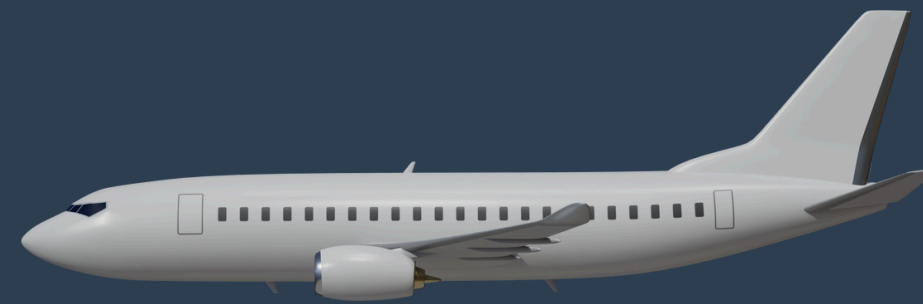
# AMPRENTA DE CARBON



călcatul unui tricou  
14 gr CO<sub>2</sub>e



o pizza marguerita  
1.4 kg CO<sub>2</sub>e



călătoritul par avion  
Londra - Paris  
1 persoană 58 kg CO<sub>2</sub>e



o banană  
110 gr CO<sub>2</sub>e



250 gr cheddar  
3 kg CO<sub>2</sub>e



un range rover  
25 t CO<sub>2</sub>e

# AMPRENTA DE CARBON

12 fire trandafiri importați

75 kg CO<sub>2</sub>e

12 fire flori locale (în sezon)

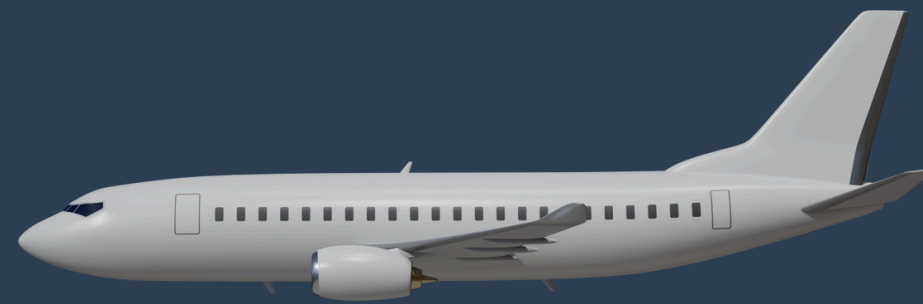
1.4 kg CO<sub>2</sub>e



# AMPRENTA DE CARBON

12 fire trandafiri importați

75 kg CO<sub>2</sub>e

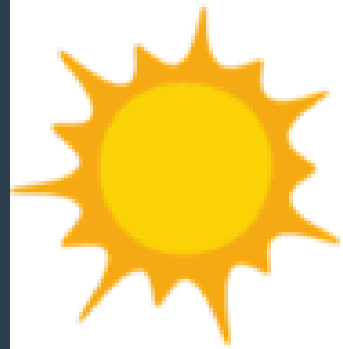


12 fire flori locale (în sezon)

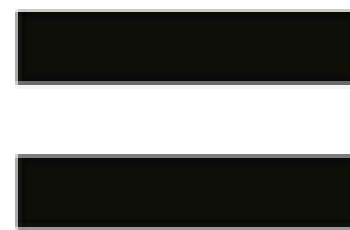
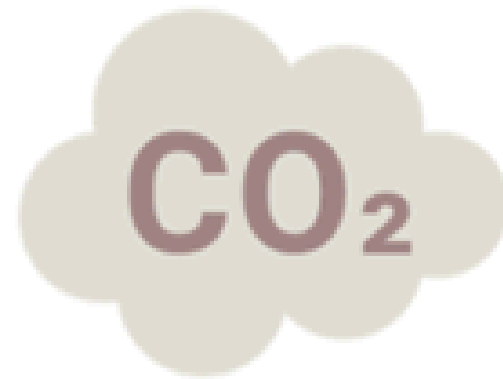
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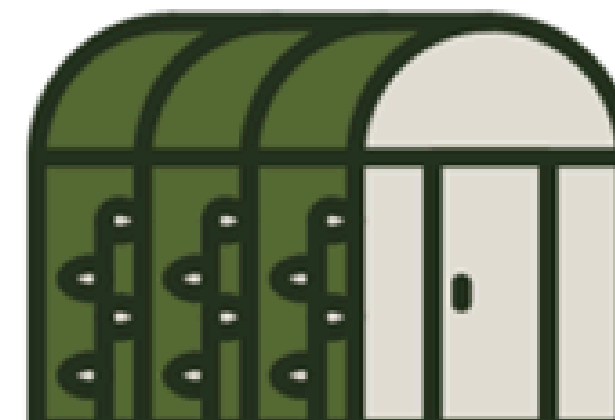
# AMPRENTA DE CARBON

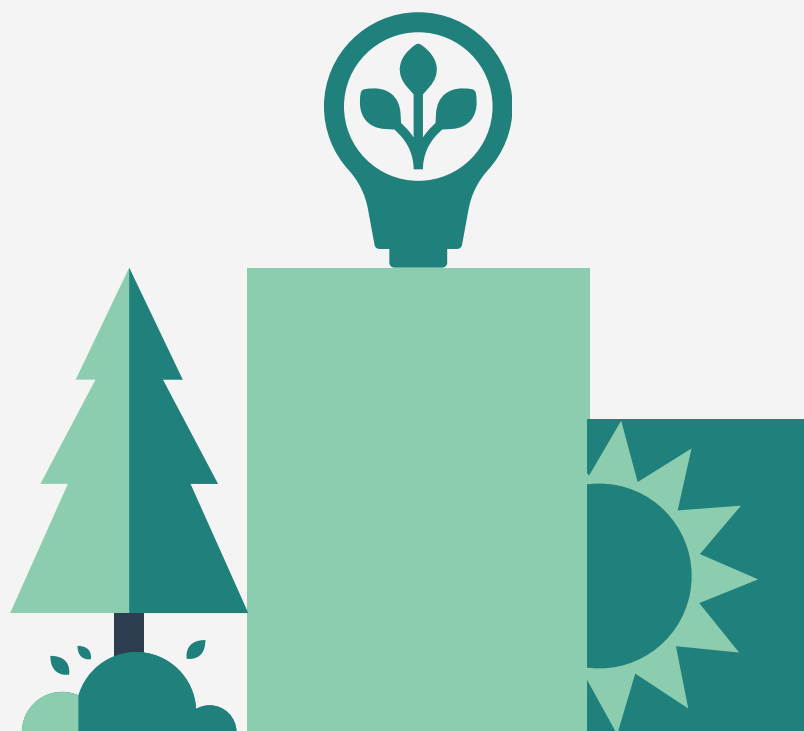


20 stems snapdragon  
grown outdoors,  
seasonally



1 rose stem  
grown in a heated  
glasshouse





# IMPORTĂM

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**2014** 491,3 milioane

**2022** 2,2 miliarde



# IMPORTĂM

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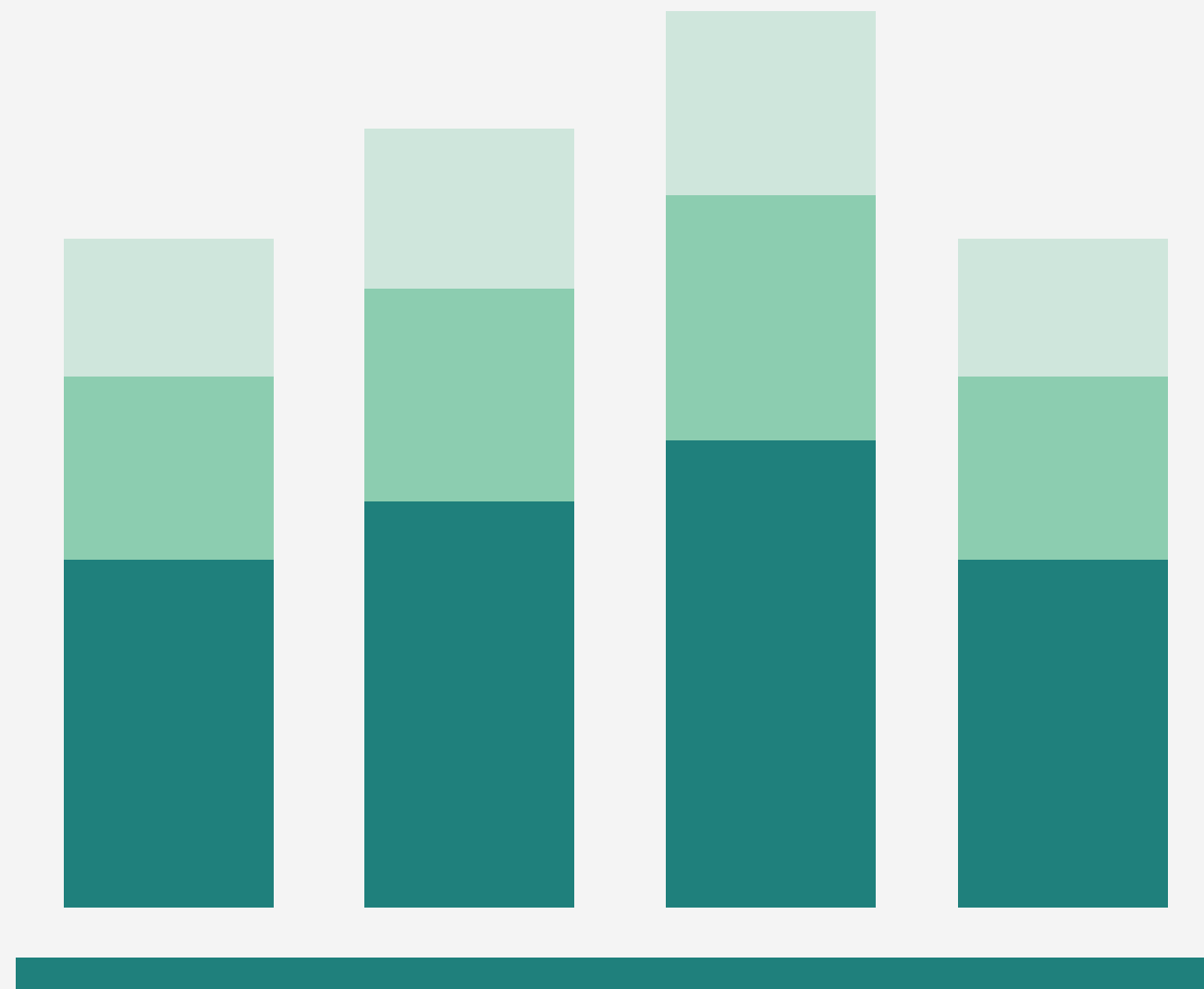
Olanda

Kenya

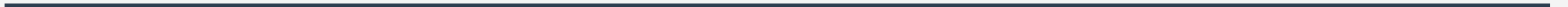
Etiopia

*care din surse este (de 6x)*  
**MAI PUȚIN SUSTENABILĂ?**

Olanda?



Kenya?



# IMPORTĂM



**țările calde**

distanțe mari

avioane refrigerate

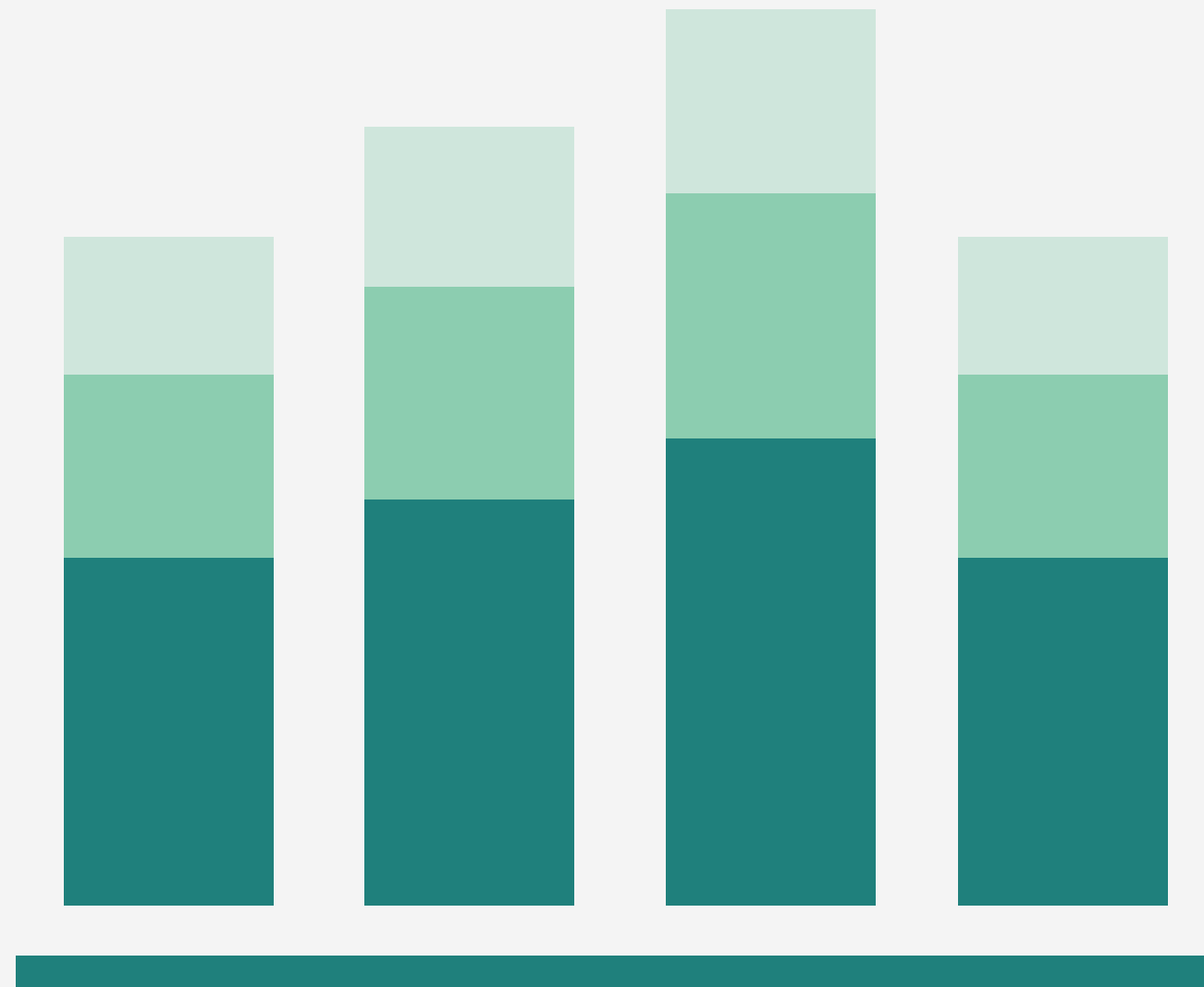
**țările reci**

sere încălzite

sere iluminate

*care din surse este (de 6x)*  
**MAI PUȚIN SUSTENABILĂ?**

Olanda?



Kenya?

# EMISSION HOTSPOTS



**01**

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cultivare

**03**

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depozitare

**05**

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aruncare

**02**

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transportare

**04**

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ambalare

# 01 CULTIVARE - APĂ

1 fir trandafir

consum

7-13 litri



# 01 CULTIVARE - PRACTICI

food regulations vs flower regulations

practici agricole intensive

3:1

erbicide +++

pesticide +++

fertilizanti +++



# 01 CULTIVARE - PRACTICI

inputurile sintetice

amprenta de carbon +++



# 01 CULTIVARE - PRACTICI

sol

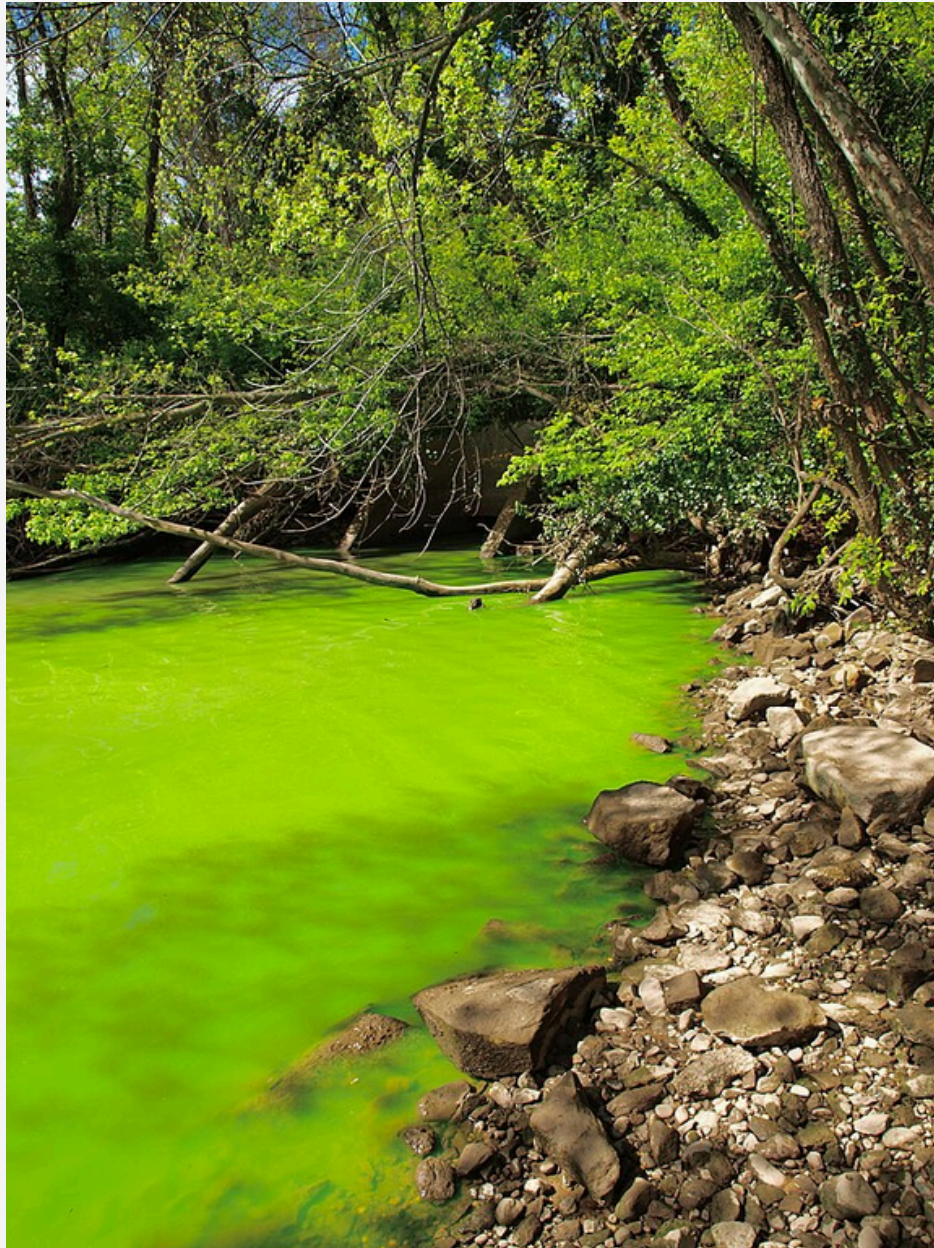
levigare

apă

eutrofizare



# 01 CULTIVARE - PRACTICI



# 01 CULTIVARE - PRACTICI

expunere cronică la neonicotinoide

polenizatori

pierderea orientării

reducerea pontei

micșorarea coloniei

reducerea producției

miere

75% din eșantioane



# 01 CULTIVARE - PRACTICI

sere

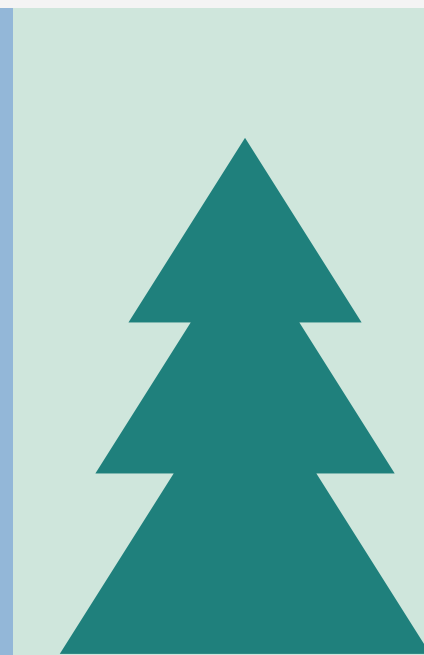
încălzite

iluminate

amprenta de carbon +++



# 02 TRANSPORTARE



# 02 TRANSPORTARE

în avioane refrigerate (cold-chain system )

from farm to fork  
from field to vase

3-5 zile

florile pierd 15% din valoare cu fiecare  
extra zi petrecută în tranzit



# 02 TRANSPORTARE



# 03 DEPOZITARE

în spații refrigerate (cold-chain system)



# 04 AMBALARE

burete aranjamente

folii plastic

panglici plastic



# 05 ARUNCARE

emisii de metan la gropile de gunoi



*Consumatorule,*  
**CE POTI SĂ FACI**

slow food

slow flowers

Fairtrade, Florverde, ETI,

Rainforest Alliance



# ALTERNATIVE SUSTENABILE



slow flowers  
flori locale  
flori sezonale  
impact minim

ambalaje biodegradabile

# ALTERNATIVE SUSTENABILE



flori plantate în ghiveci

flori din materiale recuperate

# ALTERNATIVE SUSTENABILE

