



Statement of the Impact, Monitoring and Evaluation System (Florverde I,M&E System)*

**Up to now, known as the Floriculture Indicators' System*

**Florverde Sustainable Flowers Technical & Administrative Secretariat.
December, 2020.**

The Florverde Impact, Monitoring and Evaluation System was implemented as the Asocolflores' Sustainability Indicators System for Colombian Floriculture since 1998, with the purpose of monitoring the performance of the farms in various aspects of high impact, and to demonstrate to internal and external clients the value of their social, environmental and economic management.

The first indicator implemented in 1998 was the Active Ingredient consumption of chemical pesticides, and over time indicators for water, energy, absenteeism, accident rate, severity, carbon footprint, turnover, economic indicators, among others, were also included.



We promote sustainable flowers
for the wellbeing of all.



In order to align the **Florverde I,M&E System** with international codes, for greater transparency and better comparability for the analysis, we embrace the ISEAL Code of Good Practices for Assessing Impacts, using their proposed principles for our analysis:

Sustainability



There is an implemented I,M&E system that permits **measuring the effectiveness of the standard in achieving its sustainability objectives.**

The results of the I,M&E system are integrated to **improve the structure and operation** of the standard in terms of content or other strategies.



Improvement

Rigor



There are procedures in place to ensure mechanisms which **guarantee the quality of performance monitoring data.**

Information outputs and impact evaluations are **publicly available.**



Transparency

Truthfulness



Statements regarding results and impacts are based on the information generated through monitoring and performance evaluations.



Additionally, in order to reinforce and strengthen the Florverde I,M&E System developed over the past 22 years, and to demonstrate the system's compliance with the ISEAL Code of Good Practices for Assessing Impacts, **the basic requirements** of the aforementioned code is laid out below:

The Florverde I,M&E System is accessed through the website www.florverde.info; it runs on a Software as a Service (licensed to Geek Bunker S.A.S) adapted for Florverde Sustainable Flowers to monitor the performance of certified companies. The Florverde I,M&E System allows:

- 1 **To evaluate individual** and group performance of companies.
- 2 **To design strategies** and implement individual and group improvement actions.
- 3 **To provide background** information to represent companies to stakeholders

In the Florverde I,M&E System we have developed also an Indicators Guidelines document, which defines the methodology sheet for each metric, describing the formulas with their variables and how to interpret them.

The users of the System are the Florverde Sustainable Flowers certified companies. Each company has access with an unlimited number of previously validated users, who have been specifically authorized by their companies; this is a very strict validation process, given the conditions of access and the use of the data.

The Florverde I,M&E System counts on procedures that guarantee the quality of the data, which in turn guarantees that the system's information reflects the reality of the performance of the farms, with the purpose of creating confidence in this tool as a source of data for making decisions on site.





Data quality in the Florverde I,M&E System

The data in the I,M&E System shares a series of characteristics that ensure its relevance, consistency and integrity. Based on the **ISEAL Code**,¹ the following checklist of data quality parameters should inform about the good practices for data collection and management in the **Florverde I,M&E System**:

Relevance:

The data collected responds to the **monitoring needs identified** and are analyzed on the appropriate scale.

Consistency:

The data is collected with a certain **frequency** (*monthly*) in the forms defined in the I,M&E Indicator System. The data capture methodology is the same for all users and is described in the FSF Indicators Guidelines.

Integrity:

The data collected in the I,M&E System are **protected from manipulation** and there are conditions of access and use that are accepted by all of the system's users. The source of the data is always the farms that are Florverde certified, which guarantees that they are a reliable source of information.



¹ https://www.isealalliance.org/sites/default/files/resource/2019-06/ISEAL_Impacts_Code_Version_2.0.pdf





Completeness:

The data collected and used in the analyzes comply with the variables defined for each metric.

Accuracy:

The data collected provides an idea of the process to be evaluated as well as providing average reference values.

Timely:

The data reflects the conditions of the process in the measurement period, and is updated and available when required by the farms.

Availability:

The data is accessible, therefore it can be validated and used for the purposes defined within the Florverde I,M&E system

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