



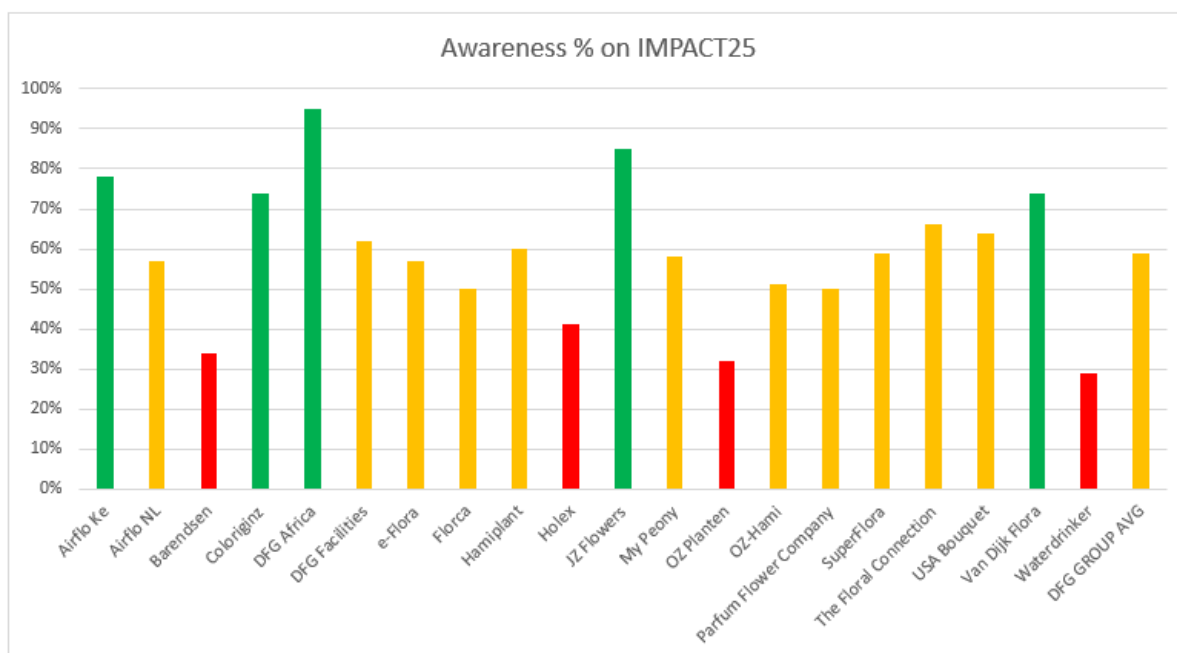
IMPACT25

EMBRACE results on awareness IMPACT25



Awareness colleagues on IMPACT25

For the first time since the start of our employee satisfaction survey we asked our colleagues if they are aware of the activities that their company and Dutch Flower Group work on in respect to sustainability (IMPACT25). As you can see in the results below there is a difference between all companies, and there is a lot of room for improvement.



Awareness should improve since employee awareness on sustainability is very important. It is not only about fulfilling corporate social responsibility but also about driving positive change, securing the organization's future, and contributing to a more sustainable world.

A great change to work on raising awareness together is during (y)our next DFG wide Sustainability Week, from 18-22 September. Also we asked all companies to imbed this in business plans for 2024, by telling us which initiatives they will be undertaking to raise the awareness on sustainability with their employees.