



# Sustainable Ornamentation Guide for Equestrian Competitions

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# 1 | INTRODUCTION

Rio 2016 Organizing Committee for the Olympics and Paralympic Games is committed to developing a sustainable transformation in the Games, with the integration of sustainability criteria throughout the management cycle of the Games, from design and planning to implementation, review, and post-event activities.

Sustainability will be achieved through the implementation of three sustainable development principles ratified by the United Nations Conference on Environment and Development (UNCED) - Earth Summit, which are being utilized as a basis for Rio 2016:

- **Planet:** reduction of the environmental impact caused by the projects related to the Rio 2016 Games, thereby enabling a reduced environmental footprint.
- **People:** planning and execution of the Rio 2016 <sup>TM</sup> in an inclusive manner, delivering games for everyone.
- **Prosperity:** contribution to the economic development of the state and the city of Rio de Janeiro, planning, managing, and reporting the projects involved in the Rio 2016 Games, with accountability and transparency.

Therefore, based on these principles, the intention is that the sustainability principles determine all purchases made by Rio 2016, which must include flowers and plants that will be present in the ceremonies and venues of Rio 2016 Games.

This guide therefore aims to indicate the sustainability standards that will be required by Rio 2016, inform suppliers about practices and sustainability certifications operating in the market and set minimum standards of flowers quality and characteristics that will be used for ornamentation of the Olympic and Paralympic Games Rio 2016 facilities.

## 2 | EQUESTRIAN CROSS COUNTRY, JUMPING, MODERN PENTATHLON AND DRESSAGE

In Rio 2016 Games will be disputed three equestrian disciplines, besides the Modern Pentathlon, and in all of them ornamental flowers and foliage will be used:

- The oldest modality of the Olympic equestrian is Jumping. The goal is to complete a route with 12 a 17 obstacles, which includes parallel bars, ditches, low walls and jumps with double and triple barriers, in the shortest time possible. All obstacles will be decorated with flowers and foliage.
- The Equestrian Jumping Field of Play will be at the Equestrian Olympic Center. The equestrian modality of the Modern Pentathlon, a sport that also includes fencing, swimming, running and shooting will occur in the Deodoro Stadium. The equestrian modality of modern pentathlon has a shorter route, it can have up to 12 obstacles, all decorated with flowers and foliage.

Below are examples of flowers used for ornamental purposes in the jumping obstacles in Pan 2007 and London 2012:



- Flowers and foliage will be used to decorate the rustic obstacles (42-45 combined jumps or not) for Outdoor Cross Country that is on the agenda of the Games since 1912.

Below are examples of flowers and foliage used in the Cross Country obstacles ornamentation, London 2012:



- Another discipline that uses flowers and foliage in the ornamentation is the Dressage. The competition area is flat, rectangle-shaped, and measures 60 x 20m. The flowers and foliage are used next to the seven arbitrator cabins.



Flowers used in Dressage - Pan 2007

It is expected that about 300 flower arrangements will be used in the various equestrian events.

## 3 | FLOWER REQUIREMENTS

### 3.1 MANDATORY REQUIREMENTS

#### General requirements

- The species must be hypoallergenic, i.e., free of substances that cause allergic reaction;
- The species cannot be associated with any sadness or death message in any country or culture;

#### Technical Requirements

- The flowers should last at least three days;
- It must not contain thorns;
- It must not shatter;

### Requirements for Production

- The priority order for flowers production must be the state of Rio de Janeiro, Southeast region, and then, Brazil;
- Production must be certified or in the certification process;
- The indicated species must be tropical;
- Suppliers must comply with the Hazardous Substance and Materials Guide, developed by Rio 2016 and available in <http://portaldesuprimentos.rio2016.com>, especially the part that deals with pesticides;
- Producers must use fertilizers that do not harm the environment;
- Suppliers must adopt the minimum requirements defined in the Ethical Trading Initiative Base Code (ETI) for workers:
  - Employment is freely chosen by the employee (There is no forced, bonded or involuntary prison labor);
  - Freedom of association and the right to collective bargaining are respected;;
  - Working conditions are safe and hygienic;
  - Child labor shall not be used;
  - Living wages are paid;
  - Working hours are not excessive;
  - No discrimination is practiced;
  - Regular employment is provided;
  - No harsh or inhumane treatment is allowed;
- Rio 2016 safeguards the right to make visits to production sites to audit labor, social and environmental issues.

## 3.2 COMPETITIVE REQUIREMENTS

- The production must come from family agriculture;
- The indicated species must be Brazilian and preferably coming from the Atlantic Forest;
- Producers must provide water reduction practices in the areas of cultivation.



## 4 | FLOWER CERTIFICATION

Unlike major producers of South American flowers, such as Colombia and Ecuador, which have thousands certified flowers producers and a chain of custody also certified, mainly destined for export, this is not a consolidated reality in Brazil yet.

Certified products that enable traceability, are beginning to be better accepted in internal and foreign markets, as consumers feel more secure in purchasing products without chemical pesticides and that were fairly grown and without harming the environment.

In the case of flowers, as they are not edible, governments tend to release high doses of fertilizers and pesticides in the production, resulting in threat to workers and local residents' health, in addition to the water quality.

The certified flower production is one that, in addition to complying with legal requirements, meets social and additional environmental standards; that is, beyond the documentation, has the certification seal of an independent institution internationally recognized to attest good agricultural management.

It should be noted that certification is not a government mechanism. It is voluntary and, to get it, the enterprise (company of any scale or community) must meet the criteria that go beyond simple compliance with the law, demonstrating a high social and environmental performance.

### 4.1 MAIN CERTIFICATIONS

#### **Organic flowers**

The organic market in Brazil is growing at a rapid pace over the last decade and begins to also reach inedible products such as flowers. The main features of organic production are the absence of





pesticide residues, chemical fertilizers or synthetic substances that harm the environment and consumer health, as well as social aspects of production.

In 2014, the movement of organic products in Brazil hopes to achieve for the first time the amount of R\$2 billion, according to the Organics Brasil project, from the “Instituto de Promoção do Desenvolvimento” (IPD).

The certification of organic products is the procedure whereby a certifying company, duly licensed by the Ministry of Agriculture, Livestock and Supply (MAPA) and accredited by the National Institute of Metrology, Standardization and Industrial Quality (Inmetro), attests that a product, process or service conforms to the standards and practices of organic production. Certification is presented in the form of a posted or printed seal on the label or packaging of the product.

Lies in MAPA to accredit, monitor and supervise the organic certification bodies, which in turn, should update the information on producers to feed the national register of organic producers.

Thus the producer to be considered organic must be part of the National Organic Producers Register, which is possible only if certified by one of three mechanisms described below:

- **Certification by Audit** - The concession of SisOrg seal is made by a public or private accredited certification in the Ministry of Agriculture. The conformity assessment body complies with the procedures and internationally recognized criteria, beyond the technical requirements set by Brazilian law.
- **Participatory Guarantee System** - It is characterized by collective responsibility of the members of the system, which can be producers, consumers, technicians and other interested parties. To be legally accepted, an SPG must have a Participatory Organisation for Conformity Assessment (Opac) legally constituted, who will be responsible for issuing SisOrg.



- **Social Control in Direct Sales** - Brazilian law made an exception in the mandatory certification of organic products for family farms. It is required, however, the accreditation in a social control organization registered in official inspection agency. Thus, farmers become part of the National Organic Producers Register.

The importance of certification, in addition to the guarantee of product quality / customer service, is the regulation of production processes and technologies necessary to maintain ethical standards of the organic movement and credibility of the product and producer in the trade.

According to the group of organizations “Rio Alimentação Sustentável”, the active organic certifiers in Brazil are:

- » Ecocert Brasil Certificadora Ltda (Ecocert);
- » IMO Control do Brasil Ltda (IMO);
- » Instituto Biodinâmico de Desenvolvimento Rural (IBD);
- » Instituto Chão Vivo de Avaliação da Conformidade (Chão Vivo);
- » Instituto de Tecnologia do Paraná (TECPAR);
- » Instituto Mineiro de Agropecuária (IMA);
- » Instituto Nacional de Tecnologia (INT); e
- » Organização Internacional Agropecuária (OIA).

Institutions that perform the Certification for Participatory Association are:

- » Associação Agroecológica de Certificação Participativa dos Inhamuns/Crateús (ACEPI);
- » Associação Agroecológica do Pajeú (ASAP);
- » Associação Biodinâmica (ABD);
- » Associação de Agricultura Natural de Campinas (ANC);
- » Associações de Agricultores Biológicos do Estado do Rio De Janeiro (ABIO);
- » Associação de Certificação Participativa Agroecológica (ACEPA);
- » Associação de Produtores Orgânicos do Mato Grosso do Sul (APOMS);



- » Associação dos Agricultores e Agricultoras Agroecológicos do Araripe (ECOARARIPE);
- » Associação dos(as) Produtores(as) Agroecológicos(as) do Semiárido Piauiense (APASPI);
- » Central de Associações de Produtores Orgânicos Sul de Minas;
- » Opac Litoral Norte;
- » Rede Ecovida (ECOVIDA);
- » Sindicato Dos Produtores Orgânicos do DF (SINDIORGÂNICOS);

Once the producer decides to produce using organic agriculture methods, it is recommended to contact one of the certifying bodies mentioned above, and learn about the technical production standards. The certifier can also specify consultants for technical assistance, providing guidance on the production and marketing within their technical standards for certification. In general, the certification process should be done through periodic inspection visits carried out in agricultural production unit, where the product is sold '*in natura*', and also in processing plants, when the product is processed, and marketing in the case of warehouses.<sup>1</sup>.

### **Rainforest Alliance**

The Rainforest Alliance is one of the largest certifications in the world. It is a non-profit international organization, in order to conserve biodiversity and ensure sustainable means to most vulnerable ecosystems by transforming land use, market practices and consumer behavior. The Rainforest believes in the power of the market to protect the environment.

The institution began its work in 1987 and now has 35,000 members and offices in 16 countries, covering the areas of tourism, forestry and agriculture. In the agriculture sector, it certifies banana areas, cattle, cocoa, coffee, palm oil, tea and flowers and ferns.

Agricultural certification is based on standards of the Sustainable Agriculture Network (SAN) and differentiates the farms that adopt good social, environmental and agricultural production

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<sup>1</sup> For more information, access: <http://www.organicnet.com.br/certificacao/manual-certificacao/>



practices in their activities. These include the conservation of natural resources and ecosystems, contributing to community well-being in which the project is included and respect for the worker, including compliance with labor laws and conventions of the International Labor Organization, among other requirements. In Brazil, the Rainforest agricultural certification covers 683 farmers and more than 267 thousand hectares, of which one third is for conservation.

In order to be certified, the company must contact the certification bodies, available at: <http://www.rainforest-alliance.org/agriculture/certification/coc-port>. In Brazil, the Institute of Agricultural and Forest Management and Certification (IMAFLOA) is the only accredited certifier.

In countries such as Colombia, Costa Rica and Ecuador, for example, the flowers certification is already a reality and a differentiation in the market. In Brazil, as the certification of flowers is still new, so far there is no property with the Rainforest certificate.

## **Fairtrade**

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a fair deal and most profitable commercial terms, as long as they adhere the social and environmental criteria set forth by the organization.

The seal can be issued for food products such as coffee, tea or fruit, but also for non-food like flowers and plants. The organization establishes the minimum price policy by product type, as a guarantee that the costs will be covered to certify. In addition, the organization shall establish a prize for every Fairtrade product sold, where a fund is established to assist in properties social and environmental improvements.

For more information, access: <http://www.fairtrade.net/>



### **More Profitable Sustainability (MPS)**


The MPS was established in 1993 in the Netherlands, from an initiative from flower auctions, producers and retail organizations. The goal was to reduce the environmental impacts of business and at the same time, improve the flowers sector's image. It became a certification that evaluates and certifies the performance of participants with regard to environment, quality and social aspects.

Today are present in 55 countries, with more than 3,500 certified producers worldwide, the largest certifier of the world in flowers and ornamental plants.

For more information, access: [www.my-mps.com](http://www.my-mps.com).

## **5 | FINAL CONSIDERATIONS**

Rio 2016 is committed to perform ethical and responsible procurement processes, which develop the Brazilian market and encourage environmental, social and economic good practices. The purchase of flowers for ceremonies and field of play ornamentation in line with existing certifications in the market, attests the quality and responsibility with which they were produced.



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