

# Green Deals - an overview

2011-2019

## About Green Deals

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Green Deals are concrete initiatives for green growth in which the government and society collaborate from the outset on an interactive basis in order to contribute, among other things, to implementing the policy addressing societal challenges. The central idea is that the government should facilitate and speed up initiatives by removing bottlenecks. These bottlenecks may present themselves in laws and regulations, the absence of market incentives, innovation and networking.

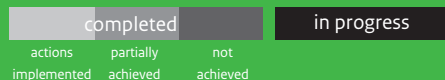
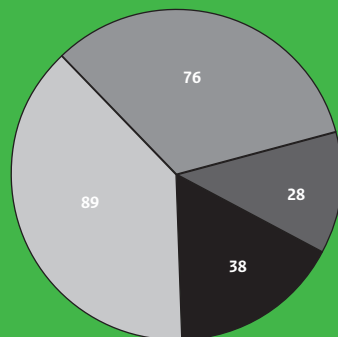
**231** Green Deals

**1838** Participating parties

**3** Year term

## Progress

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For more information, please visit  
[www.greendeals.nl](http://www.greendeals.nl)

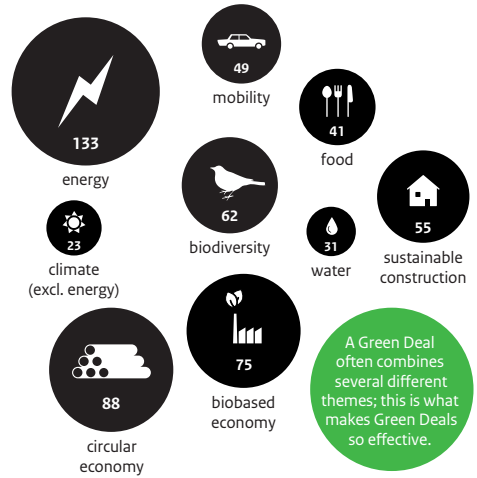
## Number



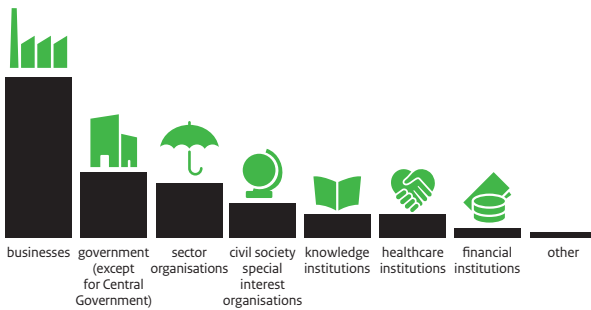
The influx of new deals was lower in the period 2013-2019 than in the first two years. This is consistent with the focus on Green Deals with impact due to upscaling and stricter application of selection criteria.



## Allocation between themes



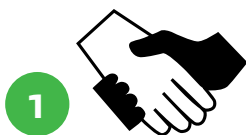
## Types of participating parties



“ The Green Deal on Green Roofs has ensured that the interactions between companies, institutions and municipalities have evolved into a true ecosystem. This has resulted in a fertile breeding ground for new initiatives for greening the roofing landscape in the Netherlands. ”

**Petra van den Berg**  
Netherlands Institute of Ecology,  
Green Deal on Green Roofs

## Added value for participating parties



1 New partnerships between participating parties.



2 The Green Deal label ensures heightened attention and priority, internally as well as externally.



3 Increased cooperation and understanding between Central Government and participating parties.

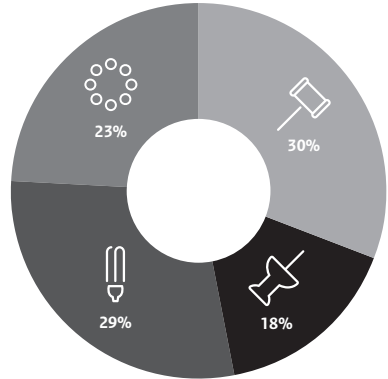
## Government as network partner

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The government provides support to Green Deals by undertaking actions on the four Green Growth pillars:

-  laws and regulations
-  market incentives
-  innovation
-  networking

The diagram to the right illustrates the allocation of government actions in Green Deals.



*“ This Green Deal helped to ensure that I survived the Valley of Death ... The current relationship with the government is stimulating. It offers perspective, which is music to the ears of any entrepreneur. ”*

**Bert van Vuuren**

Natural Plastics, Green Deal on Encouraging biobased products for the public space



## Laws and regulations

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Laws and regulations can stimulate innovation. Rules can also create barriers for green innovations or sustainable action. In the Green Deals, these barriers are identified and tackled and scope is provided for experimentation. The actions can be categorised under four headings: 1. licensing procedures; 2. adapting rules; 3. providing scope for experimentation; and 4. providing information on processes and procedures.

## Market incentives

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New products and services must compete with existing ones. Initial products may therefore need additional support, with regard to adjustments to infrastructure, for instance, setting new norms, standards and labels, etc. This is addressed in Green Deals by: 1. trying out new “arrangements/services”; 2. developing market tools focused on demonstrating “added value” such as certification; and 3. strengthening the role of public authorities as “leading customers”.

## Innovation

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Innovations are key to greening the economy. In the Green Deals, entrepreneurs develop dozens of innovative business cases, products, revenue models and services and apply them together with early adopters. This generally does not involve traditional technical innovations, but mainly initiating activities together with other parties, often from other domains or sectors. This enables new revenue models to be generated.

## Networking

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The Green Deals include a host of actions focused on networking. The emphasis is mainly on the deal level, with parties forming partnerships to try out new products and services. As an independent party, the government can bring organisations together and, where necessary, help initiate projects and processes. Networks have meanwhile been established for different topics that pool experiences and take steps toward upscaling (with new guidelines, processes, quality standards, etc.).