

Green Deals - an overview

2011-2021

About Green Deals

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.

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Green Deals

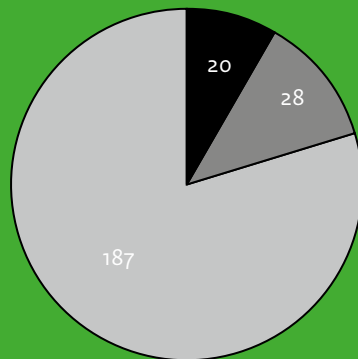
1891

Participating
parties

3

Year term

Progress



completed

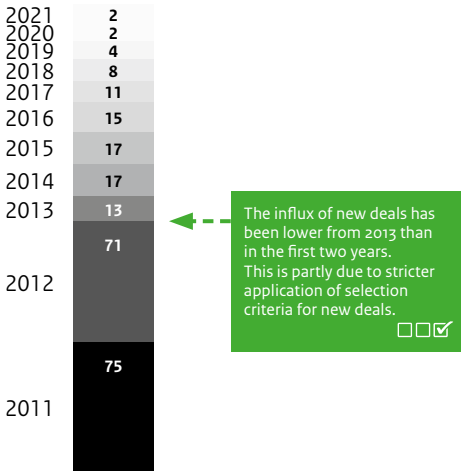
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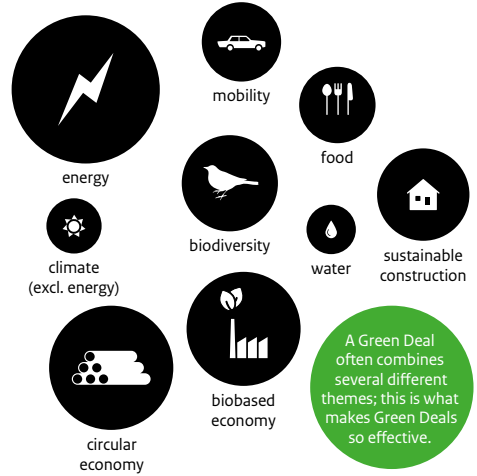
in progress

For more information, please visit
www.greendeals.nl

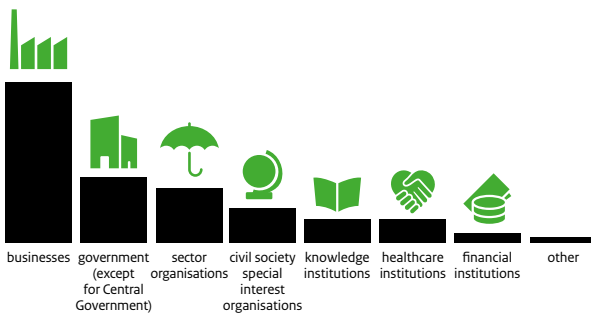
Number



Allocation between themes



Types of participating parties



“ Participation has now become an integral part of discussions about sustainable energy projects. An important question was ‘how are we going to do this well together?’ The rules of the game have become a lot clearer with this Green Deal. ”

Matthijs Nijboer

Chair of ‘Natuur en Milieufederaties’ and involved in the Green Deal Participation of the Environment in Sustainable Energy projects

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.

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

Laws and regulations



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



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



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



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.).

