



Government of the Netherlands



# The Green Deal approach

-  construction
-  food
-  energy
-  mobility
-  biodiversity
-  biobased economy
-  resources
-  climate
-  water

The Netherlands has opted for green growth: economic growth that takes into account environment and sustainable development. Through its Green Deal approach, the Dutch Government has created space for innovative initiatives from society aimed at accelerating the transition to a sustainable economy.

In implementing sustainable initiatives, businesses, NGO's and citizens' groups sometimes face obstacles. The aim of the Green Deal approach is to remove those barriers. The role of government can vary

according to the initiative: from removing obstacles in legislation and regulations and providing access to networks, through to supporting access to the capital market.



**Green Deal**

More information: [www.greendeals.nl](http://www.greendeals.nl)



## Zero Emissions Bus Transport Green Deal

### Clean bus transport by 2025

The majority of the 5,000 buses currently in use in public transport have polluting combustion engines. By 2025, all public transport buses must be clean. The Zero Emission Bus Transport Green Deal aims to affordably realise this transition, by including zero emissions as a requirement in all new public transport bus concessions to be defined. This will require all the supply chain parties to join forces in investing in clean innovation, such as electrical and fuel cell buses, renewable power generation, charging facilities and smart grids.

### First zero emission concession

“This Green Deal is unique in that it smartly combines public and private funding via concessions,” explained Ellen Lastdrager, programme director of the Zero Emission Bus Transport Foundation (Stichting Zero Emissie Busvervoer). “The deal will encourage innovation throughout the entire public transport bus supply chain.” Pilot projects with zero emission buses have already started in Limburg and Noord-Brabant. A subsidy of 3.5 million euro for a hydrogen bus pilot scheme in 5 regions was fully subscribed to, as soon as it was announced. The icing on the cake was the signing by Connexxion of the first zero emission concession for 78 buses, in the Haarlem-IJmond area, in January 2015.

### Innovative initiatives ...

Central government facilitates innovative initiatives from society. The main objective of the Green Deal approach is that stakeholders put as many opportunities leading to a green economy as possible into practice, in the form of activities that both contribute to economic growth and improve the environment.

### ... with a central theme ...

On average, Green Deals run for a period of two to three years. The central themes of the Green Deals are energy, food, water, resources, biodiversity, mobility, bio-based economy, climate and construction. Ideally, these Green Deals will also inspire others and open up opportunities for future sustainable initiatives. In this way, the deals bring about follow-up and more impact.

### ... result in a faster transition.

All parties involved in a Green Deal join forces to accelerate the pace of success and to broaden awareness of their sustainable initiative. By mid-2015, 185 Green Deals had been launched.



## Basic principles

When deciding whether a sustainable initiative is eligible for a Green Deal, the government considers the following points: The initiative for the Green Deal ...

- ... has a clear sustainability target within the central Green Deal themes.
- ... has the potential to bring about sustainable, economic growth (green growth).
- ... is or will in the future be profitable.
- ... is inspiring for other businesses, governments, sectors or regions.
- ... faces obstacles to implementation that the central government can help remove.
- ... will show rapid results, preferably within three years.
- ... is of added value in respect to other similar deals.
- ... will be undertaken by a party itself willing to play an active role.
- ... is technically viable.

## Productive Landscape Green Deal

### Cooperation between agriculture and nature

*In the Productive Landscape Green Deal, the agricultural sector and the National Forest Service (Staatsbosbeheer) have joined forces to achieve optimum land use, earning models and area organisation. These activities will boost the development of biodiversity in nature areas and beyond. Four practical situations – identified as “ateliers” – have been established for testing different variants.*

### New balance for crops

*In one of the “ateliers”, an area covering two hundred hectares of the Westelijke Langstraat in Noord-Brabant, farmers, citizens' groups and nature conservationists have come together to achieve a new balance in nature and land use for agricultural crops. The area in question requires special protection. The surface water originates from the surrounding agricultural land, but contains more nutrients than needed by the lower-lying nature conservation area. Generally speaking, a rigorous solution would be chosen: evict the farmers and dig out the agricultural land. Instead, the farmers have been allowed to stay, on condition they adjust their use of fertilisers and crop types. Elfriek van Galen of the Green Deal Board explained, “Agriculture and nature are often portrayed as contradictory, but here they can be seen working together. A win-win situation all-round, since it delivers financial gains for both agriculture and nature conservation.”*



## KLM Green Deal

### **Flying on biofuel**

Royal Dutch Airlines (KLM) wishes to take its corporate social responsibility and is striving to achieve permanent sustainability, for example through the use of biofuels. The Green Deal signed by KLM and the central government at the start of 2013 resulted in the first flight from Amsterdam to New York powered by biofuel. It was also the first step towards broader use of biokerosene, for example on flights from Amsterdam to Paris.

### **Helping customers achieve their environmental targets**

Via the KLM Corporate BioFuel Programme, KLM actively involves its corporate customers in the use of biokerosene. Large businesses like Philips, DSM, Accenture, Heineken, Ahold, Nike and the Schiphol Group are already affiliated to the programme, which helps these businesses achieve their own environmental targets and promotes the market for sustainable biofuels.

### **Register your sustainable initiative**

Do you have a sustainable initiative that contributes to a green Dutch economy, while improving your competitive position? And have you come up against obstacles that are preventing your initiative from moving forward? Then visit [www.greendeals.nl](http://www.greendeals.nl) to check out the requirements for a Green Deal, and read how you can register.

### **Green Deal Helpdesk**

If you want to know whether your initiative is eligible for a Green Deal, or if you have any other questions, please contact the Green Deal Helpdesk. Simply get in touch with the Customer Contact desk of the Netherlands Enterprise Agency (RVO.nl) on working days by calling +31 (0)88 042 42 42 or sending an email to [klantcontact@rvo.nl](mailto:klantcontact@rvo.nl). Make it clear that you are looking for information about the Green Deal approach.

## Colophon

This brochure was produced on behalf of the Ministries of Economic Affairs, Infrastructure and the Environment and the Internal Affairs and Kingdom Relations.

August 2015