



Rijksoverheid



# Green Deals for transition to a circular economy

Robbert Droop  
Policy Coordinator  
Netherlands' Ministry  
of Infrastructure and Environment  
Sustainability Department



## Policies for transition to Circular Economy

- Juncker & national policies: Green sustainable growth
- New EU policies for circular economy:
  - Waste /Ecodesign/Biomass Directives
- Horizon2020 Climate and resource societal challenge (SC5)
  - Future markets are:
    1. Circular economy - Innovation at the system level
    2. Nature based solutions
    3. Climate service



## Green Deals as important instrument for Mobilizing Society

### Alternative governance – effective policies

- More innovation
- Less regulation
- Innovatative cooperation between  
Frontrunners and Research.



## The core of the Green Deal approach in NL: → focus on society

- To take forward sustainable innovative initiatives from the market and society
- Demonstrate within 3 - 5 years:
  - Technical feasible
  - Financially profitable
  - Organizational feasible
  - Juridical feasible
- Scaling up: creating sustainable growth, new practise proven environmental performance standards





## The technicalities of Green Deals

- ***Voluntary*** agreement of public and private parties
- Roles of the ***frontrunner*** initiators:
  - Making a concrete plan and looking for partners
  - Putting the initiative into action
  - Contributing towards its scaling up
- Roles of the central government:
  - Eliminating legal and regulatory bottlenecks
  - Supporting the market
  - Strengthening networks



## 2011 – 2015 practice

- 176 Green Deals with 1090 partners
- learning by doing:
  - 1<sup>st</sup> generation low-hanging fruit
  - 32 Green Deals not (completely) feasible
  - 40 Green Deals realized
  - 2<sup>nd</sup> generation more strategic, more partners and so better potential for scaling up
- Until now action and effect monitoring





## Green Deal

### Dutch Water Authorities

#### Initiative

- Making sewerage water purification sustainable by generating sustainable energy and recovering nutrients and raw materials

#### Initiators

- Dutch Water Authorities, Norske Skog Parenco (paper factory)

#### Input by field parties

- Completion of twelve energy factories; recovery of nutrients and raw materials; in due course, all major wastewater purification treatment

#### Input by central government

- Amendments to laws and regulations; support for research



# Green Deal

## Ship generated waste

### Initiative

- Optimize delivery of ship-generated waste and promote separated delivery of plastic ship-generated waste

### Initiators

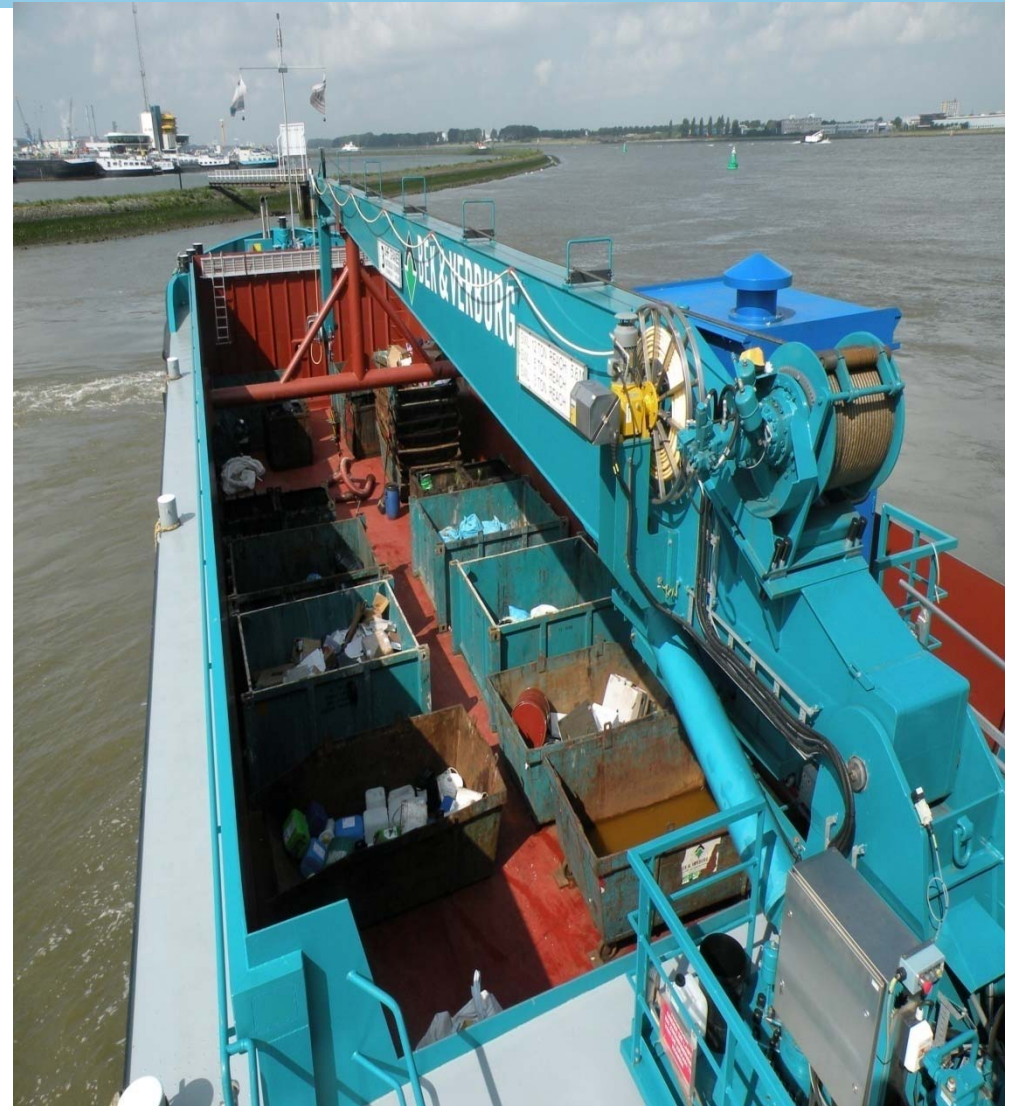
- Port authorities, shipowners, ship suppliers, port reception facilities, enforcement authority, NGO, Government

### Input by field parties

- minimize packaging waste from supplies
- further improve risk based enforcement
- facilitate and stimulate separate delivery of plastics. Recycling of clean plastics

### Input by central government

- aim to harmonize procedures in EU ports, monitoring, linking parties and initiatives







# Green Deal

## Fishing for a clean sea

### Initiative

- Closing the waste chain in the fishing sector for household waste, ship-generated waste and fishing for litter waste.

### Initiators

- Fishers, fishing ports, waste management company, NGO, Government

### Input by field parties

- Raise awareness and improve education concerning marine litter in fishing sector
- Improve waste facilities on board of fishing ships and in ports.
- Stimulate participation in fishing for litter project
- Identify alternative for dolly rope

### Input by central government

- facilitates the cooperation, monitoring, linking parties and initiatives, international cooperation and implementation of the OSPAR Regional Action Plan Marine Litter





# Green Deal Clean Beaches

## Initiative

- Stimulation of the energetic society to collaborate in cleaning up beaches in combination with influencing waste handling behaviour of visitors

## Initiators

- Local energetic people, beach restaurants, coastal municipalities, NGO's, companies, interest groups, Government

## Input by field parties

- beach cleaning activities and monitoring
- pilots to influence waste handling behaviour of beach visitors
- address cigarette butts as source of litter

## Input by central government

- facilitation and linking off parties and initiatives
- sharing waste handling knowledge and stimulation of exchanging knowledge between parties





# Green Deal

## Sustainable waste to energy ash reuse

### Initiative

- Converting contaminated reusable material into a viable building component

### Initiators

- Waste-energy plants, central government

### Input by field parties

- Half of bottom ash processed by 2017, and 100% by 2020, with 75% of non-ferrous metals being recovered by 2017

### Input by central government

- Investigation into adjusting leaching norms; involvement in examining ways of using bottom ash in infrastructure projects





# Green Deal

## Making the concrete industry sustainable

### Initiative

- Making the concrete industry sustainable

### Initiators

- MVO Nederland and 20 parties with large building companies, branches, and ENCI

### Input by field parties

- CSR strategy for the concrete industry 2020/2050: by 2020, 20% of the concrete construction market in the Netherlands will be sustainable, and 100% by 2050; joint approach across the industry, and knowledge sharing

### Input by central government

- Participation in stakeholder dialogue; elimination of legal and regulatory barriers; knowledge



# Green Deal

## Transparency Natural Capital

### **Initiative**

- Improving information on impact and dependencies on natural capital for businesses and their operations.

### **Initiators**

- IUCN-NL, MVO-Nederland, True Price and 13 Dutch companies

### **Input by stakeholders**

- Active participation in working groups exchange of experiences, tools and best practices. Develop concrete initiatives to start with natural capital accounting.

### **Input by central government**

- Participation in working groups and overall coordination of the activities together with IUCN, True Price and MVO-NL.





# Green Deal

## Productive landscape

### **Initiative**

- Sustainable management of nature and agricultural landscape

### **Initiators**

- Staatsbosbeheer, LTO Nederland

### **Input by field parties**

- New ways of collaborating for more efficient and better-quality nature and landscape management; four practical situations focusing on the use of land, revenue models, and organisational methods

### **Input by central government**

- Resolving legal and regulatory bottlenecks, disseminating knowledge and supporting the process



## Green Deal

### Biomass flows

#### **Initiative**

- To increase the economic value of biomass flows as much as possible

#### **Initiators**

- The Dutch Biorefinery Cluster and the Association of the Dutch Chemical Industry

#### **Input by field parties**

- 1 January 2014: six business cases for commercial initiatives
- Consolidate collaboration

#### **Input by central government**

- Elimination of legal and regulatory ambiguities
- Innovation instruments



## Green Deals in Europe?

Flexibility and Room to experiment

Supporting smooth implementation:

- In advance
- Afterwards

Less regulation – Better Regulation

Guidance for environmental permits



**Global Green Deals  
From Trash to Treasure**





## Roles in Green Deal agreement

- **Frontrunner economic actors**
  - Commitment to long-term sustainable business
  - Show leadership - be innovative – new business
  - Involve supply and sales channels
- **Policy-makers / Government:**
  - Provide experimental space & remove barriers
  - Procure green alternative & raise awareness
- **Research** (Horizon2020 and national research programmes):
  - Technological R&I
  - Socio-economic and organizational research
  - Best practices for Green Deals and policies