

Policy

AGENDA

for the Environment, Tourism and Leisure



*Environment, tourism and leisure:
natural partners*

P o l i c y
A G E N D A

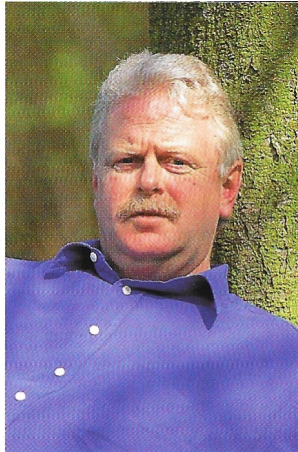
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Preface



Some years ago I attended a conference on quality and tourism. One of the topics discussed was tourism and the environment. Most of the participants were business people working in the tourism and leisure sector. The guest speaker, from the environmental organisation Natuur en Milieu, presented a paper dealing with global environmental problems, which went completely over the heads of the audience. This was illustrated by the reaction of one businessman who pointed out what he did to help the environment. He would ask his guests, for example, to leave used towels on the floor so that unused towels would not be washed. He was rewarded with loud applause.

This case illustrates the differing perceptions of the theme 'tourism and the environment' at that time.

This led a number of people to put their heads together to try to bring these different worlds together. Many initiatives followed: workshops, get-togethers, booklets describing demonstration projects on sustainable tourism and an 'Environment and Tourism' award. All kinds of new plans and associations were being created, leading the environmental and tourism sectors increasingly to regard one another as natural partners.

The Second National Environmental Policy Plan (NEPP2) included a chapter on the environment and tourism. This led the ANWB (Royal Dutch Touring Club) and the Ministry of Housing, Spatial Planning and the Environment to set up a co-ordination committee for the environment, tourism and leisure. This committee is presently made up of representatives of five

ministries, the Association of Provincial Authorities and eleven lead organisations of the tourism & leisure sector. It currently co-ordinates environment and conservation policy matters in the tourism & leisure sector.

The present 'Policy Agenda for the Environment, Tourism and Leisure' is one of the outputs of this committee. It is a declaration of intent in which the participants commit themselves to the collective search for win-win opportunities in the field of the environment and tourism. Achieving the objectives in this Policy Agenda will give a major qualitative boost to both the tourism & leisure sector and to nature conservation and the environment: every reason to work together and make it a success. I emphasise the word 'together' because this is the only way that the goals can be achieved and the policy matters related to the environment and tourism & leisure can win a permanent place on the political agenda.

I am convinced that the activities in this policy agenda, to be pursued under the slogan 'The environment, tourism and leisure: natural partners' will be successful.

Mr. S. Engelsman
Chairman, Co-ordination Committee for the
Environment, Tourism and Leisure



Colophon

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Introduction



Increasing numbers of people and organisations are working together in the field of the environment, tourism and leisure. This is reflected in the many local and regional initiatives which have taken shape - and continue to do so - and in the policy-making activities which have been launched by the government. More organisations are gradually getting involved in these co-operative ventures. It is therefore that these different initiatives were brought together.

The Co-ordination Committee for the Environment, Tourism and Leisure has therefore taken the initiative to bring out together this Policy Agenda for the Environment, Tourism and Leisure. This national forum for policy preparation and exchange of information consists of representatives of the five Ministries involved, the Association of Provincial Authorities and eleven lead organisations from the tourism & leisure sector. These seventeen organisations got together to produce this Policy Agenda, and will endeavour to see that it is implemented.

The Policy Document on Environment and Economy as foundation

The Policy Agenda stems from the policy document on environment and economy, which was submitted to the Second Chamber at the end of 1997, and addresses the synergy between the environment and the economy.

This policy document, and the Third National Environmental Policy Plan (NEPP3) which followed shortly afterwards, ushered in a new era in which the environment is to be regarded as an opportunity rather than a threat. The main themes of the policy document on environment and economy serve as a model and

source of inspiration for an integrated approach to the environment and the economy. 'Tourism and recreation as green allies of the environment and nature conservation' is one of those main themes. The Policy Agenda for the Environment, Tourism and Leisure spells out this concept in greater detail. The policy formulated in recent years for the tourism & leisure sector and the agreements already made served as the starting point for this Policy Agenda.

The Policy Agenda adopts a broad definition of the environment as 'the quality of the surroundings in which we live', and therefore includes aspects such as natural habitats, landscape, water, land-use, spatial quality, cultural heritage and social-cultural factors.

The tourism & leisure sector embraces a wide range of leisure activities: outdoor recreation, day trips, recreational holidays, sports and tourism (travel as a form of leisure activity).

Leisure activities are of major importance in economic terms, employing some 300,000 people in the Netherlands and producing a turnover of \$ 25 billion a year.

Leisure activities also have a social function. They contribute to individual health and well-being. Rest and relaxation are becoming ever more vital in our pressured society.

Background and trends

The main reason for looking more closely at the inter-relationships between the environment, tourism and leisure was the estimated growth in the tourism &

leisure sector and the related increase in ecological and environmental pressures. The sector itself acknowledged the importance of reducing the pressures on ecosystems and on the environment, which in fact are the major resources of the tourism and leisure industry.

Recently there have been many initiatives in the field of the environment, tourism and leisure, and interest in this matter has increased since the publication of the Second National Environmental Policy Plan (NEPP2) and the EU's Fifth Environmental Action Programme. The NEPP2 led to the start of a structured dialogue between the government and the tourism & leisure sector in the form of the co-ordination committee for the environment, tourism and leisure. It also resulted in a broad-based study of the environmental impact of the tourism & leisure sector. In 1996 a Progress Report on Environment, Tourism and Leisure was made since the NEPP2 was sent to the Second Chamber of the Dutch Parliament.

The study mentioned above estimated that the sector accounts for 2-5% of the entire environmental pressure. Major contributors are traffic, pleasure craft and visits to the beach.

The Progress Report on Environment, Tourism and Leisure concluded that the necessary initiatives have been set in motion. Where possible and necessary, the sector was taking responsibility for developing and implementing these initiatives. There are follow-up actions in the following areas:

- tourist and leisure traffic;
- promoting leisure facilities close to home;
- developing environmentally friendly alternatives to international travel;
- reducing the environmental effects of pleasure craft;
- solving problems associated with the silting up of marinas with contaminated sediments;
- further implementation of environmental management systems in the sector.

The objective

The idea underlying the focus on tourism & leisure in the policy document on environment and economy is the socio-economic importance of the sector. Together with the dependence of this sector on a good-quality physical environment, many possible win-win situations can be created in which the environment and the econo-

my stand to gain, as does the quality of our surroundings and, in consequence, the quality of our leisure time and the product offered by the tourism & leisure sector. In order to realise these win-win opportunities, the socio-economic importance of the sector has to be used as both an argument and an opportunity to improve the quality of the environment. This can be achieved by reducing the environmental pressures caused by tourism and leisure.

The efforts of all the partners involved in the Policy Agenda are directed towards taking advantage of the win-win opportunities available: improving the environmental quality and the quality of the tourism & leisure product simultaneously. This objective will be pursued in practical terms through the subjects described in part II.

The approach

The Policy Agenda is intended to be agenda-setting and implementation-oriented. The lead organisations clarify their priorities for the next few years, and describe their aspirations and objectives for each of the subjects.

The Policy Agenda is a means of promoting, supporting and co-ordinating various initiatives. In implementing the policy document, dialogue and co-operation with other partners will be essential. Co-operation with these other partners will therefore actively be sought in the next stages. Initiatives within each subject must continuously be generated at "grass roots level" so that the agenda leads to many specific, implementation-oriented initiatives and results.

The challenge is to link together the many initiatives either current or "in the pipeline" in creative, inventive and - more especially - innovative ways. A structured and co-ordinated approach is much more likely to achieve results. The Policy Agenda is of course not set in stone, and there will be opportunity to include additional themes and actions in the coming years.

Partners who will have an important role in the implementation process include: the provinces, municipalities, water quality management agencies, recreation authorities, estate managers, as well as conservation, environmental and consumer organisations, sports, agricultural and public transport organisations, rambling and cycling associations and tour operators.



The subjects

II

The organisations behind the Policy Agenda intend to concentrate in the next few years on the following themes:

- 1 Sustainable development of rural tourism
- 2 Promoting leisure close to home
- 3 Enhancing the quality of the coastal environment
- 4 Tackling problems associated with tourist and leisure traffic
- 5 Tackling litter and waste dumping in important tourist and leisure areas
- 6 Implementation of environmental management systems in the tourism & leisure sector
- 7 Abating noise in tourist and leisure areas and accommodations
- 8 Improving quality of surface waters used for bathing
- 9 Abating environmental effects of pleasure craft
- 10 Limiting ecological and environmental damage of tourism abroad
- 11 Influencing consumer behaviour and choices
- 12 Financial aspects to support implementation of the Policy Agenda
- 13 Communication as an instrument to stimulate/strengthen environmental innovation

1 Sustainable development of rural tourism

The Objectives

- To benefit the countryside and the environment by actively promoting new sustainable forms of rural tourism:
 - tourism and leisure will thereby become a new engine of economic growth;
 - combining agriculture, nature conservation, tourism and recreation, particularly in small-scale landscapes and rural areas of particular ecological merit, can create win-win opportunities.
- To enhance the quality of the physical environment, and to reinforce the identity of the landscape:
 - in particular in relation to the tourism-recreation product through, for example, agricultural stewardship projects and the cultivation of environmentally friendly locally grown specialities.
- To improve incomes and employment in areas where the relative importance of agriculture as an economic engine is waning:
 - gains for nature and conservation go hand in hand with the rise of tourism and leisure as a new economic engine;
 - this should involve equal treatment of all farmers.

Use should be made of existing structures where possible: rural regeneration, integrated local policy, the Interdepartmental Committee for Economic Restructuring and land-use policy, the novel element being the environmental benefit gained.

The Actions

- Identify how and quantify the extent to which new and existing forms of rural tourism, for example developed within rural regeneration programmes, can help to improve environmental quality in the countryside:
 - focus on vulnerable areas and areas of particular merit;
 - particular focus on integrated, area-specific policy.
- Promote, initiate and support co-operative structures at both national and regional level in order to foster the sustainable development of rural tourism:
 - coalitions and alliances between agri-recreational businesses, the professional tourism and leisure sector, conservation and environmental organisations, estate managers, water boards, etc.
- Promote concrete, implementation-oriented initiatives:
 - particularly through existing structures such as rural regeneration and area-specific policy.
- Set environmental constraints to the economic development of tourism and leisure. This is necessary to prevent new environmental degradation:
 - examples are growing car traffic and noise nuisance.

The Lead Organisation

Ministry of Housing, Spatial Planning and the Environment.



2

2 Leisure close to home

The Objective

- To create sufficient leisure facilities close to where people live:
 - both in towns and in the immediately adjacent countryside. This will enhance the quality of the immediate living environment;
 - interesting recreational facilities near the home can reduce car traffic;
 - recreational facilities near the home also help to improve people's health and well-being, to effect a greening of our surroundings and to reduce juvenile and other crime;
 - there is a need for, inter alia, common green space, open spaces, playgrounds, multifunctional sports grounds, infrastructure for walking and cycling and recreational water facilities.

**The Actions**

- Produce a broad-based, integrated vision of leisure close to home
 - which identifies the need, possibilities, conditions, opportunities and any constraints affecting the provision of leisure close to home.
- Ensure that the concept of providing attractive leisure facilities close to homes is properly integrated into the various relevant existing and new policy frameworks and concepts:
 - these include Green in Towns, Sustainable Building, Stad en Milieu, the Compact City, and the policy for large towns. Other relevant projects/policy frameworks include Biodiversity in the Built Environment, Water in Towns, More Intensive Land-Use, the Green Heart initiative and VINEX (Supplement to the Fourth Policy Document on Spatial Planning).
- Initiate, promote and support implementation-oriented initiatives at the municipal level, for example by:
 - communications and information (for example through meetings of local and regional networks);
 - strengthen integrated planning and implementation at municipal level;
 - foster a more demand- and customer-oriented approach by both the public and private sector agencies involved.
- Encourage participation by residents: prompt them to stand up for the quality-of-life in their own locality.

The Lead Organisation

Ministry of Agriculture, Nature Management and Fisheries.

3 Enhancing the quality of the coastal environment

The Objective

- To enhance the quality of the Dutch coastline
- our coast is one of the main tourism and leisure destinations. However ecological and environmental features are under pressure along almost its entire length, thereby considerably decreasing its attractiveness. In order to maintain or enhance the attractiveness of the coast, natural resources and environmental quality along the coast need to be bolstered. This will also improve the prospects for the tourism & leisure sector.

Specific issues requiring attention are:

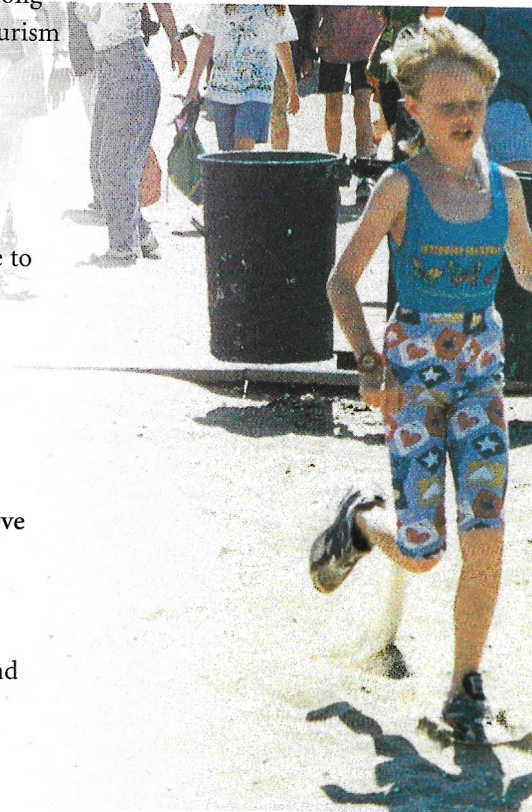
- Reduce traffic jams on roads heading for beach/coast:
 - improve access;
 - prevent environmental degradation and damage to ecosystems, limit nuisance to residents and visitors.
- Reduce litter and ship's waste washed up onto the coast.
- Improve local coastal water quality.

The Actions

- Initiate, promote and support local and regional initiatives designed to remove main coastal access bottlenecks:
 - the coastal access masterplan, prepared following the policy document 'Sea of Culture', will provide the main framework for this;
 - in this connection, special attention needs to be paid to public information and awareness-building campaigns directed towards consumers.
- Initiate, promote and support initiatives to find creative solutions for the pollution of beaches caused by leisure and tourism:
 - these solutions should focus particularly on public information and awareness-building campaigns designed to educate consumers on how to deal with waste.
- Promote specific initiatives designed to improve the local quality of coastal waters:
 - trace and eliminate local waste water discharges in the coastal zone;
 - provide good sanitary facilities on beaches;
 - actions focus on the possible contribution of both the community and consumers in keeping coastal waters as clean as possible.
- Initiate, promote and monitor actions designed to prevent various types of waste being thrown overboard:
 - the policy document on shipping and the environment provides an important framework for actions of this kind. It announced actions to minimise the pollution of beaches by ship's waste which is washed ashore.
- Promote the Blue Flag as a sign of quality.

The Lead Organisation

ANWB (Royal Dutch Touring Club).



4

4 Tourist and leisure traffic

The Objectives

- To improve access to tourist and leisure destinations in the Netherlands.
- To limit and preferably prevent damage to landscape, habitats, the environment and our cultural heritage.
- To prevent or reduce nuisance and annoyance for local residents and visitors.
- To curb the fragmentation of nature conservation and leisure areas.

Measures are particularly necessary in areas adversely impacted by heavy traffic. These will particularly involve channelling and limiting car traffic, and introducing zoning. The introduction of alternative forms of transportation also needs to be considered.

Specific issues requiring attention are:

- the coastal areas (see also 'Enhancing the quality of the coastal environment');
- nature conservation and leisure areas, as well as attractive, small-scale landscapes;
- recreational, cultural and sporting events and attractions;
- historic city centres.

The Actions

- Further analysis of the main problems and bottlenecks.
- Work jointly at solutions:
 - partners: relevant companies (and groups of companies), organisations, government agencies, pressure groups and sectoral organisations;
 - seek to join with others in identifying and acknowledging problems and achieving consensus on solutions.
- Identify opportunities for and any obstacles to tackling problems:
 - concrete examples are useful in this connection.
- Consider whether integration/coordination would be beneficial;
 - for example by setting up a discussion forum.
- Initiate, promote and support initiatives at the local level.
- Consumer information and awareness-building campaigns.

The Lead Organisation

Ministry of Transport, Public Works and Water Management.



5 Litter and waste dumping

The Objective

- To prevent litter and waste dumping:
- special attention to beaches, nature conservation and leisure areas and major events and historic centres;
- litter ranks high amongst the irritations for and tourists. However, they often cause the problem themselves;
- dumping of all kinds of waste in nature conservation and leisure areas poses a growing threat to the countryside and habitats, and therefore also to the product offered by the tourism & leisure sector.

The Actions

- Initiate, promote and support innovative pilot and other projects:
 - which should focus on prevention and adequate collection.
- Initiate and promote consumer information and awareness-building.
- Initiate, promote and support an active prevention and collection policy by the sector:
 - through environmental management systems.
- Take initiatives designed to remove the unintended effects of present policy.
Points of attention signalled by the sector include:
 - possible adverse effects of differences in charging for waste disposal (which can lead to illegal dumping);
 - high collection charges for the sector. These hinder active cooperation by the sector in waste collection.

The Lead Organisation

Stichting Nederland Schoon



6

6 Implementing environmental management systems

The Objective

- To promote the implementation environmental management systems:
- there is a lack of knowledge and resources, particularly amongst smaller enterprises in the tourism sector, to actively pursue environmental management (a problem which in fact affects many small and medium-sized enterprises).

The Actions

- Promote and support actions which have to be set up largely by the sector itself:
- promotional programmes adapted to particular subsections will, for example, be established;
- primary subsections will be leisure enterprises, marinas, the hotel and catering branch and the sports sector;
- activities range from drafting or updating of environmental handbooks to an intensive approach directed at individual companies (e.g. the Environmental Project on Leisure and Tourism in Overijssel).
- Seek linkages/co-ordination with and - where necessary - the provision of input to the implementation programme and supporting policy for the new environmental regulations for marinas, the hotel and catering, sport and leisure sectors:
- for example: publish technical information sheets.
- Initiate, promote and support initiatives in the field of product stewardship.

The Lead Organisations

Each of the lead organisations RECRON (Netherlands Association of Leisure Industry Proprietors), the Hotel and Catering Industry Board, HISWA (Netherlands Association for the Shipbuilding and Watersports Industries), KNWV (Royal Netherlands Watersports Association) and the national organisation for sports and physical exercise (NISB) is responsible for its own branch.

7 Noise pollution

The Objective

- To reduce, or better eradicate, noise nuisance in tourist and leisure areas and accommodation where tranquillity is an important quality-aspect. The nature conservation function will of course also benefit from this:
- the quality of the physical surroundings and of the product offered by the tourism & leisure sector is adversely affected by noise pollution from cars, aircraft and motorbikes, as well as motorised forms of sport and leisure.

The Actions

- **Map out the problems. Among the issues to be addressed are:**
 - identify the types of areas and accommodations (campsites, marinas, etc.) where tranquillity is important;
 - identify areas/accommodation of this type that are suffering from noise nuisance;
 - identify the most disturbing factors through consumer surveys;
 - study the opportunities for and the obstacles to an effective solution (special focus on available instruments).
- **Seek to interface with and to monitor progress of or provide input to source-oriented and zoning measures:**
 - actions being developed within other relevant policy frameworks.
 - Initiate, promote and support a comprehensive approach to problem situations by stakeholders and policy-making and other agencies responsible for implementation.
- **Information and awareness-building campaigns aimed at specific targetgroups (e.g. touring motorcycles).**

The Lead Organisation

ANWB (Royal Dutch Touring Club).



8

8 Quality of surface waters used for bathing

This subject is divided into two sections:

- regional approach to bathing water quality;
- monitoring.

8a Regional approach to bathing water quality

The Objective

- To enhance bathing water quality:
 - tackle eutrophication ('green soup') and discharges of waste water;
 - the release of pollutants from contaminated sediments contributes to the problem;
 - situations in which people are advised not to bathe in surface waters - during hot summer weather - will harm the reputation of Dutch bathing water. The considerable economic benefits associated with the idea of the Netherlands as a country of water could be jeopardised.

This subject focuses on the use of surface waters for leisure activities, with reducing possible health risks to users being of crucial importance.

The Actions

- Pinpoint problem situations in both officially recognised and other bathing and recreational waters:
 - identify underlying causes, making use of the local analyses carried out by the provinces.
- Carry out analysis of opportunities and threats, in order to identify solutions to problem situations:
 - drawing on experience acquired with current and past projects.
- Initiate, promote and support area-specific initiatives:
 - policy-making and executing agencies and other interested parties will get together to improve the quality of the bathing water.
- See whether efforts to enhance quality can be boosted by using the "Blue Flag", as used at coastal resorts.

The Lead Organisation

Ministry of Transport, Public Works and Water Management.



8b Monitoring

The Objective

- To monitor in an adequate manner and report on bathing water quality.
- it is vital that problems that have arisen in the past are avoided. These were caused by incorrect or inadequate monitoring. In this way the Netherlands unfairly earned negative scores from the European Union for its bathing water quality. As a result, no Blue Flags - the mark of quality for resorts along the Dutch coastline - could be awarded in 1996;
- specific actions within this subject will link up with initiatives already set in motion designed to improve the situation.

The Actions

- Scrutinise the annual evaluation of the present monitoring system for bathing water quality:
 - realise the necessary adjustments and refinements to the system and associated procedures.
- Explore the need for and feasibility of extending the bathing water quality monitoring programmes:
 - the waters concerned are those used intensively for recreational purposes. Waters used unofficially for bathing and other recreation, for sports such as windsurfing and diving, will also be considered.
- Promote, initiate and improve communications with the consumer.
- Improve co-operation between the responsible agencies and pressure groups at national and regional levels.

The Lead Organisation

Ministry of Transport, Public Works and Water Management.



9

9 Environmental measures for pleasure craft

Pleasure craft benefit directly from clean waters, so it is in their own interest to minimise the impact they have on the environment. This fact is considered in a recent policy paper on pleasure cruising in the Netherlands, which considers the conjunction of interests between quality and the environment.

9a Waste-water collection

The Objective

- To reduce the discharge of waste-water from pleasure vessels:
 - storage facilities need to be installed in boats;
 - collection facilities need to be installed on shore.

The Actions

- Central government and the water boards will provide grants towards the construction of a basic network of shore facilities:
 - the number of such sites would be about 200.
- Ensure that waste-water tanks are incorporated as standard in new vessels:
 - make agreements with manufacturers, importers and boatyards in the near future;
 - initiate EU legislation on this matter.
- Make agreements with responsible partners to fit waste-water tanks to some proportion of existing fleet (charter vessels, party boats):
 - on a voluntary basis. Incentives will be provided from the tax scheme that allows for accelerated depreciation of environmental investments.
- Promote the fitting of on-board waste-water tanks:
 - this applies to the existing fleet. These tanks would collect toilet water and - if possible - other waste-water. A chemical toilet can serve as an alternative;
 - public information is one of the instruments which can be deployed for this purpose;
 - ways of giving additional impetus to the process by providing financial incentives will be explored.
- In the long run, the phased introduction and modification of regulations:
 - through new regulations for marinas, on the provision of shore facilities;
 - through the Pollution of Surface Waters Act, to prohibit the discharge of toilet water.

The above in association with the progress and results of other actions.

The Lead Organisation

ANWB (Royal Dutch Touring Club).



b Anti-fouling paints

The Objective

- To reduce the use of environmentally harmful anti-fouling paints:
- although the emissions of copper to surface waters resulting from the use of these paints are the most urgent reason for taking action, the wider environmental impact of these paints will be assessed in looking for solutions.

The Actions

- Phased restrictions on the toxic substances used in the paints:
- development of new types of coatings by the paint industry.
- Promote the sound use and application of paints:
- well-targeted information to urge greater caution in using fresh water.
- Study possible alternatives to anti-fouling paints:
- for example: mechanical cleaning.

The Lead Organisation

HISWA (Netherlands Association for the Shipbuilding and Watersports Industries).



c Fuel supply

The Objectives

- To prevent/reduce environmental and safety risks related to the fuel supply:
- there is apparently an increasing shortage of refuelling facilities for pleasure craft. The strict environmental requirements combined with competition from roadside filling stations means that on-shore stations are often no longer viable;
- not only boats use more fuel because of the extra distances they travel, but the increasing use of jerry cans as an alternative form of tank is a threat to the environment and constitutes a safety hazard (transport and extra storage on board);
- there is increasing pollution of surface waters from spills.
- In order to rectify this trend, there needs to be an adequate supply of refuelling facilities.

The Actions

- Quantify the problem and the risks.
- Explore the scope for increasing the profitability of fuel stations for pleasure craft, in order to maintain an adequate distribution network:
- evaluate the consequences of prohibiting the use of red diesel for pleasure craft and (if necessary) eliminate as far as possible the undesired effects of this policy;
- develop and apply new technical designs for fuel stations/pontoons.

9

- Explore the possibilities of using alternative, environmentally friendly fuels:
- in the rather longer term, biodiesel would be a possibility.

The Lead Organisation

HISWA (Netherlands Association for the Shipbuilding and Watersports Industries).

9d Dredging of marinas

The Objective

- The environmentally sound and affordable dredging of sediments from marinas:
- the problem is that marina owners are facing rising costs for dredging and disposal of dredging spoil. This is because the spoil is often contaminated, for which the sector is responsible only to a small extent.

The Actions

- Monitor the progress/results of measures already initiated, many of them in the framework of water policy and the Fourth Policy Document on Water Management. They include facilitative and cost-saving policy and operational measures such as:
 - combining dredging works in national waterways and marinas;
 - expanding impoundment capacity and increasing accessibility and affordability;
 - use of Green Funds.
- Reduce the role of the sector itself in the contamination of the sediments:
 - for example by tackling use of anti-fouling paints (see also subject 9B).
- Take measures to prevent silting-up of marinas:
 - engineering modification of harbour mouths (sectoral anti-sedimentation measures).

The Lead Organisations

HISWA and KNWV (Royal Netherlands Watersports Association)

9e Emissions from motorised pleasure craft

The Objective

- To reduce emissions from the engines of pleasure craft:
 - both exhaust gases and noise emissions.

The Actions

- Monitor progress with and provide input to EU legislation presently in preparation.
- Promote the development and application of (more) environmentally friendly alternatives:
 - electric engines and hybrid propulsion;
 - (more) environmentally friendly fuels and lubricants (biodiesel and biolubricants).
- Seek linkages with or provide input to zoning measures intended to mitigate noise and hazard:
 - this applies particularly to personal watercraft (PWC) such as jet-skis.

The Lead Organisation

HISWA (Netherlands Association for the Shipbuilding and Watersports Industries).



10

10 Tourism abroad

The Objectives

- To limit the environmental damage caused by transport to and from tourist destinations.
- To limit the ecological and environmental damage at tourist destinations:
 - tourism is an important source of economic growth;
 - healthy ecosystems and a clean environment serve as the sector's its base capital;
 - the revenues generated by tourism should contribute to conserving and improving nature and the environment in tourist destinations;
 - a sustainable partnership is to be found between nature, the environment and tourism geared towards the protection of ecological and environmental features while at the same time safeguarding the long-term interests of tourism;
 - the main focus will be on travelling to destinations which receive a mass influx of Dutch tourists and which have sensitive areas or areas which are under intense pressure. The Alps and the Mediterranean are two such areas within Europe, while the Netherlands Antilles will act as a test case for long-distance destinations;
 - more developing countries will be selected and given priority attention.

**The Actions**

- Promote and support specific activities aimed at ecological and environmental protection and sustainable tourism in tourist destinations.
- Provide information to consumers designed to:
 - allow them to take account of ecological and environmental factors in their choice of transport, destination and accommodation;
 - encourage them to be responsible/aware in their dealings with nature and the environment when on holiday.
- Promote the emergence of a wide range of alternative modes of transportation modes to tourist destinations:
 - in which environmentally optimum technologies are used.
- Publicise Dutch actions internationally and - where possible and sensible - adopt measures from other countries.
- Encourage tour operators to adopt environmental protection in other areas.
- Work on international agreements on the staggering of holiday periods:
 - with the objective of reducing peak periods.

The Lead Organisation

ANVR (Netherlands Association of Tour Operators).

1 Consumers as a target group

The Objectives

- To achieve (more) ecologically and environmentally friendly behaviour through communications and public information.
- To provide guidance to the public on how they can make choices that are environmentally sound, so that their demand is directed increasingly to "green tourism & leisure" products:
- it is vital to identify the right types of communication and media which need to be used to generate adequate public support;
- a package of exploratory activities (feasibility studies, pilot projects) will be needed relating to information, rating systems, communications, education and monitoring;
- the project will be developed in co-ordination with other subjects.

Where relevant, linkages will be established with actions contained in the NEPP3 aimed at the general public, for example:

- leisure activities will be considered in the analysis of production and consumption chains;
- the government will seek to enhance agreements with public organisations to support efforts aimed at reducing the impact of consumption on the environment.

The Actions

- Explore possible ways of including ecological and environmental information in travel publications:
 - set up pilot-projects (e.g. integration in existing travel guides, development of a series of green national travel guides).
- Elaborate possibilities for (more) environmental education:
 - make the "Blue Flag" better known;
 - ecological education.
- Develop - in conjunction with other subprojects - communications and media strategies for various specific situations and/or sectors:
 - for example sports, litter & waste problems, tourist & leisure traffic.
- Explore feasibility of environmental rating scheme:
 - including setting up and carrying out pilot projects (examples: the development of an environmental label for entrepreneurs in the tourism & leisure sector, and possibly also for regions/tourist attractions).
- Monitoring:
 - of, for example, consumer behaviour, wishes and environmental awareness.
- Work towards a readily accessible, standardised, sector-wide system of ecological and environmental information:
 - this can be used for communications with the consumer.

The Lead Organisation

Toerisme & Recreatie AVN.

A BETTER ENVIRONMENT STARTS WITH YOU



12

12 Financial incentives and support

The Objective

- To generate sufficient financial resources to create incentives for investment: the money needed to realise the objectives of this Policy Agenda.

The Actions

- Identify existing financial schemes (including EU funds) which can be drawn on for the implementation of the Policy Agenda:
 - including the use of this information to provide the information needed by the partners involved in implementation ('guide to existing incentives schemes').
- Identify unnecessary obstacles in existing schemes and take initiatives to remove them.
- Explore whether it is desirable and possible for the sector to set up its own funding:
 - funds intended to stimulate environmental measures, provided by the sector itself.
- Explore the need for, feasibility of and opportunities for other sources of funding and support:
 - e.g. from receipts of tourist tax, funds of the Interdepartmental Committee for Economic Restructuring and new schemes;
 - other possibilities appropriate for particular purposes.

The Lead Organisation

Stichting Recreatie, Leisure Innovation Centre.

13 Communications

The Objective

- To provide for the communications needed to reinforce innovation in the implementation of the Policy Agenda:
- these communications are intended to enhance knowledge, build public support, increase involvement, and promote alliances and consistency between initiatives;
- the activities involved can themselves be innovative in nature and contribute to the necessary integrated approach.

The target group is made up of all those involved directly or indirectly at the national and regional level, relevant for the realisation of the Policy Agenda.

The Actions

- A coherent package of communications activities will be developed to achieve:
- dissemination of knowledge through, for example, booklets with examples, "green" newsletters and Internet sites;
- network-building through, for example, national and regional meetings.

The Lead Organisation

Toerisme & Recreatie AVN.

AVN shall where necessary co-ordinate its activities with the Project Secretariat.



III

Project control and support

In order to properly control the implementation of the Policy Agenda for the Environment, Tourism and Leisure, and - where necessary - to support the implementation of projects, three types of activity will be carried out:

Organisation and information provision

Monitoring progress

Finances

Organisation and information provision

The activities designed to support and co-ordinate the implementation of the Policy Agenda have been divided between the lead organisations for each theme, the so-called Steering Committee and the Project Secretariat.

The Lead Organisations

The lead organisations indicated in this Agenda bear ultimate responsibility for the implementation of projects. Among their tasks, they:

- look after the project organisation, in which all the relevant partners are involved;
- draw up work and action programmes, including the specific actions for their subject;
- ensure that the funding needed to carry out the specific actions is available;
- arrange for the necessary communications and information programmes for the relevant subject to be carried out.

The Steering Committee

The Coordination Committee for the Environment, Tourism and Leisure which took the initiative to publish this Policy Agenda has delegated the day-to-day management of the Policy Agenda to a steering committee. This team comprises representatives of:

- the Ministry of Housing, Spatial Planning and the Environment,
- the Ministry of Agriculture, Nature Management and Fisheries,
- the ANWB (Royal Dutch Touring Club),
- Toerisme & Recreatie AVN,
- the Project Secretariat for the Policy Agenda.

The Project Secretariat

A project secretariat has been appointed to support and control the implementation process. It has been set up within the Stichting Recreatie, Leisure Innovation Centre. The main tasks and responsibilities of the Project Secretariat are the following:

- to function as a central contact and information point for the Policy Agenda;
- to carry out the PR related to the implementation of the Policy Agenda;
- to provide for coordination and information exchange between the different themes;
- to provide coordination when the work and action programmes are being drawn up for the themes and projects;
- to monitor and report on progress and results achieved.

Project Secretariat for the Policy Agenda for the Environment, Tourism and Leisure

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Monitoring progress

In order to properly monitor the implementation of the Policy Agenda, an up-to-date overview of the efforts made and the results achieved in both process and content terms will be published regularly. The Project Secretariat bears the primary responsibility for this.

The following actions are being taken in this connection:

- An effective monitoring system is being set up.
- Agreements are being made between the appropriate partners regarding the submission, storage, management and evaluation of the necessary information:
- where possible, use will be made of existing information flows and sources.

Finances

In order to achieve the ultimate objectives of the Policy Agenda, investments estimated at many hundreds of guilders will be needed. In order to achieve this and successfully implement the proposals, financial injections will be needed - at least NLG 25-50 million - for the coming five year period. The money will be needed to get the initiatives prompted by this Policy Agenda properly. It would be used mainly to promote and support implementation-oriented initiatives, in some cases through pilot projects. Funding is also needed for further research and for communications and public information.

The intention is for a large proportion of the initiatives - involving promotion and support - will be funded under existing schemes. Additional funding must be provided by the government or by the tourism and leisure sector itself. The subject 'Financial incentives and support' (12) has been set up to help find or create the necessary funding.

A scheme initiated by the Ministry of Agriculture, Nature Management and Fisheries to strengthen the recreation sector includes a component intended to take an integrated approach to improving the quality of both the environment and the products offered by the tourism & leisure sector, by providing subsidies to implementation programmes or projects consistent with the Policy Agenda.

The Lead organisations

The Policy Agenda for the Environment, Tourism and Leisure is a joint initiative of:

- Netherlands Association of Tour Operators (ANVR)
- Hotel and Catering Industry Board
- Netherlands Association for the Shipbuilding and Watersports Industries (HISWA)
- Association of Provincial Authorities
- Royal Netherlands Watersports Association (KNWV)
- Royal Dutch Touring Club (ANWB)
- Ministry of Economic Affairs
- Ministry of Agriculture, Nature Management and Fisheries
- Ministry of Transport, Public Works and Water Management
- Ministry of Health, Welfare and Sports
- Ministry of Housing, Spatial Planning and the Environment
- NOC*NSF (Netherlands Olympic Committee and Sports Confederation)
- RECRON, Netherlands Association of Leisure Industry Proprietors
- SNS; Stichting Nederland Schoon
- Stichting Recreatie, Leisure Innovation Centre
- Toerisme & Recreatie AVN
- OSO (union of leisure industry associations)

