

C-172

Clean Beaches Green Deal

PARTIES:

- The Minister of Economic Affairs, Mr H.G.J. Kamp, and
- The Minister of Infrastructure and the Environment, Ms M.H. Schultz van Haegen, and the State Secretary for Infrastructure and the Environment, Ms W.J. Mansveld,

Each acting in their capacity as administrative authority, jointly referred to hereinafter as the “Dutch Government”,

- The Municipal Executive of the **Municipality of Ameland**, acting as administrative body, on behalf of which Mr W.F. Bakema (hereinafter referred to as the “Municipality of Ameland”),
- The Municipal Executive of the **Municipality of Beverwijk**, acting as administrative body, on behalf of which Ms C. van Weel (hereinafter referred to as the “Municipality of Beverwijk”),
- The Municipal Executive of the **Municipality of Bloemendaal**, acting as administrative body, on behalf of which Ms M. de Rooij (hereinafter referred to as the “Municipality of Bloemendaal”),
- The Municipal Executive of the **Municipality of Castricum**, acting as administrative body, on behalf of which Mr L. van Schoonhoven (hereinafter referred to as the “Municipality of Castricum”),
- The Municipal Executive of the **Municipality of Goeree-Overflakkee**, acting as administrative body, on behalf of which Mr A.C.J. van der Vlugt (hereinafter referred to as the “Municipality of Goeree-Overflakkee”),
- The Municipal Executive of the **Municipality of The Hague**, acting as administrative body, on behalf of which Mr M. Meinster (hereinafter referred to as the “Municipality of The Hague”),
- The Municipal Executive of the **Municipality of Harlingen**, acting as administrative body, on behalf of which Mr R. Sluiter (hereinafter referred to as the “Municipality of Harlingen”),
- The Municipal Executive of the **Municipality of Heemskerk**, acting as administrative body, on behalf of which Ms A. van Dijk (hereinafter referred to as the “Municipality of Heemskerk”),
- The Municipal Executive of the **Municipality of Den Helder**, acting as administrative body, on behalf of which Ms J. van Dongen (hereinafter referred to as the “Municipality of Den Helder”),
- The Municipal Executive of the **Municipality of Katwijk**, acting as administrative body, on behalf of which Mr J. Knape (hereinafter referred to as the “Municipality of Katwijk”),
- The Municipal Executive of the **Municipality of Noord-Beveland**, acting as administrative body, on behalf of which Mr M. A. Fränzel (hereinafter referred to as the “Municipality of Noord-Beveland”),
- The Municipal Executive of the **Municipality of Schouwen-Duiveland**, acting as administrative body, on behalf of which Mr A. Verseput (hereinafter referred to as the “Municipality of Schouwen-Duiveland”),
- The Municipal Executive of the **Municipality of Veere**, acting as administrative body, on behalf of which Mr J.C. van den Broeke (hereinafter referred to as the “Municipality of Veere”),
- The Municipal Executive of the **Municipality of Velsen**, acting as administrative body, on behalf of which Mr R. te Beest (hereinafter referred to as the “Municipality of Velsen”),
- The Municipal Executive of the **Municipality of Vlissingen**, acting as administrative body, on behalf of which Ms N. Heerkens (hereinafter referred to as the “Municipality of Vlissingen”),
- The Municipal Executive of the **Municipality of Westland**, acting as administrative body, on behalf of which Mr P. Ouwendijk (hereinafter referred to as the “Municipality of Westland”),

- The Municipal Executive of the **Municipality of Westvoorne**, acting as administrative body, on behalf of which Mr J. van Rij (hereinafter referred to as the “Municipality of Westvoorne”), and
- The Municipal Executive of the **Municipality of Zandvoort**, acting as administrative body, on behalf of which Mr N. Meijer (hereinafter referred to as the “Municipality of Zandvoort”),

Hereinafter referred to as the “Municipalities”,

- **Complete Dienstverlening BV**, duly represented in these matters by its organizer, Mr S. van der Stee (hereinafter referred to as “Strand Nederland”),
- **Stichting Nederland Schoon**, duly represented in these matters by its director, Ms H. van Zutphen,
- **Stichting Keurmerk Milieu, Veiligheid & Kwaliteit**, duly represented in these matters by its chair, Mr E. van Dijk (hereinafter referred to as “Stichting KMKV”),
- **North Sea Foundation**, duly represented in these matters by its chair, Mr E. Leemans,
- **KIMO Netherlands & Belgium**, duly represented in these matters by its secretary, Mr B. Veerman,
- **Stichting Strandexploitatie Noordkop**, duly represented in these matters by its chair, Mr J. Roelofsen,
- **Strandexploitatie Banjaardstrand**, duly represented in these matters by its co-partner, Mr F. van Halst,
- **Stichting Strandexploitatie Veere**, duly represented in these matters by its director, Mr L. Fransen,
- **Vereniging van Strandexploitanten Wijk aan Zee**, duly represented in these matters by its chair, Mr J. van Son,
- **Ms Simone Bontenbal**, duly representing herself in these matters,
- **Stichting SFE Chapter Holland**, duly represented in these matters by its chair, Mr V. Balk. (hereinafter referred to as “Surfrider Foundation”),
- **JT International Company BV**, duly represented in these matters by its director, Mr M.F. Griffiths (hereinafter referred to as “JTI”),
- **Hengelsportfederatie Sportvisserij MidWest Nederland**, duly represented in these matters by the member of its management board Ms L. Oudshoorn,
- **Sea First Foundation**, duly represented in these matters by its chair, Ms C. Hesterman, and
- **NFN Belangenorganisatie voor Naaktrecreanten**, duly represented in these matters by its board member Mr E. Klein (hereinafter referred to as “NFN”),

Hereinafter jointly referred to as “Other Parties”,

Hereinafter all collectively referred to as the “Parties”,

WHEREAS

General considerations:

- I. To maintain our well-being for future generations, it is necessary to strengthen the competitive position of our economy while reducing the impact on the environment as well as the dependency on fossil energy and scarce resources.
- II. Creativity, entrepreneurship and innovation are essential for making this transition to green growth possible. Companies, private individuals and civil-society organisations fully engage in initiatives specifically for “greening” the economy and society. With the Green Deal strategy, the Cabinet intends to make optimum use of this societal dynamism for green growth.
- III. Green Deals offer companies, private citizens and organisations low-entry opportunities to collaborate with the Government on green growth, based on initiatives from civil society. Where they meet obstacles that the initiators consider could be tackled at Central Government level, the Cabinet wants to take action to remove these obstacles or provide solutions that smooth the way and accelerate these initiatives. In a Green Deal, the signatories set out specific agreements in writing.

- IV. The results of a Green Deal can be utilised for other comparable projects. This enables replication, and increases the scope of a Green Deal without the explicit support of the Dutch Government.

Considerations specific to the Clean Beaches Green Deal:

- I. Pursuant to the Marine Strategy Framework Directive (MSFD), the Netherlands has an obligation to reduce the amount of marine litter.¹
- II. Within the scope of the MSFD, steps are taken that address the different sources of marine litter. For example, the Shipping Waste Chain Green Deal was signed on 10 September 2014. Among the signatories were port companies and the Dutch Government. At the same time, the Fishery for a Clean Sea Green Deal was signed.
- III. The Clean Beaches Green Deal focuses on marine litter that originates on beaches. As such, the Deal helps the Netherlands to fulfil its obligation under the MSFD. This benefits both the environment and the economy (tourist sector), thus resulting in green growth.
- IV. In addition, this Green Deal harmonises with the *Ketenakkoord Kunststofkringloop* (the chain agreement for the recycling of plastic under which 75 companies, knowledge institutes and government bodies are trying to find solutions to the problem of plastic litter and ways of preventing it) and with the “From Waste to Resource” programme (VANG), which focuses on the optimum use of resources and the prevention of waste.
- V. Actors such as coastal municipalities, beach licensees and civil-society organisations all assist intensively with cleaning up the Dutch North Sea beaches and keeping them clean. This Clean Beaches Green Deal is intended to explain the Parties’ collective efforts. This simplifies coordination and collaboration, prevents duplication of work, and enables Parties to learn from each other’s experiences. In addition, new specific actions are documented, so that Parties make an additional contribution to clean beaches.
- VI. The parameters for the draft MSFD Programme of Measures include prevention of waste, collaboration with stakeholders, and focussing on the items found most often on beaches. Taking this into consideration, the Parties collaborate under this Green Deal on the following five themes: influencing the behaviour of people who visit beaches; facilitating volunteers; tackling the problem of cigarette-butt litter; promoting Green Key certification²; and monitoring. Among the results seen by 2020 shall be that people visiting the Dutch North-Sea beaches leave less litter behind, that the number of cigarette ends thrown on the beach is drastically reduced, that less mono packaging is found on beaches, and that there is more knowledge about the quantitative and other effects of certain actions.
- VII. Although the scope of this Green Deal covers only the Netherlands, the global reach of the marine waste issue makes it desirable to promote the agreements under the Deal internationally.
- VIII. At their own discretion, Parties also carry out additional activities that further at least one of the objectives in Clause 1.
- IX. Each party to this Deal carries out the agreed actions under its own name.
- X. Under the OSPAR Beach Litter Monitoring Programme³, the amount and composition of beach litter is measured four times a year at four fixed sections of non-tourist beaches. (North Sea Foundation does the work on the instructions of Rijkswaterstaat⁴). For the contest to select the cleanest beach in the Netherlands (organised by Stichting Nederland Schoon)⁵, inspectors from the Dutch travellers’ association ANWB determine the standard of cleanliness of every tourist beach each year. From 2016 to 2020, these measurements will show the effectiveness of the measures adopted within the scope of the MSFD. The effectiveness of specific actions taken under this Green Deal will be monitored separately (see Clause 6).

AGREE AS FOLLOWS:

¹ Ministry of Infrastructure and the Environment (2012). [Marine Strategy for the Netherlands part of the North Sea 2012-2020, Part I](#)

² “Green Key” is an international eco-label for sustainable companies in the leisure industry. To qualify for Green Key recognition, a company has to meet a number of standards for, among other things, waste separation and waste prevention.

³ OSPAR is a convention for the protection of the marine environment in the North-East Atlantic. It was signed in Paris on 22 September 1992. OSPAR’s objective is protection of the marine environment and biodiversity in the North-East Atlantic (including the North Sea) through international cooperation. The countries that are parties to OSPAR all use the same method to monitor the presence of waste on non-tourist beaches.

⁴ Directorate-General for Public Works and Water Management

⁵ An annual initiative of Stichting Nederland Schoon for ANWB inspectors and beach visitors to jointly decide which of the Netherlands’ beaches is the cleanest.

Objectives

Clause 1 Objectives

The Clean Beaches Green Deal has three objectives:

- I. Permanently cleaner beaches
In 2020, there will be less litter present on Dutch North Sea beaches.
- II. Effective collaboration and coordination between Parties
By 2020, all Dutch coastal municipalities will have formed a coalition under the Clean Beaches Green Deal. The number of beach licensees, civil-society organisations and other companies that are parties to this Green Deal is to increase each year in the period 2015 to 2020.
- III. Responsible behaviour by beach visitors as regards litter
By 2020, people visiting the Dutch North-Sea beaches are to leave less litter behind.

Efforts and activities by Parties

Clause 2 Influencing the behaviour of beach visitors

- a. The Municipality of Ameland, the Municipality of Beverwijk, the Municipality of Bloemendaal, the Municipality of Goeree-Overflakkee, the Municipality of Harlingen, the Municipality of Heemskerk, the Municipality of Katwijk, the Municipality of Noord-Beveland, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Velsen, the Municipality of Westvoorne, the Municipality of Zandvoort, KIMO Netherlands & Belgium, Stichting Nederland Schoon, Strandexploitatie Banjaardstrand, North Sea Foundation, Stichting Strandexploitatie Veere, NFN and Vereniging van Strandexploitanten Wijk aan Zee will apply behaviour influencing techniques on their beaches no later than in 2017.
 - The Municipality of Beverwijk, the Municipality of Schouwen-Duiveland, the Municipality of Katwijk and the Municipality of Velsen shall organise pilot projects clearly demonstrating beach clean-up efforts in these municipalities by volunteers or people falling under the Sheltered Employment Act (WSW).
 - The Municipality of Bloemendaal, the Municipality of Harlingen and the Municipality of Katwijk shall organise campaigns to place posters and stickers along the access routes to their beaches.
 - The Municipality of Heemskerk, the Municipality of Goeree-Overflakkee, the Municipality of Katwijk, the Municipality of Noord-Beveland, the Municipality of Schouwen-Duiveland, the Municipality of Veere (in collaboration with Stichting Strandexploitatie Veere), the Municipality of Westvoorne and the Municipality of Zandvoort shall endeavour to influence the behaviour of beach visitors using communication materials such as signs, stickers on litter bins, and/or posters.
 - The Municipality of Ameland, the Municipality of The Hague and the Municipality of Heemskerk shall employ social media to motivate beach visitors to throw their litter in litter bins.
 - The Municipality of Noord-Beveland and the Municipality of Schouwen-Duiveland shall provide beach visitors with facilities for creating awareness and changing behaviour (relating specifically to litter separation, cigarette butts, and dog and horse excrement).
 - During Veerse Week, the Municipality of Veere, in collaboration with Stichting Strandexploitatie Veere, will create awareness among schoolchildren regarding the amount of litter that ends up on beaches and the amount of work necessary to remove it.
 - Using a booth, KIMO Netherlands & Belgium shall inform visitors about the impact of litter. The organisation shall do so each summer at approximately three beaches and/or harbour festivals.
 - Stichting Nederland Schoon shall support local stakeholders in using the contest for cleanest beach in the Netherlands to influence the behaviour of local residents.
 - Stichting Nederland Schoon shall encourage local stakeholders to utilise the “Supporter van Schoon” initiative⁶ for influencing behaviour.
 - At its web-shop, Stichting Nederland Schoon shall provide material (partly for payment) that is designed to influence behaviour. Among the items shall be posters, stickers, ashtrays, etc.

⁶ “Supporter van Schoon” is an initiative of Stichting Nederland Schoon. Private individuals and organisations can join the initiative to demonstrate that they consider a clean environment important.

- Stichting Nederland Schoon will help increase the visible demonstration of cleaning up (especially regular and one-off volunteer activities) by providing T-shirts free of charge or at a reduced price.
 - Each year, North Sea Foundation shall organise a beach clean-up tour for cleaning up the entire North Sea coast with the aid of volunteers. During the tour, all MyBeaches⁷ shall receive a visit. The principal goals of the Tour are to draw attention to the litter problem and to study the issue of litter on beaches.
 - North Sea Foundation shall carry out the MyBeach project. Under this project, the Foundation, in collaboration with municipalities and businesses on the coast (such as beach pavilions and surfing schools), shall open special MyBeach sites on beaches. MyBeach's main message is that visitors are to keep the beaches clean themselves. This year (2014), there are MyBeach sites in the municipalities of Cadzand, Ouddorp, Hook of Holland, 's-Gravenzande, The Hague, Wassenaar, Noordwijk, Zandvoort, Velsen-Noord, Castricum, Texel, Vlieland, and Ameland.
 - Using visits in person and the contest to select the best and cleanest beach pavilion, Strand Nederland shall encourage pavilion operators to make use of opportunities for influencing behaviour.
 - Strand Nederland shall include the theme of clean beaches in the children's' beach days ("*Kinderstranddagen*") it organises. The idea is to create awareness among children and to encourage them to clean up after themselves.
 - Strand Nederland shall also include inland water pavilions in its contests, and use the contests to encourage pavilion operators to make use of opportunities for influencing behaviour. To this end, Strand Nederland shall collaborate with Stichting Nederland Schoon and, if possible, with the "Gemeente Schoon" knowledge centre.
 - Surfrider Foundation shall organise annual beach clean-up campaigns (in the Netherlands).
 - Surfrider Foundation shall promote and facilitate the integration of education about beach litter and plastic trash in the sea as part of surfing courses held along the Dutch coast. It shall also organise educational beach clean-up campaigns in combination with surfing lessons for children.
 - To its fishing association members, Hengelsportfederatie Sportvisserij MidWest Nederland shall promote the idea of people who engage in the sport of sea fishing not leaving any trash behind.
 - Hengelsportfederatie Sportvisserij MidWest Nederland shall provide information to its members on matters such as the environment, nature, and nature management. The aim is to make the members aware of the need for clean beaches and clean seas.
 - Via its own communication channels (website, social media, magazine, newsletters, etc.), NFN shall promote the depositing of litter in litter bins and encourage people to leave beaches cleaner than before.
 - All Parties shall collaborate as effectively as possible to utilise the best available knowledge about influencing the behaviour of people.
- b. The Municipalities, Strandexploitatie Banjaardstrand and Vereniging van Strandexploitanten Wijk aan Zee will ensure there is a clean beach for people to visit. To this end, visitors shall be motivated to make sure the beach is also clean when they leave.

Clause 3 Facilitating volunteers

By 2017 at the latest, the Municipality of Ameland, the Municipality of Beverwijk, the Municipality of Bloemendaal, the Municipality of Castricum, the Municipality of The Hague, the Municipality of Goeree-Overflakkee, the Municipality of Heemskerk, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Velsen, the Municipality of Vlissingen, the Municipality of Westland, the Municipality of Zandvoort, Hengelsportfederatie Sportvisserij MidWest Nederland, Stichting Strandexploitatie Veere and Vereniging van Strandexploitanten Wijk aan Zee will facilitate clean-up campaigns by volunteers.

- The Municipality of Ameland, the Municipality of Beverwijk, the Municipality of Castricum, the Municipality of The Hague, the Municipality of Goeree-Overflakkee, the Municipality of Harlingen, the Municipality of Heemskerk, the Municipality of Schouwen-Duiveland, the Municipality of Veere (in collaboration with Stichting Strandexploitatie Veere), the Municipality

⁷ "MyBeach" is an initiative of North Sea Foundation. It applies to a specific area of a beach where visitors keep it clean themselves.

of Velsen, the Municipality of Westland, the Municipality of Zandvoort and Vereniging van Strandexploitanten Wijk aan Zee shall make materials such as litter grippers and rubbish bags available for volunteer campaigns for cleaning up beaches, and take responsibility for removal of the waste.

- In the winter season, the Municipality of Beverwijk shall organise a location near the beach where volunteers can store materials for picking up litter from the beach.
- The Municipality of Bloemendaal and the Municipality of The Hague shall make definite arrangements with local beachcombers for their cooperation on keeping beaches clean.
- The Municipality of Vlissingen shall ensure that the beachcombers' rubbish bins on the beach are emptied regularly.
- The Municipality of Harlingen shall promote clean-up campaigns by volunteers.
- Every year, Hengelsportfederatie Sportvisserij MidWest Nederland shall organise and facilitate a number of clean-up projects on and around IJmuiden Pier.

Clause 4 Tackling the problem of cigarette butt

By 2017 at the latest, the Municipality of Katwijk, the Municipality of Goeree-Overflakkee, the Municipality of Den Helder, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Vlissingen, the Municipality of Westvoorne, the Municipality of Zandvoort, Stichting Nederland Schoon, North Sea Foundation, Stichting Strandexploitatie Noordkop, and Strandexploitatie Banjaardstrand, will concentrate on tackling the problem of cigarette butts on beaches.

- The Municipality of Katwijk intends to join the “*Laat je peuk niet alleen*” campaign in 2015. Organised by JTI and Stichting Nederland Schoon, the campaign's aim is to stop people leaving cigarette butts behind.
- In 2015, Stichting Strandexploitatie Noordkop shall take the campaign further using its own approach to “*Laat je peuk niet alleen*”.
- The Municipality of Noord-Beveland shall provide resources for members of the public aimed at creating awareness and involving them in actively reducing the number of cigarette butts on beaches.
- The Municipality of Schouwen-Duiveland shall place bins for cigarette butts, hand out free ashtrays, and provide information to beach visitors.
- The Municipality of Veere shall place bins specially intended for cigarette butts.
- The Municipality of Vlissingen shall install DropPits⁸ near the beach and organise educational campaigns.
- The Municipality of Zandvoort shall install DropPits near the beach. It shall also develop a new approach to the problem of cigarette- butt litter in collaboration with pavilion operators.
- The Municipality of Goeree-Overflakkee shall reduce the number of cigarette butts on the beach by providing Barkadera personal ashtrays and employing other methods for collecting cigarette butts.
- The Municipality of The Hague shall test the effectiveness of providing free beach ashtrays, using dispensers located at beach entrances.
- For a charge, Stichting Nederland Schoon shall offer support materials at its web-shop, items such as smokers' pole ashtrays and Barkadera personal ashtrays.
- Stichting Nederland Schoon shall support the “*Laat je peuk niet alleen*” campaign and the development by JTI of a toolkit for addressing the problem of cigarette-butt litter.
- Strandexploitatie Banjaardstrand and Stichting Strandexploitatie Noordkop shall distribute free Barkadera personal ashtrays.
- Stichting Strandexploitatie Noordkop shall install DropPits near beach entrances.
- In collaboration with other parties, North Sea Foundation shall conduct a campaign against cigarette-butt litter.
- In collaboration with the Municipality of Den Helder, Stichting Strandexploitatie Noordkop shall develop new (local) campaign elements for reducing the number of cigarette butts thrown on the beach.
- In collaboration with certain partners, Surfrider Foundation shall develop a campaign for picking up cigarette butts. As part of educational campaigns, the Foundation shall also draw specific attention to the problem of cigarette-butt litter on beaches.

⁸ Big ashtray for cigarette butts.

Clause 5 Promoting Green Key certification

By 2017 at the latest, the Municipality of Ameland, the Municipality of Beverwijk, the Municipality of Goeree-Overflakkee, the Municipality of Katwijk, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Velsen, the Municipality of Zandvoort and Stichting KMKV will help beach licensees to obtain the Green Key eco-label.

- At the request of municipalities, Stichting KMKV shall assist individual and groups of beach pavilion operators to obtain the Green Key eco-label. This shall cover (1) planning and guiding the process for obtaining Green Key certification with the assistance of a hands-on process supervisor; (2) organising theme meetings and workshops for participating beach pavilion operators; and (3) organising the official presentation by the municipal authority of the Green Key certificates obtained.
- The Municipality of Ameland, the Municipality of Beverwijk, the Municipality of The Hague, the Municipality of Goeree-Overflakkee, the Municipality of Katwijk, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Velsen and the Municipality of Zandvoort shall promote Green Key certification among their beach pavilion operators.

Clause 6 Monitoring

By 2017 at the latest, KIMO Netherlands & Belgium will monitor the impact on the beaches of the different campaigns set out in this Green Deal. Stichting Nederland Schoon, North Sea Foundation, Stichting KMKV, and Rijkswaterstaat will assist with the related exchange of knowledge.

- In 2015, KIMO Netherlands & Belgium in collaboration with North Sea Foundation, Stichting Nederland Schoon and the “Gemeente Schoon” knowledge centre shall establish a monitoring programme for measuring the impact of the different campaigns on the beaches. The programme will be operational as from the beginning of 2016.
- The Municipality of Ameland, the Municipality of Bloemendaal, the Municipality of Harlingen, the Municipality of Heemskerk, the Municipality of Katwijk, the Municipality of Schouwen-Duiveland, the Municipality of Veere, the Municipality of Westland and the Municipality of Westvoorne shall collaborate on this monitoring programme. They will make their respective beaches available and provide input as necessary.
- North Sea Foundation (on the instructions of Rijkswaterstaat) shall monitor four non-tourist beaches (in Zeeland, Noordwijk, Bergen, and Terschelling) four times a year. The data will give an idea of the quantity of litter items, their sources, and related trends.
- The Municipality of Den Helder shall make the results of this year’s (2014) beach monitoring available as learning material. It shall make an effort to carry out this monitoring every year.
- Surfrider Foundation shall conduct its beach clean-up campaigns in line with OSPAR methods whenever possible and share the results with relevant parties.

Clause 7 Management and knowledge sharing

- Stichting Nederland Schoon shall supply knowledge to help select smart campaigns to be conducted on beaches, and to evaluate the effectiveness of such campaigns.
- Stichting Nederland Schoon, KIMO Netherlands & Belgium and the Ministry of Infrastructure and the Environment shall spread the knowledge and experience gathered from the Clean Beaches Green Deal via the “Kenniswijzer Zwerfafval”⁹ website. Stichting Nederland Schoon, Strand Nederland and Stichting KMKV shall jointly organise the annual beach managers’ days (“Strandbeheerdersdagen”), intended to facilitate the exchange of knowledge among beach managers.

Clause 8 Additional efforts by the Municipality of Ameland

- a. The Municipality of Ameland shall promote the MyBeach concept at its beach pavilions.
- b. The Municipality of Ameland shall place large litter bins for depositing litter near beach entrances that are less busy.
- c. The Municipality of Ameland is committed to retaining the QualityCoast Award¹⁰ as well as its Blue Flag¹¹ certification.

⁹ The ‘Kenniswijzer Zwerfafval’ (www.kenniswijzerzwerfafval.nl) is a website with information on how to handle litter. The ‘Kenniswijzer Zwerfafval’ is an initiative of ‘Keep Municipalities Tidy’ (Gemeente Schoon) and ‘Keep The Netherlands Clean’ (Nederland Schoon).

¹⁰ QualityCoast is an international certification programme for sustainable tourist destinations.

¹¹ The Blue Flag is an international label that is awarded to clean and safe beaches and marinas.

Clause 9 *Additional efforts by the Municipality of Bloemendaal*

- a. The Municipality of Bloemendaal shall make arrangements with companies that distribute flyers to reduce stray flyers on the beach.
- b. The Municipality of Bloemendaal shall install a waste collection point on the beach where waste can be separated.
- c. The Municipality of Bloemendaal shall make specific arrangements with its beach licensees for limiting the waste that results from night-time beach parties.

Clause 10 *Additional efforts by the Municipality of Castricum*

- a. The Municipality of Castricum shall provide support for the clean-up campaign carried out by the Freakwave surfing association, the national Green Beach clean-up campaign, and individual clean-up campaigns organised by pavilion operators.
- b. The Municipality of Castricum shall make an effort to bring existing arrangements with operators of beach businesses more into line with each other.

Clause 11 *Additional efforts by the Municipality of Goeree-Overflakkee*

- a. During the high season, the Municipality of Goeree-Overflakkee shall deploy temporary staff as necessary for the manual and mechanical cleaning of the beach, beach entrances, and parking areas.
- b. For Blue Flag beaches, the Municipality of Goeree-Overflakkee shall provide facilities for separate collection of plastics and other litter, and for separating this litter after collection into waste fractions.
- c. The Municipality of Goeree-Overflakkee shall take action to involve primary schools in the beach litter issue by 2016.
- d. The Municipality of Goeree-Overflakkee shall take action to enable separate collection of plastic, glass, cardboard and other types of beach litter by 2016.
- e. The Municipality of Goeree-Overflakkee shall make an effort to re-obtain/retain the QualityCoast Award, to retain its Blue Flag certification, and to win a place among the top-10 of the contest for the cleanest beach pavilion.

Clause 12 *Additional efforts by the Municipality of The Hague*

- a. The Municipality of The Hague shall place litter bins on the beach for the separate collection of waste.
- b. The Municipality of The Hague shall make an effort to retain its Blue Flag certification.
- c. The Municipality of The Hague shall promote the MyBeach concept at its beach pavilions.
- d. The Municipality of The Hague shall organise or enable annual educational activities on the theme of the environment.
- e. Working together with the Ministry of Infrastructure and the Environment, the Municipality of The Hague shall take action to create more unification and collaboration among all the actors in The Hague who make efforts to keep its beaches clean.

Clause 13 *Additional efforts by the Municipality of Harlingen*

- a. The Municipality of Harlingen shall provide beach pavilions with free litter bags and communication materials from the “Supporter van Schoon” initiative.
- b. The Municipality of Harlingen shall promote the contest to select the cleanest beach in the Netherlands.

Clause 14 *Additional efforts by the Municipality of Den Helder*

- a. For the next few years, the Municipality of Den Helder shall apply to tourism and recreation 40% of its share of the litter budget as established at the national level. For example, requests from Stichting Strandexploitatie Noordkop or De Helderse Vallei to make the beach, beach entrances or parking areas cleaner will be evaluated and – if approved – granted.
- b. The Municipality of Den Helder shall take steps to participate together with Stichting Strandexploitatie Noordkop in Boskalis’ “Beach Clean-Up” campaign. The participation will be for 2015 and subsequent years.
- c. In collaboration with Landschap Noord-Holland and De Helderse Vallei, the Municipality of Den Helder shall provide information on the special natural values of the sea, the beach and the dunes (including Noorderhaaks). As part of the campaign, from 2015 to 2018, visitors to the beach will be urged to keep it clean.

Clause 15 *Additional efforts by the Municipality of Katwijk*

- a. The Municipality of Katwijk shall install facilities for the underground collection of litter at its beach pavilions.
- b. The Municipality of Katwijk shall provide beach pavilions with free litter bags and communication materials from the “Supporter van Schoon” initiative.
- c. At its beach pavilions, the Municipality of Katwijk shall promote the MyBeach concept and participation in the contest to select the cleanest beach in the Netherlands.
- d. The Municipality of Katwijk shall make an effort to retain the QualityCoast Award.
- e. In the winter season, the Municipality of Katwijk shall place on its beaches litter bins (a type easy to empty) for the “Doe Mee, Verlos de Zee” initiative¹².

Clause 16 *Additional efforts by the Municipality of Noord-Beveland*

- a. The Municipality of Noord-Beveland shall organise and enable annual educational activities on the environment, also in the context of the Blue Flag programme.
- b. The Municipality of Noord-Beveland shall provide resources for the public that create both awareness and active involvement in keeping the beach clean. The focus will be on litter separation as well as on dog and horse excrement.
- c. The Municipality of Noord-Beveland shall tackle the problem of litter at beach entrances and parking areas by making arrangements with the Scheldestromen Water Board, the Municipality of Veere, and local hotels and restaurants.

Clause 17 *Additional efforts by the Municipality of Schouwen-Duiveland*

- a. The Municipality of Schouwen-Duiveland shall assign its beach licensees greater responsibility for keeping their business environments clean. It shall do so by including appropriate provisions in new leases.
- b. The Municipality of Schouwen-Duiveland shall make an effort to retain its QualityCoast Award and its ECO XXI¹³ and Blue Flag certification, and to keep or improve its current score in future contests to select the cleanest beaches in the Netherlands.
- c. The Municipality of Schouwen-Duiveland shall make arrangements with organisers of events and activities to limit and clear up litter.
- d. The Municipality of Schouwen-Duiveland shall provide underground containers for the separate collection of waste.
- e. The Municipality of Schouwen-Duiveland shall distribute free litter bags at beach entrances.
- f. The Municipality of Schouwen-Duiveland shall promote the contest to select the cleanest beach in the Netherlands, using flyers, beer coasters, and media communications.
- g. In collaboration with NME Schouwen-Duiveland, the Municipality of Schouwen-Duiveland shall organise educational activities such as creating awareness concerning the harmful effects of plastic, cigarette butts, etc.
- h. The Municipality of Schouwen-Duiveland shall place and empty litter bins for the “Doe Mee, Verlos de Zee” initiative.

Clause 18 *Additional efforts by the Municipality of Veere*

The Municipality of Veere shall base its approach on the optimum sustainable management and maintenance of the beach. This includes converting seaweed into compost, using alternative sources of energy for beach facilities, and motivating businesses and visitors to keep the beach clean. To this end, the Municipality shall collaborate intensively with Stichting Strandexploitatie Veere.

Clause 19 *Additional efforts by the Municipality of Velsen*

- a. The Municipality of Velsen shall create enthusiasm amongst other municipalities to participate in a project visibly demonstrating beach clean-ups by people falling under the Sheltered Employment Act (WSW).
- b. The Municipality of Velsen shall tighten the rules in its contracts with beach huts associations as regards leaving litter behind.

Clause 20 *Additional efforts by the Municipality of Vlissingen*

¹² This is an initiative to place large (wooden) containers alongside beach entrances for visitors to deposit litter they have found on the beach.

¹³ ECO XXI is a certification programme for the sustainability within a municipality.

- a. On its beaches, the Municipality of Vlissingen shall provide bags for picking up dog excrement.
- b. The Municipality of Vlissingen shall look after the bins of the “Doe Mee, Verlos de Zee” initiative.
- c. The Municipality of Vlissingen shall organise or support educational activities for the environment, in the context of the Blue Flag programme.
- d. The Municipality of Vlissingen shall distribute free litter bags to beach pavilions and kiosks.

Clause 21 *Additional efforts by the Municipality of Westvoorne*

- a. The Municipality of Westvoorne shall install facilities on the beach for the separate collection of litter.
- b. In its next beach management contract, the Municipality of Westvoorne shall include tighter agreements on the frequency and flexibility of beach clean-ups, in order to enable additional cleaning up (where necessary).
- c. The Municipality of Westvoorne shall make an effort to retain the QualityCoast Gold Award and its Blue Flag certification, and to remain among the top-10 in the contest to select the cleanest beach in the Netherlands.
- d. The Municipality of Westvoorne shall promote the MyBeach concept at its beach pavilions.

Clause 22 *Additional efforts by Stichting Strandexploitatie Noordkop*

As from 2015, Stichting Strandexploitatie Noordkop will place beachcombers’ rubbish bins along the seven beach entrances it manages, for visitors to deposit washed-up refuse in.

Clause 23 *Additional efforts by KIMO Netherlands & Belgium*

- a. KIMO Netherlands & Belgium shall organise the “Het Klaslokaal” project to make children from the older year groups of the primary schools aware of the litter problem.
- b. KIMO Netherlands & Belgium shall organise a travelling exhibition to give children and adults an understanding of waste in seas. The exhibition can be visited at several locations in the Netherlands each year.
- c. Every year, KIMO Netherlands & Belgium, together with a beachcombers club, shall clean up 25 kilometres of beach on Ameland. The amount (in kilos) and origin of the waste will be recorded as part of the clean-up.
- d. KIMO Netherlands & Belgium will be responsible for the implementation, monitoring and evaluation of this Green Deal (see Clause 34).
- e. KIMO Netherlands & Belgium shall have the Clean Beaches Green Deal placed on the agendas of the KIMO International network.

Clause 24 *Additional efforts by Stichting Nederland Schoon*

- a. Stichting Nederland Schoon shall organise the annual contest for the cleanest beach in the Netherlands. At its web-shop, it shall provide a variety of materials (partly for payment) in support of the contest.
- b. Stichting Nederland Schoon shall provide coastal municipalities and beach pavilion operators with displays of beach litter bags at a reduced price.
- c. Stichting Nederland Schoon will be a partner in the annual contest to select the cleanest beach in the Netherlands.
- d. Stichting Nederland Schoon is the initiator of the “Supporter van Schoon” initiative. Through this initiative, private individuals and organisations demonstrate that they consider a clean environment important.
- e. Stichting Nederland Schoon shall organise the annual national clean-up day (“Landelijke Opschoondag”).
- f. Stichting Nederland Schoon shall spread information about the clean beaches strategy via the Clean Europe Network.

Clause 25 *Additional efforts by Strand Nederland*

- a. Strand Nederland shall organise the annual contest to select the cleanest beach in the Netherlands.
- b. Strand Nederland shall devote space to clean beaches in its magazines (which appear three times a year).

- c. Strand Nederland shall draw the attention of municipalities and pavilion operators to best practices for clean beaches, inform the other members of the steering committee about these practices, and include these practices in its communications.
- d. In its contacts with the suppliers to pavilion operators, Strand Nederland shall make them aware of how they can help prevent litter on beaches, for instance through the use of smart packaging for products for beach pavilions as well as less packaging.
- e. Strand Nederland shall include the theme of clean beaches in the national coastal days (“*Landelijke Kustdagen*”) organised each year.
- f. Every year, Strand Nederland, together with Stichting Nederland Schoon and the Ministry of Infrastructure and the Environment, shall organise at least one session to exchange knowledge about clean beaches with pavilion operators during the national coastal / beach managers’ days.
- g. Strand Nederland shall be taking part in the exchange of knowledge to be organised for beach managers.
- h. On request, Strand Nederland shall fill the role of broker/intermediary for pavilion operators and their suppliers as well as municipalities in the case of interesting, cleanliness-related innovations.
- i. Strand Nederland shall encourage associations of pavilion operators to become parties to the Clean Beaches Green Deal.
- j. Strand Nederland is a member of the steering committee that supervises the implementation of this Green Deal.

Clause 26 Additional efforts by Vereniging van Strandexploitanten Wijk aan Zee
 Vereniging van Strandexploitanten Wijk aan Zee shall ensure that visitors to any of its member beach pavilions are able obtain a litter bag.

Clause 27 Efforts of Simone Bontenbal
 Twice a year, Simone Bontenbal shall organise a campaign for volunteers to clean up IJmuiden’s beach.

Clause 28 Efforts of Sea First Foundation
 Sea First Foundation shall organise two clean-up campaigns a year in collaboration with Seacleaners.

Clause 29 Additional efforts by North Sea Foundation

- a. For all clean-up campaigns, North Sea Foundation shall promote the use of the *Strandscanner* app by the participants. This represents a low-threshold approach to involving beach visitors in the study into beach litter. It will also increase awareness about the litter problem.
- b. In collaboration with other parties, North Sea Foundation shall conduct campaigns to eradicate a number of specific sources of litter. These are the five items of litter most often found: fishing line fibres, cigarette butts, sweet and snack wrappings, bottle caps, and balloons with ribbons attached.

Clause 30 Additional efforts by Surfrider Foundation

- a. For the first weekend of spring each year, Surfrider Foundation shall organise a national clean-up campaign as part of the global Ocean Initiatives campaign of Surfrider Foundation’s international network.
- b. Every year, Surfrider Foundation shall organise and facilitate clean-up campaigns by volunteers across the entire Dutch coastline.

Clause 31 Additional efforts by Hengelsportfederatie Sportvisserij MidWest Nederland
 Hengelsportfederatie Sportvisserij MidWest Nederland shall ensure that the beach is left clean after its annual competition. It shall clear up all the litter, including that left by third parties.

Clause 32 Other efforts by NFN

- a. NFN shall seek permanent volunteers who are willing to be contacts for the nudist beaches concerned. These volunteers may supervise the relevant beaches.
- b. NFN shall seek collaboration with pavilion operators on nudist beaches to jointly inform recreational visitors and keep the beach clean.

Efforts and activities by the Dutch Government

Clause 33 Efforts by the Dutch Government

- a. The Ministry of Infrastructure and the Environment shall safeguard the provision of knowledge. This includes developing a “menu” of possible measures and accompanying guidelines and making it accessible, as well as the posting of knowledge documents on the “Kennismijzer Zwerfafval” website and the exchange of knowledge, for example, by organising workshops for coastal municipalities and pavilion operators to exchange experiences. In addition, The Ministry shall be actively involved in the development of knowledge, such as conducting pilot projects to verify the effect and feasibility of new measures for keeping beaches clean. In support of this, the Dutch Government will draw on knowledge and experience that the Water, Traffic and Environment office of Rijkswaterstaat possesses. If necessary, third parties shall be engaged.
- b. Together with KIMO Netherlands & Belgium, the Dutch Government shall also endeavour to make other entities, such as local authorities, parties to the Clean Beaches Green Deal.
- c. The Dutch Government shall have the Clean Beaches Green Deal placed on the agendas of relevant international bodies, with the purpose of making the activities agreed as part of this Deal visible internationally.
- d. Each year, the Ministry of Infrastructure and the Environment shall allocate a sum of money to KIMO Netherlands & Belgium for it to carry out the central coordination, monitoring and evaluation of the Clean Beaches Green Deal.
- e. The Ministry of Infrastructure and the Environment shall establish an online platform or have this done by a third party.

Implementation

Clause 34 Implementation

- a. KIMO Netherlands & Belgium shall be charged with implementing this Green Deal.
- b. KIMO Netherlands & Belgium shall maintain contact with Parties, monitor the execution of the documented activities, and agree on follow-up activities with Parties every two years.
- c. Within two weeks of this Green Deal being signed, the parties named below will set up a steering committee to supervise the implementation of this Green Deal. For this purpose, the steering committee will meet twice a year. The members of the steering committee are Strand Nederland, Stichting KMKV, Stichting Nederland Schoon, North Sea Foundation, and KIMO Netherlands & Belgium. KIMO Netherlands & Belgium is the secretary and prepares the annual report.
- d. Parties authorise the steering committee to give consent for new parties to join (see Clause 33).

Final provisions

Clause 35 Implementation in accordance with European Union law

The agreements in this Green Deal will be implemented in accordance with European Union law, in particular insofar as the agreements are subject to the operation of European Union rules relating to requests for tenders, competition, Government support, and technical standards and specifications.

Clause 36 Amendments

- a. Each Party shall have the right to request the other Parties in writing for the Green Deal to be amended. An amendment requires the written consent of all Parties.
- b. Parties shall meet for discussion within six weeks of a Party expressing the wish for this in writing to the other Parties.
- c. Copies of the amendment and declarations of consent will be attached to the Green Deal as annexes.

Clause 37 Evaluation

- a. KIMO Netherlands & Belgium shall evaluate the implementation and effectiveness of this Green Deal before 1 January 2017 and every two years thereafter.
- b. The main points of the Green Deal are part of the draft MSFD Programme of Measures, and are available for inspection by members of the public. The results will be included in the first evaluation of this Green Deal in 2015 and incorporated in the final MSFD Programme of Measures.

Clause 38 Admission of new parties

- a. New parties can be admitted to this Green Deal.
- b. A party wishing to be admitted shall announce this to KIMO Netherlands & Belgium, which then shall bring the request before the steering committee. Once the steering committee will have consented to the request for admission, the requester will be granted the status of party to this Green Deal, and the rights and obligations applying to it under this Green Deal will take effect.
- c. The request for admission and the declaration of consent shall be attached to this Green Deal as an annex.

Clause 39 Termination

Each Party can terminate its participation in this Green Deal at any time in writing, subject to a notice period of three months.

Clause 40 Compliance

Parties agree that compliance with the agreements in this Green Deal shall not be enforceable by law.

Clause 41 Entry into operation

- a. This Green Deal will enter into operation on the day following its signing by all Parties, and will remain in operation until the end of 2020.
- b. Parties shall commence implementation of all the agreements referred to in this Green Deal as soon as possible.

Clause 42 Publication

This Green Deal and all other Green Deals concluded will be published in the Government Gazette and other media, thus enabling other parties to become aware of the Green Deals concluded, as a way of promoting their reproduction.

Clause 43 Official title

This Green Deal can be referred to as the “Clean Beaches Green Deal”.

Thus agreed and signed in duplicate in IJmuiden on 20 November 2014:

The Minister of Economic Affairs,

The Minister of Infrastructure and the Environment,

.....
H.G.J. Kamp

.....
M.H. Schultz van Haegen

The State Secretary for Infrastructure and the Environment,

.....
W.J. Mansveld

The Municipality of Ameland, represented by its alderman,

[Signature]

.....
W.F. Bakema

The Municipality of Castricum, represented by its alderman,

[Signature]

.....
L. van Schoonhoven

The Municipality of Beverwijk, represented by its alderman,

[Signature]

.....
C. van Weel

The Municipality of Goeree-Overflakkee, represented by its alderman,

[Signature]

.....
A.C.J. van der Vlugt

The Municipality of Bloemendaal, represented by its alderman,

[Signature]

.....
M. de Rooij

The Municipality of The Hague, represented by its acting harbour master,

[Signature]

.....
M. Meinster

The Municipality of Harlingen, represented by its mayor,

[Signature]

.....
R. Sluiter

The Municipality of Heemskerk, represented by its alderman,

[Signature]

.....
A. van Dijk

The Municipality of Den Helder, represented by its alderman,

[Signature]

.....
J. van Dongen

The Municipality of Katwijk, represented by its alderman,

[Signature]

.....
J. Knape

The Municipality of Noord-Beveland, represented by its acting mayor,

[Signature]

.....
M.A. Fränzel

The Municipality of Schouwen-Duiveland, represented by its alderman,

[Signature]

.....
A.M. Verseput

The Municipality of Veere, represented by its staff member from the department of spatial planning,

[Signature]

.....
J.C. van den Broeke

The Municipality of Velsen, represented by its alderman,

[Signature]

.....
R. te Beest

The Municipality of Vlissingen, represented by its staff member for environmental policy,

[Signature]

.....
N. Heerkens

The Municipality of Westland, represented by its alderman,

[Signature]

.....
P. Ouwendijk

The Municipality of Westvoorne, represented by its alderman,

[Signature]

.....
J. van Rij

The Municipality of Zandvoort, represented by its mayor,

[Signature]

.....
N. Meijer

Complete Dienstverlening BV, represented by its organiser,

[Signature]

.....
S. van der Stee

Stichting Nederland Schoon, represented by its director,

[Signature]

.....
H. van Zutphen

Stichting Keurmerk Milieu, Veiligheid & Kwaliteit, represented by its chair,

[Signature]

.....
E. van Dijk

North Sea Foundation, represented by its director,

[Signature]

.....
E. Leemans

KIMO Netherlands & Belgium, represented by its secretary,

[Signature]

.....
B. Veerman

Stichting Strandexploitatie Noordkop, represented by its chair,

[Signature]

.....
J. Roelofsen

Stichting Strandexploitatie Veere, represented by its director,

[Signature]

.....
L. Fransen

Strandexploitatie Banjaardstrand, represented by its co-partner,

[Signature]

.....
F. van Halst

Vereniging van Strandexploitanten Wijk aan Zee, represented by its chair,

[Signature]

.....
J. van Son

Ms Simone Bontenbal, representing herself,

[Signature]

.....
S. Bontenbal

Stichting SFE Chapter Holland, represented by its chair,

[Signature]

.....
V. Balk

JT International Company BV, represented by its director,

[Signature]

.....
M.F. Griffiths

**Hengelsportfederatie Sportvisserij MidWest
Nederland, represented by the member of its
management board,**

.....
[Signature]
.....
L. Oudshoorn

**Sea First Foundation, represented by its
chair,**

.....
[Signature]
.....
C. Hesterman

**NFN Belangenorganisatie voor
Naaktrecreanten, represented by its board
member,**

.....
[Signature]
.....
E. Klein