

A SUSTAINABLE THE HAGUE IN 2030

MANIFEST THE HAGUE & PARTNERS

The Hague & Partners endorses national and international objectives with regard to sustainability (people, planet, prosperity) and efforts to combat climate change. Our organisation wants to contribute to those objectives based on our own goal of enhancing not only the prosperity but the well-being of all residents of The Hague. First and foremost, we will do so by choosing sustainable development when promoting the visitor economy,

national and international industry and conferences, while also safeguarding the limits of ecological and social capacity. Secondly, we will do this by encouraging our partners to choose sustainable alternatives in order to increase the sustainability of their own operations, so that they too may make a positive contribution to people and society.

A SUSTAINABLE THE HAGUE IN 2030

The Hague in 2030 will not only be a city that is working hard to create innovations for a safe, better and just world, it will be a city where you can tangibly experience this. The Hague will be safe, clean and open to all. Visitors will feel at home, and they will view The Hague's efforts in this area as extra reason to visit the Greenest City in Europe. As the International City of Peace and Justice, The Hague is deeply involved with the world, both in its own backyard and across the globe. For The Hague, the Sustainable Development Goals (SDGs) are not an abstract goal but rather

a concrete action plan. Sustainability is part of our DNA. For example, The Hague is leading the way in organising conferences about the Impact Economy and, with regard to New Energy, an ecosystem of businesses has arisen in the city. The participants in this ecosystem focus on clean fuels such as hydrogen, geothermal energy and offshore wind. These efforts create many jobs, both for graduates of higher education and those with practical training, making the diverse city of The Hague socially inclusive as well.

The preceding vision is an ideal picture of what A Sustainable The Hague in 2030 might look like. Achieving this, however, will require hard work from all of us. We at The Hague & Partners want to do our part in the coming years. This manifest expresses what we ourselves can do within our own direct sphere of influence. In it, we also set out the actions we are taking outside that sphere

as part of our commitment to achieving a sustainable city: specifically, we are leading by example when it comes to our stakeholders. Because ultimately, we can only contribute collectively to a more sustainable The Hague within our areas of operation.

WHAT WE OURSELVES ARE DOING ...

IN THE AREA OF TRANSPORTATION



- ◆ Our work requires a great deal of travel. Our conference ambassadors and our business advisers bring business from other countries into our own. In doing so, they consider whether travel is truly necessary. When it is, they choose the most sustainable means of transportation possible.
- ◆ We encourage visitors to travel to our city using sustainable transportation and, once they are here, to move about the city in a sustainable way. We devote a great deal of attention to this in our marketing campaigns. In our marketing for leisure visitors, we mainly focus on the national market and the nearby markets.
- ◆ When organising FAM trips, fact-finding trips, press junkets or city visits, we always ask ourselves: could this be done online or is a physical visit necessary? And when we do invite guests (intermediaries, international businesses, conference organisers or journalists), we encourage them to travel sustainably. Once they have arrived, we provide sustainable transportation around the city and sustainable overnight accommodations for them.
- ◆ Our employees make use of sustainable means of transportation for their home-work travel as well. We have no staff parking facilities, and we promote the use of public transport and bicycles. The same applies to those who visit us in our office in the WTC The Hague.

IN THE AREA OF OUR ACCOMMODATIONS



- ◆ Our office is located in a sustainable building. The WTC The Hague is BREEAM-certified as a sustainable building with a minimal environmental footprint. Yet we are going a step further. We limit home-work travel by means of a location-independent and time-independent work policy. We avoid printing documents whenever possible, we separate our waste flows, and our computers, heating and lights are switched off when we leave.

IN THE AREA OF FOOD



- ◆ When organising press junkets, FAM trips, fact-finding trips, city visits or employee events, we choose local and fair products - preferably vegetarian - whenever possible. In this way, we encourage our partners and employees to invest in fair and local options, while also demonstrating our commitment to sustainability to our clients.

IN THE AREA OF WASTE



- ◆ We believe in leading by example. As a company, we actively contribute to a cleaner city. We organise an annual clean-up day, during which our own employees clean up rubbish on the beach, scoop rubbish from the canals or pick up trash in The Hague's parks.

IN THE AREA OF SOCIAL INCLUSION



- ◆ We strive for a sustainable visitor economy, within the ecological constraints and with a focus on creating employment, especially for those with practical training. As an employer, we endorse the 'Diversity and Inclusion Code' adopted by the cultural sector, and we offer traineeships for students from numerous study programmes.

IN THE AREA OF OUR MARKETING AND ACQUISITION ACTIVITIES



- ◆ In our marketing efforts aimed at visitors, we showcase the range of options for sustainable transportation, locations and initiatives to be found in The Hague. We also show that The Hague is an accessible city, including for our disabled visitors. When securing conferences, we encourage the conference organisers to leave a 'legacy', such as in the form of a sustainable or social return. When acquiring businesses, we focus on those that can add value to the local ecosystem. We deal primarily with the Security, Legal & Policy and ImpactCity clusters, and thereby reinforce the profile of The Hague as a city that is working hard to create innovations for a safe, better and just world.

WE ARE FULLY COMMITTED TO THE FOLLOWING ...

IN THE AREA OF RAISING AWARENESS AMONG OUR PARTNERS

- ◆ In addition to the national and international objectives relating to sustainability and combatting climate change, The Hague has its own sustainability ambitions as well. There is even a designated alderman for Sustainability. We want to make our partners aware of the importance of sustainability. The Hague is also the capital of the Sustainable Development Goals. We consider it our duty to translate these goals into actions on our partners' behalf: in other words, to help each of them contribute in a concrete way.

IN THE AREA OF INSPIRING OUR PARTNERS

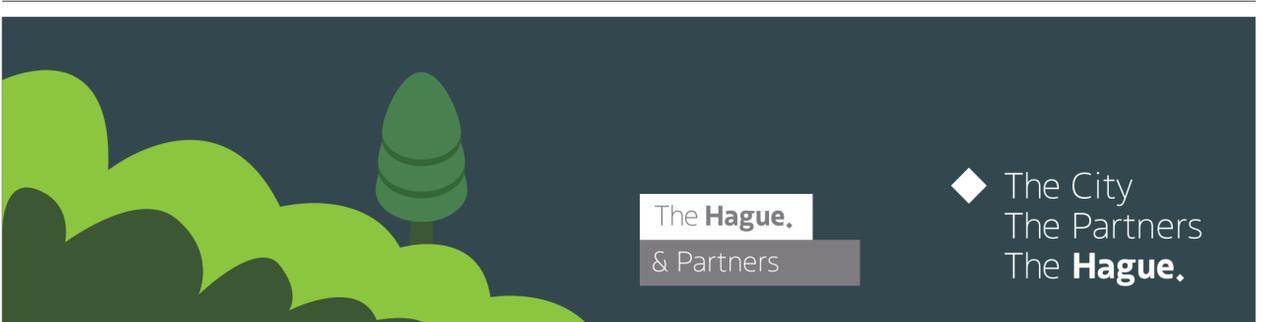
- ◆ Many business owners' associations, locations and partners in the city are already taking active steps to enhance sustainability. Those initiatives deserve publicity. To that end, we are adding a new category to our corporate newsletter and our corporate website where we will spotlight various sustainability initiatives in the city, for the purpose of inspiring other partners in The Hague.

IN THE AREA OF EDUCATING OUR PARTNERS

- ◆ Conference organisers continuously strive to make their events more and more sustainable. And we intend to help them do it. We are organising knowledge sessions, writing whitepapers and providing them with tools and tips for contributing to a more sustainable city, country and world. This includes things like asking for menu preferences in advance to reduce the amount of food (and other) waste, adopting vegetarian dishes as the standard and meat as optional, planting trees to offset CO2 emissions and using virtual options to increase visibility and reach. Here the same applies: a sustainable conference starts with us.

IN THE AREA OF THE CERTIFICATION OF OUR PARTNERS

- ◆ Many hotels and locations in The Hague have earned a Green Key or other sustainability certification. But not all of them - yet. We approach and provide information to those locations that do not yet meet the criteria. We organise knowledge sessions with the external parties who issue certifications. When doing so, we follow the principle of 'what's in it for me'. Because we believe: a sustainable offer is also good for the sustainable continuation of the company.



The Hague.
& Partners

◆ The City
The Partners
The Hague.