



WORKING ON BREAKTHROUGHS

Long-term vision 2022-2025

NATUUR
& MILIEU



LONG-TERM VISION 2022-2025

Natuur & Milieu (Nature & Environment) has been making efforts to create a more sustainable Dutch society for almost fifty years. We work with politicians and policymakers, as well as engaging a growing number of companies and members of the public. Thanks to the indispensable support of donors, partners, funds, funding providers and the National Postcode Lottery, we have already achieved many important breakthroughs for nature and the climate. We are very grateful for this and can clearly see the positive changes, but there is still a great deal of work to be done. That is why we will continue to create breakthroughs in the coming years.

Our work to combat climate change is far from finished and more is needed to limit global warming to 1.5 degrees. Another urgent problem is becoming increasingly visible as well: the loss of biodiversity. We are at a crucial point in the timeline if we are still to be able to solve these problems. The necessary change can take place but a number of major breakthroughs are required in the short term. For a healthy living environment, for nature, for ourselves and for the generations to come. We will continue to push for change in the coming years.

We have reviewed our vision and strategy and sharpened our focus in order to achieve the maximum impact in the period 2022 to 2025. We will continue to create impact through targeted interventions for better policy,

different market conditions and changes in behaviour, so that we will travel, live and work more sustainably, genuinely becoming a climate-neutral country by 2050 and with our biodiversity restored. Our team is bursting with professional expertise, perseverance and idealism, and we are putting our shoulders to the wheel to work towards our goals, with the full confidence of our donors, stakeholders and those funding us.



OUR GOALS

Our goals have not changed. Creating a climate-neutral society and preserving and restoring our biodiversity are paramount.

1. A CLIMATE-NEUTRAL SOCIETY BY 2050

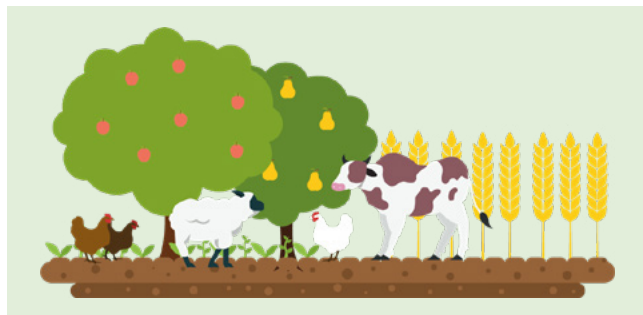
We will continue to do everything we can to achieve the goals of the Paris Climate Agreement. Our lives will look better if we can make the transition to a sustainable and circular society. It will not always be easy to live differently, but there will be major benefits: clean blue skies, less heat stress and a healthier life. That is why we are working towards a climate-neutral society, by 2050 at the latest. This means that our greenhouse gas emissions have to decrease at the rate required to limit global warming to 1.5 degrees.

2. PRESERVING AND RESTORING BIODIVERSITY

We want to preserve and restore the diversity of animal and plant species in nature here. We will make it happen. Our focus is on the essential environmental preconditions such as clean water, healthy soil and lower emissions of harmful substances into the natural environment. Although it is simple enough to see how important this is, it is unfortunately not straightforward. Pollution and disruption need to be reduced and space for nature has to be created.

The tensions between climate change and biodiversity

Climate and biodiversity are both important preconditions for a sustainable society and they are inextricably linked. When considering solutions that are beneficial to the climate, such as wind farms or closed-cycle agriculture, we impose a precondition that biodiversity is protected and (where possible) encouraged. For solutions that benefit biodiversity, we also impose the precondition that climate change is not increased and (where possible) reduced. We understand that there is never a cast-iron guarantee that the solutions can serve both climate and biodiversity; complex tensions can even arise that pull in different directions. That is why we always advocate research into potential adverse effects and hold dialogues about any dilemmas that may come to the fore.





OUR THEMES

We are working on four themes where we know that the biggest breakthroughs are possible. This will maximize the impact on the climate and biodiversity.

LESS FOSSIL FUEL USE AND MORE SUSTAINABLE ENERGY

Electricity from fossil fuels is a thing of the past and residential areas with well-insulated homes, heated without natural gas and with space for nature, are the standard. That is what we want to be aiming for and where we need to go. To get there, we need to say goodbye to fossil fuels as soon as possible and make the transition to entirely sustainable energy generation from wind and solar. It is also important that we save on energy consumption as much as possible, through properly insulated buildings and by heating existing homes without using natural gas. We believe it is also important to create space for reinforcing nature, for instance through green roofs. In addition, we aim to make being climate neutral and nature inclusive the standard for new construction. We are also working towards sustainable, circular industries that maximize energy savings and use sustainable fuels and raw materials.

TRAVEL DIFFERENTLY AND FLY LESS

More space for pedestrians and bicycles and more room for greenery, recreation and outdoor activities: those are things we will be standing up for in the years to come. To achieve that, we will have to start thinking differently about mobility. We are encouraging the Netherlands to choose cleaner and different modes of travel and to move about less. Cleaner: we will be moving away from fossil

fuel-powered vehicles (meaning vans and trucks as well as cars). Different: we will be sharing modes of transport more often, transporting goods more intelligently and using bicycles and public transport more often. Less: we will fly less often and less far, we will work from home more and make sure that transport takes up less space so that there is more scope for greenery.

NATURE-INCLUSIVE CIRCULAR AGRICULTURE

Much less nitrogen, clean soils and clean surface waters that are teeming with life: that is what we are aiming for. Now that biodiversity is under such pressure, our entire ecosystem is being pushed further away from the equilibrium. But we do see solutions for making biodiversity healthy again: another way of producing and consuming food. To that end, we will be making the transition to nature-inclusive circular agriculture. That means that all the cycles have to be closed; we will reduce the blanket of nitrogen that precipitates onto our nature areas, and arable farming and horticulture will be free of chemical crop protection agents. Together with all the stakeholders, we want to cooperate on doing what is needed in each area to achieve the nature and climate objectives.



LOWER CONSUMPTION AND CIRCULAR USE OF RAW MATERIALS

We are making efforts to achieve the demise of the throwaway society, genuinely reusable solutions as the default plus closed cycles for the raw materials. We want to use raw materials differently to prevent ever-increasing shortages and environmental damage occurring, affecting both the climate and biodiversity. We are working on breakthroughs that will let us use less raw materials more cleanly. We are also making efforts to create a circular economy. The Netherlands must become an economy in which raw materials and products are used and reused more intelligently, in high-quality items that last as long as possible.

KEY PRECONDITIONS

Some of the preconditions for major breakthroughs are leitmotifs running crosswise through all these themes: creating backing for sustainable solutions and paying a fair price for environmental damage, so that sustainable business practices become more attractive. Those preconditions are needed if our impact objectives are to be achieved and they are one of the key thrusts in our work.

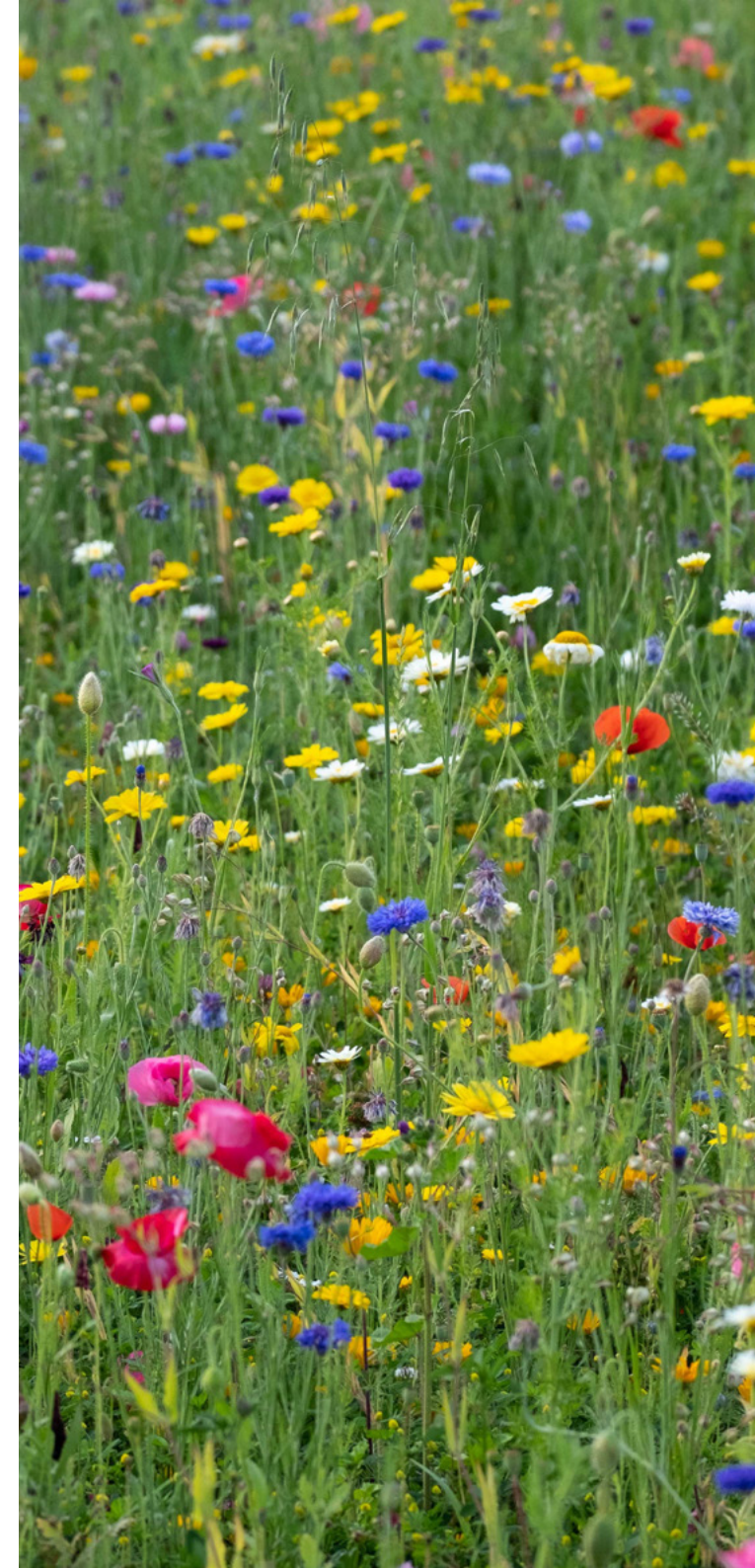
Creating public support for sustainable solutions

Backing is essential if the transitions associated with climate change and biodiversity are to be pushed beyond the tipping point. This is not merely about intellectual understanding but also about feelings of what is right and about active support. Our society has to change, but that is not always easy. Supermarkets full of promotional activities for meat products do not help, and dirt-cheap air travel is difficult to resist. Consumers are not going to change if their surroundings keep encouraging unsustainable choices. Sustainable behaviour must be made more attractive than unsustainable behaviour. That is why we are expanding our knowledge about behavioural

change so that we can understand people better and get them involved in the sustainability transition, in a way that suits them. We have to be familiar with the objections of the public, policymakers and companies and we must acknowledge those objections. There has been too little attention paid to that so far. Over the coming years, we will be extra alert in ensuring that policy takes account of the effect on various groups of people.

Sustainable solutions will become competitive; environmental damage will have a price tag

It is essential that including environmental damage in the pricing ('the polluter pays') becomes a broad principle of legislation. That will make polluting behaviour more expensive and sustainable behaviour cheaper. We are proposing solutions that make sustainable lifestyles accessible for all strata of society so that everyone can join in. Low incomes must be compensated through an incomes policy, not through climate policy, so that the sustainable options become more attractive for those people as well.





OUR ROLE

Natuur & Milieu plays a much-needed role in making the Netherlands more sustainable: constructive, with a close eye on the content, focusing on solutions and cooperative. Reducing resistance and breaking through stalemates are exactly what make our role so important. We let the facts speak for themselves and accelerate solutions, working together with policymakers, the commercial sector and the public, because we can make progress together.

We show clearly what is needed, using sound arguments. The complex subjects we are involved with make that quite a challenge, but that is our strong point. We transform the issues into concrete possibilities for actions and present sustainable solutions. The narrative we tell is honest but inspirational, showing what we are aiming for. It shows how our country can be made to look even better in a few years' time and above all also be a nice and healthy place to live. In that sense, we have a unique position: we do not simply point out the issues, but always present solutions too. We also help put the requisite policies in place and encourage the right behaviour.

Our work focuses on people who are just a bit 'green' - people who see that change is needed and who are ready to take a sustainable step forward, but are as yet still hesitant. We do not want sustainability to be merely something for the pioneers but for everyone who wants to be part of it and can do so.



OUR APPROACH

To achieve a sustainable future, we will have to live together in a different way, because it is difficult to change if we stay stuck in the rut of the old society.

We are convinced that the biggest changes are needed in legislation and regulations. That cannot happen without support from society and from the companies who are working with us on finding solutions. Our theoretical approach to these changes is therefore based on linking together the policymakers, the commercial sector and the general public to achieve system-wide change. We call this the 360° approach.

Although a great deal needs to change in our society, we are seeing positive developments. The market shares of sustainable products and services are increasing and those of non-sustainable products and services are beginning to fall. We are helping drive these societal developments forwards and breaking the stalemates using the DRIFT transition model (see Figure 1). That model shows that existing habits and solutions are phased out during a transition (such as the switch to a sustainable society) after a period of chaos. At the same time, alternatives appear and become increasingly embedded in society (institutionalized).

Choices based on the DRIFT transition model

We use the transition model to determine the optimum way to achieve impact. A development such as the switch to more renewable energy or sustainable modes of transport can occur for each target group at a different stage of the transition. For each target group, we examine how all can let us create movement and change.

At Natuur & Milieu, we have an effective role particularly up to the tipping point at which phasing out and building

up meet: We encourage policy measures for sustainable alternatives and companies, as well as measures that inhibit polluting activities and products or push them towards cleaner variants. After effective policies have been introduced, we have in principle completed our task and the transition to a sustainable society can take place.

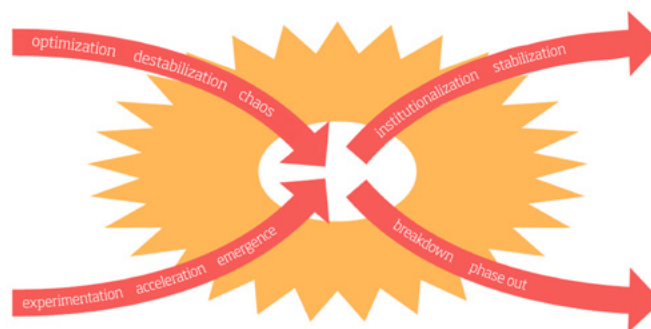


Figure 1. The DRIFT transition model.

A **transition** is a process of fundamental and irreversible change in a culture, structure (institutional or otherwise) and working method at the systemic level. (Source: DRIFT)

Even so, companies and the public can cause relapses or delay the implementation of policy. Politics itself can also tone down or review policies, or neglect to enforce them. Those are reasons for us to take action again.

We never simply point out the issues but are always focused on the solutions. This helps create the market conditions that ensure the switch to a climate-neutral and nature-inclusive society.





OUR INTERVENTIONS

We focus on areas where breakthroughs in terms of the climate and biodiversity are needed and where we can create an impact. We use various interventions to do that.

Our choices are based on the latest reports and understandings of the IPCC, the United Nations' climate panel. If it transpires that more will be needed to keep global warming within the 1.5-degree limit, our interventions will be adjusted to suit. We will be using the following forms of intervention:

Lobbying

Over recent years, we have reinforced our influential position in the politics of The Hague. We will keep using and expanding that position. We lobby the national government and the parliament (both the upper and lower houses) and sometimes work at the local or European levels, aiming to create sustainable policies.

Campaigns

We carry out targeted campaigns as needed to force breakthroughs. These may be political campaigns targeting policymakers, employers' campaigns focusing on policy change within companies, or campaigns for the members of the public aimed at encouraging them to take a step towards sustainability or to support our work.

Coalitions

Collaboration is in our DNA. We negotiate with organizations that are important for forcing breakthroughs or resolving stalemates. We take actions jointly with these organizations to achieve change or implement policy. When doing so, we monitor our own integrity and limits closely, making sure that climate and biodiversity gains are at the forefront.

Scientific research

We carry out our own research or have studies done that get the facts out into the open. Over the coming years, we want to reinforce our interactions with the scientific community through structural collaboration with scientists in the form of a new scientific partnership. Their independent advice - whether solicited or not - and the latest insights from their centres of expertise help us to keep refining and updating our position.

Media attention and the legal toolkit available

On top of that, attention from the media is important for getting our topics onto the public agenda. Our approach to the media uses investigations and campaigns. We respond to current events and the discussions within society through opinion pieces and public interviews. When our analysis shows that it is necessary if our objectives are to be achieved, we also use the available legal recourse.

GET INVOLVED AND SUPPORT US

The next few years are crucial. We are doing our utmost to make sure that genuine steps forward are made and that our climate and biodiversity objectives will be achieved. We know that it is possible. If you are on our side and would like to support us in our mission,

become a donor or give a one-off gift. Every donation helps bring an attractive and sustainable Netherlands closer by, a country that we are making efforts to achieve.

Support us



The work done by Natuur & Milieu helps achieve the following Sustainable Development Goals (SDGs)





NATUUR & MILIEU

Acknowledgements

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