

MERK FRYSLAN 2023

SUSTAINABILITY PLAN

MERK **Fryslân**



Most sustainable, circular and hospitable destination in Europe.

Act normal but with a little bit of quirk. The typical mentality of Frisians fits this sustainability plan.

Friesland is bustling with initiatives to work together towards a better world. A positive development. But we're not there yet. Climate change, too many emissions, too little biodiversity, inequality and poverty are major challenges that we all face.

Merk Fryslân signed the Glasgow Declaration in 2022 to also take action through tourism and to contribute to achieving the 2030 climate goals.

This plan offers a concrete contribution to the ambitions for our area: to become the most sustainable, circular and hospitable destination in Europe.

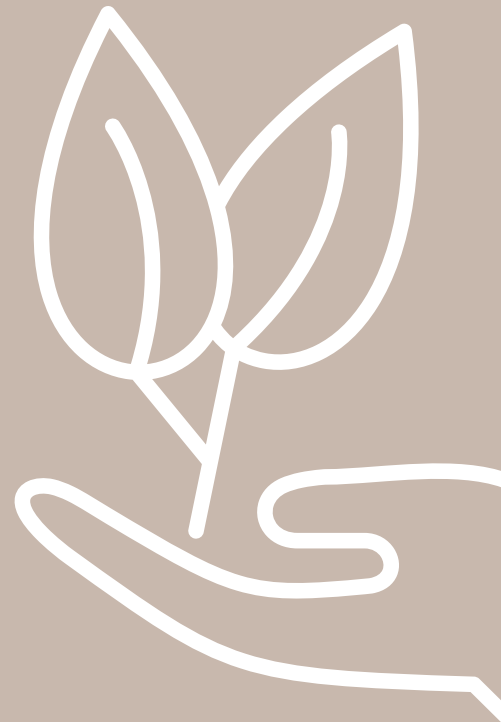
You can only move forward by working together. A partnership with Vereniging Circulair Friesland and close collaboration with parties such as the province of Fryslân and Frisian municipalities, the TAF, Friese Milieu Federatie and SDG Netwurk Fryslân is furthering the sustainability of the tourism and recreation sector.

CONTACT DETAILS: Karina Pool - Sustainability Advisor Merk Fryslân karina@merkfrylan.nl, 06 294 98 644

INTRO

"We can no longer
choose what we
want to do. We must
do everything we
can"

GRETA THUNBERG
IN THE CLIMATE BOOK





CONTENTS

INTRO	01
GOALS	05
SDGS AS COMPASS	08
HIGH-QUALITY (RE)USE OF MATERIALS	09
ENERGY COMES FROM RENEWABLE ENERGY SOURCES	11
SUSTAINABLE WATER WINNING AND USE	13
STRENGTHEN BIODIVERSITY	15
STRENGTHEN SOCIETY AND CULTURE	17
STRENGTHEN HEALTH AND WELLBEING	19
MONEY IS A RESOURCE FOR CREATING SOCIAL AND ENVIRONMENTAL VALUE	21
IMPLEMENTING SUSTAINABILITY PLAN	23
SUSTAINABILITY MOMENTS IN 2023	24





GOALS



*WITHIN THE ORGANISATION
THERE IS INCREASING AWARENESS FOR A
BETTER WORLD IN THE MERK FRYSLÂN
TEAM: AMONG COLLEAGUES, AT THE
OFFICE AND IN HOW WE WORK. IN 2023,
THE ORGANISATION WILL OBTAIN THE
SDG CERTIFICATE, MAKING IT CLEAR IN
WHICH AREAS WE ARE ACTIVE.*



FOR BUSINESSES AND THE SECTOR

In 2025, the province of Friesland will receive the Green Destinations certificate, placing it in the top 10 of Europe.

Stimulating and facilitating the development of a high-quality supply that contributes to a sustainable, circular destination, in collaboration with governments and the business community.

Wadden Sea World Heritage Site ambassador programme

Co-creation of meaningful outings and arrangements

Check list sustainable events Examine the Good Travel Program



FOR VISITORS

IN 2025, 80% OF GUESTS IN FRIESLAND WILL KNOW WHAT THEY CAN DO TO RESPECT NATURE AND HOW THEY CAN CONTRIBUTE TO A MORE SUSTAINABLE WORLD IN THEIR DAILY LIVES AND DURING HOLIDAYS.

CREATE MORE AWARENESS AMONG VISITORS ABOUT HOW TO ACHIEVE A LOW FOOTPRINT DURING A HOLIDAY

ATTENTION FOR SUSTAINABLE TRAVEL IN ALL CAMPAIGNS

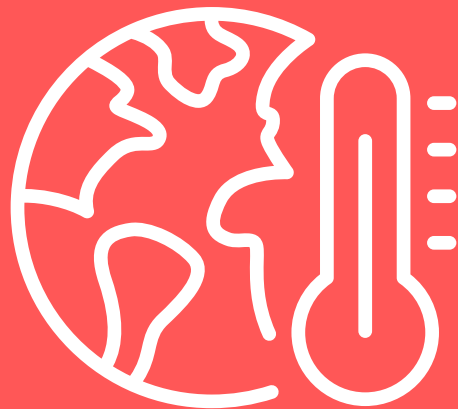
REALISING GOOD AND ATTRACTIVE FINDABILITY AND VISIBILITY OF SUSTAINABLE, CIRCULAR TOURISM AND RECREATION IN FRIESLAND AND FOR THE WADDEN AREA

CIRCULAR ICONS CIRCULAR ROUTES INSPIRE AND ENCOURAGE VISITORS TO OPT FOR A SUSTAINABLE RANGE OF ACCOMMODATION, RESTAURANTS, ACTIVITIES AND TRANSPORT.



“If we continue like this, we are heading for an uninhabitable planet. But how bad it gets, we decide for ourselves.”

JELMER MOMMERS
HOW WE WILL EXPLAIN THIS



SDGS AS COMPASS FOR A CIRCULAR ECONOMY

The Sustainable Development Goals are a compass to indicate to which parts a contribution is made. The Sustainable Development Goals are 17 sustainable development goals set by the United Nations to make the world a better place by 2030.

The Sustainable Development Goals have been adapted by the Circular Friesland Association into seven traits of a circular economy. See the adjacent model.

The following pages indicate what Merk Fryslân does for each trait.



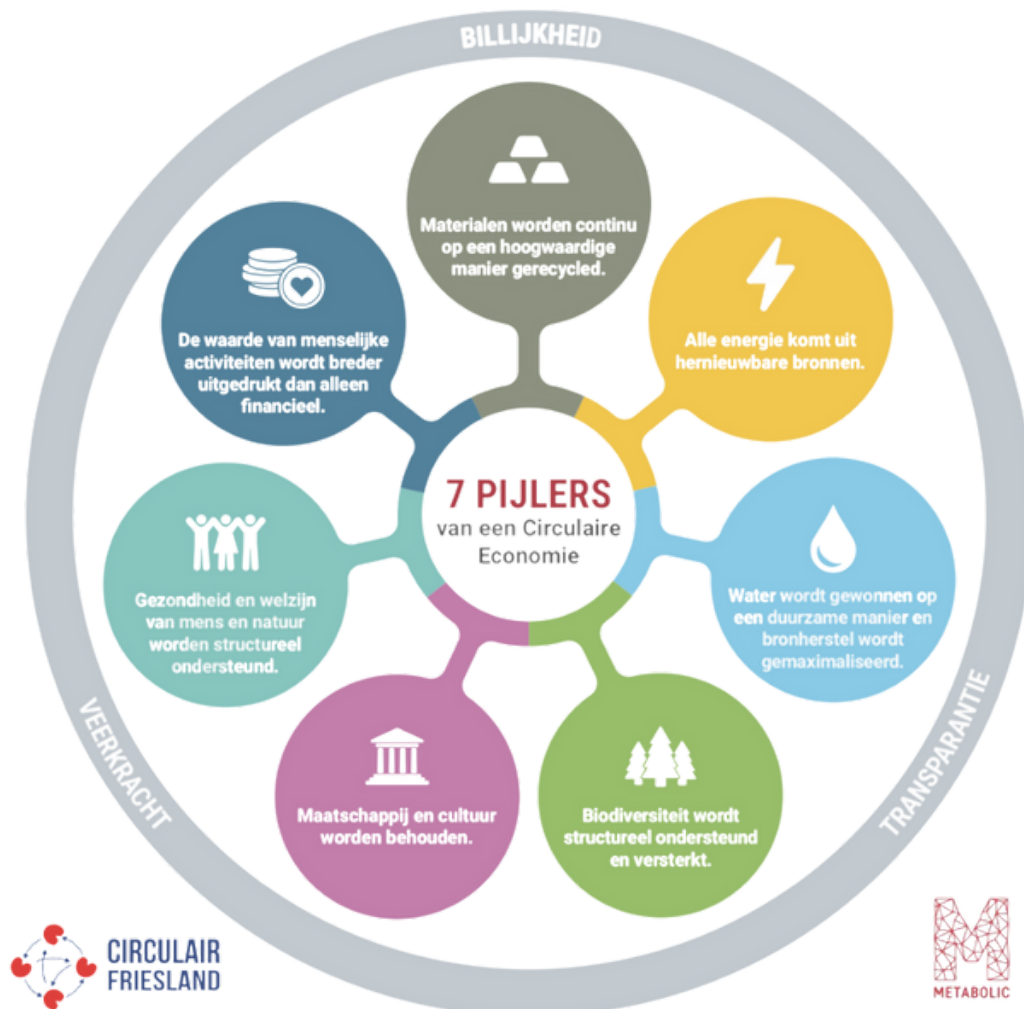
Within the organisation



For businesses and sector



Visitors



REUSE



HIGH-QUALITY REUSE OF MATERIALS

SDG'S 3, 6, 9, 12 & 13

We use materials that have no negative impact on nature. The materials used are biodegradable as much as possible, last a long time and can be reused in the future. Nature has sufficient time to replenish extracted raw materials.



- When replacing laptops and telephones, look at more sustainable options such as refurbished products or choose a brand such as Fairphone Take a closer look at suppliers such as cleaning, printing, automation, shopping and choose suppliers that contribute to a sustainable world, for example Fair Trade – we set up a green supplier list
- Take a closer look at the waste stream and see where waste reduction is possible
- No distribution of goody bags with unnecessary merchandising material, added value is chosen when developing merchandising



- Inspiring companies to choose sustainable suppliers who work with circular materials Collaborate with initiatives such as Wad van Waarde that strive for a plastic-free destination



- Inspire visitors to choose bio-based products





ENERGY

ENERGY COMES FROM RENEWABLE ENERGY SOURCES

SDG 7

We strive to only use sustainable energy sources such as sun, wind and water and use them as efficiently as possible so no energy is lost.



- Choose a greener energy supplier
- Internal: encouragement to cycle to work and to choose public transport – introduce a bicycle plan



- Collaborating with Arriva to develop packages for sustainable travel



- Inspiring visitors to choose fossil-free means of transport, this also applies to the business market
- Inspire and encourage visitors to choose the sustainable range, established through the green check list. The green check list is already part of Visit Wadden and in 2023 it will also be part of Visit Friesland and Meet in Friesland.
- Research idea: Swap = wad fietsen en fiets 'ns wad bussen



WATER



SUSTAINABLE WATER WINNING AND USE

SDG'S 6 & 14

We strive to use water as smartly as possible. On the one hand by saving water ourselves and on the other hand by encouraging visitors to save water. We install water-saving systems, we use rainwater where possible and we reuse waste water.



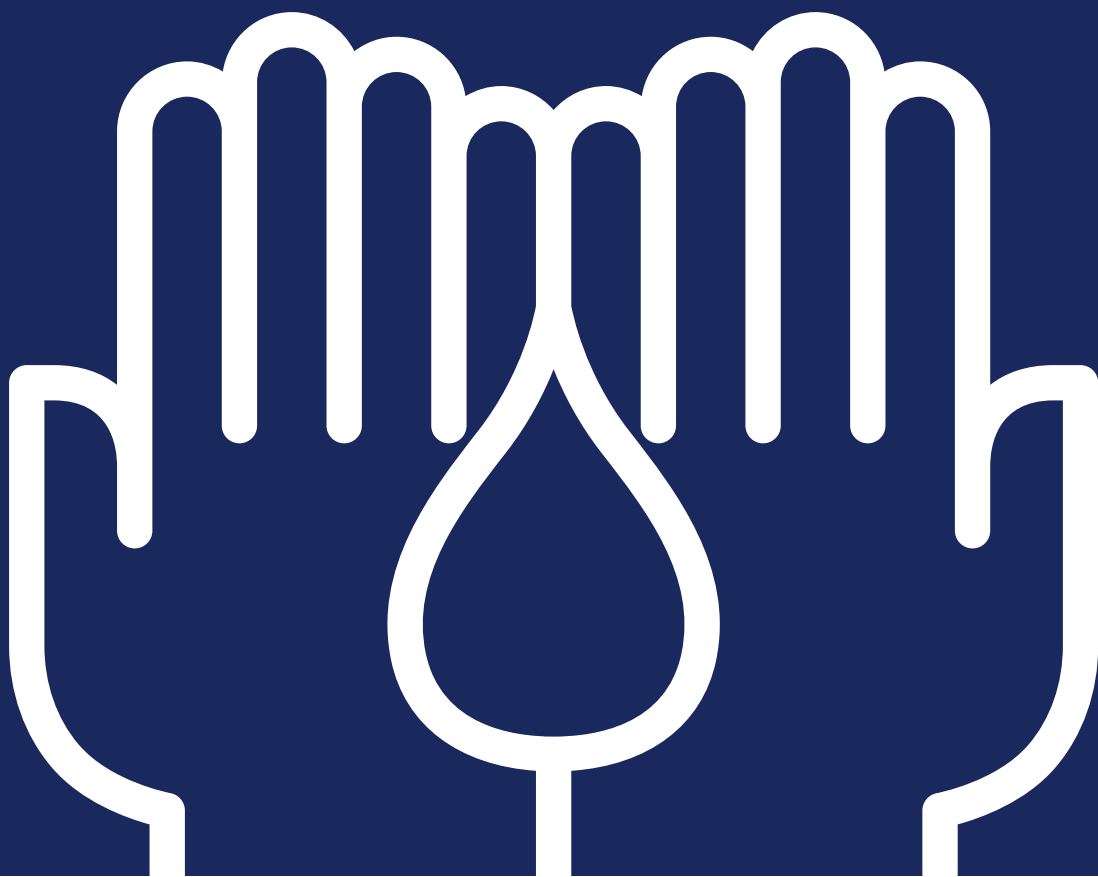
- Water plants with rainwater collected in the rain barrel
- Add water-saving button in the toilet



- Encouraging businesses to use water-saving solutions
- Contributing as a publicity partner to the Skjin Wetter event



- Inspire visitors to save water during the holidays



BIODIVERSITY



STRENGTHEN BIODIVERSITY

SDG'S 14 & 15

We are working to develop the terrain in such a way that a wide diversity of plants and animals feel at home here. Weeds are allowed, there are bushes at different heights and we avoid chemicals. We aim to strengthen the bond between visitors and nature.



- Garden office with NL Greenlabel certification, use it as an outdoor workplace for colleagues and at the same time provide inspiration for partners



- Contribute as a publicity partner to the Biodiversity festival, collaborate with the Donkerte van de Wadden programme
- Use NL Greenlabel as a source of inspiration for strengthening biodiversity in the sector





SOCIETY &
CULTURE

STRENGTHEN SOCIETY & CULTURE

SDG'S 4, 5, 10, 11, 16 & 17

We focus on cultural diversity and actively ensure equal opportunities. Everyone's talent counts, we listen and share our opinions with respect for each other. We focus on people, identity and history. We contribute to the preservation of cultural heritage and use local products.



- Within the composition, diversity is of great importance and there is room for everyone regardless of origin, culture, religion or sexual orientation. In the coming year, investigate the possibilities for offering a job to people far removed from the labour market
- For the daily lunch at the office, expand the range with vegetarian and vegan options and use local products as much as possible. For meetings at an external location, a wide range of vegetarian, vegan and local options will be chosen, not only on request but as standard



- Diversity is taken into account when setting up campaigns, for example, more diversity is chosen for models for photo and video material based on a check list

- Collaborating with the Wadden Gastronomy project, in which local products and the culinary tradition of the Wadden Sea are paramount Sustainable and circular inspiration and experience points are added to the range of routes
- Cooking with Wadden products is a series with a focus on local products, including sustainable farmers and farm shops



- The concept of #waardevolwachten (#valuablewaiting) will be further developed next year
- Making routes and locations more accessible by expanding the pages about accessibility at Visit Friesland and Visit Wadden



HEALTH &
WELLBEING





STRENGTHEN HEALTH & WELLBEING

SDG'S 1,2,3 & 6

We take optimal care of a healthy and safe place for our employees, our environment and our guests. We take care of basic needs such as sufficient security, protection, hospitality, understanding, relaxation and the opportunity to play and express creativity.



- There is room for employees to develop and feel fit, there are training opportunities and there is a reimbursement for sports subscriptions
- Actively encouraging outdoor work both internally and externally



- Collaboration with Donkerte van de Wadden (Darkness of the Wadden) programme in the context of raising awareness of the importance of darkness for humans and animals



SOCIAL &
ENVIRONMENTAL
VALUE

MONEY IS A RESOURCE FOR CREATING SOCIAL AND ENVIRONMENTAL AWARENESS

SDG'S 8,9 & 12

We look for ways to make a positive impact on people, society and the environment, here and now and on life elsewhere or later on this planet. We contribute by investing in clean air, less CO₂, more biodiversity or, for example, by offering good, healthy workplaces.



- Raising sustainability issues: what is sustainability and how can our role in this be strengthened (also externally).



- Encouraging all press trips to be sustainable: encouraging journalists and influencers to travel by public transport and to explore the area by bicycle (bike packing) Collaborating with tour operators who consciously choose a sustainable and circular approach in their policy
- Developing a Frisian holiday footprint in collaboration with regional partners such as Vereniging Circulair Friesland and Friese Milieu Federatie
- Annual participation in SDG Action Days and Week of the Circular Economy



- Developing conscious outings with partners such as the Waddenvereniging and the province with various entrepreneurs who are already active in 'doing good' activities
- Setting up our own Green Week with 'doing good' activities



IMPLEMENTING SUSTAINABILITY PLAN

We look for ways to make a sustainable impact on people, society and the environment, here and now and on life elsewhere or later on this planet. We contribute by investing in clean air, less CO2, more biodiversity or, for example, by offering good, healthy workplaces.

Merk Fryslân has a sustainability ambassador who is active two days a week to ensure the direction and implementation of this sustainability plan.

For broad establishment within Merk Fryslân, there are five colleagues who fully embrace the philosophy and also ensure that the sustainable ambition is embraced within their team. These are also ambassadors who play an active role in this throughout the year and ensure it is embraced within their own team. These colleagues are chosen before the start of the new year.

GREEN THINK TANK

Twice a year, Merk Fryslân organises an inspiring session for important stakeholders in the field who are also asked to contribute ideas about the sustainability plans. This is a group of 15-20 people who are active and innovative in the sector and can therefore contribute to Merk Fryslân's plans. And therefore also to the sector.



SUSTAINABILITY MOMENTS IN 2023

6 to 11 February Week of the Circular
Economy

18 April Circular festival Friesland

13 May Biodiversity festival

24 June SDG Action Day

Dag van het Wad 25 September

10 October Sustainability Day

Autumn Skjin Wetter
National Climate Week





WANT TO TAKE PART?

Join, share your ideas and seek collaboration with us.
We're strong together!

✉ Karina Pool
Sustainability Advisor Merk Fryslân
karina@merkfryslan.nl
06 294 98 644

