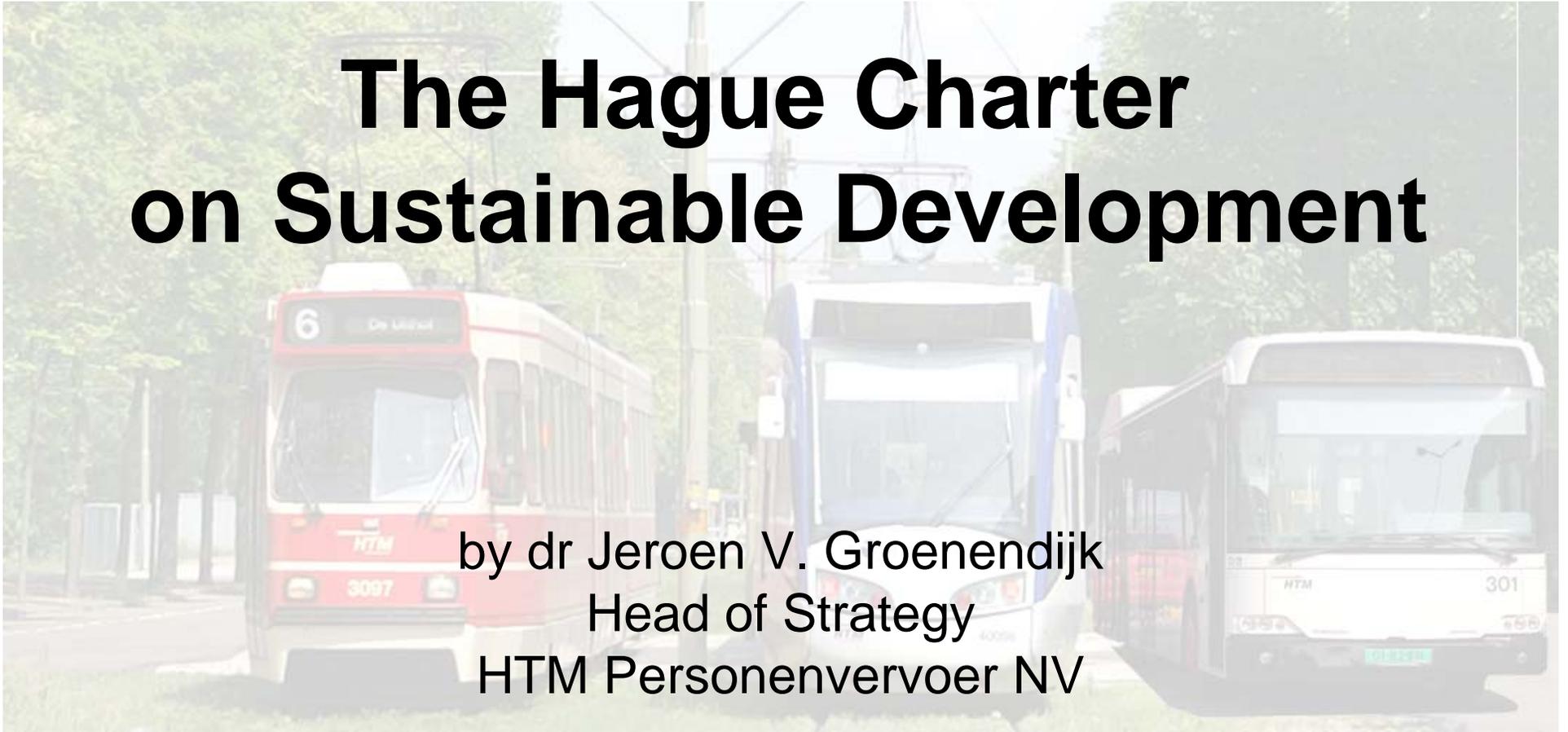


**HTM**

# The Hague Charter on Sustainable Development

by dr Jeroen V. Groenendijk  
Head of Strategy  
HTM Personenvervoer NV

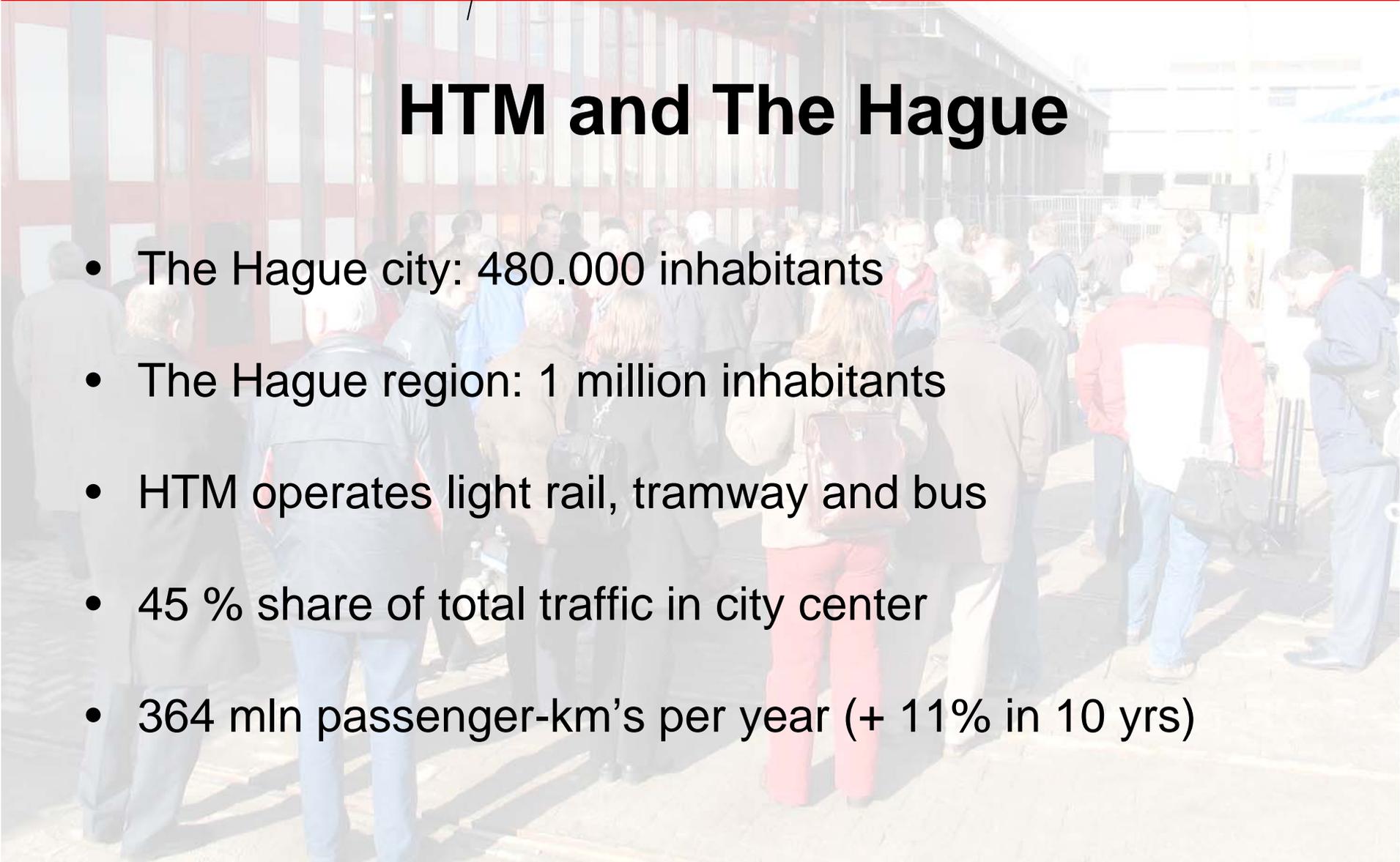


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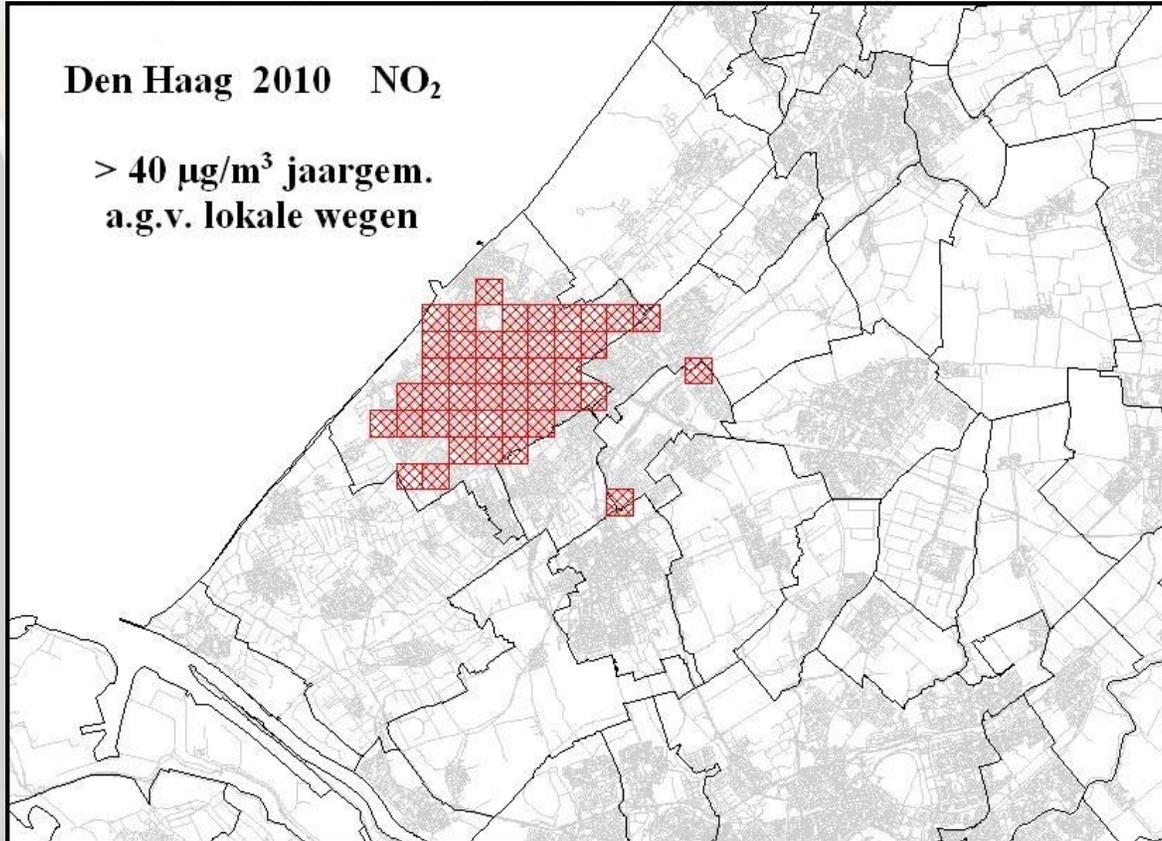
## HTM and The Hague

- The Hague city: 480.000 inhabitants
  - The Hague region: 1 million inhabitants
  - HTM operates light rail, tramway and bus
  - 45 % share of total traffic in city center
  - 364 mln passenger-km's per year (+ 11% in 10 yrs)
- 
- The background of the slide is a photograph of a busy tram stop in The Hague. A large crowd of people is waiting on a paved platform. In the background, a tram is visible, and the architecture features large windows and a modern design. The image is slightly faded to allow the text to be clearly visible.

# The Hague NO<sub>2</sub> forecast

Den Haag 2010 NO<sub>2</sub>

> 40 µg/m<sup>3</sup> jaargem.  
a.g.v. lokale wegen

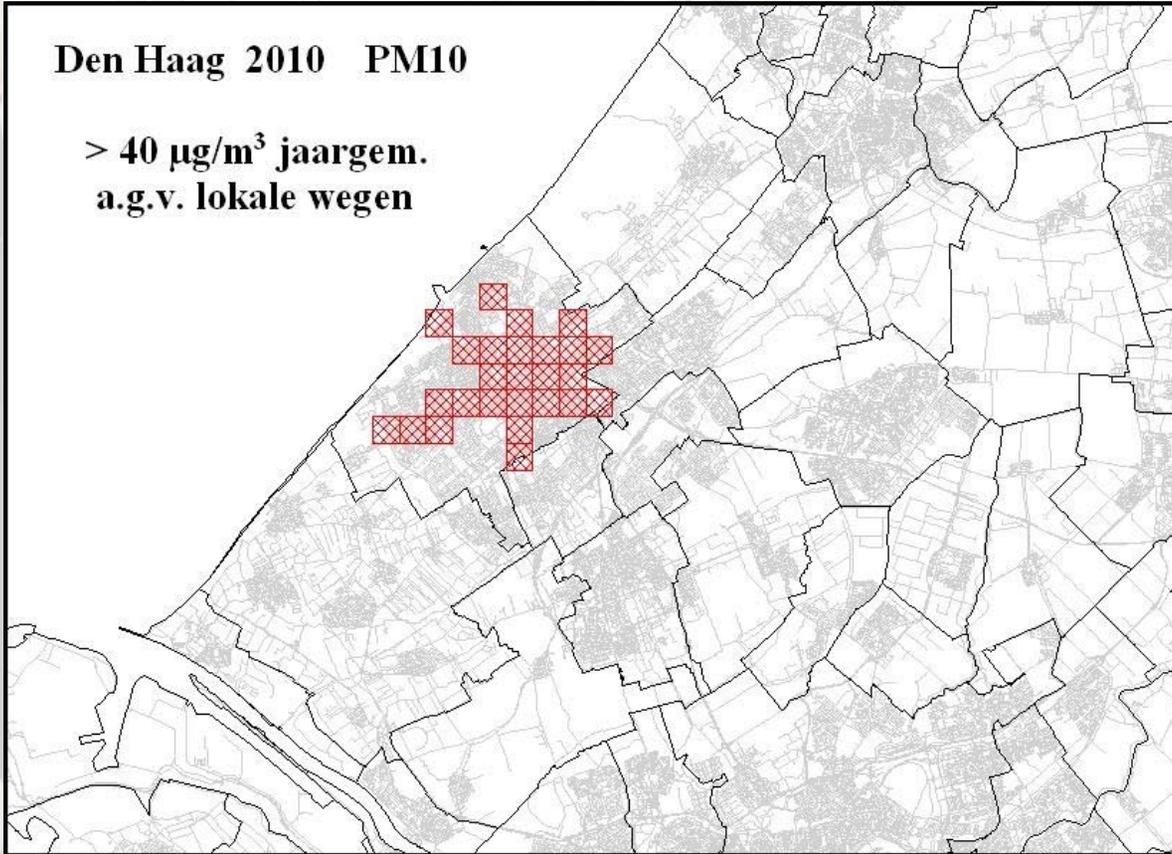


-37-ZL

# The Hague PM10 forecast

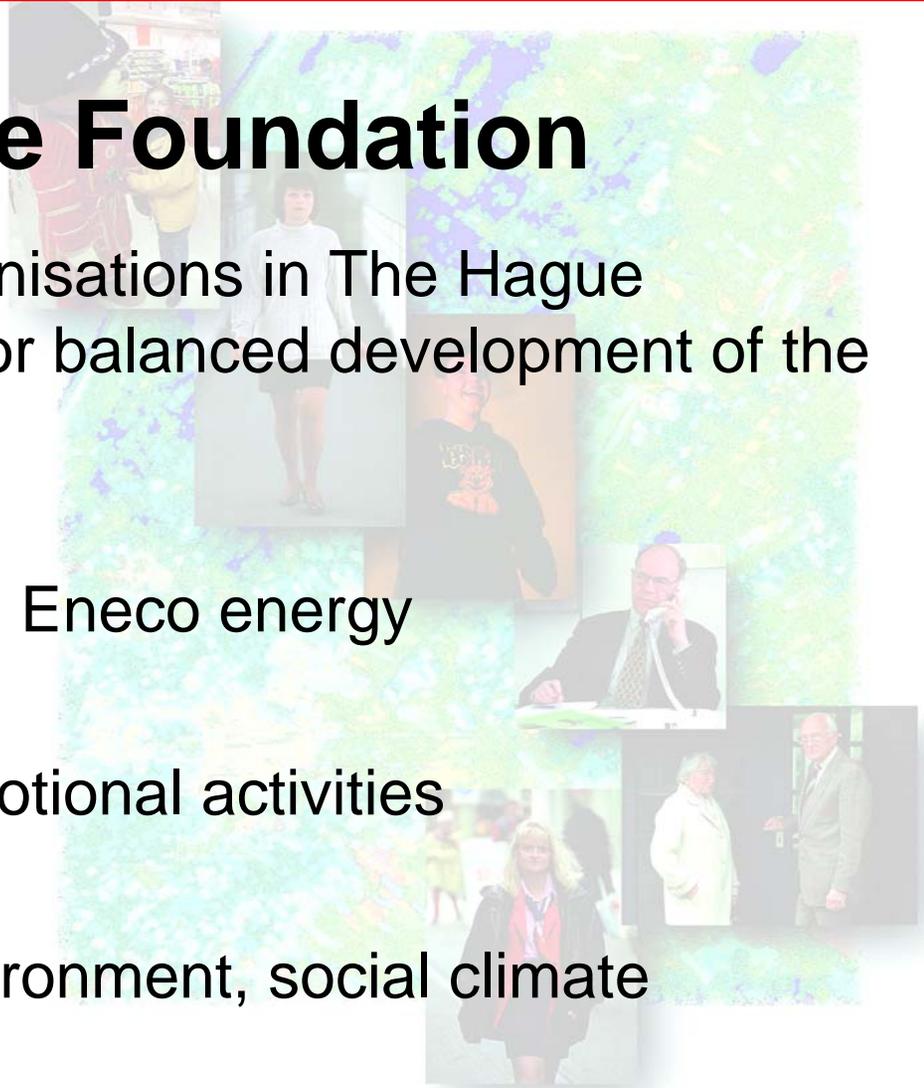
Den Haag 2010 PM10

> 40  $\mu\text{g}/\text{m}^3$  jaargem.  
a.g.v. lokale wegen



# The Hague Foundation

- 2001: several large organisations in The Hague established foundation for balanced development of the region
- Municipality, HTM, bank, Eneco energy
- Research, studies, promotional activities
- Safety and security, environment, social climate



## The Hague Sustainability Platform

- 2005: initiative by The Hague Foundation and new large organisations, seated in The Hague
- Joint effort to improve sustainable development of the city and region
- Recognize importance of reduction energy consumption and harmful emissions

# Partners

- Municipality of The Hague
- Eneco Energy (local energy company)
- Haagse Hogeschool (high-level educational institution)
- HTM
- Shell Netherlands
- Siemens Netherlands
- Ceres (housing corporation)

# The Hague Sustainability Charter

- Establishes Platform
  - General objectives and commitment of partners
  - Recognizes importance of setting example and improving awareness
  - Arranges cooperation and joint projects
  - Organisational and financial aspects
- 
- The background of the slide is a faded photograph of a group of people on a golf course. In the foreground, a woman with long blonde hair is sitting on a golf cart, looking towards the camera. Behind her, several other people are standing and talking. The scene is outdoors with green grass and trees in the background.

# List of projects

- Mobility, energy, buildings
- Use of solar panels on rooftops of offices
- ‘Smart houses’ in newly built areas
- Measuring air quality in the city
- Use of sustainable forms of fuel for buses
- Certification and monitoring
- Awareness campaign, education

# Proposed initiatives

Projects started since conclusion of Charter (March 2006):

- Joint study into use of 'NaturalHy' fuel in public bus transport (HTM + municipality)
- 'Company Label' (all partners)
- Improve sustainable management of buildings (all partners)
- Measuring air quality (municipality, Siemens, education and research institute)
- Study into use of solar panels (housing corporation, Eneco Energy, municipality)

# Future developments

- Accession of new partners
  - Extension of number of projects
  - Increase awareness of citizens, institutions and companies in the area
  - Information and communication of results
- 
- The background of the slide is a faded, grayscale image of the interior of a train. Several passengers are visible, including a young boy in a blue jacket in the foreground, a woman in a brown coat, and a woman in a black top. The train's interior features overhead handrails and windows.



**HTM**

# Information

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