

## HANS VAN ZIJST

My name is Hans van Zijst, I'm an environmental councilor and I used to be an environmental diplomat. I worked in the United States for a couple of years in the early 90s, which were the years when the Dutch Green Plan originated. I've been lecturing about the Green Plan for many years; I talked about it; I worked on the teams of Green Plans. And I try to convey the message of green planning to other countries in the world.

In the course of the mid-eighties, we had a new minister, Pieter Winsemius. He came along and he was a management consultant from the business community, and he brought business community concepts to policy making. He said that we had to think in sort of a policy cycle that he derived from the product cycle. And he said that he was really appalled by the fact that we were asking the industrial community to, every other two, three years, come up with a new device in their points of emission and come up with an investment which was always an investment which didn't match the investment cycle of these companies themselves. And he said 'if you really give them a long-term perspective and tell them where they need to be in ten years' or even twenty years' time, and then give them the freedom to adjust their own investment policies to that large term goals/long term goals, that will be much more effective because then, for them, it's much easier to cope with environmental legislation. And that [taught] us that it's not just about clean air or clean water. But it is really about giving a full picture, giving the full range of obligations that need to be met by a single company or by a group of companies within a certain association of industry to live up to the expectations of the government and the people. And that was a very strong driver to move away from single media legislation as we had done in the first wave of policy making, towards integrated comprehensive green planning which we did, let's say from 1989, with the first national plan."