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# 100 CASE

**NATO**  
International SUMMIT  
THE HAGUE

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STRENGTHENING THE HAGUE'S  
LEGACY OF PEACE AND JUSTICE

City of The Hague and  
The Hague and Partners (City's CVB)



## ABOUT NATO

How do events like the NATO Summit help The Hague create value over time? To make the added value of impactful events visible, the 3rd NATO Summit 2025 in The Hague will be used as leverage. The NATO Summit is more than a diplomatic event; it is an opportunity to show what you can achieve when collaborating. It is not an isolated moment in time but a next step in the ongoing development of The Hague as a city of peace and justice and an international hub.

### EVENT CONTEXT

The Hague is globally recognized as the city of peace and justice, hosting key institutions like the International Court of Justice and the International Criminal Court. Its reputation attracts international organizations, conferences, and events dedicated to diplomacy, human rights, and conflict resolution. As a hub for global cooperation, The Hague fosters dialogue and innovation in international law, strengthening its role as a trusted destination for discussions that shape a more just and peaceful world.

### EVENT HORIZON

The Hague has a rich history of hosting impactful events, starting with the First Hague Peace Conference in 1899, reinforcing its role as a city of Peace and Justice. The 3rd NATO Summit 2025 is a diplomatic gathering and a catalyst for long-term value creation. It builds on past successes, shaping The Hague's future as an international hub. By fostering cooperation, flexibility, and openness, this event unites diverse stakeholders to create a hospitable, worthy, secure, and socially balanced summit, ensuring a lasting impact on global collaboration and diplomacy.

### FUTURE

The Hague strives for a lasting legacy of peace and justice, with international cooperation and the rule of law at its core. The city aims to strengthen its role as a global meeting place for diplomacy and conflict resolution. This requires a strong system and network where peace, justice, and security converge. The Hague must strategically attract organizations, conferences, and events that support this mission. Key building blocks include international institutions, legal expertise, hospitality, security, and an innovative approach to sustainable peace initiatives.



### Journalist

"I understand the position of this city well and am given the space here to report the news and its rebuttal to the world."



## 2025 NATO-SUMMIT

### Cluster P&J

Our expertise with international law puts us right in the middle of all continuous efforts for Peace



### Entrepreneur

I can organise my own succes here and take advantage of all the opportunities that The Hague has to offer



### Resident

I am proud to be a citizen of The Hague and contribute in any way I can to help its reputation grow



### WHO IS ORGANISING THE CHANGE?

Change over time as described here above is a shared responsibility. Boosted by The Hague & Partners, this process is widely supported within the municipality through active cooperation from various departments and different hierarchical levels. It was a joint effort and a deeply felt desire to do good for all stakeholders involved.

### WHAT WAS THE CHALLENGE?

How can you create lasting impact when uniting people with different stakes and how can we build an event that is hospitable, worthy, safe and socially accepted in the complex world we live in? This event requires cooperation, flexibility and openness from all stakeholders. Through mutual understanding and collaboration, the summit must be safe, well-organized, and a source of pride and opportunity working towards a shared future.

### WHO ARE THE MAIN STAKEHOLDERS?

The parties holding a stake in the overarching aim that have been identified include:

- Residents of The Hague,
- Business owners/SMEs in The Hague,
- The cluster for Peace, Justice and Security (international organizations, non-governmental organisations, corporations and policy makers in The Hague) and
- National and International Media.

### THE FULCRUM

A fulcrum is a pivotal point that enables movement and transformation. For The Hague, the fulcrum in the realm of Peace and Justice lies in the clarity of its narrative and the concrete actions that stem from it. A well-defined story serves as the foundation for attracting organizations and events, reinforcing The Hague's position as a global hub. By translating vision into action, the city can build a lasting legacy, shaping its future and strengthening its role on the world stage. The more compelling and coherent the story, the greater its pull—drawing key stakeholders, fostering collaboration, and solidifying The Hague's reputation as the epicenter of international governance and security.

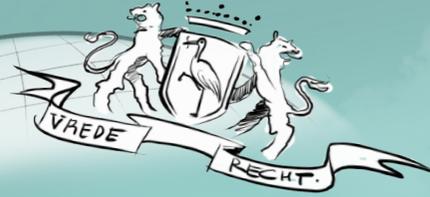
### THE EVENT DELTA

To address residents' ambivalence (excitement vs. disruption), their concerns must be acknowledged so they feel heard and are engaged as this will foster pride in The Hague's global role. Press, initially focused on impact vs. investment, gains deeper insight and reports with increased awareness and balanced storytelling. SMEs, worried about disruptions, actively seek solutions, leading to pride in partnerships and city growth. The Peace & Justice Cluster, initially focused on visibility and security concerns, emerges with greater recognition, stronger collaborations, and global relevance.

## 1. THE HAGUE

The City of The Hague and 'The Hague & Partners', the international city of Peace and Justice.

1899  
First Hague Peace Conference  
**PEACE & JUSTICE**



## 3A. FUTURE

The Hague strives for a lasting legacy of peace and justice, rooted in international cooperation and the rule of law. To strengthen its role as a global hub for diplomacy and conflict resolution, it must attract key organizations, conferences, and events. Essential to this mission are strong networks, legal expertise, security, hospitality, and innovative peace initiatives.



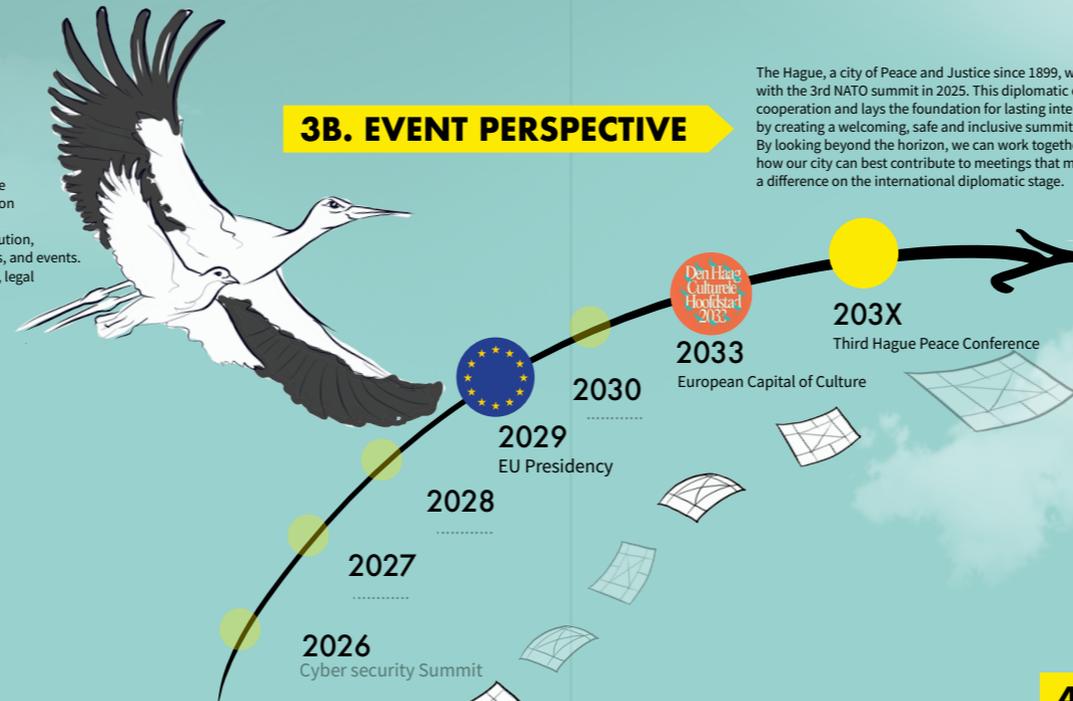
## 7. FULCRUM

**How does PJ&S work for me?**

A clear and coherent story and turn it into concrete actions. This story attracts organizations and events, promotes collaboration and enhances the city's international appeal on the world stage for lasting value.

## 3B. EVENT PERSPECTIVE

The Hague, a city of Peace and Justice since 1899, will strengthen its role with the 3rd NATO summit in 2025. This diplomatic event promotes cooperation and lays the foundation for lasting international impact by creating a welcoming, safe and inclusive summit. By looking beyond the horizon, we can work together to consider how our city can best contribute to meetings that make a difference on the international diplomatic stage.



### Cluster P&J

Our expertise with international law puts us right in the middle of all continuous efforts for Peace



### Entrepreneur

I can organise my own succes here and take advantage of all the opportunities that The Hague has to offer



Active



International stakes

### Resident

I am proud to be a citizen of The Hague and contribute in any way I can to help its reputation grow



Passive

**2025**  
NATO-SUMMIT

Local stakes

## 4B. BACKCAST

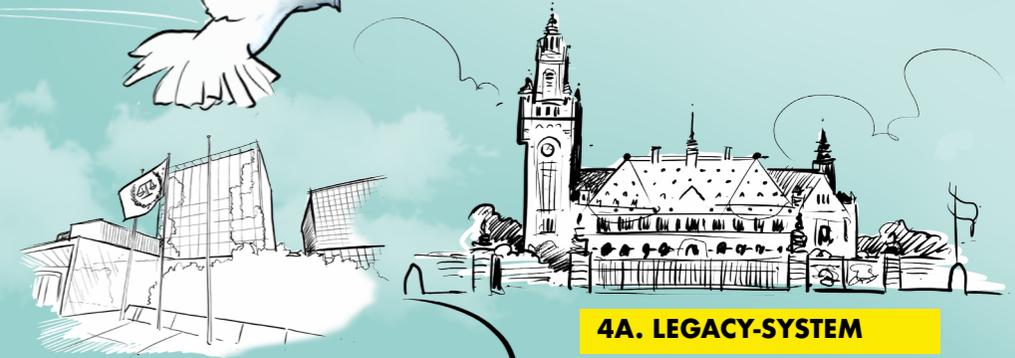
The Hague wants to strengthen its role as a global meeting place for diplomacy and conflict resolution. The Hague must strategically attract organizations and events.

Key building blocks include:

- international institutions,
- legal expertise,
- hospitality,
- security,
- and innovative peace initiatives

## What choices are driving our city ambitions forward? 'Tomorrow's Peace'

In the long term our Legacy-events contribute to the guarantee of The Hague's international status, its prolonged neutrality and through our actions building towards global stability.



## 4A. LEGACY-SYSTEM

How can The Hague make the most of its international position within Peace & Justice? By placing a point on the horizon direction is created for attracting organizations and events.

## 5. STRATEGIC STEPS

Defining the Legacy-Blocks that help our city to match up our expertise to the needs of external events

## 6. The Hague Principles

The starting points from which we help events to get the most out of coming to The Hague



## 2. STAKES

### Journalist

"I understand the position of this city well and am given the space here to report the news and its rebuttal to the world."



EVENTS PERSPECTIVE	
Den Haag	Legacy events for the city of Peace & Justice
The Hague, & Partners	28 February 2024
EVENT DESIGN	Version 0.4

## DESIGN PRINCIPLES

### COLLABORATING TOWARDS THE FUTURE: A SUCCESSFUL NATO SUMMIT IN, AND FOR THE HAGUE

The NATO summit in The Hague is an opportunity for the city to show what they can achieve together. Through mutual understanding and collaboration from the stakeholders involved, the city can ensure that the summit is not only safe and well-organized, but also a source of pride and opportunity.

#### 1. A joint effort

An event of this size brings challenges, such as traffic measures, restrictions and increased security levels. The municipality and security services are committed to ensuring a smooth organization and the protection of all those involved. Residents and business owners can contribute by being flexible and collaborating to find creative solutions, so the city remains accessible and disruption to daily life is kept to a minimum. By tackling these challenges together, they can create a safe and welcoming environment for everyone.

#### 2. Opportunities for The Hague

For entrepreneurs and SMEs, it is an opportunity to internationally profile The Hague as a dynamic city where economic growth and innovation go hand in hand. The hospitality and retail sectors will benefit from the extra visitors, while international organizations, NGOs and

companies active in the Peace & Judicial cluster can present themselves as important players in the security domain. Through collaboration, smart coordination and good reporting, entrepreneurs and policymakers can ensure that the (economic) benefits of the summit can be felt, during the event, and long after.

#### 3. The power of the community: residents make the difference

The residents of The Hague play an essential role in the success of the NATO summit. By participating in activities, being open to international visitors and showing the city at its best, residents contribute to a positive image of The Hague. This event is not just something that 'happens to us', but an opportunity to show together that The Hague is a place where international collaboration and local involvement reinforce each other.

#### 4. Media and visibility: a story we tell together

For the international press, the NATO summit is a moment to delve deeply into geopolitical dynamics. The Hague has the reputation of being a city where journalistic freedom and diplomacy come together. By working openly and transparently with journalists, the city can ensure that the correct story of The Hague is told, not only about the summit, but also about the city as a place of business and a meeting place for dialogue and cooperation throughout the centuries

#### 5. Building lasting impact together

The NATO summit is not an isolated moment, but a step in the development of The Hague as a city of peace and justice. The collaborations that are now starting, the initiatives that are emerging and the economic and social opportunities that arise contribute to a future in which The Hague continues to grow as an international hub. By



recognizing each other's perspectives and working together with openness, they ensure that this NATO summit is not only a successful event, but an example of how a city becomes stronger together.

#### 6. Hospitable, worthy, secure and socially balanced

The Hague unites diverse stakeholders to create and host hospitable, worthy, secure and socially balanced events, that ensure a lasting impact on global collaboration and diplomacy.



## THE DESIGN PROCESS

Over 2 months, the team of assembled expert stakeholders from the City of The Hague and The Hague and Partners joined for a series of brown paper strategy sessions and stakeholder analysis to map out the value of events like the NATO Summit 2025 and how they fit in a landscape for The Hague. We have analyzed the past and have strategized for the future, looking at The Hague's expertise and profile as a pivotal player in global Peace and Justice. The team was facilitated by multiple facilitators to craft the multi-year landscape and to articulate a narrative for the upcoming NATO Summit. The entire process created clarity for stakeholders as to why this NATO Summit fits in the strategy and how this NATO Summit can help The Hague become more successful in attracting the right businesses, organisations, and conferences in the future.

## NEXT?

The team identified The Hague's future legacy when it comes to attracting business in the field of Peace and Justice. The NATO Summit is just one bead on the necklace of Peace and Justice, a bead that marks a point in history. And a necklace that is not yet finished; peace and Justice define The Hague and should guide the city to be the host for the next markers of change in the future.

## DESIGN TEAM

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## PARTNERS



The Hague.  
& Partners

