sustainable tourism consultancy

Specialized in building successful sustainability and carbon reduction strategies.
A destination ultimately loses its profitability when it loses its beauty.

- ALLY DRAGOZET (FOUNDER & CEO)

Sea Going Green is a sustainable tourism consultancy, focusing on alleviating the negative impacts that tourism is having on the marine environment. We work with tourism operators (yachting, boating, diving, and hotels) as well as (coastal and island) destinations (management companies and governments), facilitating sustainability in both operations and tourism management and planning.

Our core services are built around our custom “Green Transition Strategy” which measure carbon emissions, mitigate their impact and offset clients’ environmental footprints by means of an environmental impact assessment, training and capacity building, responsible tourism policy and green branding. We position our clients to be sustainability leaders in the tourism industry by helping them achieve milestones including carbon neutrality and becoming plastic free. We additionally work with communities, providing mentorship, webinars and other shared platforms for community leaders to energize their passion for sustainability and create movements for sustainable change. We also connect our clients to our partners who supply sustainable products and services.

Our team of five, is headquartered in Amsterdam, The Netherlands. While diverse, our team consists of marine biologists, political scientists, tourism experts, entrepreneurs and content creators, we all share the same passion for a more sustainable tourism industry around the world.
SEA GOING GREEN IN NUMBERS

Since its founding in 2017, Sea Going Green has been consulting clients on all matters of sustainability.

In just five years our impact has been:

- **43+** Strategic Partnerships
- **20+** Projects
- **34+** Speaking Engagements
- **12+** Countries
OUR CLIENTS

Sea Going Green works actively with both public and private sector clients including government agencies, development banks, tourism boards, universities, tourism operators, hotels and resorts and many more. As a sustainable tourism consultancy, we act as a bridge, supporting cross-sectoral engagement, partnerships and collaborations all around the world.

01 Private Sector

The heart of our business is our "Green Transition Strategies", which consist of measuring, mitigating, offsetting and communicating our clients’ commitment to sustainable tourism. We work directly with private businesses such as marine tourism operators, yachting and diving companies and collectives, the cruise industry, coastal hotels and resorts and other key stakeholders in the marine tourism and leisure event industry.

02 Public Sector

Sea Going Green also works on public sector development projects to enhance sustainability at the destination level both on a macro and micro scale. Our work alongside governments, ministries of tourism and fellow experts includes the development of sustainable tourism frameworks and policies, the creation of assessments and recommendations and collaborations for tourism product development and operational capacity planning.
OUR SPECIALIZATIONS

Sea Going Green can provide you with targeted support, thanks to our specialization in various fields sustainability encompasses. For us, sustainability is a key factor to long-term business success. It’s about identifying, managing and removing risks in your business and capturing the created opportunities.

This is reflected in our core company values: Future-Oriented, Lead by Example, Educate and Profit & Planet.

Sustainable Tourism Development and Resilience Building

Responsible tourism planning, training and capacity building for captains and crew, creation of tourism development tool to improve certification opportunities, analysis of tourism target markets and tourist expectations and demands post-COVID, competitiveness assessments, SWOT, GAP and cost benefit analyses, recommendations for community tourism products and stakeholder engagement to build capacity for sustainable tourism.

Policy Development and Risk Management

Policy analysis, risk assessment, comparative analysis, recommendation of short & long-term solutions that avoid, mitigate or compensate adverse impacts on the environment, best-practice studies, campaign ideas to fight plastic pollution and promote sustainable behavioral change, promoting resilience through short & long-term sustainable development strategies, future-proofing businesses, tailor-made risk mitigation strategies, creation of business survival guides.

Community Engagement

Awareness creation, grassroots movement mobilization, environmental workforce training, workshops, building sustainable grassroots communities, mentorship, producing webinar series, creating and combining networks, participatory approaches in tourism development, mapping and engaging local stakeholders, facilitating cross-cultural understanding, promoting youth development and STEM learning and supporting local campaigns.
OUR SPECIALIZATIONS

Sustainable Partnerships and Best Practice Assessment

Matchmaking clients with our 43+ industry partnerships including sustainable product and service providers. Offering best practice assessment and analysis of relevant case studies and technologies to boost sustainable development including (plastic) waste technologies, renewable energy/alternative fuels, single use plastic alternatives.

Environmental Impact Measurements

Environmental Impact Assessments, Material Flow Analyses, waste flow and CO2 measurements, monitoring and evaluation of environmental impacts, application of scientific methodology and CO2 conversion factors, baseline development, GIS mapping, recommendations for sustainable alternatives to lower impacts from waste, energy sources and plastics.

WE'RE HERE TO HELP

If you’re looking for support to identify, select and solve your sustainability challenges and risks, don’t hesitate to write us an email at info@seagoinggreen.org or schedule a free and non-binding info call.
WHAT MAKES US DIFFERENT?

Our team’s experts bring together a diverse range of backgrounds in marine biology, international policy, environmental management, tourism, sustainable business and marketing. The team’s varied expertise and knowledge on the marine and coastal tourism industry and the environmental, economic and social contexts surrounding tourism gives us a distinct advantage. Sea Going Green offers its expertise to both public and private sector clients.
OUR GREEN TRANSITION STRATEGY

To equip tourism businesses with the solutions needed to address and deliver on sustainability issues, Sea Going Green developed a tailor-made "Green Transition Strategy" which includes an end-to-end approach to measure, mitigate and offset tourism business’ environmental footprint. By doing so, you will ensure that the tourism assets that you rely on continue to thrive all while showing guests that you take sustainability seriously.

Time, associated costs and difficulties with calculations are the biggest concerns that prevent businesses from taking the step towards sustainability. Luckily, our strategy is cost effective and simple for businesses.

ENVIRONMENTAL IMPACT ASSESSMENT

The environmental impact assessment is a process that allows us to identify and evaluate the impact and pressures of current operations on the environment and set objectives accordingly. Through a carbon footprint analysis, we will measure the total amount of greenhouse gases that are emitted at the different stages of your service or product’s life cycle by using the newest assessment methodologies. This includes both a full plastic audit and a material flow analysis. Your plastic waste stream will be analyzed and costly waste problems will be revealed to help you to unlock potentially new revenue streams. During the material flow analysis, we measure everything going in and out of your company. This helps us to identify the main CO2 contributors.

RESPONSIBLE TOURISM POLICY

We will develop a Green Transition Strategy based on our expertise and the previously collected data. We will then recommend short and long-term solutions that avoid, mitigate or compensate adverse impacts on the environment and best meet your needs in terms of budget, resources, goals, and stakeholder demands.
OUR GREEN TRANSITION STRATEGY

ENVIRONMENTAL TRAINING AND CAPACITY DEVELOPMENT

We will give your team insights into current market demands and trends as well as how competitors are approaching sustainability. We then provide information about important methodologies and standards. We then set up an environmental training module to embed a unified vision of sustainability throughout your team. This training will seamlessly integrate sustainability within your teams’ roles and responsibilities by increasing awareness and respect towards the environment.

ECO-VERIFICATION AND GREEN BRAND POSITIONING

We finish our Green Transition Strategy by leading you through the process of receiving the Oceanic Standard verification. Our partner, Oceanic Global, grants this certification to companies which implement specific measures to reduce their environmental footprint. Furthermore we offer advice on green brand positioning. We help you set up strategies to promote and communicate your sustainable efforts to your marketing channels and social media. We also facilitate partnerships with other sustainable initiatives by sharing our extensive network with your business.

DOWNLOAD NOW

Learn more about our Green Transition Strategy
OUR VALUE PROPOSITION

Empowering tourism operators and destinations to promote marine conservation by delivering sustainable solutions that are tailored, accurate, innovative and impactful.

**Tailored**
We provide tailored solutions and access to a variety of strategic partnerships, as well as local resources and support, that enable our clients to meet their goals and aspirations.

**Innovative**
Our strategies integrate the most cutting-edge technologies in alternative fuel sourcing and energy and water-savings, pushing the envelope toward a more sustainable world.

**Accurate**
By offering data-driven, predictive sustainable recommendations to improve your processes and defining sustainable policies we ensure that your business or destination is able to identify and mitigate risks before they impact and to improve resilience in times of crisis.

**Impactful**
Our solutions are designed to set a foundation for more efficient operations by measuring and optimizing your resource usage, which in turn decrease your overall operating costs and conserve natural resources.
HOW OUR STRATEGIES REDUCE YOUR RISKS AND OPTIMIZE YOUR BUSINESS PROSPECTS

Our strategies reduce the risk of your reputation being tarnished by unethical and unsustainable business operations including greenwashing or lack of compliance.

We mitigate the risk of tourism losses due to pollution, biodiversity loss and ecosystem degradation.

By taking local contexts into account, we lessen the risk of social instability, conflicts with local communities and losing local support for tourism activities.

Our approach advocates for sustainable resource management, limiting the fluctuations of costs and risks around resource insecurities.

We ensure that your business does not miss out on paying costumers who demand sustainable products and services.

Our overarching goal is to limit business disruptions or the loss of profits due to climate change-related sea level rise, coastal erosion, and environmental catastrophes such as wildfires, droughts, tropical storms and extreme weather events.
PORTFOLIO OF PROJECTS

Consultancy services for an Environmental Impact Assessment featuring a Material Flow Analysis and Green Branding Campaign for The Yacht Week-Croatia.


Consultancy services for the creation of a workshop series and mentorship program aimed at stimulating sustainable community-led grassroots activation of the organization “Trasame” on the island of Bonaire in collaboration with the World Wildlife Foundation. Final report currently in revision.

Feasibility research and development of a potential advancement in marine navigation technology integration to limit the negative impacts of marine vessel traffic in marine and coastal areas that are highly affected by tourism for the Netherlands Organization for Scientific Research.
PORTFOLIO OF PROJECTS

Ally Dragozet, founder and CEO, led the Young Professionals Day workshop held as a part of the annual HISWA Boat Show at RAI Amsterdam Convention Center. The presentation and workshop highlighted the need to spread awareness for sustainability in water sports and interactions with the marine environment.

Members of the Plastic Peuk Meuk Collectief. Grassroots movement initiated by a group of environmental organizations in the Netherlands, which strives to create awareness on the underestimated issue of plastic pollution caused by littered cigarettes and aims to achieve a ban on the plastic cigarette filter. The collective organizes yearly cigarette butt cleanups under the name of “Plastic PeukMeuk” in Amsterdam and throughout the Netherlands, to engage the general public and incite the Dutch government to hold the tobacco industry responsible for this type of pollution. Read more about our goals here.

SASTDES Sea Going Green is working together with three research institutes (Breda University of Applied Sciences, Avans University of Applied Sciences & Wageningen Environmental Research), and partners in the field like Green Destinations and TUI BeNeLux (and more) to build a tool for the purpose of lowering the barriers for destinations to participate in Award & Certification schemes, which require measuring and monitoring of sustainability data. The tool is expected to lessen the work for destination managers to take part in these types of award schemes; enable destinations to compare their performance with other destinations through (benchmarking) and add to their knowledge on the expanded topics that will be covered in the newly improved data gathering process.

IUCN Plastic Free Island Advisory Session and background research on plastic and waste infrastructure on SIDS (Fiji, Vanuatu, Samoa, Antigua and Barbuda, Saint Lucia and Grenada).
PORTFOLIO OF PROJECTS

Oaky Upselling with Green Strategies Course for Hoteliers. Design, content and execution by Sea Going Green.

Advisory Board Member for the EU MULTI-FRAME Project to provide expertise on the project’s approach and activities in view of increasing the knowledge-base and capacity building of public and private actors to promote the sustainable use of the oceans.

Sustainable tourism community ambassador for Nature Based Solutions Connecting Nature Enterprise Platform. Our role includes creating webinar events and engaging the community by highlighting examples and stimulating discussion around best practices from industry leaders in the tourism and hospitality industries. We’re currently planning a second webinar for this virtual event, "The Connecting Nature Summit Series", hosted by the city of Poznan, Poland. The first webinar, on sustainable tourism accommodation as a means to support biodiversity, took place on the 29th of June 2021.

Recommendations for the Implementation of Sustainable and Climate Resilient Tourism Certifications In The Bahamas for the Inter-American Development Bank. Analysis on sustainability and climate resilient certification schemes to inform the operational plan and subsequent frameworks for the implementation of certification schemes in the Bahamas.

Creation of an internationally-distributed toolkit for IUCN to give aspiring grassroots leaders the tools to take action, engage their community and restore their local ecosystem in the name of the United Nations Decade for Ecosystem Restoration.
PORTFOLIO OF PROJECTS

Development of a series of climate-change specific training modules on the environmental impacts and carbon footprints of the tourism industry from transport to operations to activities. SUSTOUR is a program aiming to support tourism operators (SMEs) with information on trainings, management systems and standards and solutions to enhance their sustainability prospects. The initiative is spearheaded by Travelife, European Centre for Eco and Agro Tourism (ECEAT), The Netherlands Association of Tour operators (ANVR) among other European tourism travel industry representatives.

Creation of a Tourism Masterplan for the Shuamta Gateway project in the Kakheti region of Georgia. The project aims to establish a tourism visitor center, an operational business plan and eco-friendly tourist products and services. The project links the New and Old Shuamta Monasteries and the surrounding forest area in view of attracting new tourism segments and boosting sustainable tourism development in the region.

An analysis on how selected Caribbean countries (The Bahamas, Belize, Suriname) are addressing the intersection between tourism and climate change through analysis of Nationally Determined Contributions (NDCs), National Action Plans (NAPs) and other relevant national policies.

Together with the design team of LWK + Partners, we are working for the Public Investment Fund (PIF) to develop ecotourism services for one of three resorts in Al-Ahsa, Saudi Arabia, as well as tourism marketing analysis (customer trends, initial OPEX/CAPEX), and development of sustainability strategies for the resort.

Development of a strategic sustainable tourism plan based on the tourism potential of geotourism as a driver for economic growth that harnesses the rich cultural and maritime heritage of FSM with Nan Madol, UNESCO World Heritage Site, as the anchor.

For the purpose of aiding Sri Lanka's economic recovery and tourism revival following a series of economic, security and health and safety crises, this project scope aimed to catalyze the potential for marine tourism development with an emphasis on yachting and boating activities in coastal destinations: Kalpitiya, Galle and Trincomalee.
PORTFOLIO OF PROJECTS

For the EU funded project C-FAARER, under the Mission ‘Restore Our Ocean and Waters by 2030’, Sea Going Green leads WP5: ‘Coordination, Communication, Exploitation, and Dissemination’ and provides support for other work packages. The project aims at delivering a roadmap and guidance, co-designed with stakeholders, to support ocean farmers in the Atlantic and Arctic Sea basin to develop community-driven business models for regenerative ocean farming and policymakers to take enabling actions.

Sea Going Green is working together with Greencase Consulting, to develop a Sustainability Playbook for Six Senses highlighting their plastic free and sustainability solutions. The aim of this playbook is to inspire the tourism industry as well as consumers on how hospitality can be plastic free and tackle sustainability issues by highlighting best practises and case studies.

Development of a sustainable tourism diagnostic to ultimately form a sustainability strategy for Mailena Resort in Loreto, Mexico. Sea Going Green reviewed the resort’s anticipated operations, conducted interviews with key staff members and developed broad recommendations on supplementing unsustainable materials/products, sustainability-minded activity recommendations, on certification and verification schemes and UN Sustainable Development Goal Alignment, in addition to suggestions to improve the sustainability prospects of the resort as a whole.
OUR CLIENT SAYS

“What I like about Sea Going Green is that they are knowledgable, but also adaptable and pleasant to work with. Meaning they really listen to your needs and wants as a client, offering flexibility in their service. At the same time they provide you with their professional insights, to help steer the project towards the desired deliverables.”

SHARON BOL
WWF

“For a couple of years now we have been working together with Ally and her team on our sustainability strategy. We started off with a pilot, focusing on three ships, and later we included the entire fleet (20 ships) in the strategy. They contribute their thoughts on how we can improve our environmental performance and keep us updated on the latest sustainable innovations. Sea Going Green has an extensive network and regularly puts us in contact with other parties. Sea Going Green’s approach is very professional and of high quality. Ally as well as her colleagues are very approachable.”

MARGRIET LAKEMAN
HEAD OF SUSTAINABILITY AT BOAT BIKE TOURS

“Together with Sea Going Green we tried to create awareness for sustainability in the water sports industry. Not only with the visitors of the show but also during the young professional day. They have inspired me as a person and many others how you can ensure clean oceans with small changes in your own behavior. Keep up the good work!”

CELINE DE COCK BUNING
EXHIBITION MANAGER HISWA AMSTERDAM BOAT SHOW
**EXPERT TEAM**

**ALLY DRAGOZET**
**FOUNDER & CEO**

Marine biologist, social entrepreneur, sustainable tourism expert with 10+ years experience working within the tourism industry as both a professional and an operator. Ally holds a Master of Aquatic Biology/Limnology from the University of Amsterdam as well as an undergraduate degree in Environmental Biology from the University of Toronto and the National University of Singapore.

Ally founded Sea Going Green in 2017, as a sustainable tourism consultancy with the mission of alleviating the negative impacts that the tourism industry is having on the marine environment. By measuring the environmental impact (CO2 and waste flows) of marine tourism operators, coastal businesses and island destinations, Ally has gained deep insights into the changes needed to be made within the tourism industry to enable sustainable tourism in marine-dependent areas, especially SIDS. As a marine biologist, Ally understands that the profitability of coastal and island destinations are directly tied into the health of the local biodiversity.

**MELISSA NOVOTNY**
**OPERATIONS MANAGER & INTERNATIONAL POLICY CONSULTANT**

Political Scientist from the United States with 6+ years of experience in international development, policy strategization and sustainable tourism consulting. Melissa holds a Master of Science from the University of Amsterdam in Political Science and a double Bachelor of Arts in History & International and Comparative Politics from the American University of Paris.

As a policy consultant in her role at Sea Going Green, Melissa has provided research and policy evaluations on the environmental, social, economic and cultural impacts of tourism on host communities and island destinations. Her recommendations and strategies embody the concept of developing tourism to increase community engagement, capacity building and sustainable development, while creating rich and authentic tourism products and experiences for visitors. Melissa has worked on projects for the IADB, WWF and ILO in addition to her consulting work in strategy creation for tourism operators and professionals.
EXPERT TEAM

ANGELIKA VARTMANN
MARKETING MANAGER, SUSTAINABLE TOURISM CONSULTANT

Angelika is a versatile creative professional with a unique combination of skills that blends sustainable tourism, digital marketing and digital content creation, backed up with a Bachelor’s degree in International Studies of Tourism Management from the University of Applied Sciences-Bremen.

She brings with her extensive experience in sustainable tourism development, sustainability best practices, formulating sustainability strategies and recommendations, designing and delivering digital content across a wide range of platforms, as well as creating and delivering strategic digital marketing plans. As our marketing manager and sustainable tourism consultant, Angelika is responsible for spearheading Sea Going Green’s own marketing initiatives while guiding our clients towards responsible and environmentally conscious practices and translating project outcomes into captivating designs.

SABINE REIJM
SUSTAINABLE TOURISM CONSULTANT

Sabine is a consultant a with a main focus on researching the current legislation within a client’s target areas to encourage the adoption of new practices that adhere to the newest sustainable tourism policies. She obtained a BSc in Tourism from Wageningen University & Research in The Netherlands, whereafter she did a MSc in International Development, with a specialization in the sociology of sustainable tourism development, also from Wageningen University & Research. During her bachelor she did field research in Myanmar, for tourism value chain analyses. For her master thesis she conducted a study in Cabo Verde, where she explored community-based tourism on three islands of the archipelago and looked at (potential) friction between different actors and actor-networks in order to explain how these frictions can be translated into a desirable form of future tourism development. Through her fieldwork she has developed a thorough understanding of the social, cultural and economic aspects of sustainability. She has always had an interest in the tourism industry and next to her consultancy work for Sea Going Green, she has 6+ years of working experience in the aviation industry.
EXPERT TEAM

DOMINIQUE VAN STRAATEN
SUSTAINABLE TOURISM CONSULTANT

Dominique is a founder and B Corp consultant who helps SMEs kick-start their B Corp and impact journey. With her background in Global Business & Sustainability, she knows how to make the corporate world more sustainable in a social and environmental way. Additionally, her extensive experience as a volunteer for multiple ocean conservation foundations makes her an all-round sustainability consultant. In the last 4 years, she has helped over 200 companies and tour operators on their sustainability journey through B Corp, carbon management and impact measurement.

Dominique is very passionate about conserving the planet and in particular the ocean. Her desire to do good is visible in everything she does and highly motivating. She is determined to give everybody the right tools and mindsets to take action and have a positive impact on this world.

SHANNA AERTS
SUSTAINABLE TOURISM CONSULTANT

Shanna has obtained her bachelors degree in International tourism management at Tio business school in Amsterdam. During her study she obtained knowledge and skills in tourism, business and corporate social responsibility. During her studies she gained multiple work and study experiences in marine ecotourism and hospitality on Tenerife, the Azores and in Latvia. She has a passion for marine life and strives to use tourism to have a positive impact and minimise the negative impact.

She is additionally working as a travel specialist gaining experience in the tourism industry while at the same time gaining specialised experience in sustainable tourism at Sea Going Green. After writing her thesis at Sea Going Green she continued working with them by providing sustainable tourism consultancy research.
EXPERT TEAM

TOBIAS ASHIWA
BUSINESS DEVELOPMENT INTERN

Tobias is a knowledgeable and experienced professional in the field of tourism, equipped with a master’s degree in sustainable tourism from Wageningen University in the Netherlands. With a deep understanding of the intrinsic value of integrating social science knowledge with practical business acumen, Tobias is dedicated to fostering sustainable practices within the industry.

Drawing from his extensive experience in various sectors of the tourism and event industries in Japan, Tobias brings a wealth of expertise to the table. His skills encompass tour and event operations, business development, logistical planning, and effective marketing strategies. Through firsthand exposure to the unsustainable aspects of conventional business models, Tobias has recognized the critical importance of aligning social and environmental considerations with business practices to ensure a viable future for both sectors. As an integral member of our team, Tobias serves as a catalyst for tourism and event providers seeking to embrace sustainability for long-term success.

BELLA ROHRER
SOCIAL MEDIA AND MARKETING INTERN

Marketing intern for Sea Going Green, Bella Rohrer is set to begin her final year at the University of Colorado Boulder, pursuing a Bachelor’s degree in Public Relations, with a double minor in Sociology and Philosophy. With years of experience in client relations and PR writing, Bella has developed a strong foundation in effectively communicating with a wide range of audiences. Her understanding of trends and group thought allows her to identify and utilize emerging marketing strategies and enhance the company’s online presence.

Bella’s interdisciplinary education in sociology and philosophy brings a unique perspective to her marketing role. These disciplines allow her to understand the underlying motivations and behaviors of different social groups, enabling her to tailor marketing campaigns that resonate with diverse audiences. Her ability to analyze and interpret societal trends and ideologies ensures that Sea Going Green’s messaging aligns with the values and interests of its target demographic. Her passion for sustainable tourism, combined with her expertise in marketing and social media, supports Sea Going Green in effectively communicating its mission and values to a wider audience.
INTERNATIONAL PARTNER & NETWORK
INTERNATIONAL PARTNER & NETWORK
Plan your free info call.

Book Now
Click to schedule a FREE intro call today! Uncover how we work and what we can achieve together!

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