

sustainable tourism consultancy

Specialized in building successful sustainability and carbon reduction strategies.





General Background & Overview

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 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 over seven years we achieved:

43+

Strategic Partnerships

23+

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.

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.

Public Sector

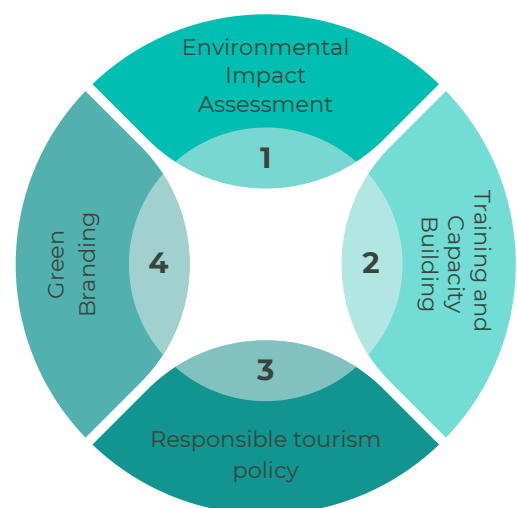
Sea Going Green also works on public sector development projects to enhance sustainability at the destination level both on a macro and micro scale. Our work alongside governments, ministries of tourism and fellow experts includes the development of sustainable tourism frameworks and policies, the creation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



Our Services

Green Transition Strategy

Our Green Transition Strategy employs a multi-step approach by first establishing a baseline of your environmental impacts through an Environmental Impact Assessment as a sustainability diagnostic of your current operations. From this, we co-develop an action plan with the client to mitigate, reduce and improve the environmental, social and economic sustainability of your business through a custom sustainable tourism policy, environmental workforce training, eco-verification and green branding. The customization present in our approach allows for additional expertise to shape deliverables complementary to the Green Transition Strategy. This includes support for tourism master planning and market analysis to attract new segments and enhance your current tourism offerings.



01

Environmental Impact Assessment

As an initial sustainability diagnostic, the Environmental Impact Assessment examines the intricacies of your environmental footprint in the form of a baseline report detailing your carbon footprint, consumption patterns, supply chain procedures and general operations. Recommendations further identify areas for intervention and methods to measure, monitor and assess future impacts.

03

Training and Capacity Building

Training and Capacity Building emphasizes the pivotal role of human resources in achieving sustainable outcomes. To this end, our modules are developed to initiate knowledge transfer based on the clients' goals and objectives including topics such as: general sustainability, sustainable tourism development, front of house and back of house employee training, tourism certification and verification, among others. Customized workshops are designed to empower attendees by stimulating discussion around core topics in a way that integrates sustainability into a localized context. Modules are developed to incorporate a people-centric approach to communicate a unified vision for sustainability to encourage the uptake of sustainable behaviors both amongst employees, guests and community members.

02

Responsible Tourism Policy

Our development of a Responsible Tourism Policy offers a comprehensive strategy that addresses environmental, economic, and socio-cultural aspects of sustainability within your operations, aiming for short, medium, and long-term goals. This policy not only focuses on minimizing your environmental impact in accordance with your financial and operational capabilities but also emphasizes the importance of socio-cultural integration and the behavior of guests to foster a holistic approach to responsible tourism. It includes recommendations for certifications and verification schemes tailored to your preferences, timeline, and budget. For public sector clients, the policy extends to promoting sustainable tourism practices at the destination level through policy action, initiatives, and campaigns that enhance the relationship between tourists and host communities.

04

Green Branding

Cognizant that communication plays just as important of a role as actions themselves, we provide clients with green branding support to amplify the impact of your sustainability efforts to guests, stakeholders and the wider public. This includes strategies for strategic rebranding, marketing campaigns and implementation plans for the dissemination of communications materials.

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.

Other Services

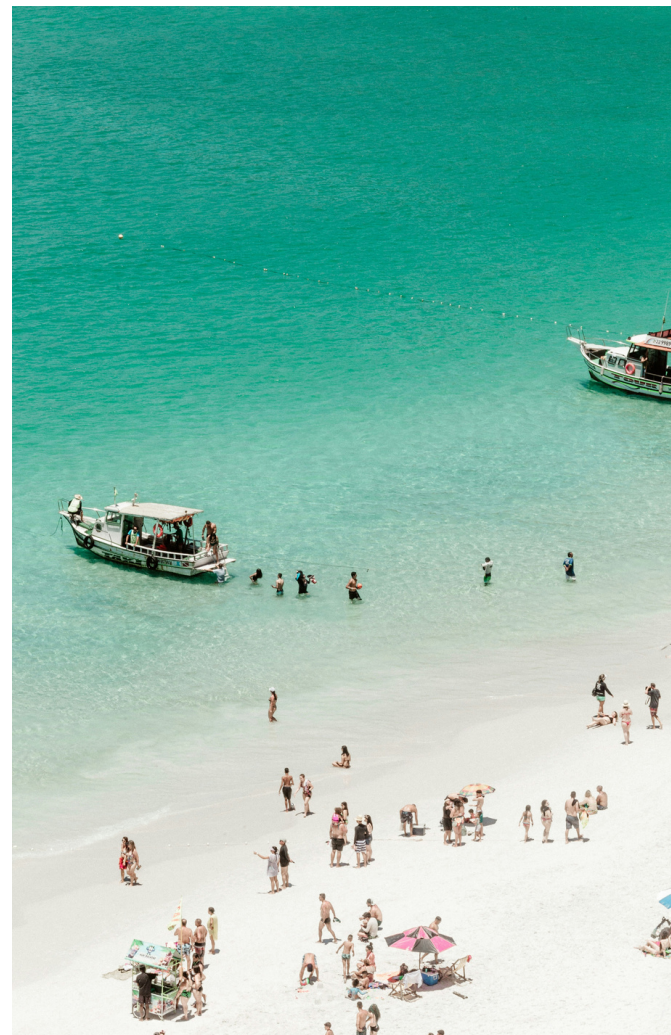
Tourism Master Planning

Tourism Master Planning establishes a vision for theming, spatial planning, tourism activity development and operational and managerial strategies for: accommodations, tourism centers, recreational facilities and other public and private areas frequented by tourists. Master planning begins with onsite visits, stakeholder consultations on top of desktop and market research to gain a contextualized understanding of the tourism asset and host community. Applying these insights, we work together with lead design teams, architects and other supporting stakeholders to co-create ecotourism activity catalogs, customer journeys and recommendations for operations and procurement to put the client on track to obtain tourism certification and meet environmental regulations.



Tourism Sector Market Research

Our service offers comprehensive market research and operational recommendations tailored to understanding and expanding your target audience, incorporating insights into current and emerging markets, industry trends, and competitive landscapes. This approach is designed to refine communication strategies and develop tourism products that resonate with guest expectations, including analysis of guest behavior and consumption patterns. We also guide on selecting appropriate certification and verification schemes to meet your objectives effectively, within your desired timeline and budget. For public sector clients, such as tourism destinations or municipalities, we provide strategies through our Responsible Tourism Policy to promote sustainable tourism practices, encouraging responsible behavior that fosters positive interactions between tourists and host communities.





Other Services

Design and Communications

Our services offer consultancy support for sustainability marketing, content creation and communications to amplify the impact of your sustainability practices.

We work with clients to co-develop custom communications materials and campaigns that highlight sustainability achievements in addition to toolkits for community engagement, grassroots activation and environmental sustainability. We also manage comprehensive communication and dissemination strategies for significant projects.

Speaking Engagements

In search of a distinguished speaker for your next industry event? Ally Dragozet, the founder and CEO of Sea Going Green, an industry pioneer, thought leader and expert in sustainable tourism, marine pollution, and entrepreneurship, has delivered compelling and dynamic presentations on blue economy, sustainability, marine tourism and other topics that resonate across the industry.

Ally has spoken at renowned events like the World Biodiversity Forum in Davos, the International Marine Debris Conference in Korea and the Booking Manager Summit in Croatia in addition to additional industry events in every corner of the globe. Her talks focus on the need for sustainability in tourism with anecdotes that tie in actionable solutions aimed at catalyzing a greener industry. Whether for keynote speeches at conferences or for guest lectures, Ally's presentations are tailored to the event themes, delivering the core message that sustainability in tourism is the only pathway forward for the industry.

How our strategies reduce your risks and Optimize your business Prospects



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



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



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



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

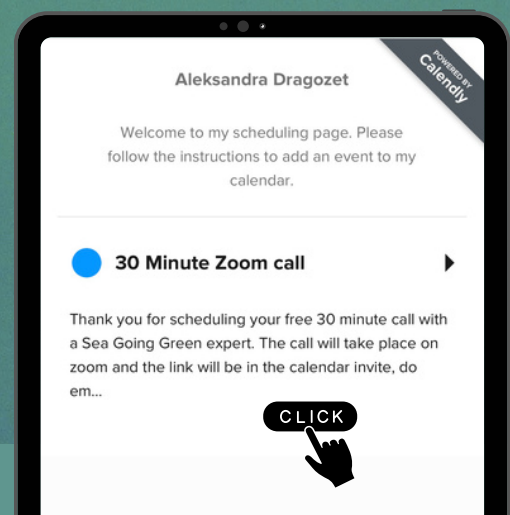


Market Demand Fulfillment: We ensure that your business does not miss out on paying costumers who demand sustainable products and services.



Business Continuity: 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.

WE'RE HERE TO HELP



Portfolio of Projects



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

WATCH THE VIDEO 



Consultancy services for Environmental Impact Assessment, Carbon-footprinting and Material Flow Analysis, Responsible Tourism Policy, Training and Capacity Building, Green Branding and retainer calculations to reach CO2 neutrality in 2021 for Boat Bike Tours (2019- present). [2019 report](#) , [2020 report](#)

LEARN MORE 



ATN/OC-17141-JA: Tourism Strategy and Action Plan for Jamaica: Promoting Resilience, Sustainability, Innovation and Entrepreneurship (Strategic Community and Cultural Heritage Development and Policy Advice) for the Inter-American Development Bank.

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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.



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.



Member of the Plastic Peuken 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).



Oakly 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.

LEARN MORE 



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.

WATCH THE WEBINAR 



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.

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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.

SUSTOUR

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.



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.

LEARN MORE 



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.



For the Sharjah Commerce and Tourism Development Authority, Sea Going Green is developing a sustainable tourism vision and strategy as well as a new sustainable tourism website. Sea Going Green is helping create a unique Sharjah tourism carbon footprint calculator, a sustainability platform to encourage more sustainable practices in the industry and creating a website concept including content. This project is a frontrunner in the region and linked to the upcoming COP28 meeting in the United Arab Emirates.

What our clients say



Margriet Lakeman | Head of Sustainability at Boat Bike Tours

“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. 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.”



Jennifer Klar | Director of Corporate Sustainability

“Ally and the team at Sea Going Green were professional and easy to work with. They took the time to understand our needs and our vision and supported us well in putting this down on paper. Their experience with plastic case studies added value to our playbook and their knowledge helped us steer the project into the right direction. They were always available to answer any questions we had and were proactive in providing us with information and updates.”



Juliana Bettini Vicente | Tourism Specialist

“The work conducted by Sea Going Green and the companies part of the Joint Venture exceeded our expectations. With a solid technical background and expertise in different areas of knowledge, they were able to structure an innovative and practical approach for guiding efforts towards increasing the connection between tourism and climate policies. The team involved in the project was innovative, very cooperative and open for dialogue, As well as solid from a methodological and technical standpoint. The guidelines provided by the consultancy are a much valuable input for the IDB’s team to provide support for countries in Latin America and the Caribbean on sector policies.”

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 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



HANNA DIJKSTRA

SUSTAINABLE TOURISM CONSULTANT

Hanna is a sustainability consultant and strategist with a background in sustainable plastic management, innovation and societal transitions. She has a strong research background with over ten academic publications and will receive her PhD from the Vrije University in 2023. Her research is a blend of qualitative and quantitative research methods with a focus on the impact of innovative business models on sustainability transitions.

Beyond academic research, Hanna has a passion for science communication and developing sustainability strategies that work for business, society and the environment. She has been involved in global collaborative research in the EU on marine plastic management and in Pacific islands on community climate change adaptation. Hanna contributes her deep knowledge of sustainability and ability to translate research to broader audiences to Sea Going Green's consulting and strategy work.



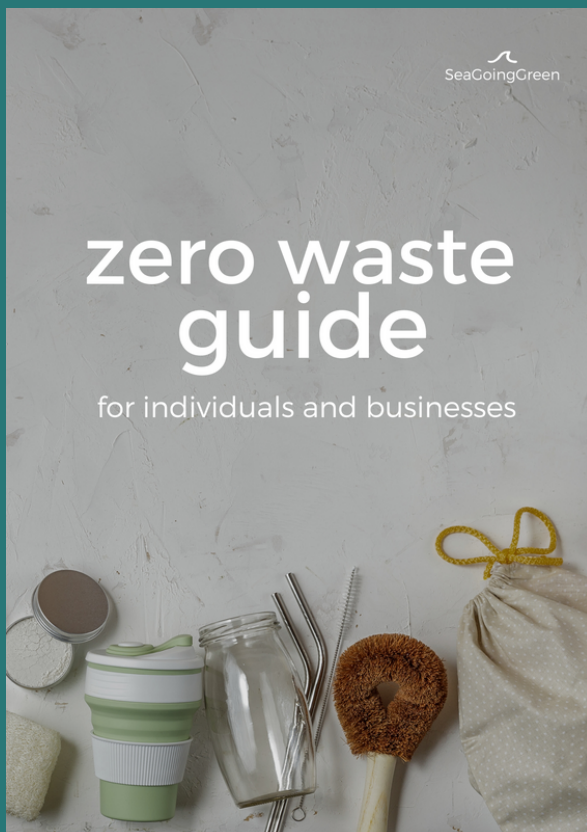
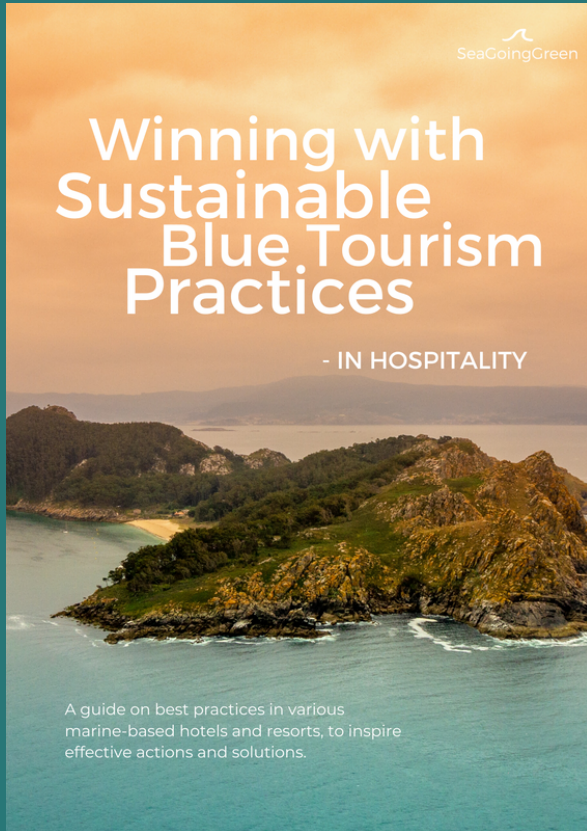
JULIA VARTMANN

SOCIAL MEDIA AND MARKETING INTERN

Julia is currently pursuing her final year of a Bachelor's degree in International Applied Leisure Studies at the Bremen University of Applied Sciences. Her studies are characterized by a strong interdisciplinary approach, which enables her to examine complex topics and questions of sustainable tourism development from different perspectives in a more holistic way. Sustainability has been a central theme throughout her academic journey, motivating her to bring her strong interest in sustainability and its application in the tourism industry, along with her skills and insights, to support Sea Going Green's mission.

With prior marketing internship experience and four years in the tourism industry before her studies, she brings valuable knowledge and practical insights to the role. As Social Media and Marketing Intern, Julia will utilize her skills to create engaging and environmentally conscious content that speaks to Sea Going Green's audience. She aims to support the company's efforts to expand its online presence and promote sustainable tourism practices.

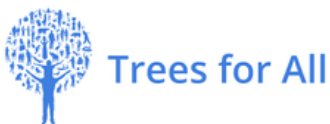
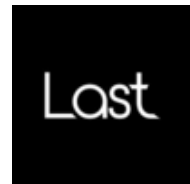
Guides and Client Reports

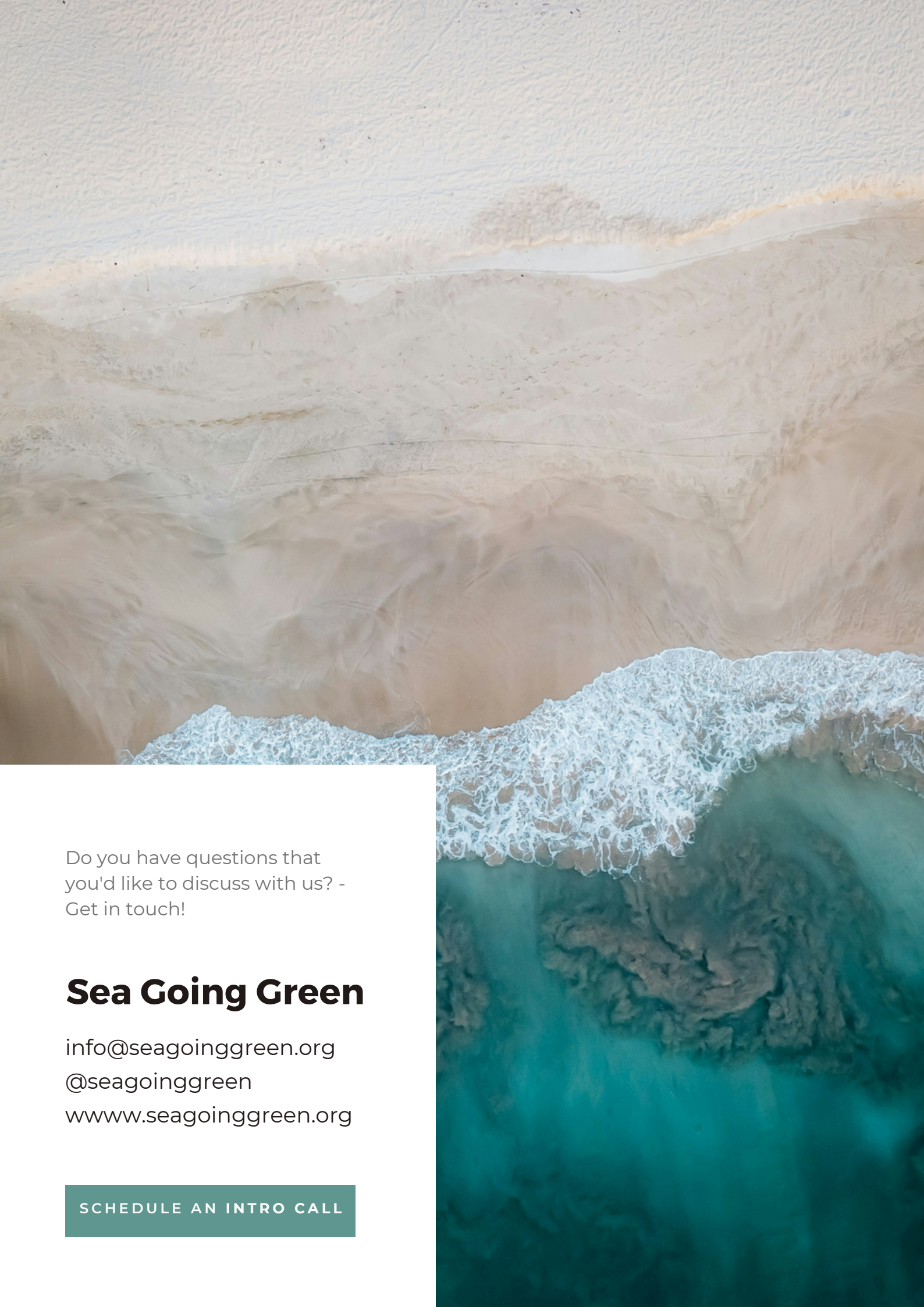


INTERNATIONAL PARTNER & NETWORK



INTERNATIONAL PARTNER & NETWORK





Do you have questions that
you'd like to discuss with us? -
Get in touch!

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