

CONNECTING NATURE ENTERPRISE SUMMIT

"BOOSTING BIODIVERSITY VIA SUSTAINABLE ACCOMMODATION"



SeaGoingGreen

NATURE BASED SOLUTIONS ENTERPRISE PLATFORM
SUSTAINABLE TOURISM AMBASSADOR
ALLY DRAGOZET (SEA GOING GREEN)
ALLY@SEAGOINGGREEN.ORG



SESSION AGENDA

Introducing Sea Going Green, NBS and Sustainable Tourism

**Hotel Jakarta Amsterdam-Pascal
Lesimanuaja**

Nomadic Resorts-Louis Thompson

Q&A with Participants

Ending remarks-5 Key Takeaways





WHAT IS SEA GOING GREEN?



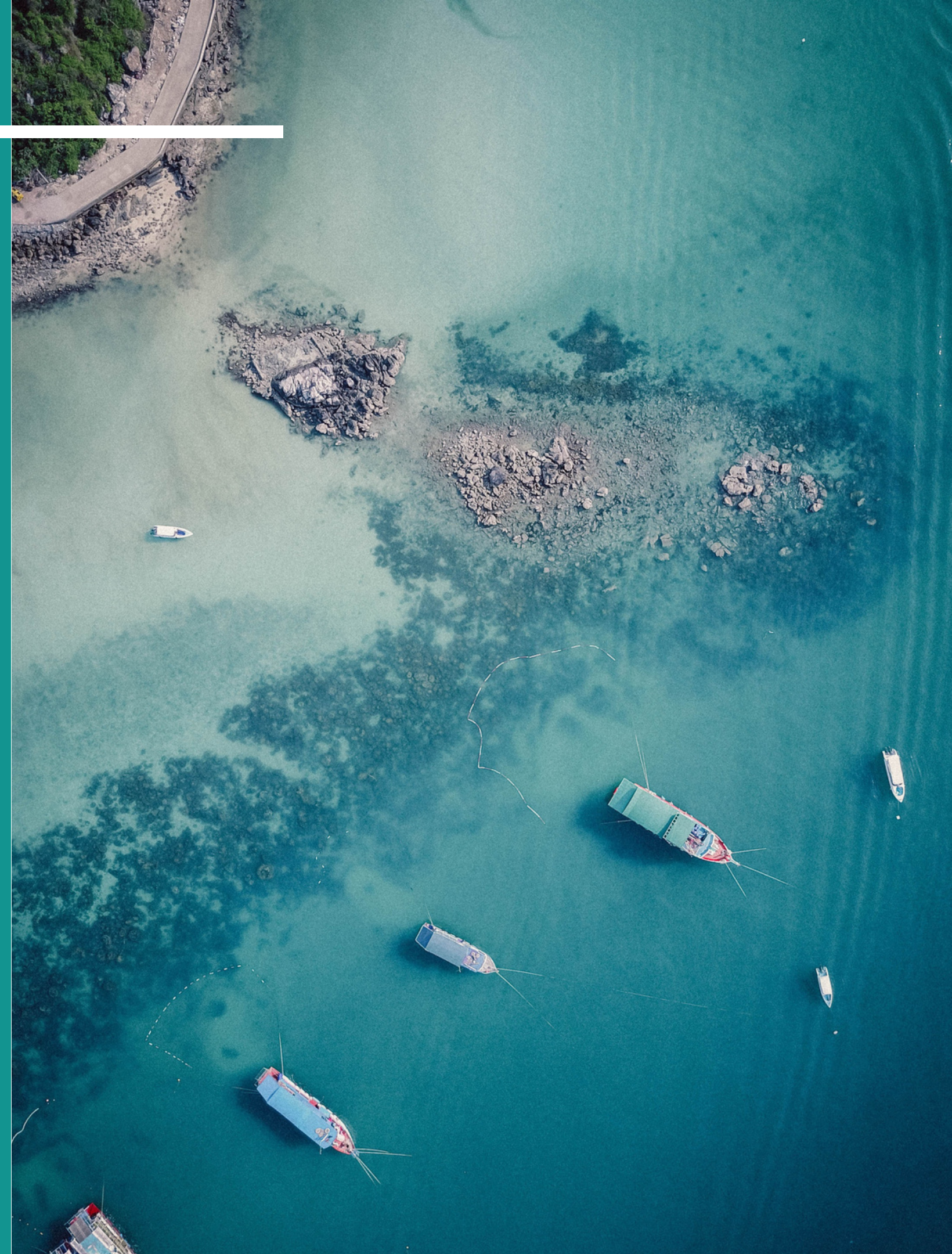
Sea Going Green is a
sustainable tourism
consultancy based in
Amsterdam, The
Netherlands



SeaGoingGreen

OUR MISSION

To alleviate the negative impacts of the tourism industry on the marine environment, by empowering the tourism industry to [#GoGreenForTheBigBlue](#).



WHAT CAN SEA GOING GREEN DO TO HELP HOTELS AND TOURISM STAKEHOLDERS INCREASE SUSTAINABILITY?

FULL SUSTAINABILITY SCAN

- Includes an environmental impact assessment that consists of a carbon footprint analysis, a full plastic audit and a material flow analysis



TRAINING AND CAPACITY BUILDING

- We organize an online workshop focused on customer segments, trends on guest expectations, internal and external communications and interactions



WHAT CAN SEA GOING GREEN DO TO HELP HOTELS AND TOURISM STAKEHOLDERS INCREASE SUSTAINABILITY?



RESPONSIBLE TOURISM POLICY

- Create a policy based on your quick scan results with small goals and milestones to be communicated via branding



GREEN BRANDING, COMMUNICATIONS AND PR

- Help communicate your current sustainability efforts
- Create a custom crisis communication strategy and action plan

SUSTAINABLE TOURISM

- Impact of Tourism
- Sustainability Paradox
- People, Planet & Profit
- Post-COVID Tourism



NATURE BASED SOLUTIONS

“ Actions to protect, sustainably manage, and restore natural or modified ecosystems, that address societal challenges effectively and adaptively, simultaneously providing human well-being and biodiversity benefits ”
- IUCN



Increasingly applied in design and for sustainable tourism development



Biomimicry-inspired designs are considered desirable for being unique, luxurious and low-impact





PASCAL LESIMANUAJA

HOTEL JAKARTA

HOTEL JAKARTA

AMSTERDAM  BY WESTCORD



LOUIS THOMPSON

NOMADIC RESORTS


nomadic resorts

5 KEY TAKEAWAYS

- XXXX
- XXXX
- XXXX
- XXXX
- XXXX



THANK YOU FOR ATTENDING OUR SESSION!

#GOGREENFORTHEBIGBLUE



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