

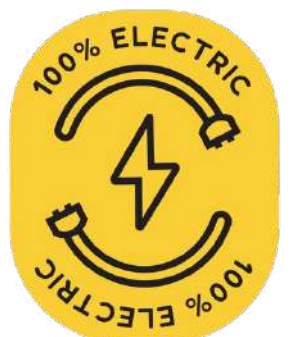
# The responsibility of the tourism sector

100 % electric boat  
sightseeing  
& sustainable tourism



Jens Rogeman  
CEO & founder -  
Sightseeing Ride

SIGHTSEEING  
**RIDE**





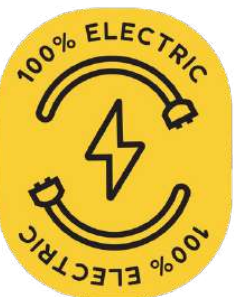
# Background

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- Boring sightseeing climate
- No need for change
- Amsterdam



SIGHTSEEING  
**RIDE**





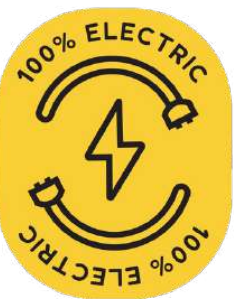
# The tale of sustainable tourism?

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- 63 cruise ships emitted more sulfur oxides than all the cars in Europe in 2022 (Transport & Environment. (2023). The Return of the Cruise.)
- Tourism stands for 8 % of the worlds co2 emmissions (Lenzen et al. 2018)
- Many companies are depending on cruise ships
- Boats often last in line, tourism too?
- Bulk travel

SIGHTSEEING  
RIDE



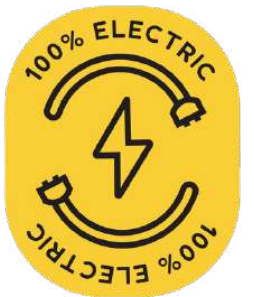
# Why (did we choose to) go sustainable?

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- Why go sustainable?
- Closer to the city
- Change the route
- Change the script
- Change the feeling of Stockholm
- Comfort before climate



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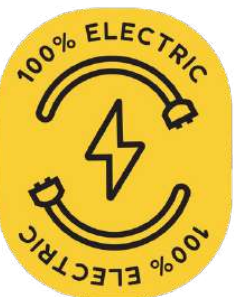
# Easy solutions

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- How to make tourists go sustainable? – active choices?
- We've shown it's possible and that the solution is better
- Why electric boat → easy choice for the environment
- Politics or companies?
- Shaming & threats

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# Thank you!

Lets sail together  
towards a more  
sustainable future!



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