



**Sustainable Tourism  
in the North**



**Clean  
Energy**

# Sustainable Tourism in the North

Overview of Clean Energy project

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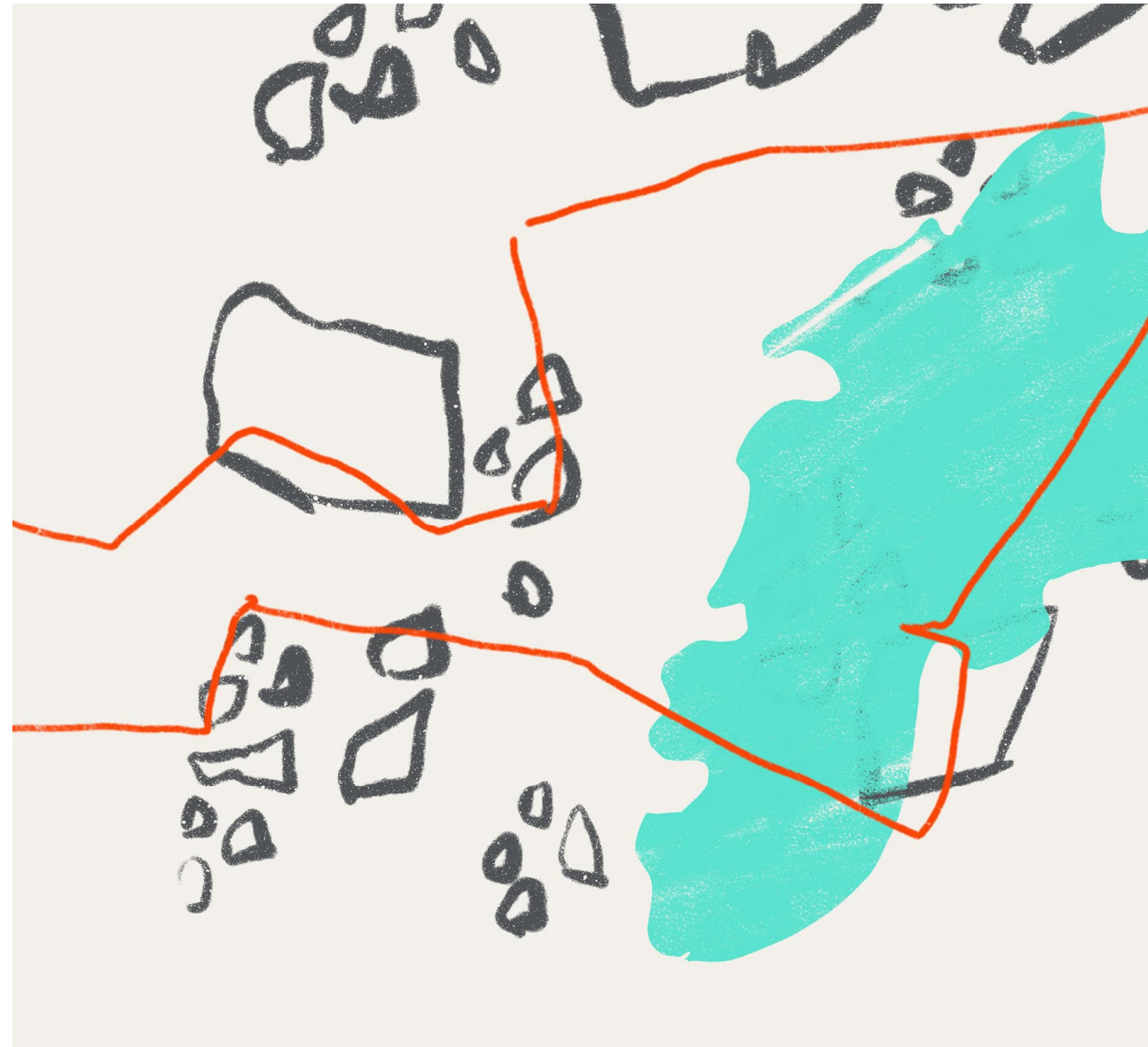


**ORKUSTOFNUN**  
National Energy Authority



# Background

- ~~~~~ Nordics are clean energy leaders
  - ~~~~~ Case: EVs in NO and IS
- ~~~~~ Tourists use modes of transport, including buses, coaches, boats, rental cars, ferries, trains, bicycles, taxis, etc.
- ~~~~~ To what extent are our visitors involved in our clean energy journey?

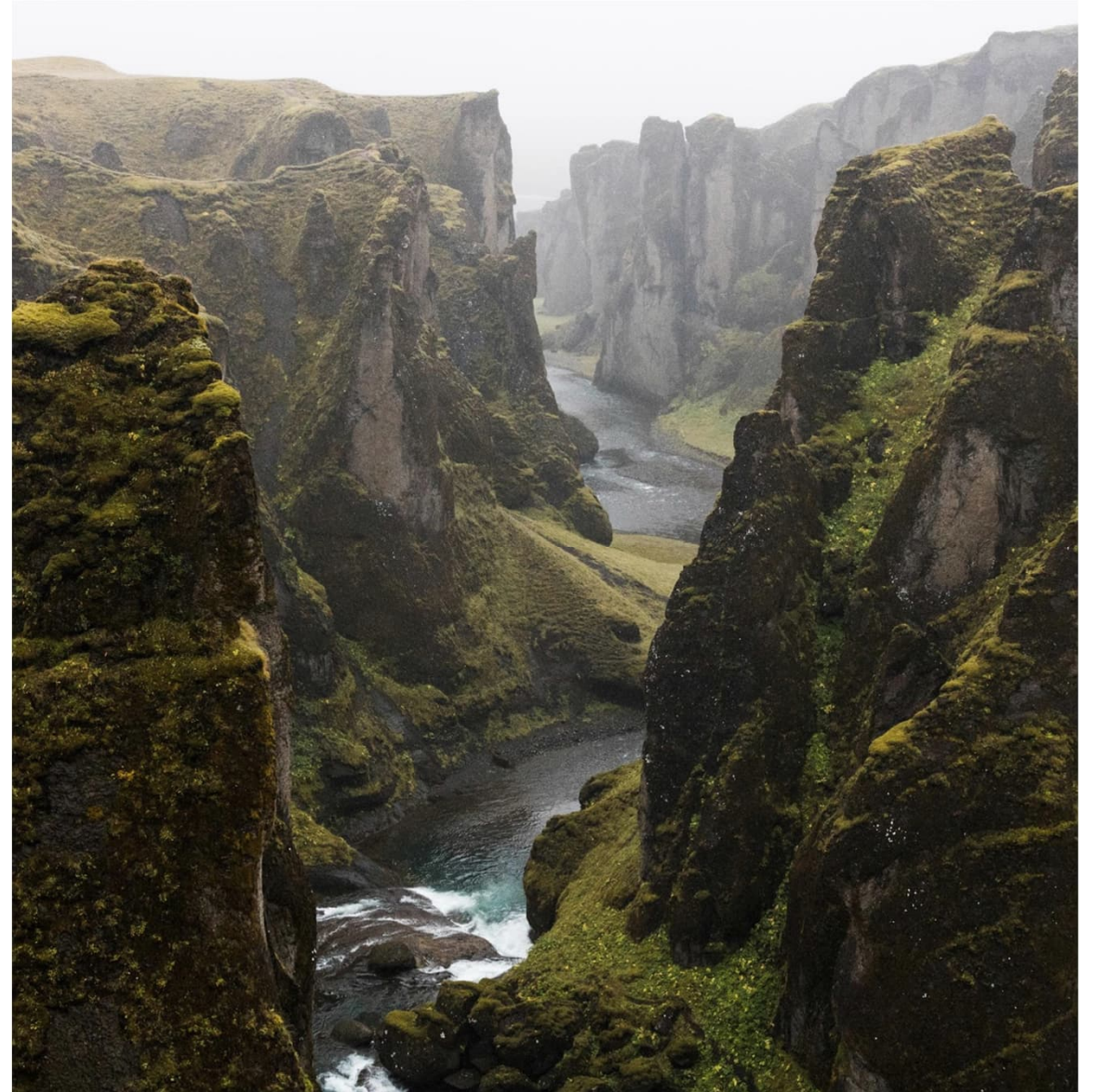


# Objectives

Map the **current share** of clean fuels used in Nordic tourism

- Buses and coaches
- Marine vessels
- Rental cars

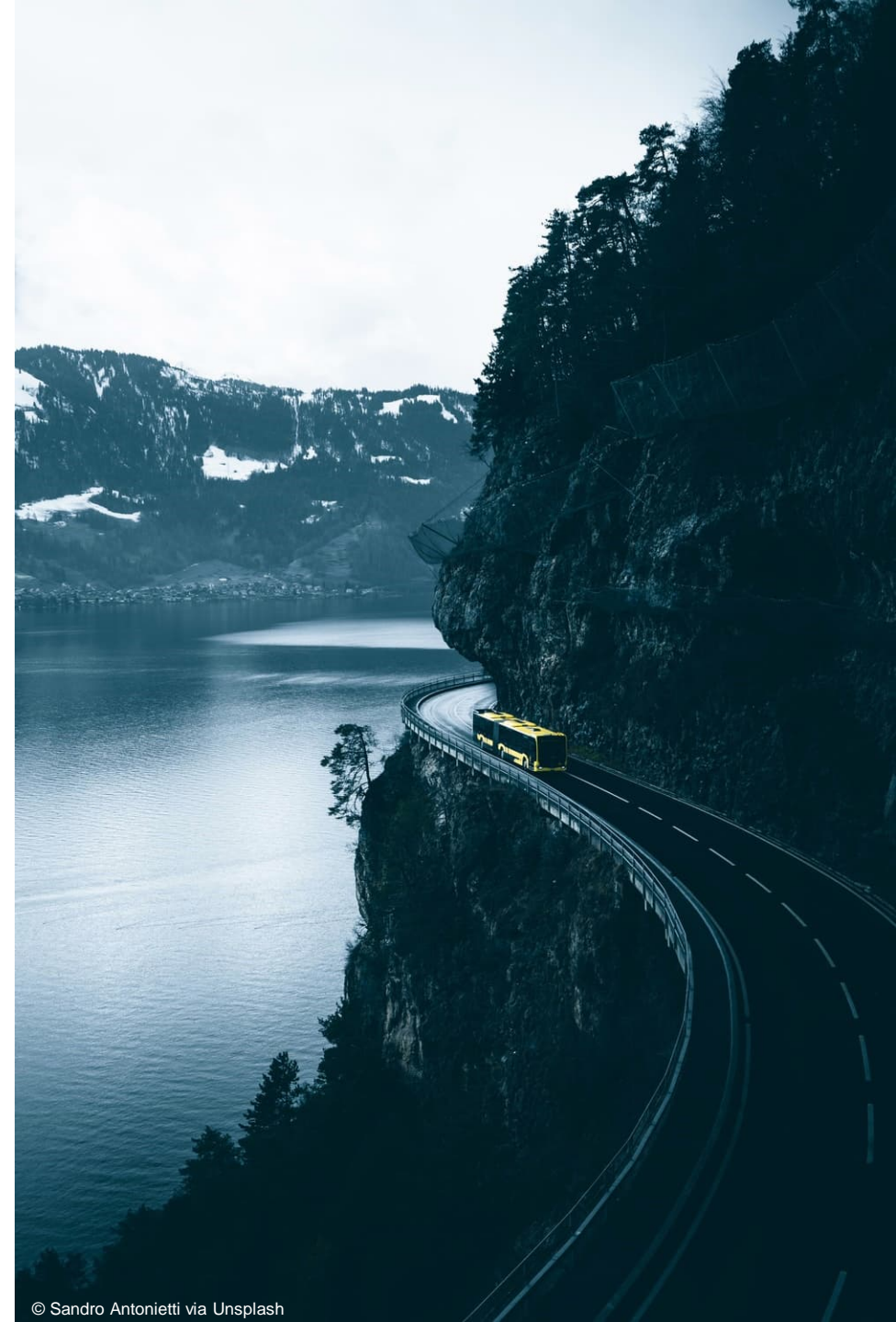
Identify **policy instruments** and actions to increase the share of sustainable energy





# Buses and coaches

- ⚡⚡⚡ Incentives for private sector to choose green mobility for staff
- ⚡⚡⚡ Simultaneous rollout of charging/fuel infrastructure and vehicles
- ⚡⚡⚡ Further CO<sub>2</sub> targets must go hand in hand with corresponding infrastructure ramp-up
- ⚡⚡⚡ Clear long-term government support



# Marine vessels

- Restrict access to specific **zones** to **favor** zero and low emission vessels
- Tax exemptions** for zero emission fuels
- Phase-out of **fossil fuel subsidies**
- Ports can play a supportive role implementing **environmental indices** (EPI, ESI)





# Rental cars

- ⚡ Charging and refuelling **infrastructure**
- ⚡ Capital investment
- ⚡ **Incentives** for customers
- ⚡ **Marketing** to early adopters





Special deals

Local and regional green initiatives

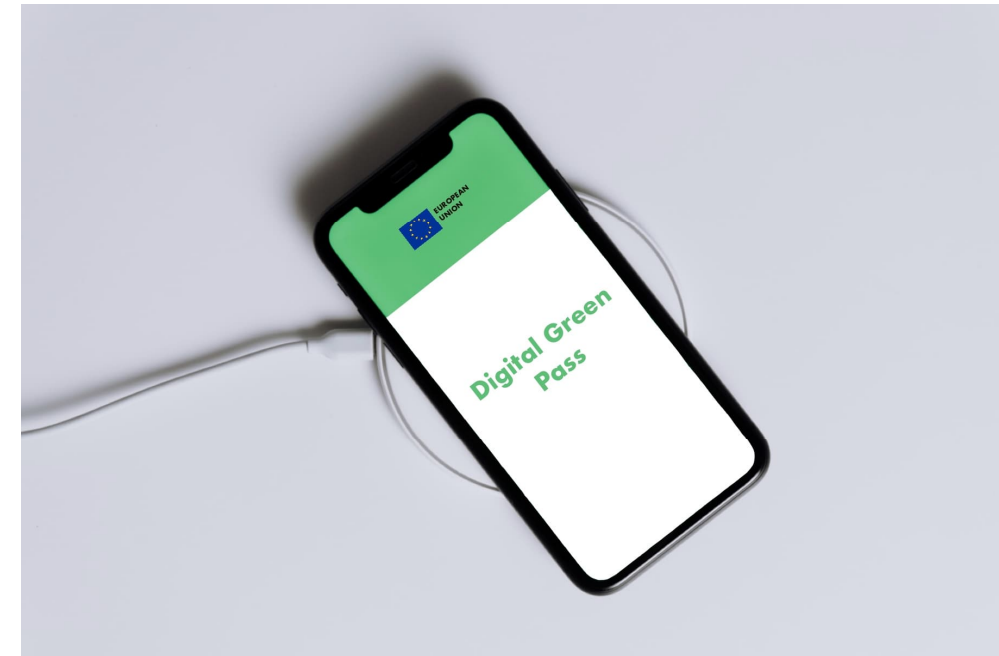
Certified tourism operators, accommodation

Ecolabelled services and products

Calculate carbon footprint

Tax rebate for choosing green

# Digital Green Visitor Passport



# Thank you

What type of visitor would you like to be?

Check out more on [natnorth.is](https://natnorth.is)

