

Annual and Sustainability Report 2020

01/01/2020–31/12/2020

for Göteborg & Co AB

Company registration number 556428-0369

go:teborg&co

The mission of Göteborg & Co is to get more people to discover and choose Gothenburg.

This will be achieved by leading and driving the development of Gothenburg as a sustainable destination through broad cooperation, so that everyone who lives and works here can benefit from an increase in visitors.

Göteborg & Co is the parent company of the Tourism, Culture and Events cluster, which includes Liseberg amusement park, Got Event and Gothenburg City Theatre.

Göteborg & Co AB is a wholly-owned subsidiary of Göteborgs Stadshus AB, which is wholly owned by the City of Gothenburg.

Destination Gothenburg includes the Gothenburg region's 13 municipalities, all of which play their part in development and marketing. Other important stakeholders include those within the visitor industry, academia, culture, other parts of the business community, the West Sweden Tourist Board and parts of the City of Gothenburg.

Göteborg & Co works within five business areas: Convention Bureau, Events, Marketing & Communications, the Trade & Industry Group and Strategic Staff, including Analysis & Market Trends. A description of each business area can be found in the Directors' Report.

The Board of Directors and the CEO of Göteborg & Co AB, with its registered office in Gothenburg, hereby submit the following Annual Report and Sustainability Report for the financial year 01/01/2020–31/12/2020.



**Göteborgs
Stad**

Contents

CEO statement: A steady focus on our mission	4
Tourism and destination trends 2020	6
The financial year.....	8
Sustainability Report	18
Priorities for sustainable development	20
A welcoming and inclusive destination	28
A growing and healthy destination	34
A climate-smart destination.....	40
Fair conditions	44
Directors' Report	48
Financial statements	62
Income statement	64
Balance sheet	65
Cash flow statement	67
Notes to the financial statements	68
Auditor's report.....	75
Review report.....	77
GRI INDEX	78

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A steady focus on our mission

We began 2020 with high expectations and a calendar packed with events and meetings. A couple of months later, everything changed. Many of us had to adapt and help each other in a year of dramatic changes.

However, Göteborg & Co's underlying mission remains unchanged: To get more people to discover and choose Gothenburg. To lead and drive the development of Gothenburg as a sustainable destination through broad cooperation. Rarely has it felt so important to hold on to our mission as in 2020.

We all know what happened in March, when countries closed down and travel virtually ground to a halt. The entire ecosystem of the visitor industry was hit hard, as visitors, income and turnover disappeared overnight. Many of the reasons for travel that we had taken for granted no longer existed. Liseberg amusement park and the Swedish Exhibition and Congress Centre have been forced to close. Our arenas have stood empty.

Göteborg & Co has made major operational changes to adapt to a world that is very different compared to a year ago. In our role as a platform for collaboration, we have supported the visitor industry amid this acute situation, but we have also looked further ahead. We have monitored developments closely, both at home and abroad. We have also shared

knowledge and continued to describe what Destination Gothenburg has to offer for visitors and locals.

International Science Festival Gothenburg and Göteborg Book Fair became digital events, and the meeting industry has made preparations for Gothenburg to take its position as a city for hybrid meetings. Digitalisation has made impressive progress, and during the year we have initiated the development of the destination's data platform in cooperation with a number of partners.

Our 400th anniversary celebrations will span several years, with a symbolic celebration in 2021 and further events leading up to a grand finale in 2023. As always, the Trade & Industry Group has been a great asset in terms of supporting projects to develop our city and our destination. We have worked together with partners and other key players to drive forward communication about the destination.

Sustainability will be even more important in our recovery, and we can be proud that our city is seen as an international role model. This was con-



With reasons to travel having been cancelled or delayed, the year has been one of online meetings, discovering nature and spending time with our families.

firmed in November, when Lonely Planet named Gothenburg “Best in travel – Sustainable city stay”. We have not put our sustainability efforts on hold. Instead, this work has been broadened and deepened during the year in order to support industry and the city. We are continuing to lead this work onwards in accordance with strategies following the principles of the UN Global Compact, and with the aim of contributing through collaboration to achieving Agenda 2030.

The title of European Capital of Smart Tourism 2020 has increased our international network of contacts, and Gothenburg has taken part in and arranged a large number of webinars with other European cities to share knowledge and experience. The 101 Sustainable Ideas website was launched in the autumn as a result of this cooperation.

Göteborg & Co’s journey of transformation involves new structures for ownership, funding and forms of cooperation. It will also involve changes in terms of optimal organisation. During 2021, we will finalise a new business plan that is

adapted in line with new circumstances. In this way, we will be in a better position to meet the future.

A future which, at the time of writing, is anything but clear. However, it is clear that we look forward to culture, sport, people, the day when Liseberg reopens, trade fairs and meetings. Everything that makes up the heart and soul of a city like Gothenburg. The time will come, and when it does our destination will be ready.

Peter Grönberg
CEO, Göteborg & Co AB



Tourism and destination trends 2020

The year brought significant hardship for tourism and destinations worldwide, as country after country introduced sweeping measures to combat the spread of Covid-19. Cities proved the most vulnerable, as international travel ended and the domestic market became increasingly important.

The visitor industry has enjoyed stable growth since the early 1990s. 2020 represented a major dip in this curve. A steady recovery will only be possible once the pandemic has ended and people feel safe travelling again.

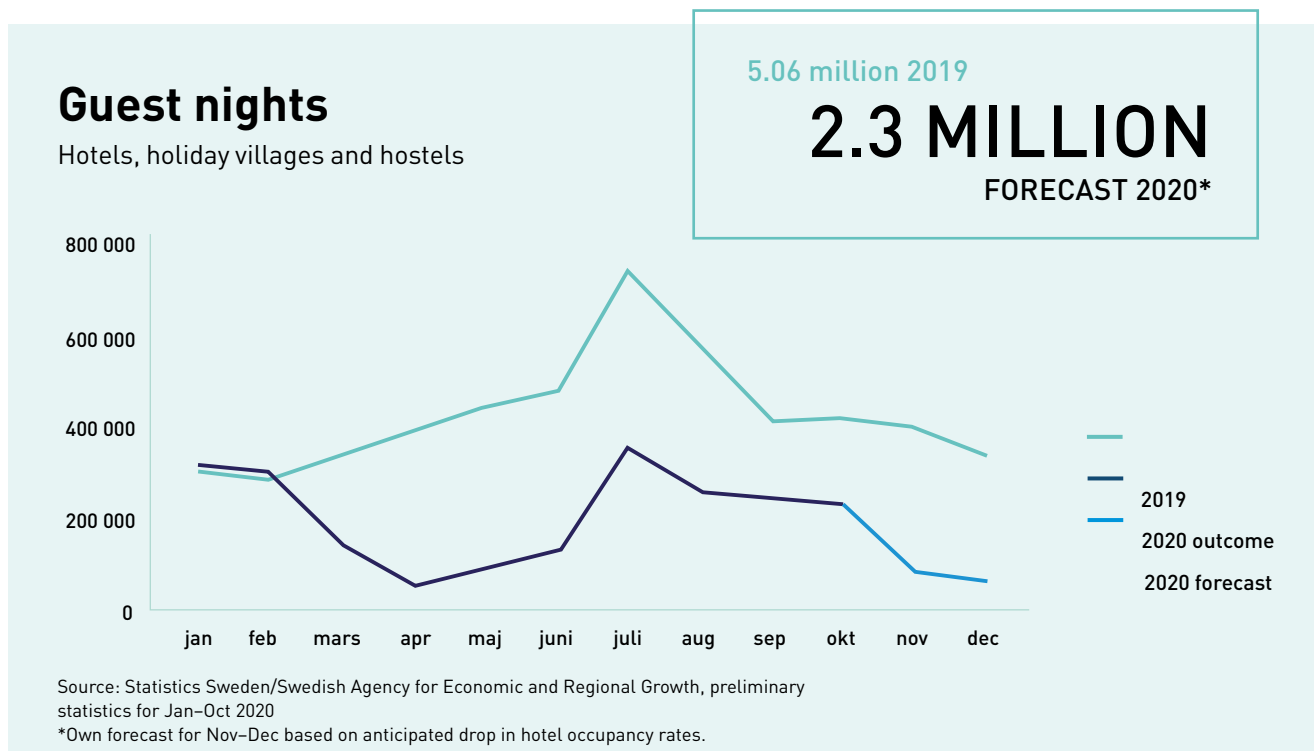
Gothenburg began the year in a strong position. Guest nights saw considerable growth in January and February compared with the previous year, and the visitor industry was looking forward to a year packed with events, sold-out concerts at Ullevi and a number of large-scale meetings. Every indication suggested another year of growth for Destination Gothenburg.

The effects of the pandemic became immediately clear as restrictions were introduced around the world in March. In Gothenburg, guest nights and turnover dropped dramatically during the second quarter as international travel virtu-

ally ceased. The reasons for travel that normally attract large numbers of visitors were either postponed or cancelled. Liseberg amusement park, the Swedish Exhibition and Congress Centre, arenas and cultural venues were forced to close down much of their operations.

According to the UN's World Tourism Organization, international air travel fell globally by around 80% during the period from January to October, with a corresponding reduction in passenger numbers at Gothenburg's Landvetter Airport. The European Travel Commission has estimated that tourism in Europe experienced a decline of more than 60% in 2020, and that previous annual travel figures will not return until till 2024. As with all forecasts, this estimate involves a great deal of uncertainty.

Players within the visitor industry – both in Sweden and



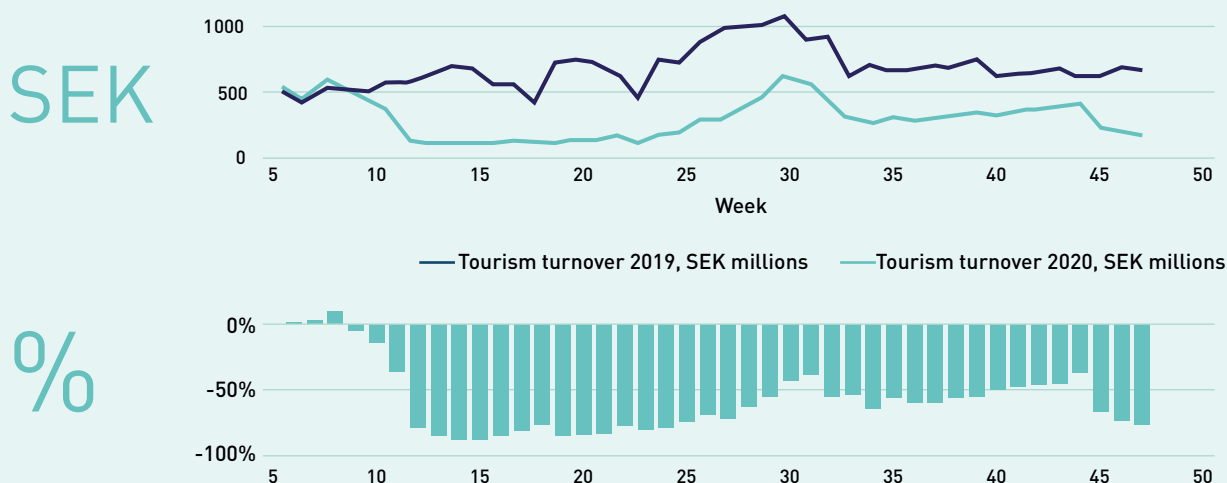
Tourism turnover

Weekly, the Gothenburg region

33.7 billion 2019

14 BILLION

FORECAST 2020*



Source: Calculation model developed by Göteborg & Co based on data from Benchmarking Alliance, National Tourism Satellite Account (TSA) calculations and Statistics Sweden/Swedish Agency for Economic and Regional Growth.

*Own forecast for 2020 as a whole

abroad – focused on a staycation summer season, showcasing the visitor industry’s offering in the surrounding region and supporting local businesses.

The greatest percentage drop in Swedish guest nights was during the second quarter of the year, totalling -71%. There was a marked improvement in the third quarter (July to September), when the total reduction was -34% in the Gothenburg region. When the spread of infection rose in Europe during the October and November, followed by new restrictions, occupancy and guest nights fell once again.

The effects of the pandemic and its negative impact on the visitor industry have been felt in different ways. Both in Sweden and abroad, large cities and destinations that normally welcome a large proportion of international visitors have been hit hardest. Gothenburg and Malmö have fared better than the Nordic capital regions. The number of guest nights at hotels and hostels in the Gothenburg region in 2020 has been estimated at around 2.3 million, compared with 5 million during the previous year.

Within Destination Gothenburg, centrally located hotels, shopping districts, attractions and restaurants have seen declining numbers. On the other hand, many attractions, accommodation facilities and restaurants close to nature in the municipalities surrounding Gothenburg enjoyed high occupancy rates during the summer. The same trend has been

observed worldwide.

During the year, Göteborg & Co has developed new tools to monitor the trend more closely. Spring saw the launch of Besöksnäringsskollen, which reports weekly statistics on guest nights and tourism turnover in the Gothenburg region.

Gästnattsskollen was released in November, and uses statistics from Statistics Sweden and the Swedish Agency for Economic and Regional Growth to allow for comparisons several years back in time.

The latter agency has made a fundamental change to its calculation model for national statistics, and has therefore revised its figures for 2017–2019. Tourism turnover for 2018 in Sweden is now estimated at SEK 304.2 billion, compared with the previous figure of SEK 336.7 billion. Turnover for the Gothenburg region has therefore also been adjusted (see the table on page 60).

In such an exceptional year, it is very hard to assess the effect on employment. As a result, information about the number of people employed within the visitor industry in 2020 cannot be published at this stage.

The end of the year brought positive signals for effective vaccines. Once vaccination gets started, this could have major significance in terms of when restrictions can be eased and people feel safe to travel again.

The financial year

Göteborg & Co's operations are extremely broad and multifaceted. The company supports many aspects of the visitor industry, and is involved in a wide range of different projects each year. The visitor industry has been under intense pressure during 2020, but there have also been many positive developments. Here is a selection of events and initiatives in which Göteborg & Co has been involved.

Gothenburg wins Lonely Planet's sustainability award

On 17 November, Lonely Planet published its annual Best in Travel list featuring winners in three different categories for 2021: sustainability, diversity and community. Gothenburg came out top in the sustainability category, and has therefore been named the world's Best Sustainable City Stay.

Describing its reasons for awarding this accolade, Lonely Planet, wrote:

"Gothenburg has held the top ranking in the Global Destinations Sustainability Index since 2016, and its

progressive, measurable solutions for sustainability wowed our expert panel. With a regional climate target of being fossil-independent by 2030, Gothenburg was the first city in the world to issue Green Bonds to accelerate investments in climate-oriented solutions. 97% of its public transport now runs on renewable energy, 95% of its hotels are eco-certified, it has a low emission zone in the city centre and the airport is certified to the highest level of the Airport Carbon Accreditation scheme."





Gothenburg is the world's most sustainable destination

Since 2016, Gothenburg has been ranked the world's most sustainable destination in the highly respected Global Destinations Sustainability Index. No new index was produced in 2020 due to the pandemic, and so the 2019 ranking also applies for 2020.

www.goteborg.com



New corporate website and the new Goteborg.com

A great deal of coding was carried out during the year. Both the destination's official visitor website goteborg.com and Göteborg & Co's corporate website goteborgco.se have been given facelifts.



The destination on foot

In order to offer immediate, interactive tours of the destination, Marketing & Communications' social media team carried out regular Instawalks (live-streamed walks on Instagram). Thousands of viewers from around the world have come on strolls through Haga and on Amundön, and have met the elks in Slottsskogen city park.





European Capital of Smart Tourism

In autumn 2019, Gothenburg was named the European Capital of Smart Tourism. The European Commission initiative recognises cities that excel within accessibility, sustainability, digitalisation and cultural heritage/creativity. In its submission for the title, Gothenburg emphasised its ambition to share knowledge and experiences with other destinations. This aim was certainly put to the test during the year.

The company took part in a whole host of digital seminars, conferences and training sessions, focusing on sharing its knowledge within fields such as sustainability. During the year, initiatives and new collaborations have been launched locally, nationally and internationally, and with new industries.

There has also been a sharp focus on digitalisation issues throughout the year.

As a way of demonstrating leadership while also encouraging mutual learning and exchanges of inspiration, Göteborg & Co created the 101SustainableIdeas.com website which brings together ideas to develop tourism with the support of the Global Sustainable Development Goals. The website features many inspiring examples from around the world, as well as ideas for new business models and sustainable solutions. For instance, the Indonesian city of Surabaya has started to accept returnable bottles as payment on public transport as a way of reducing plastic waste.

600,000

Total digital visitors to Göteborg Book Fair in 2020. Find out more about Göteborg & Co's role in digitalising the fair on page 29.



Recognition for Gothenburg Culture Festival

In January 2020, Gothenburg Culture Festival was named Recycler of the Year at the Recycling Gala for providing staff and volunteers with recyclable clothing in partnership with Björnkåfrihet.

During the year, the Events business area’s sustainability group also produced a sustainability guide including checklists to support partners and to ensure the sustainability of events.

50 / 50

Gender equal programme at Göteborg Film Festival

Last year’s Göteborg Film Festival was the world’s first film festival to feature a gender equal programme, with half the films being directed by women. Find out more about Göteborg & Co’s role in the festival on page 38.



71,794

visitors to Gothenburg Horse Show

Strong attendance figures for Gothenburg Horse Show

Gothenburg Horse Show is one of the city’s biggest regular events. Ahead of last year’s show, the company began closer cooperation with Got Event to develop national and international marketing for the event. Last year’s show took place on 19-23 February, with an audience of 71,794.

Industry news with Studio Göteborg & Co

The live-streamed Studio Göteborg & Co was launched to provide the industry and the public with up-to-date information about the latest developments and the company’s operations. Across approximately 15 episodes, presenters from the company discussed topics such as “The future of the city as a meeting destination”, “Sweden’s reputation in the world” and “When will we start flying again?” with invited guests.





Digital camps for children and young people

Every June since 2014, the Side by Side by El Sistema music camp – one of the city’s anniversary initiatives for 2021 – has brought together children and young people from around the world in Gothenburg. In 2020, the Gothenburg Symphony Orchestra – which organises the camp – decided to rearrange the camp as a digital event, bringing participants together on the Side by Side: Digital platform. More than 700 children took part.

Major campaign highlights local businesses

Campaign: For Your Gothenburg

The For Your Gothenburg campaign was launched at the end of March to support tourism throughout the Gothenburg region. The digital campaign aimed to show Gothenburgers how to help their local shops, cafés, cultural institutions, restaurants and other businesses during the pandemic. Paid communication reached 96% of the target group, and the landing page at goteborg.com received 26,461 visits between the launch and 31 May.



Discover Your Gothenburg campaign is a great success!

The summer campaign Discover Your Gothenburg was aimed primarily at Gothenburgers and those living in the surrounding area. The basic idea was to encourage locals to share their favourite locations within the destination. We all see the city in our own unique way, and sharing this makes it possible to paint a new picture of our own home city. During July and August, the landing page at goteborg.com received 56,096 visits. In addition to the user-generated content and various forms of paid communication via social media and displays, twelve influencers were involved in the campaign. This collaboration resulted in more than 1.1 million click-throughs and 44,004 interactions.

New competition – between competitors

The EU City Summit was held in Brussels in March. Göteborg & Co took part in a sales and marketing activity directed at meeting organisations, held for the first time at the initiative of Florence, Lyon, Salzburg, Rotterdam, Valencia, Ljubljana and Gothenburg. These cities have many similarities, and often compete for the same conferences. In December, the participating cities brought together representatives from nine international and European organisations for a digital 'happy hour'. The aim was to raise awareness of the network and to explain how the organisations can benefit from these destinations working together.



Meeting on digital care is digitalised

Vitalis is a leading e-health meeting, and last year's event brought together politicians, industries and organisations such as the Swedish Association of Local Authorities and Regions to discuss how digitalised care can help to improve public health. The meeting was held digitally, featuring 350 pre-recorded expert talks combined with the live-streamed interactive conference. The digital exhibition and the talks were then available until the end of the year. For the Swedish Exhibition and Congress Centre and the city as a meeting destination, Vitalis was an excellent example of how to arrange successful hybrid meetings.



Record year for Magasin Göteborg

The Trade & Industry Group produces the Magasin Göteborg publication in partnership with Business Region Göteborg. As usual, the 2020 edition was issued as a supplement to the Dagens Industri newspaper. The overall theme for last year's edition was 'Sustainable Growth for All', reflecting and highlighting Gothenburg as a modern, innovative city. According to the 2020 reader survey, Magasin Göteborg achieved its highest ever observation value in its ten-year history, and also broke its own reading time record.



Icebug wins the Companipris Award

Every year, the Trade & Industry Group presents the Companipris Award to a Gothenburg business. The winner for 2020 was Icebug, the world's first climate-positive manufacturer of outdoor shoes. The company was recognised for its exemplary work with all aspects of sustainability issues, and for the way in which it challenges its industry.

Manhole cover poet appointed

As part of Rain Gothenburg's manhole cover poetry project, Gothenburg poet Anna Greta Wide (1920-1965) was honoured by having one of her poems reproduced on 50 manhole covers. The special covers can be found throughout the city. As well as recognising the poems themselves, the initiative also highlights the importance of infrastructure for rainwater management.



Geely joins the Trade & Industry Group

The Trade & Industry Group is made up of businesses that want to make a positive difference together within the Gothenburg region. The group is working to attract new members, and Chinese vehicle manufacturer Geely Sweden Holdings AB signed up in 2020. The group also welcomed a new chairman, AstraZeneca's Matti Ahlqvist.



Gaining insights into the visitor industry

Göteborg & Co aims to act as a knowledge hub for issues relating to the visitor industry, and 2020 saw the launch of Besöksnäringsskollen – a new feature at goteborgco.se where the company presents statistics and facts about the state of the industry. As well as providing access to key data such as occupancy rates, turnover and job losses, there is also media coverage and expert reporting from the company's representatives.



100 locations, 10 illustrators – one city

2020 saw the continuation of 400th anniversary project Urban Gallery of Gothenburg's mobile exhibition. The '100 locations, 10 illustrators – one city' exhibition was produced in partnership with the city's district councils and the non-profit association Göthenburgo. Gothenburgers from every part of the city were asked about their favourite spots and locations, and an illustrator was commissioned for each district. In 2021, all the illustrations will be brought together to create an Anniversary Map based on residents' own suggestions for the city's most interesting locations and buildings.



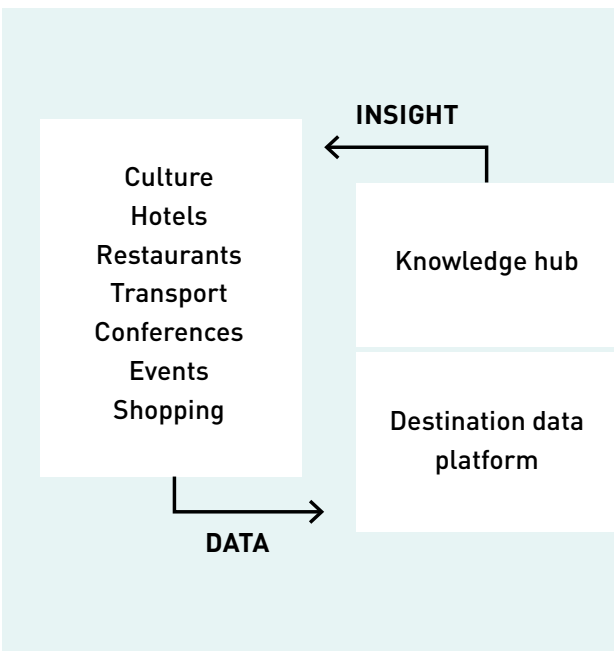
International Science Festival Gothenburg

Last year's International Science Festival Gothenburg was entirely digital. The number of programme items was heavily trimmed down, but the festival had a wide geographic reach and many participants appreciated the level of digital accessibility. Find out more on page 31.



Anniversary song announced

A 400th anniversary competition was held in cooperation with Brewhouse to come up with Gothenburg's 'anniversary song'. Of the 70 entries submitted, Gothenburgers voted Katarina Hemlin's 'Vi vill leva, vi vill dö i Göteborg' the winner. The song has now been recorded, and video and karaoke versions have been produced so that school classes and others can perform it.



Developing the visitor industry's knowledge hub

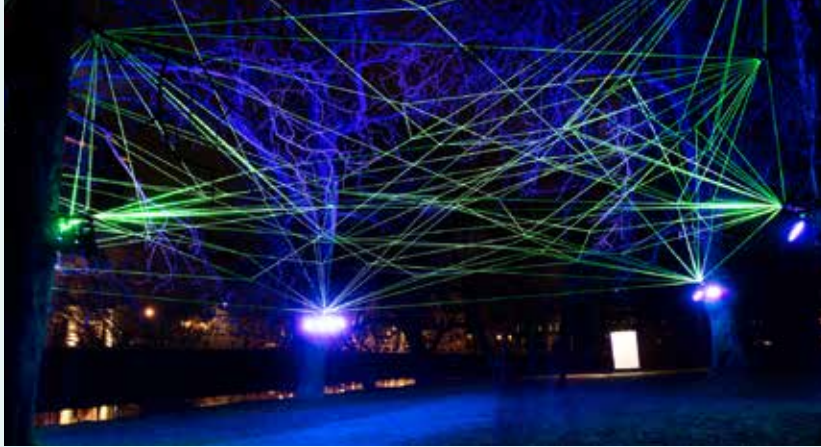
During the year, Analysis & Market Trends worked hard to develop the destination's digital data platform. The ambition is to produce a platform for gathering and enriching data relating to housing, transport and activities, which can then be packaged and distributed for free within the industry. An initial version of the technical platform was created in the spring. This work took place in close cooperation with the visitor industry, stakeholders within the city and other municipalities in the Gothenburg region, as well as partners such as HiQ, Telia Crowd Insight, Mastercard and Vinnova. The response has been excellent, resulting in two research projects that have been granted funding from the School of Business, Economics and Law and the Swedish Agency for Economic and Regional Growth.

Agnes Wold wins award

Agnes Wold was crowned Gothenburger of the Year. The jury consisted of representatives from Göteborg & Co, the newspaper GT and Swedish Radio P4 Gothenburg. The jury said:

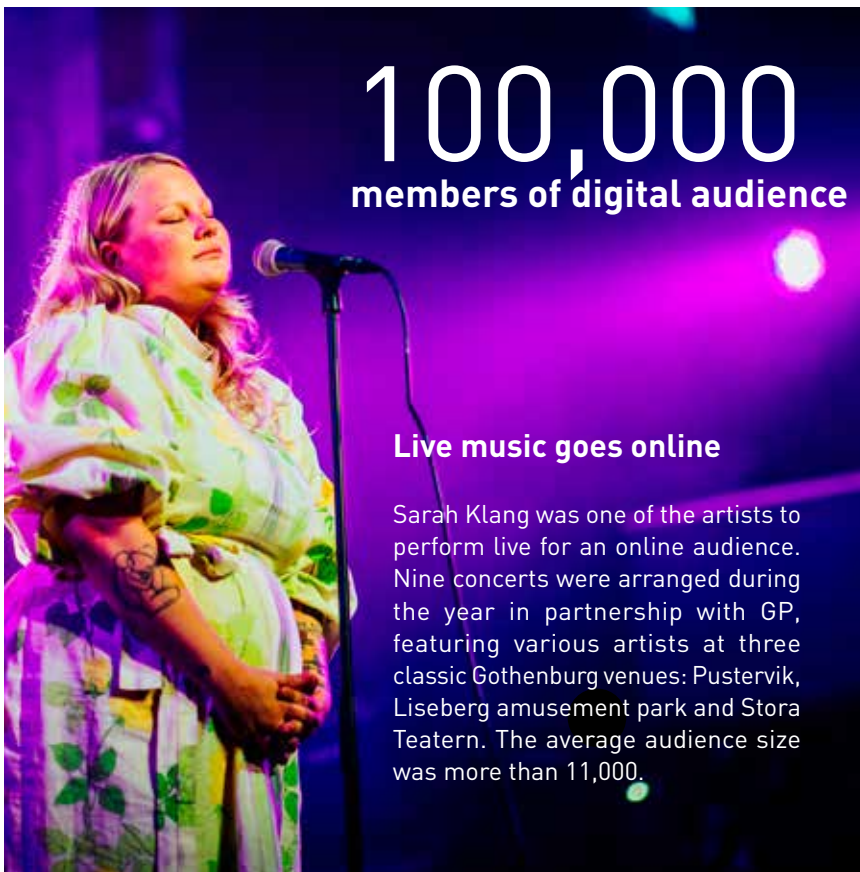
“Agnes Wold is a professor and an educator. Armed with knowledge based on research, together with a generous dose of humour and a knack for finding the right words, she is a scholarly influence of impressive calibre. During the pandemic year, she has used all the available media channels to spread common sense in a world that is hard to understand. Agnes Wold makes a great contribution to Gothenburg's reputation as a city of knowledge, and is the Gothenburger of the Year for 2020.”





Light artists bring festive cheer

Last year's Christmas arrangements were adapted to avoid attracting crowds, but included nine spectacular light artworks, choral singing from Paddan canal boats and a digital Advent calendar at goteborg.com featuring suggestions for festive experiences.



Live music goes online

Sarah Klang was one of the artists to perform live for an online audience. Nine concerts were arranged during the year in partnership with GP, featuring various artists at three classic Gothenburg venues: Pustervik, Liseberg amusement park and Stora Teatern. The average audience size was more than 11,000.

Record participation in Skarpt Läge job fair

The Skarpt Läge job fair, arranged with support from the Trade & Industry Group, continues to grow and deliver excellent results. Last year's event was held at Chalmers Conference Center, and drew 1,658 visitors and 40 employers. A total of 73 jobs were created during the year, despite the pandemic.

Signing up meetings

The global pandemic has made travel problematic, and Gothenburg is therefore offering digital site visits with 360° images of meeting venues. Twelve future meetings were signed up for Gothenburg, with a total of almost 50,000 delegate days. Fifty meetings were planned for 2020, but 45 of these were cancelled or postponed. There has been a real focus on ensuring that the meetings booked in for 2021 take place in some form.



Drive-in cinema on Bananpiren

As part of Göteborg & Co's ambition to contribute towards a broad offering of activities in the city, the company supported drive-in cinemas on Bananpiren. During April and May, there were 25 screenings of films including My Father Marianne, Knives Out and Sune – Best Man. These screenings created a cinema atmosphere without the risk of infection.

Convention Bureau wins collaboration award

In recent years, the Convention Bureau business area has carried out a number of initiatives to enhance Gothenburg's profile as a meeting destination. These include hosting IAPCO's board meeting and the management meeting of conference organiser KENES Group, helping to raise international awareness of the city and leading to several conferences being secured. In February, Gothenburg's capacity for cooperation was recognised with the IAPCO Driving Excellence – Recognition Award.



Plenty of good news, despite a tough year

Under normal circumstances, the company's PR team would welcome several journalists and influencers each week. In 2020, the main focus was on providing digital materials. Nevertheless, 50 contributors were still able to visit the destination. This resulted in many excellent articles and posts, and a total of 224 million readers per edition in Norway, Denmark, Germany and the UK. The corresponding figure for the USA and China was 115 million readers per edition.

Gothenburg Culture Festival continues to fight single-use plastic

Göteborg & Co uses events to trial sustainable solutions. Gothenburg Culture Festival has worked for several years to become a single-use free event. For example, washing-up stations have been introduced instead of using plastic forks and paper plates. There was no Gothenburg Culture Festival in 2020, but a new deposit system for takeaway containers was nevertheless trialled at a number of restaurants and cafés. Customers could pay a deposit for a food container, which could then be returned to participating restaurants. The deposit was registered using the Pantapå app, which gave the option of returning the money or saving it for the next meal. The trial will be evaluated in spring 2021.





Sustainability Report



Priorities for sustainable development

Göteborg & Co strives to make Gothenburg a sustainable city by taking financial, environmental and social responsibility, and by constantly challenging accepted ideas about sustainability. In collaboration with other stakeholders within the visitor industry, Göteborg & Co contributes to a vibrant Gothenburg that offers sustainable, attractive and unique experiences.

Sustainability for Göteborg & Co

The work of Göteborg & Co shall lead to sustainable growth and help make Gothenburg stronger as a sustainable destination, so that everyone who lives and works here can benefit from an increase in visitors. The goal for the destination is to double tourism by 2030, by setting an international example and constantly challenging accepted ideas about sustainability.

Tourism and the company's operations affect people and society, and have an impact on the environment. This means that our activities, our actions and our decisions can be a force for positive impact and change. Every aspect of the destination and its experiences shall take into account people, the environment, the economy and society, with a focus on continuous improvement and advancing positions.

Göteborg & Co shall be an internationally respected platform for collaboration on sustainable destination development and innovative, sustainable development of the tourism, meetings and events industry. Sustainability efforts are based on the ten principles of the UN Global Compact, the UN World Tourism Organization's definition of sustainable tourism and the Global Sustainable Development Goals. Göteborg & Co strives to make Gothenburg a sustainable city by taking financial, environmental and social responsibility, and by constantly challenging accepted ideas about sustainability. In collaboration with other stakeholders within the visitor industry, Göteborg & Co contributes to a vibrant Gothenburg that offers sustainable, attractive and unique experiences.

Information about the company's operations and management can be found pages 50–59.





Göteborg & Co's key sustainability issues

Göteborg & Co's mission states that sustainability must be considered in every aspect of its work. The company inspires, supports and facilitates sustainability initiatives by other stakeholders, while also being responsible for the sustainability of its own operations. Göteborg & Co has identified four prioritised sustainability areas. Within each area, there

are three key sustainability issues that the business focuses on. These areas and issues were identified and prioritised based on stakeholder expectations and the actual impact of the business. The latest version of the materiality analysis was validated and adopted by the company's senior management in 2019.

A welcoming and inclusive destination

- Broad offering
- Accessible and inclusive
- Safe and secure

An environmentally-smart and climate-smart destination

- Climate-smart travel
- Efficient use of resources
- Sustainable consumption

A growing and healthy destination

- Economic growth through the visitor industry
- Job creation and provision of skills
- Highlighting important social issues through experiences

Fair conditions

- Good working environment
- Business ethics
- Sustainable procurement and purchasing



Sustainability strategies

Göteborg & Co’s sustainability efforts are based on three company-wide strategies that interact with and reinforce each other:



The core values of Göteborg & Co shall be reflected in what we do and the way we treat each other





Based on the most pressing sustainability issues for the company, management has identified that it has the strongest influence and opportunity to contribute to the Global Goals above.

Contributions to the Global Sustainable Development Goals and Agenda 2030

The Global Sustainable Development Goals are an agenda adopted by the UN and aimed at all states, companies and individuals, with the aim of eliminating extreme poverty, reducing inequalities in the world, promoting peace and justice, and resolving the climate crisis by 2030. The Global Goals enable everyone to contribute towards achieving the agenda by 2030. Göteborg & Co works actively to maximise the positive effects and minimise the negative effects of its mission, thus contributing to sustainable development and the Global Goals. The company's mission is clearly stated in three of the Global Goals' subsidiary goals:

The company's mission is clearly stated in three of the Global Goals' subsidiary goals:

TARGET	8-9
PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM	
TARGET	17-16
ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT	
TARGET	12-B
DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM	

Stakeholder dialogue

Göteborg & Co's activities as a platform for collaboration are based on ongoing dialogue with stakeholders, whose views are important for the continued development of the company and the destination. Göteborg & Co's Board is politically appointed, but also includes co-opted representatives from the visitor industry. Each of the company's business areas also has a steering group made up of important stakeholders who meet regularly

Never before has dialogue with stakeholders been as important as during 2020. Given the significant challenges faced by the visitor industry, full use has been made of Göteborg & Co's role as a unifying force. The company has

encouraged continuous dialogue, and has worked more closely with the industry than ever before.

Right from the beginning of the outbreak, the company mobilised to meet the need for fast, straightforward information about what was happening and how it affected the visitor industry. This work was arranged so that all employees could produce and convey knowledge in an organised manner. Göteborg & Co's established network and its support within the visitor industry – locally, nationally and internationally – were used to quickly obtain insights that could be shared with politicians, industry and supporting structures.

Göteborg & Co's primary stakeholders

Stakeholders	Forms of dialogue	Key issues for the stakeholder group
Owner The City of Gothenburg	Annual General Meeting, Board meetings, owner dialogue, annual and interim reports, and group council	Contribution to sustainable growth, sustainable city, attractive city, balanced budget
Employees	Employee reviews, departmental/group meetings, internal conferences, employee survey, etc.	Working environment, sustainable services (events, meetings, etc.)
Partners Companies within the visitor industry. Local organisers.	Visitor industry forum, steering groups, collaboration groups, network groups, members' meetings and newsletters	Diverse choice in the city, partnerships, attractive city, skills supply
Visitors	Social media, visitor services, surveys by interview and questionnaire	Wide choice, availability
Gothenburgers	State-of-market survey, digital channels, visitor services, through the owner	Choices for Gothenburgers, sustainable city, accessibility, equality, job creation
Administrations and authorities	Collaboration groups and councils	Contribution to sustainable growth, working in accordance with the city's plans and programmes
Cluster companies Liseberg amusement park, Got Event, Gothenburg City Theatre	Council of CEOs and thematic cluster council	Collaborations, attractive city, accessibility

Framework for sustainability

The company is governed at general level by its owner directives, the Municipal Council budget, the three-year business plan for the destination and the company, the Board's objectives and focus documents, and the City of Gothenburg's programmes, policies and guidelines. The sustainability perspective is integrated into the governing documents. The business received environmental certification for the first time in 2008, and has

been continually improving its environmental management work ever since. Göteborg & Co's sustainability strategist drives forward and develops sustainability initiatives in collaboration with the company's various departments. Since spring 2020, the sustainability strategist has been part of the company's senior management. A strategist has also been appointed to focus part-time on social sustainability issues. The CEO is ultimately responsible for sustainability efforts.



Between June and December, nine concerts were streamed from Pustervik, Liseberg and Stora Teatern. A total of 15 artists took part, including Smith & Tell, Sarah Klang, Parham, Arvingarna, Linnea Hendriksson and Bohuslän Big Band. This was done in cooperation with Luger, LiveNation, United Stage and local players. The concerts were produced and streamed by Göteborgs-Posten.



A welcoming and inclusive destination

Everyone who visits or lives in Gothenburg should feel that they are part of the city, and that the meetings and events that take place here are also for them. Göteborg & Co strives to make events and experiences in Gothenburg accessible to everyone, regardless of their gender, beliefs, ethnicity, sexual orientation, ability, age or language. The company shall also help to ensure that experiences are safe and secure. The task of managing and coordinating the city's 400th anniversary celebrations has resulted in commitment from many Gothenburgers, and involves large sections of the city. The many anniversary initiatives have provided opportunities to reach out in new ways.

Important sustainability issues:

- Broad offering
 - Accessible and inclusive
 - Safety and security
-



Under the heading 'A welcoming destination', the company believes that it makes a particular contribution to the following Global Goals: 5 Gender Equality, 10 Reduced Inequalities, 16 Peace, Justice and Strong Institutions, and 17 Partnership for the Goals.

Broad offering

The visitor industry builds bridges between people and makes the city more attractive by providing entertainment, restaurants, cafés, culture, days out and shopping. By marketing the city and a wide range of events and experiences, Göteborg & Co helps to create a vibrant city that offers something for everyone, regardless of any physical, social or linguistic limitations. During 2020, Göteborg & Co worked hard to help existing businesses survive the ongoing crisis. The company has also appointed a strategist to drive forward and support the work involved in making culture more accessible.

A different year for meetings and events

In January, Gothenburg hosted the Swedish group games for the European Handball Championship. The event generated excellent visitor numbers and tourism turnover. Göteborg Film Festival and the Gothenburg Horse Show also took place before the pandemic, which forced regular annual events such as the Gothia Cup, the Göteborgsvarvet half marathon, the Partille Cup, Way Out West and Gothenburg Culture Festival to be cancelled.

During the year, Göteborg & Co helped event organisers to rearrange and postpone events. The company has also been actively involved in creating hybrid event formats. Together with Göteborgs-Posten, the company arranged concerts at arenas in Gothenburg that were streamed digitally via the newspaper's platform. The concerts featured artists such as Arvingarna, Sarah Klang, Sabina Dumba and Jonathan Johansson, with each event being watched by an average of 15,000 concertgoers around Sweden. This was far more than

would have been the case with a physical show.

Göteborg Book Fair was also held in digital form. The Events business area helped finance a digital platform for the fair. Last year's fair attracted more than 600,000 digital visits, which again is far more than the number of physical visitors in a 'normal' year.

It is clear that hybrid events are now a permanent feature of the events landscape. Göteborg & Co will therefore continue to help local organisers arrange profitable events where some of the participants are not on site in Gothenburg.

The meeting industry has also undergone remarkable advances in terms of innovation. Since restrictions have prevented entirely physical meetings from being held, a race to lead the market for hybrid meetings has begun. As the world's most sustainable destination, and thanks to the city's excellent technological infrastructure, Gothenburg is well placed. The advantage of hybrid meetings is that they are environmentally sustainable, and they can last longer and reach more people. They can also be more public, which has a positive democratic effect.

In future, hybrid meeting forms will be a matter of course rather than a competitive factor. In the long run, it will thus continue to be Gothenburg's unique capacity for cooperation between the meeting industry, local academia and industry that makes us stand out from other meeting destinations. Scientific meetings are certainly good from a tourism economy perspective, but above all they contribute towards developing research, the innovation climate and industry within the surrounding area.



New reasons to travel in the wake of Covid-19

The destination normally communicates with people from all around the world, but in 2020 the focus shifted to local, regional and national target groups. This communication emphasised outdoor activities and safe experiences. There has been a focus on discovering the destination in a Covid-safe way, including through outdoor activities and in nearby nature. This has influenced everything from the content of goteborg.com to PR. The pandemic has therefore affected the image of the destination's offering. Overall, the image of the destination has become broader.

Getting into the Christmas spirit

Key features of Gothenburg's Christmas offering for 2020 were light installations in various locations, choral singing from Paddan canal boats and digital experiences. Since Liseberg amusement park had to remain closed, Göteborg & Co focused on adapted experiences to ensure that visitors could still get into the festive spirit. The winter lights continued to shine until mid-February.

More digital and interactive experiences from goteborg.com

As the destination's long-distance target groups had been unable to visit us in person, it was important to make Gothenburg available where our visitors were – online – and to offer new digital experiences. During the year, Marketing & Communications carried out around twenty 'Instawalks' (live-streamed walks on Instagram), creating excellent engagement and being followed by hundreds of people worldwide every week.

A section was also created at goteborg.com called Gothenburg Online, with information about discovering the destination digitally. This included online museum visits, digital concerts and a variety of podcasts from Gothenburg. As always, the main website offered a wide range of experiences, not only in the city centre but in virtually every part of the destination.

Christmas decorations were, perhaps, particularly important in 2020.

Accessible and inclusive

Segregation and widening gaps in society pose major challenges. The City of Gothenburg's efforts to create an equal city aim to reduce disparities in living conditions and health. Göteborg & Co aims to offer a wide range of experiences and events that are accessible regardless of gender, faith, ethnic background, sexual orientation, physical ability, age or language. The company also aims to offer a selection of events that are free of charge. Given the pandemic situation, the physical offering has been limited for everyone. However, digital access to events, museums and theatres has improved.

Visitor Services continues to welcome

Gothenburg's tourist information service, Visitor Services, reinforces the destination's hospitality with tourist information centres and via online chat, email, phone, brochure stands, information points and destination awareness skills. 2020 saw around 60,000 visits to the two tourist centres, compared with around 400,000 visits in 2019. This decline is not surprising, given the reduction in visitor numbers to the destination. During the year, operations were centralised at Kungssportsplatsen and the Nordstan tourist centre was closed.

Investigating Gothenburgers' views of the city

To get a better understanding of how locals see today's city centre and how it can be made even more attractive to visit, the company carried out a public survey in Gothenburg and the surrounding municipalities.

Forty-nine residents of Gothenburg and the surrounding municipalities took part in six focus groups. Alongside the qualitative survey, 800 interviews were also carried out – including 200 in Persian, Somali and Arabic.

The results of this survey were expected to be complete at the end of January 2021.

International Science Festival Gothenburg turns digital

The International Science Festival Gothenburg is an excellent example of how digital events can contribute towards greater accessibility. In a normal year, the festival attracts roughly 50,000 to 60,000 visitors, with a programme of around 1,000 programme items for schools, the public and industry. Last year's digital event had just 100 programme items, but reached out around Sweden and internationally. Ten countries were represented at the opening ceremony, which took place in English. The teachers' conference was attended by teachers from 217 locations throughout Sweden. The digital offering proved particularly popular with disabled participants and shielding elderly participants.

400th anniversary celebrations begin with the elderly

6 March 2020 marked 300 days until Gothenburg's 400th anniversary, and a special invitation was sent to an older tar-



Making the International Science Festival Gothenburg a digital event meant that more people could take part without traveling to Gothenburg, although the number of programme points had to be slimmed down.

get group via Gothenburg's Elderly Council, which includes all the city's pensioner organisations. The celebrations were held at the tourist centre, and many of the attendees had brought souvenirs from the city's 300th and 350th anniversaries with them.

Young people raise important issues

Gothenburg's 400th anniversary has a youth reference group, formed in 2014 ahead of the focus year 'Created By and Including Young People'. The group, Power to the Youth, consists of 16 youngsters aged 16-26 from all parts of the city. The group's members are employed on an hourly basis, and the aim is to contribute a youth perspective. At the end of September, Power to the Youth took over the 400th anniversary Instagram account, highlighting prejudice against young people and running a competition about the Convention on the Rights of the Child. The youth reference group also took part in Beyond 2020 – an international sustainable construction conference – to promote methods for including young people in urban development issues. The aim of the conference was to define the importance of the global construction sector in order for the world to achieve the UN's Global Goals for Sustainable Development.

Focus on LGBTQ education

The Trade & Industry Group is focusing on West Pride's educational activities, which are part of the essential work to change attitudes and raise awareness of norm criticism and LGBTQ people's life situations. West Pride works to improve LGBTQ knowledge in schools as a tool to influence and form values. During 2019/20 academic year, the project reached 5,278 pupils and around 400 teachers, other school staff and student health workers at 31 schools in Gothenburg and Västra Götaland.





Contributing towards a city whose citizens enjoy living there also strengthens the destination. BonnierHoops is an excellent example of an initiative that makes Gothenburg a better place to live in – and to visit.

Safety and security

Safety and security once involved concerns about terrorism, crime, harassment, attacks and natural disasters. In 2020, the main worries were hygiene and the spread of infection. Both within the company and in our communication to the public, the focus was on sharing accurate and useful information about the Covid situation, as well as supporting and contributing towards safe adaptation of the industry's operations. From March onwards, goteborg.com featured a prominent link to emergency information at the top of the homepage, and the site was used to disseminate information about the City of Gothenburg's work to keep the city safe and secure during the pandemic.

Communication support for the meeting industry

The company also produced new communication tools for the meeting industry, including a new destination film with a focus on safety, which was used to describe how to create

safe meeting situations: adapt premises for more distanced seating, change from buffet food to serving individual portion, facilitate hybrid meetings, etc.

BonnierHoops continues to make Biskopsgården safer

The BonnierHoops summer activity was carried out in physical form. Throughout the summer, activities relating to basketball, writing and reading were organised in the district of Biskopsgården. Just as in previous years, lower crime rates were reported while the activities were taking place. BonnierHoops has been arranged since 2018, in partnership between Bonnier publishing house, the Swedish Basketball Association, the City of Gothenburg, the Police Department, Göteborg & Co's Trade & Industry Group, Göteborg Book Fair, Bostadsbolaget, Poseidon, Bo Bra and Västra Hisingen Basketball Association.

A growing and healthy destination

Göteborg & Co's mission is to make Gothenburg an attractive and sustainable metropolitan region where ideas, businesses and people grow together. The visitor industry generates jobs and economic growth in the city, and enables important social issues to be highlighted.

Important sustainability issues:

- Economic growth through the visitor industry
 - Job creation and provision of skills
 - Highlighting important social issues through experiences
-



Under the heading 'A growing and healthy destination', the company believes that it makes a particular contribution to the following Global Goals: 5 Gender Equality, 8 Decent Work and Economic Growth, 10 Reduced Inequalities, 11 Sustainable Cities and Communities, 12 Responsible Consumption and Production, and 16 Peace, Justice and Strong Institutions.



Local businesses were in greater need of support than ever before in 2020, and Göteborg & Co worked hard to help boost profitability.

Economic growth through the visitor industry

The visitor industry creates jobs for many people. A wider range of events, restaurants, hotels, meetings and experiences helps to make Gothenburg an even better city to live in and work in. By acting as a platform for collaboration and an engine for sustainable growth in the visitor industry, Göteborg & Co makes a significant contribution to social development.

Between 1991 and 2019, Gothenburg's visitor industry enjoyed three decades of unbroken growth in terms of guest nights. March 2020 brought this trend to a sudden end, and there are few within the industry who can report truly positive figures for the year. When it comes to the economic consequences of Covid-19 the visitor industry, the city regions have fared worst and many businesses have folded. In this context, Göteborg & Co's role has been especially clear and central for the industry.

A focus on facts and external monitoring

During the year, Göteborg & Co focused on supporting the industry through the crisis. One measure involved appointing a working group for external monitoring. The group monitored issues such as how other destinations were working to tackle Covid-19, and shared useful insights with the visitor industry. The company also carried out a number of surveys dealing with topics such as Swedes' summer holiday plans, and furnished the industry with vital knowledge, including via scenario descriptions.

Measurements and surveys

Several surveys were carried out during the year in order to give a picture of offering and demand within the industry. This included in-depth interviews during the spring with hotels, attractions, restaurants and retailers in the region, investigating how the industry has been affected by the pandemic. The results were followed up with a qualitative study on residents' holiday plans for 2020, in an attempt to look ahead and identify demand.

The company also carried out a survey on how cancelled events affect residents and visitors. 50–60% of those asked said that the lack of events had negatively affected their quality of life. Both a focus group survey and a quantitative survey have investigated the attractiveness of the inner city. The company is also carrying out a study of Swedes' travel together with the Swedish Network of Destination Management Organisations, and is producing a joint report on the development of the hotel market in partnership with Business Region Göteborg.

Finally, the annual state-of-market survey showed that 86% of Gothenburgers think Gothenburg is "a city to be proud of". 96% believe there are lots of good restaurants, and 94% feel this is a good city to live in. Gothenburgers' opinions are important. Tourism should grow, for the benefit of everyone who lives here.

A focus on staycations and local target groups

In recent years, the destination has worked hard to expand in overseas markets such as the UK, Germany, Denmark, Norway, the USA and China. Swedes have long come here more or less of their own accord, but in 2020 they – and Gothenburgers themselves – were the destination’s most prioritised target group of all. At a time when cities are associated with infection, it was important to show what people can actually experience safely and securely in Gothenburg, and to help the local industry attract customers.

The company launched the For Your Gothenburg campaign at the end of March to support tourism throughout the Gothenburg region. This was a digital campaign, aiming to show Gothenburgers how to support their local shops, cafés, cultural institutions, restaurants and other businesses. Paid communication reached 96% of the target group.

The summer’s main Discover Your Gothenburg campaign also created significant commitment among Gothenburgers, and the #upplevdittgöteborg hashtag quickly generated inspiration from the public. This is an excellent example of how residents can act as ambassadors for their own city, and the hashtag has continued to be used long after the end of the campaign.

The “Boost Gothenburg with communication” cooperation initiative was launched in the autumn, with the aim of bringing together stakeholders and businesses within the destination to address new ways of jointly communicating Gothenburg, strengthening the brand and attracting visits.

Signing up meetings for the city

At the beginning of the year, twelve international site visits were carried out which might lead to meetings within areas such as law, sustainability, higher education and medicine being held in Gothenburg.

When the pandemic broke out, the Convention Bureau

business area quickly began offering digital site visits. Eleven meeting venues were also photographed in 360° in order to showcase the city’s advantages online. The pandemic has presented a real test for the meeting industry, with many postponed and cancelled meetings. Göteborg & Co is working to make things easier for the industry through communication, signing up more meetings for the future and making contact with organisers.

Fifty meetings were signed up during 2020 with the company’s involvement, but only five took place and one of these ended halfway through due to updated restrictions. Twelve of the original 50 meetings were cancelled, and 25 were postponed until another year. Eight were switched to entirely virtual formats.

Twelve meetings were signed up for forthcoming years, corresponding to just 50,000 delegate days. Before the pandemic, the goal was 48 meetings and 120,000 delegate days.

Events are rebooked – and signed up

The pandemic has affected the ecosystem of the entire events industry. Associations, large-scale youth tournaments and broad, popular events such as the Göteborgsvarvet half marathon have all had to fight for their survival, which also affects Gothenburg’s ability to attract new events.

To assist the industry with damage limitation, the company helped organisers to postpone events that cannot be held due to restrictions and the risk of infection. For example, the Ice Hockey World Junior Championships will be held in 2023 instead of 2021. Postponing events instead of cancelling them means that they retain their economic significance for the city.

During 2020, five events were signed up for Gothenburg (compared to a target of 12). These include the Scandinavian Mixed golf tournament, which will be held at Vallda Golf & Country Club in June 2021.





The visitor industry always needs skills. Work experience and jobs for young people are important ways of providing the industry with workers in the long term.

Job creation and provision of skills

The visitor industry is a major employer that attracts people with a wide range of experience, backgrounds and education. Unfortunately, 2020 brought many job losses and bankruptcies, but the year also saw many positives due to collaboration involving Göteborg & Co.

Collaboration is central to the provision of skills

The provision of skills within the visitor industry is a key issue in normal years, and was no less of a priority in 2020. Due to job losses, the industry risks losing valuable expertise to other industries. The Gothenburg region and the West Sweden Tourist Board operate the Skills Council, in which both Göteborg & Co and Business Region Göteborg are involved. Within the framework of this collaboration, the company initiated meetings on tailoring training for those who find themselves furthest from the job market.

Alongside the Skills Council and its working committee, a special SWAT team was trained which includes representatives from the Swedish Public Employment Service. The group has worked to arrange temporary jobs within healthcare for tourism workers who have been laid off.

During the autumn, the company also took part in an 'innovation lab' on the theme of attractive, sustainable jobs, focusing on capturing the 1,700 individuals who have currently lost their jobs.

Gothenburg Culture Festival arranges new summer jobs

The cancellation of the Gothenburg Culture Festival left many recruited summer workers unemployed. It was important to Göteborg & Co to be able to offer these young Gothenburgers work, and the festival's staff were tasked with finding new jobs for 150 young people. There were two choices: arranging theatre performances or working to clean up the inner-city environment. As a result, 121 young people carried out summer jobs.

In 2020, Göteborg & Co's Team Göteborg initiative for young event hosts focused on training, recovery and development. During the year, Team Göteborg had 113 members.

Trade & Industry Group makes careers possible

The Skarpt Läge job fair is supported by the Trade & Industry Group, and took place in physical form in February with 40 exhibitors and 1,658 participants. In all, the fair created 73 jobs. Since its physical implementation, Skarpt Läge has also gained a digital platform, Jobbpoolen, which aims to find employment for young people aged 16–30.

The Trade & Industry Group is also a driving force behind Junior Achievement and Unimeet Gothenburg. The latter is a project that helps international students and visiting researchers get to know their new city. Career Day is part of Unimeet Gothenburg, and aims to forge networks with businesses within the region, making future careers in Gothenburg possible. Due to the pandemic, Career Day was held as a digital event.

Highlighting important social issues through experiences

Through the visitor industry, Göteborg & Co strives to highlight and develop important social issues such as gender equality, diversity, health, integration and consideration for the environment. This is an ongoing theme in the company's own initiatives, including its own events and activities, and also during international conferences and meetings.

Meetings in Gothenburg should make a difference

For many years, Göteborg & Co has worked to attract conferences and meetings that can create positive, long-lasting impressions and contribute towards the city's development – in other words, a legacy. This could involve meetings that generate economic effects by linking international players with local businesses, hosting public events that give Gothenburgers access to new findings and knowledge, or helping to develop system structures within fields such as healthcare. Legacy work has become increasingly important for meeting organisations, and is based on close cooperation between stakeholders – a complex competence, but one which Gothenburg has. During 2020, the company therefore put even more effort into developing the right conditions for successful legacy-building.

Göteborg Film Festival leads the way with gender equal programme

Last year's Göteborg Film Festival was the world's first film festival to feature a gender equal programme, with half the films being directed by women. Göteborg & Co supports the festival, and each year the company assists with development and sustainability initiatives that influence and generate international interest. Last year's event featured the Gynaecological Cinema Chair, with artist Anna Odell inviting men in positions of power – such as Jan Guillou, Thomas Bodström and Börje Salming – to discuss gender equality, power and empathy while sitting in a gynaecological chair. This attracted a great deal of attention.

A focus on Agenda 2030 as Future Ambassadors learn about space and the human body

As part of Gothenburg's Future Ambassadors project, which is run by Gothenburg's Compulsory School Administration, Universeum, Gothenburg's 400th anniversary and the Trade & Industry Group, different ways to reinforce learning and deepen science and technology subject knowledge are being investigated. The aim of Future Ambassadors is that school pupils should experience smart, sustainable and inclusive development based on educational needs, Universeum's learning environments, Agenda 2030 and the Global Goals for Sustainable Development. During 2020, teachers and pupils worked with the concepts of 'The body and health' and 'Space'.



An attractive destination is a destination where residents enjoy living. Göteborg & Co is involved in many projects to strengthen children and young people. Within Future Ambassadors, the company works with partners such as Universeum.

An environmentally-smart and climate-smart destination

Gothenburg is a green city, with parks, forests and water right on our doorstep. It is also a small city where almost everything is within walking distance. Tourism and Göteborg & Co's activities have an impact on the climate and the environment. Through its operations, decisions and actions, the company aims to reduce the impact of its own activities and, by collaborating and communicating with others, help to make the destination sustainable.

Important sustainability issues:

- Climate-smart travel
- Efficient use of resources
- Sustainable consumption



Under the heading 'An environmentally-smart and climate-smart destination', the company believes that it makes a particular contribution to the following Global Goals: 8 Decent Work and Economic Growth, 11 Sustainable Cities and Communities, 12 Responsible Consumption and Production, 13 Climate Action, 14 Life below Water and 15 Life on Land.



Climate-smart travel

Transport is one of the biggest challenges in the visitor industry. The destination's goal is to double tourism by 2030. Increased tourism has a positive impact on the local economy, but also has negative impacts on the environment. The company normally encourages visitors to the destination to use public transport. This was neither possible nor desirable last year in view of the spread of infection, making it harder to market areas such as parts of the Gothenburg archipelago. The fact that most things in Gothenburg are within walking distance is a big advantage, and electric scooters and rental bicycles from Styr & Ställ have offered alternatives that we can communicate, not least to meeting delegates who can cycle between their hotel and meeting venue.

The shift towards a sustainable transport system is of the utmost importance for the visitor industry. The City of Gothenburg's goal is to become climate-neutral by 2030, and to have transformed the transport system by this time. Göteborg & Co is therefore involved in electrification work in the city, including a project that aims to increase the number of charging points in public places and at the city's most popular attractions.

During 2020, the company began to map the climatic impact of its operations throughout the value chain, and will produce calculations for a climate report for 2020. Targets for the company's climate emissions will be set in 2021.

An increase in flights but a reduction in emissions

Travel and transportation are crucial for the company's mission, but also play a substantial role from an environmental standpoint. The scope of this impact fluctuates from year to year depending on the number of recruitment processes, events and other assignments.

Please note that business travel reporting lags behind by a year. The results for 2019 are thus reported here.

In 2019, the number of flights increased from the previous year's figure to 392, of which six were shorter than 500 km. Emissions for the company's journeys by air and car totalled 158.1 tonnes of CO₂. Flights accounted for 151.7 tonnes, representing a reduction compared to 2018, despite the increase in the number of flights.

	2019	2018	2017	2016	2015
CO₂ emissions (tonnes)*					
Flights	151.66	172.00	186.13	232.25	275.59
Total CO ₂ emissions for car travel	6.48	5.14	6.62	3.84	4.46
Total CO₂ emissions	158.14	177.14	192.76	236.09	280.05
Number of flights (one-way journeys)					
Flights under 500 km	6	7	17	33	33
Flights over 500 km	386	321	430	513	401
Total number of flights	392	328	447	546	434
Time worked – full-time equivalents	128	131	130	138	140
CO₂/full-time employee	1.24	1.35	1.48	1.71	2.00
<p><i>*Car journeys include leased company cars, business travel using a carpool and use of own car. No emissions data from taxis is available. Emissions factors for 2019 calculations are as follows.</i></p> <p><i>Travel using own car: Standard – 146 g/km (average for cars in Sweden 2019, Swedish Transport Agency) Fuel: CO₂ – Standard, Drivmedelsfakta 2019, Swedish Association of Green Motorists</i></p> <p><i>Flights: Information about flights and climatic impact is obtained from individual travel agencies.</i></p> <p><i>The information obtained from the City of Gothenburg's data for calculating climate compensation for business travel has been compiled by the Urban Transport Administration.</i></p>					

Efficient use of resources

Göteborg & Co first gained environmental certification in 2008 and follows the City of Gothenburg's environmental programme, which aims to play a pioneering role in environmental and urban development, and to become one of the world's most progressive cities in terms of tackling climate and environmental problems. Systematic measures have been put in place to reduce the impact of our operations on the climate and the environment, including sustainable purchasing and imposing requirements on suppliers, as well as training the company's employees. The areas where environmental measures are needed are travel and transport, resource management through purchasing and procurement, waste and food. The company's biggest positive aspect is the opportunity for influence that the role as a collaboration platform involves. You can find out more about how the Gothenburg Culture Festival works to fight single-use items and single-use plastic – an example of the company driving forward improved resource efficiency – on page 17.

Sustainable consumption

Göteborg & Co shall contribute to sustainable consumption in the visitor industry, and in the services and events offered to visitors. This may involve highlighting sustainable options in the city through our communications and encouraging visitors to act sustainably during their stay in the city, for example by using public transport, eco-labelled hotels and restaurants that serve sustainable food.

Gothenburg has more than 12,600 hotel rooms, and 95% of all hotels in Gothenburg are environmentally certified and hold third-party certification such as Nordic Ecolabel, Green Key, Swedish Environmental Base, ISO 20121 or ISO 14001.

At goteborg.com, visitors can also find information on sustainable accommodation, climate-smart, eco-friendly restaurants, and shops that are committed to improving sustainability. The company has also routines for resource management and minimising waste within its own operations. One of the most effective ways we can improve resource management is through the event business and those events the company can influence.



Fair conditions

For Göteborg & Co, it is only natural that efforts to achieve sustainability should also be reflected in our own operations. We therefore develop and improve our internal sustainability measures continuously. As a publicly owned business, it is also important to have transparent procurement and a high standard of business ethics. Naturally, the company also aims to act so that employees have job satisfaction and feel well at work.

Important sustainability issues:

- Good working environment
 - Business ethics
 - Sustainable procurement and purchasing
-



Under the heading 'Fair conditions', the company believes that it makes a particular contribution to the following Global Goals: 3 Good Health and Well-being, 8 Decent Work and Economic Growth, 10 Reduced Inequalities, 12 Responsible Consumption and Production, and 16 Peace, Justice and Strong Institutions.



During 2020, everything from job interviews to international conferences were held via digital platforms such as Microsoft Teams. The year involved technological advances for the company as a whole, and the benefits of these positive aspects will also remain after the pandemic.

Good working environment

Göteborg & Co's employees are one of the company's most important assets, and a good working environment is essential to the business. The year brought great challenges for the working environment – both physically and psychosocially – and the company has striven to adapt its working methods and take care of employees during the pandemic.

From April onwards, there was the option of working from home to avoid the spread of infection, and access to new digital tools such as Microsoft Teams was seen as positive by many employees, enhancing the individual's flexibility and efficiency at work. To ensure a good working environment at home, the company offered equipment such as office chairs, monitors and headsets.

In terms of stress, the pandemic has meant that some people have had more to do than usual, while others have had less. Many employees found seeing the effects on the visitor industry stressful.

Development of the organisation

As a consequence of the pandemic's effect on the industry's economic situation, the company's external financing dropped by SEK 20 million. In view of this, and because Gothenburg's 400th anniversary was extended from 2021 to 2023, organisational changes were necessary and this led to staff cuts. Eleven people were made redundant and 24 were offered new positions.

New employee survey tool

The Winningtemp system was procured in 2020. The system sends employees a number of questions each week, and the responses are followed up on at each department's workplace meetings. The aim is to ensure continuous communication and follow-up. Previously, Göteborg & Co used the City of Gothenburg's annual employee survey. A supplementary survey using the same questions as the city's survey is also carried out each year, with the aim of measuring the same questions as within the rest of the group. It is this survey that forms the basis for the Employee Satisfaction Index referred to in this report.

Focusing on the elements of discrimination

One of the guidance goals for the City of Gothenburg is that the city should be free from discrimination and that human rights should be self-evident. Each year, Göteborg & Co adopts an equality and diversity plan. The plan is based on the City of Gothenburg's equality initiatives and equality goals.

No cases of discrimination or harassment were reported to HR in 2020.

During 2021, anti-discrimination work will be developed and expanded to ensure that all elements of discrimination are addressed throughout the business, in everything from recruitment to communication and procurement requirements.

Business ethics

Göteborg & Co must comply with the City of Gothenburg's policy and guidelines regarding anti-corruption, formulated in line with the Swedish Anti-Corruption Institute's Anti-Corruption Code.

Corruption is primarily a risk in connection with purchasing and business entertainment. The business's compliance with policies and guidelines is assessed annually by internal audit. Last year's audit did not report any deviations or comments.

During 2020, all employees completed training based on the company's local instruction on anti-corruption and bribery.

No reports of suspected irregularities were received during the year.

Sustainable procurement and purchasing

Göteborg & Co is a municipal company and is therefore governed by the Swedish Public Procurement Act. The company is also covered by the city's policy and guideline for procurement and purchasing, which sets requirements for achieving a sustainable city. Under this policy, consideration must be given to climatic and environmental impact, human rights at work and the UN Convention on the Rights of the Child.

Working for sustainable procurement and purchasing is important for Göteborg & Co. As a result, the company always applies advertised procurement, with requirements in accordance with the following.

- Environment & sustainability
- Gender equality & diversity
- Employment law conditions
- Conventions
- Anti-discrimination clause
- Anti-corruption

To ensure a high degree of quality within purchasing and procurement, Göteborg & Co works with continuous eligibility training within this area. The training is managed internally, and covers basic knowledge of the Swedish Public Procurement Act and the city's purchasing support. In all, more than 100 people completed this training during 2019/20.

Employees in figures

	2020	2019	2018	2017
Sickness absence %*	2.46	2.84	4.99	3.45
Work-related injuries, number reported***	3	4	2	3

*The sickness absence for 2019 has been corrected due to incorrect figures having been previously reported.

**The figures refer to the date the injury occurred, not when it was reported. Reported work-related injuries include sickness, work accidents and travel accidents.

	2020	2019	2018	2017
Employee Satisfaction Index*	-	-	60	57
Sustainable Employee Motivation**	77	-	76	76

*No employee survey was conducted in 2019, due to a review of the survey's format. A new employee survey was implemented in 2020. **The Employee Satisfaction Index is no longer carried out.

	Women	Men	Under 30	Aged 30-49	Over 50
Board*	5	2	1	3	3
Senior management	6	6	0	3	9
All employees**	77	26	0	70	33

*Excl. deputies. **Figures refer to permanent employees in December 2020.

Other staff data is presented on page 70.





Directors' Report



Group and ownership

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (corporate ID no. 556537-0888) with its registered office in Gothenburg, which in turn is wholly owned by the City of Gothenburg.

Göteborg & Co AB owns 100% of the shares in Got Event

AB (co. reg. no. 556015-9823), Liseberg AB (co. reg. no. 556023-6811) and Göteborgs Stadsteater AB (co. reg. no. 556016-7875).

The parent company, Göteborgs Stadshus AB, prepares the consolidated financial statements.

Information about operations

Göteborg & Co shall strengthen and develop the visitor industry within Gothenburg and the Gothenburg region in relation to tourism, meeting, events and culture. This work shall involve continuously driving forward destination development and marketing, and shall constitute a collaboration platform for various players within the industry. The company is also responsible for marketing the city as a destination, both nationally and internationally.

The Municipal Council budget is the overall and overarching policy document that states the goals and focus of the council for the mandate period and budget year. The mission and long-term focus of Göteborg & Co are governed by the Articles of Association and the owner directive, as well as the various strategic programmes of the City of Gothenburg, of which the programme for growth in the visitor industry is particularly important. In addition, the company's operations are governed by the three-year business plans for Destination Gothenburg and Göteborg & Co, which are formulated in collaboration with the visitor industry, academia and other public stakeholders

During the year, the company continued to work on its reorganisation to meet future challenges and opportunities, which – among other things – involved prioritising skills exchange. The focus has been on digitalisation and increased

knowledge content, with the aim of creating additional opportunities for the company as a facilitator and thus contributing towards the development of a growth-friendly city with a strong visitor industry.

The company continues to work in accordance with the strategic change agenda presented to the Board at the end of 2019. Work in preparation for a new business plan period began in the autumn. In connection with this, there are also plans to draw up a model for the company's position in relation to a destination with new conditions as a consequence of Covid-19.

The company's sales fluctuate from year to year depending on the number of assignments and events. The company's income from external partners fell in 2020 as a consequence of the economic crisis within the visitor industry. Measures to deal with this were introduced at an early stage. The company shows an operating profit of SEK 1.8 million. Operating profit for the previous year was SEK 0.1 million.

The Board of Directors and the CEO consider that the business is managed in line with the municipality's intentions for ownership of the company, and that the company has complied with the principles set out in paragraph 3 of the Articles of Association.



Significant events and developments during the financial year

The year began well, with good growth in January and February. The rest of the year looked extremely promising, with many large events and meetings booked in. 2020 looked likely to be another year of growth for Destination Gothenburg. However, as the effects of Covid-19 spread across the world, a social crisis emerged with radically changed conditions for industry, enterprise and employment. For tourism and hospitality – both globally and in Sweden – the pandemic and its consequences have been described as the biggest crisis ever, affecting virtually the entire industry worldwide.

The pandemic involves huge economic consequences for international tourism and hospitality, since demand in certain parts of the industry has dropped to almost nothing. The crisis has also affected views of and conditions for travel, where issues such as health and safety, digital meetings and a focus on local markets have become central.

The restrictions that have been introduced have had a far-reaching impact on operations within all Göteborg & Co's business areas. Since mid-March, virtually all major cultural and sporting events, meetings and trade fairs have been cancelled or postponed. Liseberg amusement park has been unable to open during the year, and uncertainty remains about how operations will be affected during the coming year, resulting in the value of shares having been written down by SEK 156 million in the accounts for the year. The Swedish Exhibition and Congress Centre has cancelled most of its ac-

tivities, and the arenas have stood empty. There has been minimal international travel, and uncertainty about how long the situation will continue means that the future is unclear.

Faced with previous crises and recessions, tourism, travel and hospitality have been resilient and have recovered more quickly than other industries. This time, the visitor industry has been among the hardest hit. Cities have experienced greater declines than smaller towns. Within the Gothenburg region, the visitor industry has lost 55% of its tourism turnover. Hotel occupancy rates have fluctuated significantly over the course of the year. The summer and autumn saw a marked improvement as domestic restrictions were eased. However, new restrictions introduced in October and November were a major setback for the whole of the visitor industry. Preliminary figures for 2020 suggest that around 2.3 million guest nights were spent in the Gothenburg region – less than 50% of the previous year's total.

The effects of the pandemic are far-reaching for the entire destination. Organisers of all sizes of sporting, cultural and entertainment events – a significant part of what makes up a vibrant, attractive city – have in effect been forced to stop all public operations. The same applies to trade fairs and meetings. This in turn affects cultural workers, arenas, venues, theatres, suppliers, restaurants, transport providers, commerce, associations, etcetera.



Events are an important part of the destination's DNA, and even if physical events could not be staged during the year, it was still important for Göteborg & Co to contribute towards maintaining the city's status as a vibrant event city. The company therefore focused sharply on supporting the city's cultural organisers with their digital offering.

During the year, Göteborg & Co has embarked on a journey of transformation involving three areas:

1

New structures for ownership, funding and forms of cooperation

The financial shortfall suffered by much of the visitor industry has a great impact on the company's external funding. In July, the Swedish Competition Authority's 2017 ruling on the City of Gothenburg's financing of the company was ratified. The investigation to identify a new funding model began in 2019, and is now in its final stage. A new structure for funding and cooperation with owners and the visitor industry is expected to be finalised in 2021.

2

New business plan

The current business plan ends in 2021, and the process of drawing up a new plan began in the autumn. This coincides with the need to adapt our operations in line with the 'new normal', where the flexibility to deal with rapid changes in the wider world places new demands on the organisation.

3

Development of the organisation

Following negotiations, the company has established a new organisational model to better adapt operations in line with the new conditions. This change process began in the autumn, and will continue during 2021.

Like many other businesses and organisations, the company has reorganised much of its operations. A political decision was made in September to postpone the majority of Gothenburg's 400th anniversary celebrations until 2023. This means that plans must be updated and the organisation must be adapted to allow for implementation.

The two annual events that Göteborg & Co is responsible for – the Gothenburg Culture Festival and the International Science Festival Gothenburg – could not be carried out as planned. Instead, the science festival became a digital festival held in late September and early October. The culture festival's resources were used for the Christmas celebrations in December.

The company has maintained regular contact and exchanges of experience at both national and international levels with other Swedish cities, Visita, Svensk Turism, Visit Sweden, the Swedish Agency for Economic and Regional Growth and European Cities Marketing, among others.

When Gothenburg was named the European Capital of Smart Tourism 2020, an ambitious programme was launched to carry out development work at European level via a large number of meetings and trade fairs. Here, too,

major changes were needed, and an extensive digital exchange was implemented instead.

The company's work in connection with analysis and external monitoring has been developed rapidly in order to provide stakeholders and partners with visitor-related knowledge.

During the year, new tools were produced and work began to build a unique data platform for the visitor industry.

With international travel having fallen to very low levels, marketing of the destination has mainly been directed at target groups in the surrounding area. There have been campaigns to support the local industry, while also urging people to follow the authorities' guidelines to prevent the spread of infection. These messages have been coordinated with the City of Gothenburg.

Cooperation with the Gothenburg region has been developed within two networks: one focusing on marketing and communication, and the other focusing on industry issues at strategic level. Within the latter network, one topical issue has been the development of the data platform and external monitoring.

The Municipal Council's objectives and missions

During the year, the company has contributed towards the Municipal Council's objectives as prioritised by the Board, and – amid a global crisis situation – has delivered as far as possible on the missions assigned to the company in the Council's budget and responded to assigned missions from the 2019 owner dialogue with Göteborgs Stadshus AB. It has not been possible to achieve the objective of an increased number of guest nights during 2020.

The 400th anniversary

Göteborg & Co has been tasked with leading, coordinating, communicating and following up on plans for Gothenburg's 400th anniversary celebrations. Following an impact and risk analysis carried out on the basis of the uncertain situation, the Municipal Council decided at the end of September to postpone the implementation until 2023, with a symbolic celebration in 2021. The anniversary organisation and the

entire company are reviewing the structure, programme and future opportunities together with all stakeholders in line with the changed conditions.

The visitor industry programme

The mission of running the City of Gothenburg's programme for the development of the visitor industry up until 2030 has continued by involving relevant administrations and companies within the City of Gothenburg. This collaboration will be crucial in the adaptation and recovery phase following the pandemic. In the face of Covid-19, conditions for the visitor industry have changed fundamentally. The activities contained in the action plan should help the destination's visitor industry to recover, and should provide the right conditions for stakeholders to get their businesses up and running, quickly and sustainably. The aim is to ensure that Gothenburg still has a successful visitor industry in the future.

Regional and national collaboration

Collaboration has long been one of the destination's success factors, and in times of uncertainty collaboration is even more important. Destination Gothenburg is generally regarded as 13 municipalities that make up the Gothenburg region. The overall aim of this collaboration is to develop the visitor industry and the sustainable destination, and thereby help to strengthen industry and increase attractiveness for those who visit and live and work in the Gothenburg region.

Collaboration was intensified in 2020 in terms of marketing reasons to travel, to target groups in the surrounding area and to other Swedes. The growing focus on external monitoring and data-driven knowledge involves the entire region.

One key focus during the year was on supporting the visitor industry through close cooperation. Networks and groupings have met frequently, and actions have been drawn up in partnership with Business Region Göteborg and the West Sweden Tourist Board.



Organisation

Göteborg & Co is organised into the following business areas: Strategic Staff (including Analysis & Market Trends), Convention Bureau, Events, the Trade & Industry Group and Marketing & Communications. The individual areas are briefly described below:

Strategic Staff

Strategic Staff works closely with the entire company, and with the company's management and business areas, owners, cluster companies and partners in the form of hospitality businesses, event organisers and rights owners, academia, and the city's administrations and companies. Strategic Staff has three units: Coordination & Sustainability, Analysis & Market Trends, and Procurement & IT.

During 2020, the department's work played a central part in the company's proactive role as a collaboration platform and a knowledge hub, through tailored, active communication and increased external monitoring from local, regional, national and international perspectives. As a consequence of the pandemic, this work has been rapidly intensified and developed.

Strategic Staff has devised and applied new methods and ways of working for both external monitoring and analysis, and has also been responsible for a range of operational measures. These include supporting the visitor industry by establishing communication and dialogue forums with relevant authorities and administrations within the city, as well as various skills provision measures linked to the industry. This work has been part of deepened cooperation during the year with Business Region Göteborg and the Göteborg Region Association of Local Authorities.

There has also been a focus on developing and formalising efforts to create a digital knowledge hub. Covid-19 has accelerated the need for data-based knowledge, and thus for the company's work with the destination's digital data platform.

Convention Bureau

Gothenburg shall actively attract major conferences and large corporate meetings that combine academia and industry within the region with research and development at high national and international levels. This shall be achieved by marketing and selling Destination Gothenburg to decision-makers working with international meetings, political meetings and large corporate meetings in particular. In brief, meetings, research, talent and decision-makers shall all be

attracted to Gothenburg.

Following a positive, normal start to the year, everything changed in mid-March. Since then, meetings have been moved, cancelled or held digitally. A number of actions have been taken to minimise the pandemic's negative impact for Gothenburg as a meeting destination in the long term. All meeting processes are being analysed to see which could have an effect in the short and long terms. National and Nordic meetings are also being analysed to facilitate a quicker return when the situation improves.

Long-term work has resulted in a number of future meetings being signed up for Gothenburg. At the same time, hard work has been carried out to ensure the implementation of meetings planned for 2021. Organisers are increasingly seeing hybrid or hub meetings as an alternative, and Gothenburg has an opportunity to become Sweden's leader for this kind of meeting.

Events

The role of the Events department is to promote and strengthen Gothenburg as an event city by strategically developing, facilitating and implementing sustainable sporting and cultural events. The business area has three units: Events & Sales, Event Support and Projects. 2020 looked like being a very strong year, with many cultural and sporting events planned. When virtually all of these were postponed or cancelled during the spring, the focus shifted to supporting our partners and organisers and rearranging our own events in line with today's society and current restrictions.

The International Science Festival Gothenburg was moved from the spring, and was held as a digital event at the end of September. The Gothenburg Culture Festival was cancelled, and its resources were reallocated to the Christmas celebrations in December. The main activities for the anniversary year were postponed until 2023, with a symbolic celebration in 2021. A number of events were held in new ways in partnership with other stakeholders, such as Göteborg Book Fair and live-streamed concerts.

The long-term work to sign up events continues with several major sporting events up until 2026. The events industry has been hit hard by the pandemic, so it is unclear when and how it will recover.

The Trade & Industry Group

The department's mission is to act as a platform for collaboration between industry, organisations, municipalities and academia in the work to strengthen and develop Gothenburg's competitiveness and attractiveness. The department shall be an active, powerful and long-term resource for facilitating value-creation and innovation.

The Trade & Industry Group has 22 member companies within industry, academia and the public sector. The aim is to support the destination's and the company's overall strategies, and to act as a resource and a supporting partner for various projects through knowledge and financial contributions. During the year, a number of planned projects had to be cancelled as a result of Covid-19. The Trade & Industry Group has supported affected organisations, and has been involved in the company's actions to support partners within the visitor industry.

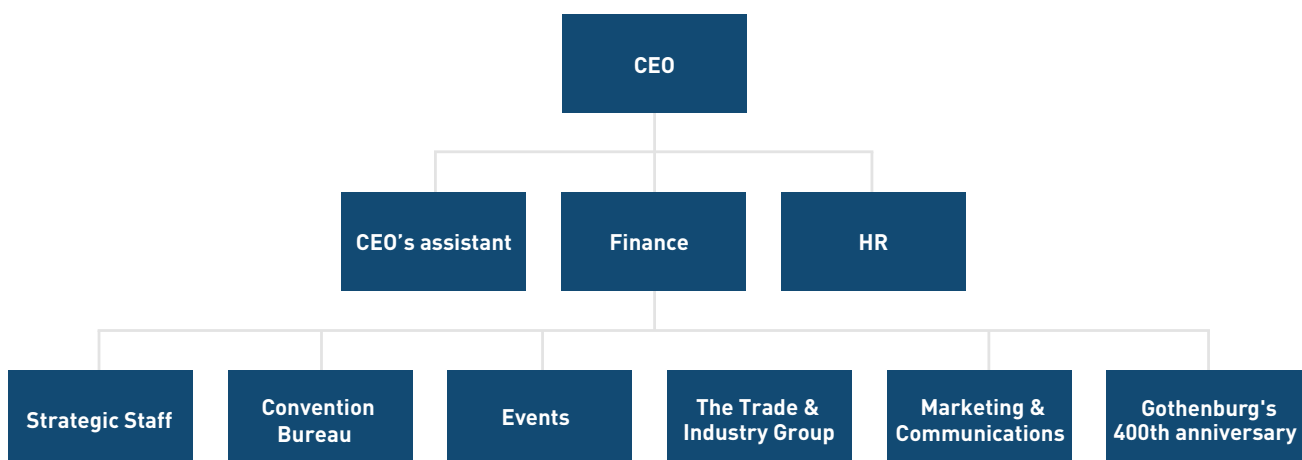
Projects and events that received support during the year include Göteborg Film Festival, BonnierHoops, Unimeet Gothenburg and the national Hack the Crisis project. The Window Poetry project was launched in autumn 2020 to support and disseminate information about the city's application for UNESCO's City of Literature programme. The project will continue in spring 2021. The Trade & Industry Group continues to take part in innovative projects linked to digitalisation, such as Future Ambassadors and the Gothenburg Symphony Orchestra's digital cultural events.

Marketing & Communications

Marketing & Communications is a central function in order for Göteborg & Co to achieve its objectives. Through communication, more people shall discover and visit Gothenburg, and the company's position as a collaboration platform shall be reinforced and developed. Extensive work is being carried out to manage and build on the Gothenburg brand in relation to the visitor industry and the wider world. The department is responsible for the company's destination communication, corporate communication and internal communication to employees and management, and shall ensure that it is digital, innovative, accessible and of the highest quality.

Marketing & Communications consists of three units: Team PR, which is responsible for the image of the destination in the company's campaigns, contact with the media and tour operators, and cooperation with retail and cruise operators. Visitor Services, which operates the tourist centre and the contact centre responsible for cooperation with the Gothenburg archipelago. Inhouse, the company's internal production agency, which manages content on the company's digital platforms.

The situation during the year has placed greater demands on communication, both internally and externally with partners and stakeholders within the visitor industry. New concepts – such as For Your Gothenburg – have been launched to support local activities, and marketing has mainly been directed at target groups in Sweden.





Future outlook

The UN's World Tourism Organization has estimated that international travel fell by 72% during January to October. The future outlook for one of the world's biggest industries is uncertain, to say the least. Despite everything, the global economy has been surprisingly resilient, thanks largely to extensive support initiatives. The infection situation around the world is changing almost daily, and societies that have just reopened are closing down again. There is a real risk that international travel will remain extremely low during 2021. At the same time, hard work is being carried out at several levels to plan for recovery. The importance of sustainability is a common factor in this. Gothenburg enjoys a strong position as a sustainable destination, having topped the Glob-

al Destinations Sustainability Index four years in a row and also having been named Lonely Planet's Best Sustainable City Stay 2021.

There is growing interest in Gothenburg, thanks to the global focus on sustainability. Nevertheless, it is impossible to predict when international travel will resume at levels like those seen in 2019.

During the autumn, the company began working on a new business plan. These plans have always applied for three years. However, in view of circumstances which can undergo rapid fundamental shifts, there is now a greater need for flexibility and quick adaptation. The business plan will therefore be reviewed annually from 2021 onwards.

Risks and uncertainties

An annual risk analysis is conducted in relation to the company's overall and operational goals. The analysis evaluates potential risks. These risks include various events that could directly or indirectly affect activities. The overarching uncertainty is associated with the development of the global pandemic and the possible consequences in the form of economic worries, recession and changed behaviours.

One clear risk is the economic crisis within the visitor industry, which has affected many cultural institutions, arenas, hotels, theatres, entertainment venues, restaurants, associations and so on. If this results in bankruptcies and job losses, there will be an impact on the destination's offering and

attractiveness. Other effects of the pandemic in 2021 include uncertainty regarding annual and temporary events, and whether Liseberg amusement park and the Swedish Exhibition and Congress Centre will be permitted to open.

Good access is important to Destination Gothenburg. The resumption of international air travel will take a long time once the pandemic has died away and the major airlines can firmly prioritise destinations, and this may disadvantage Gothenburg.

Gothenburg may find it hard to compete for major international events due to a low standard of arenas, economic conditions or poorer accessibility.

Sustainability

The company shall strive, through long-term, integrated sustainability initiatives, to prevent and minimise negative impact from the business and to contribute positively as a collaboration platform to the development of the city and the region. The company supports the UN Global Compact's principles for companies.

Göteborg & Co was awarded its first environmental diploma in 2008. The company's operations are not subject to any permit or duty to give notice in accordance with the Swedish Environmental Code. Environmental initiatives are carried out systematically based on the Swedish Environmental Base's national environmental management standard, with a focus on continual improvement.

Travel and transportation are crucial for the company's mission, but also play a substantial role from an environmental standpoint. The scope of this impact fluctuates from year to year depending on the number of recruitment processes, events and other assignments. The climatic impact of business travel is offset by the City of Gothenburg's internal climate compensation.

Göteborg & Co is not subject to the legal requirement to prepare a sustainability report. Nevertheless, the company has chosen to prepare a sustainability report in accordance with Global Reporting Initiative (GRI) standards for sustainability reporting (2016) at the "Core" level. The sustainability report can be found on pages 18–47.

Personnel

Göteborg & Co shall be an attractive workplace, where equality and diversity are natural elements. The company wants to be seen as an innovative, creative and professional organisation that works proactively and has clear goals and values.

Winningtemp was introduced in 2020 to replace the employee surveys that had previously only been carried out once a year. The system regularly measures factors such as employees' engagement, working environment and organisational trust, and provides quick feedback at both department and company levels. Winningtemp will be evaluated during 2021, but the company can already see a need for a particular focus on skills development processes.

As part of the company's transformation, a new organisation was agreed on during the autumn. This resulted in 11 people being made redundant and role changes for 24 others.

Sustainable employee engagement was measured at the end of the year, and despite the reorganisation and redundancies this remained in line with the previous year's measurement (77,2020, 76,2018).

In a company with relatively few employees, individuals' sickness absence has a clear effect on statistics. Long-term sickness absence has fallen somewhat, since those employees who had longer periods off work during the previous year are now mostly back at work.

Performance and financial position

The following table shows the company's performance with regard to some central earnings measures and key ratios (amounts in SEK thousands):

	2020	2019	2018	2017	2016
Operating income	167,249	180,985	203,447	196,252	241,755
Profit after financial items	-157,070	-2,162	10,009	1,370	1,122
Total assets**	995,432	1,162,122	1,118,488	1,115,346	90,022
Equity/assets ratio*	94.8%	93.7%	95.9%	95.5%	21.2%
Average number of employees	118	103	106	105	112
Sales per employee	1,417	1,757	1,919	1,869	2,159

*Equity + 78.6% of untaxed reserves/total assets from 2019 onwards (78% for previous years)

**During 2017 there was a reverse merger with Göteborg & Co Kommuntressent AB. The company then became the owner of three subsidiaries, which affected the total assets.

Tourist development in the Gothenburg region

	2020*	2019	2018
Total tourist sales (SEK millions)	14,000	33,700	32,900
Market share of commercial hotel and hostel nights	9%	10.9%	10.8%
Number of guest nights, thousands	2,300	5,060	4,844
Number of employees in the travel and visitor industry	-	13,700	13,400

Since 2019, the Swedish Agency for Economic and Regional Growth has reported national accounts in accordance with a new standard. The information in the tables has been recalculated in line with the new standard and an estimate based on the destination's market share of guest nights for each year. No calculation of employment for 2020 has been possible.

*Forecast for 2020.

Proposed appropriation of profits

The following profits are at the disposal of the Annual General Meeting:

Profit brought forward	1,095,993,343
Net profit for the year	<u>-159,514,829</u>
SEK	936,478,514

The Board of Directors proposes that the profits be appropriated as follows:

carried forward	<u>936,478,514</u>
SEK	936,478,514

The company's performance during the year and financial position at year-end in other respects can be seen from the following income statement and balance sheet.

Intra-group transfers were paid to	SEK thou- sands	Shareholder contributions were paid to	SEK thou- sands
Göteborgs Stadshus AB	15,311	Got Event AB	7,489
		Göteborgs Stadsteater AB	5,762
Intra-group transfers were received from	SEK thou- sands	Shareholder contributions were received from	SEK thou- sands
Got Event AB	6,328	Göteborgs Stadshus AB	14,550
Göteborgs Stadsteater AB	7,331		

Equity

	Share capital	Statutory reserve	Profit brought forward	Net profit for the year
Opening balance	3,000,000	1,208,540	1,086,714,964	-3,685,011
Appropriation of profit			-3,685,011	3,685,011
Dividend to shareholders			-1,586,256	
Net profit for the year				-159,514,829
Shareholder contribution			14,549,646	
Closing balance	3,000,000	1,208,540	1,095,993,343	-159,514,829



Financial statements



Income statement

	Note	2020	2019
Operating income	1	167,249,002	180,984,752
Cost of services sold		-493,290	-4,524,978
Other external costs	2, 3	-78,280,125	-89,096,015
Personnel costs	4, 5	-85,498,696	-86,090,559
Depreciation of property, plant and equipment	6	-1,195,937	-1,149,831
Total operating expenses		-165,468,048	-180,861,383
Operating profit		1,780,954	123,369
Profit from shares in Group companies	7	-159,012,000	-2,241,744
Profit from other securities and receivables	8	0	-123,297
Interest income and similar profit/loss items		164,092	84,195
Interest expense and similar profit/loss items		-2,575	-4,587
Profit after financial items		-157,069,529	-2,162,064
Appropriations	9	-2,445,300	-1,505,198
Tax on profit for the year	10	0	-16,752
Tax from previous year		0	-997
Net profit for the year		-159,514,829	-3,685,011

Balance sheet

	Note	31/12/2020	31/12/2019
Assets			
Property, plant and equipment			
Equipment	6	3,294,286	3,255,874
Financial assets			
Shares in Group companies	11	924,571,679	1,070,332,505
Other non-current securities	12	22,703	22,703
Total assets		927,888,668	1,073,611,082
Current assets			
Inventories, goods for resale		710,911	873,362
Current receivables			
Trade receivables		13,559,415	12,960,777
Receivables to companies within Göteborgs Stadshus AB		3,414,213	37,326,657
Tax assets		1,812,162	1,699,504
Other receivables		23,633,922	29,937,789
Prepaid expenses and accrued income	13	24,375,190	5,597,610
Total current receivables		66,794,902	87,522,337
Cash and bank balances		37,700	115,349
Total current assets		67,543,513	88,511,048
Total assets		995,432,181	1,162,122,130

Balance sheet (cont.)

	Note	31/12/2020	31/12/2019
Equity and liabilities			
Equity			
Restricted equity			
Share capital (30,000 shares, par value SEK 100/share)		3,000,000	3,000,000
Statutory reserve		1,208,540	1,208,540
		4,208,540	4,208,540
Non-restricted equity			
Profit brought forward		1,095,993,343	1,086,714,964
Net profit for the year	14	-159,514,829	-3,685,011
		936,478,514	1,083,029,953
Total equity		940,687,054	1,087,238,493
Untaxed reserves	15	3,639,659	2,846,359
Current liabilities			
Trade payables		12,845,904	14,817,623
Liabilities to companies within Göteborgs Stadshus AB		2,687,778	35,305,653
Other current liabilities		6,671,114	2,683,149
Accrued expenses and deferred income	16	28,900,672	19,230,853
Total current liabilities		51,105,468	72,037,278
Total equity and liabilities		995,432,181	1,162,122,130

Cash flow statement

	Note	2020	2019
Operating activities			
Profit after financial items		-157,069,529	-2,162,064
Adjustments for non-cash items		159,846,605	4,691,745
Tax paid		-112,658	1,102,613
<i>Cash flow from operating activities before working capital changes</i>		2,664,418	3,632,294
<i>Working capital changes</i>			
Inventories		162,451	-52,577
Current receivables		14,452,869	-2,736,066
Current liabilities		-20,931,811	27,298,103
Cash flow from operating activities		-3,652,073	28,141,754
Investing activities			
Investment in equipment		-1,226,545	-305,587
Cash flow from investing activities		-1,226,545	-305,587
Financing activities			
Dividend paid out		-1,586,256	-23,084,100
Cash flow from financing activities		-1,586,256	-23,084,100
Cash flow for the year		-6,464,874	4,752,067
Cash and cash equivalents at beginning of the year, incl. Group account		29,844,136	25,092,069
Cash and cash equivalents at end of the year, incl. Group account	17	23,379,262	29,844,136

Notes to the financial statements

General information

The consolidated financial statements are not prepared with reference to the exception to the Swedish Annual Accounts Act Chapter 7, § 2.

ACCOUNTING PRINCIPLES

Göteborg & Co complies with the Swedish Annual Accounts Act (1995:1554) and the general advice of the Swedish Accounting Standards Board, BFAR 2012:1 *Annual Report and Consolidated Financial Statements* ('K3').

Intra-group transfers

Received and paid intra-group transfers are recognised as appropriations in the income statement. Shareholder contributions received are recognised directly against non-restricted equity.

Shares in Group companies

Shares in subsidiaries are carried at cost. Dividends from subsidiaries are recognised as income when the right to the dividend is deemed secure and can be measured reliably. An impairment charge was taken for shares in subsidiaries because of the decline in value.

Depreciation

Depreciation according to plan is based on the original cost of the assets and is allocated over the estimated useful life. Equipment is written off at 20% per year, as its useful life is estimated to be 5 years.

The difference between depreciation according to plan and book depreciation is shown as an appropriation.

Inventories

Inventories have been valued in accordance with the lowest cost principle, i.e. at the lower of cost or fair value. The FIFO method has been applied when determining cost. Fair value consists of estimated sales value less estimated selling expense.

Receivables

Receivables have been recognised at the amounts expected to be received. Other assets and liabilities are recognised at nominal amounts unless otherwise stated in the notes below.

Revenue

Payment for assignments from the City of Gothenburg is recognised the year the expenses arise that the payment relates to.

The company recognises revenue from fixed-price service assignments carried out on completion of the work. This means that ongoing service assignments are valued in the balance sheet at direct expenses accrued less invoiced part payments. The outcome of the assignment

is assessed in connection with the annual accounts. If there is reason to suspect that a loss has occurred, it is recorded in its entirety.

Other revenue is recognised when the income can be estimated reliably and when, on the whole, all the risks and rights associated with ownership have been transferred to the purchaser, which normally takes place when goods are delivered or services are provided.

Taxes

The tax expense or tax income for the period consists of current and deferred tax. Current tax is the tax calculated on the taxable profit for the period.

Deferred tax is calculated on the difference between the carrying amounts of the company's assets and liabilities and their tax base. The difference between these amounts is multiplied by the current tax rate, giving the amount of the deferred tax asset/liability. Deferred tax assets are recognised in the balance sheet to the extent that it is likely that the amounts can be utilised against future taxable profit. In June 2018, the Swedish Parliament decided to reduce the corporate tax rate in two stages. Deferred tax liabilities/assets that are expected to be realised in 2019–2020 are thus valued at 21.4%, while other items are valued at 20.6%.

Leasing

All lease agreements are recognised as operating lease agreements, which means that the lease payments are allocated on a straight-line basis over the lease term.

Cash flow statement

The cash flow statement is prepared using the indirect method. The reported cash flow only includes transactions resulting in cash receipts or payments. Cash and cash equivalents refer to cash and bank balances. The balance in the Group account is reported as cash and cash equivalents.

Parent company

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (556537-0888).

Revenue amounted to 4.3% of income (2019: 5%) from other Göteborgs Stadshus companies and 4% (2019: 4%) of costs for 'Costs of services sold' and 'Other external costs' are assigned to other Göteborgs Stadshus companies.

Significant events after the balance sheet date

No significant events have occurred after the balance sheet date.

Note 1 Operating income

	2020	2019
Payment for assignments from the City of Gothenburg	124,630,000	119,037,000
Income from sales of services	4,814,660	13,691,049
Marketing payment, project funds and other income from owners and stakeholders	37,804,342	48,256,703
	167,249,002	180,984,752

Note 2 Fees and reimbursements

	2020	2019
Audit assignment Ernst & Young AB	150,005	153,991
Audit assignment City Audit	163,311	167,400
Audit duties beyond audit assignment Ernst & Young AB	0	0

'Audit assignment' refers to the statutory audit of the annual accounts, the accounting records and the administration of the Board of Directors and the CEO. 'Audit duties beyond audit assignment' refers to an audit of the administration or the financial information that is required by statute, articles of association, regulations or agreements and that results in a report or some other document in addition to the audit report, as well as consultancy or other assistance occasioned by observations in connection with an audit assignment. Other services are services that do not relate to the audit assignment, other audit services or tax consultancy.

Note 3 Leasing

Essential leases refer to leases for the company's premises on Mässans Gata and Kungssportsplatsen. These agreements include indexation according to the CPI. The agreement for Mässans Gata runs up to and including 2022 and will be extended for 36 months if it is not terminated. The agreement for Kungssportsplatsen runs up to and including 2024 and will be extended for 36 months if it is not terminated. Other leases relate to equipment such as copying machines.

	2020	2019
Lease payments for the financial year	7,492,020	7,306,037
Future contracted lease payments:		
Within one year	7,333,688	7,382,010
Two to five years	12,351,368	19,621,780
More than five years	0	2,546,940

Note 4 Personnel

	2020	2019
Men	32	29
Women	86	74
	118	103

The average number of employees as above has been calculated in relation to the company's normal hours worked per year.

In order to give a more complete picture of employment within the company, the table below shows the number of permanent employees and fixed-term employees (e.g. project employment, seasonal employment, temporary employment or consultants) during the year.

	Number of full-time equivalents 2020	Number of people 2020
Permanent employees	82	107
Fixed-term employees/consultants	36	249
	118	356

Note 5 Salaries, other remuneration and social security expenses

	2020	2019
Board, CEO		
Salaries and other remuneration	1,988,950	1,758,194
Social security expenses	1,217,140	1,029,472
Of which pension expenses	(476,591)	(383,911)
Other employees		
Salaries and other remuneration	57,059,828	56,370,148
Social security expenses	24,142,199	24,414,442
Of which pension expenses	(4,941,007)	(5,550,693)
Total		
Salaries and other remuneration	59,048,778	58,128,342
Social security expenses	25,359,339	25,443,914
Of which pension expenses	(5,417,598)	(5,934,604)

The CEO's notice period is 6 months. If the Board terminates the contract, the notice period is 12 months. No severance payment will be made if the contract is terminated on grounds that justify immediate termination. The CEO has a defined contribution pension plan, with no guaranteed final pension level.

Gender distribution within senior management

	2020		2019	
	Number	Of which men	Number	Of which men
Board members	7	29%	7	29%
Senior management	12	50%	9	56%

Note 6 Equipment

	31/12/2020	31/12/2019
Opening costs	13,858,307	14,791,884
Purchases	301,292	305,587
Construction in progress	925,253	0
Sale/disposal	-123,990	-1,239,164
Closing costs	14,960,862	13,858,307
Opening depreciation according to plan	10,602,433	10,691,767
Depreciation according to plan	1,195,937	1,149,831
Sale/disposal	-131,794	-1,239,165
Closing depreciation according to plan	11,666,576	10,602,433
Closing residual value according to plan	3,294,286	3,255,874

Note 7 Profit from shares in Group companies

	2020	2019
Anticipated dividend	0	1,586,256
Impairment charge from shares in Group companies	-159,012,000	-3,828,000
	-159,012,000	-2,241,744

Note 8 Profit from other securities and receivables

	2020	2019
Impairment of shares in other companies	0	-123,297
	0	-123,297

Note 9 Appropriations

	2020	2019
Change in tax allocation reserve	358,000	0
Change in excess depreciation	-1,151,300	407,802
Intra-group transfers received	13,659,000	69,916,414
Intra-group transfers paid	-15,311,000	-71,829,414
	-2,445,300	-1,505,198

Note 10 Tax on profit for the year

	2020	2019
Current tax	0	-16,752
Deferred tax	0	0
Tax on profit for the year	0	-16,752

Reconciliation of tax expense for the year

Recognised profit/loss before tax	-159,514,829	-3,667,262
Tax calculated at a rate of 21.4%	34,136,173	784,794
Tax effect of non-taxable expenses	-104,559	-318,706
Tax effect of impairment charges	-34,028,568	-819,192
Tax effect of non-taxable income	0	339,459
Deferred tax	0	0
Standard income on tax allocation reserves	-3,046	-3,107
Total	0	-16,752

Note 11 Shares in Group companies

	2020	2019
Opening cost	1,070,332,505	1,032,151,120
Shareholder contribution paid	13,251,174	42,009,385
Impairment of shares	-159,012,000	-3,828,000
Closing cost	924,571,679	1,070,332,505

			31/12/2020	31/12/2019
	Number of shares	Capital share %	Carrying amount	Carrying amount
Liseberg AB 556023-6811, Gothenburg	419,998	100.0%	850,503,385	1,006,697,385
Got Event AB 556015-9823, Gothenburg	15,000	100.0%	38,260,008	30,771,000
Göteborgs Stadsteater AB 556016-7875, Gothenburg	79,941	100.0%	35,808,286	32,864,120
			924,571,679	1,070,332,505

In connection with the annual accounts, Göteborg & Co AB has written down the shares in Liseberg AB by SEK 156 million, to the equivalent net worth of the Liseberg Group. Given the overall valuation of the Liseberg Group's future cash flow, and in view of the business plans for the coming five years, the carrying amount of the holding is probably justified. Considering the great degree of uncertainty regarding the company's future development in view of the ongoing pandemic, however, the company is of the opinion that a write-down of this holding is justified based on prevailing conditions.

Note 12 Other non-current securities

	31/12/2020	31/12/2019
Svensk Turism AB, 556452-7157, Stockholm	22,703	22,703

The par value of the above shares is SEK 15.55 per share and the share capital totalled SEK 1,556,000 in 2020

Note 13 Prepaid expenses and accrued income

	31/12/2020	31/12/2019
Staff-related	41,736	39,970
Rental expenses	1,962,738	1,963,629
Project-related	21,321,097	2,593,407
Other	1,049,619	1,000,604
	24,375,190	5,597,610

Note 14 Appropriation of profit

The following profits are at the disposal of the Annual General Meeting:

Profit brought forward	1,095,993,343
Net profit for the year	<u>-159,514,829</u>
SEK	936,478,514

The Board of Directors proposes that the profits be appropriated as follows:

carried forward	<u>936,478,514</u>
SEK	936,478,514

Note 15 Untaxed reserves

	31/12/2020	31/12/2019
Accumulated excess depreciation	1,151,300	0
Allocation reserve assessment year 2014	0	358,000
Allocation reserve assessment year 2015	285,459	285,459
Allocation reserve assessment year 2016	724,900	724,900
Allocation reserve assessment year 2017	758,000	758,000
Allocation reserve assessment year 2018	720,000	720,000
	3,639,659	2,846,359

Note 16 Accrued expenses and deferred income

	31/12/2020	31/12/2019
Staff-related	10,231,414	8,885,531
Project-related	11,862,751	5,076,161
Other	6,806,506	5,269,161
	28,900,671	19,230,853

Note 17 Cash and cash equivalents

	31/12/2020	31/12/2019
Of this item, balance in Group account makes up	23,341,562	29,728,787

Gothenburg, 8 February 2021

Jonas Ransgård
Chairman

Kurt Eliasson

Eva Flyborg

Anna Karin Hammarstrand

Madeleine Jonsson

Alice Vernersson

Linnea Wikström

Peter Grönberg
CEO, Göteborg & Co AB

Our audit report was submitted on 8 February 2021
Ernst & Young AB

Hans Gavin
Authorised Public Accountant

Our review report was submitted on 8 February 2021

Birgitta Adler
lay auditor appointed by
the Municipal Council

Lars-Gunnar Landin
lay auditor appointed by
the Municipal Council

Auditor's report



Auditor's report



Review report



GRI index

This is Göteborg & Co's fourth sustainability report. For 2020, the annual report and sustainability report have been combined as a single report. General information about the business can be found on pages 48–59, and the report on key sustainability issues is presented on pages 18–47. The report

has been prepared in accordance with the Core option of the Global Reporting Initiative Sustainability Reporting Standards (2016), and describes Göteborg & Co's work with key sustainability issues. Göteborg & Co produces a sustainability report once a year.

GRI Standards (Core)	Comments	Reference	Global Compact	Global goals
GRI 101 (2016) Basic accounting principles				
GRI 102 (2016) General information				
ORGANISATIONAL PROFILE				
102-1	Name of the organisation	Göteborg & Co AB		
102-2	Activities, brands, products and services		50–57	
102-3	Location of headquarters	Gothenburg		
102-4	Location of operations	Gothenburg		
102-5	Ownership and legal form		50	
102-6	Markets served	Sweden and internationally through marketing and partnerships.		
102-7	Scale of the organisation		46, 60	
102-8	Information on employees and other workers, divided up by form of employment, employment terms, region and gender	All operations are carried out in Gothenburg. Full-time employees (December): 101 Part-time employees (hourly paid employees during the year): 12 full-time equivalents, carried out by 191 employees. Average number of employees during the year: 118	46	Principle 6 Goal 8
102-9	Supply chain	During 2020, the company had a total of 497 suppliers.		Goal 12
102-10	Significant changes to the organisation and its supply chain during the reporting period		45, 52–53	
102-11	Precautionary Principle or approach	Göteborg & Co actively strives to reduce the environmental impact from its own operations as well as from those of collaborative partners.		Principle 7 Principle 8 Principle 9 Goals 13 & 15
102-12	External financial, environmental and social declarations, principles or other initiatives that the organisation has signed up to or supports	The UN Global Compact, the UNWTO definition of sustainable tourism and the Global Sustainable Development Goals. GDSI – the Global Destination Sustainability Index		Goal 17

GRI Standards (Core)	Comments	Reference	Global Compact	Global goals
102-13	Membership of associations	Svensk Turism, ECM – European Cities Marketing, IAEH – International Association of Event Hosts, ICCA – International Congress and Convention Association, SNDMO – Swedish Network of Destination Marketing Organisations, SNCVB – Swedish Network of Convention Bureaus, the Swedish Network for Sustainable Tourism & Events, CSR Västsverige.		Goal 17
STRATEGY				
102-14	Statement from CEO	4–5		
ETHICS AND INTEGRITY				
102-16	Values, principles, standards and norms of behaviour	23, 26		
GOVERNANCE				
102-18	Governance structure	52–57		
STAKEHOLDER ENGAGEMENT				
102-40	List of stakeholder groups	25		Goal 17
102-41	Collective bargaining agreements	All employees except the CEO are covered by collective bargaining agreements.	Principle 3	Goal 8
102-42	Identifying and selecting stakeholders	25		Goal 17
102-43	Approach to stakeholder engagement	25		Goal 17
102-44	Key topics and concerns raised	25		Goal 17
REPORTING PRACTICE				
102-45	Entities included in the consolidated financial statements	Göteborg & Co AB. Subsidiaries prepare their own annual accounts. The consolidated financial statements are prepared by Göteborg Stadshus AB.		
102-46	Defining report content and topic boundaries	22, 25		
102-47	List of material topics	22		

GRI Standards (Core)		Comments	Reference	Global Compact	Global goals
102-48	Restatements of information	No significant changes to information. However, Göteborg & Co has chosen to replace GRI 403-1 (2016) with its own information ('Occupational injuries and sick leave') and has added 'Employee index'. Nevertheless, these figures relate to the same information submitted in the previous year's reports.			
102-49	Changes in reporting	No significant changes.			
102-50	Reporting period	01/01/2020–31/12/2020			
102-51	Date of most recent report	March			
102-52	Reporting cycle	Calendar year, coinciding with the financial year.			
102-53	Contact point for questions regarding the report	Katarina Thorstensson, Sustainability Officer katarina.thorstensson@goteborg.com			
102-54	Claims of reporting in accordance with the GRI Standards		78		
102-55	GRI content index		78–81		
102-56	External assurance	The report has been externally audited.			
Topic-specific standards					
200 ECONOMIC TOPICS					
203 (2016) INDIRECT ECONOMIC IMPACTS					
103-1, 2, 3	Management approach				
203-2	Significant indirect economic impacts		6–7, 24–29		Goals 4, 5, 8, 12 & 16
205 (2016) ANTI-CORRUPTION					
103-1, 2, 3	Management approach		46		
205-2	Communication and training about anti-corruption policies and procedures		46	Principle 10	Goal 16
300 ENVIRONMENTAL TOPICS					
308 (2016) SUPPLIER ENVIRONMENTAL ASSESSMENT					
103-1, 2, 3	Management approach		46		
308-1	New suppliers screened using environmental criteria	107 new suppliers in 2020, of which 104 were engaged under the City of Gothenburg's framework agreements and the remainder through direct procurement. All were assessed in accordance with the City of Gothenburg's policy.		Principle 7 Principle 8 Principle 9	Goal 12

GRI Standards (Core)	Comments	Reference	Global Compact	Global goals
400	SOCIAL TOPICS			
OWN AREA	OCCUPATIONAL HEALTH AND SAFETY			
	From 2020 onwards, Göteborg & Co has chosen to use its own information about occupational health and safety, since the GRI information does not fit with the information reported by the company to the City of Gothenburg.			
103-1, 2, 3	Management approach	45		
Own information	Occupational injuries and sick leave	46		Goal 8
Own information	Employee index	46		Goal 8
405 (2016)	DIVERSITY AND EQUAL OPPORTUNITY			
103-1, 2, 3	Management approach	46		
405-1	Gender and age diversity of the Board, management and other employee groups	46	Principle 6	Goal 10
406 (2016)	NON-DISCRIMINATION			
103-1, 2, 3	Management approach	46		
406-1	Incidents of discrimination and corrective actions taken	46	Principle 6	Goal 10
413 (2016)	LOCAL COMMUNITY			
103-1, 2, 3	Management approach	34–38		
413-1	Operations with local community engagement	34–38, 56–57	Principle 1	Goals 3, 4, 5, 8, 10, 11, 12 & 16
414 (2016)	SUPPLIER SOCIAL ASSESSMENT			
103-1, 2, 3	Management approach	46		
414-1	New suppliers screened using social criteria	107 new suppliers in 2020, of which 104 were engaged under the City of Gothenburg's framework agreements and the remainder through direct procurement. All were assessed in accordance with the City of Gothenburg's policy.	Principle 2 Principle 3 Principle 4 Principle 5	Goals 8 & 12



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