

# Annual and Sustainability Report

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**01-01-2021–31-12-2021**

for Göteborg & Co AB

Company registration no. 556428-0369



go:teborg&co

*Göteborg & Co's goal is to get more people to discover and choose Gothenburg. Göteborg & Co's assignment is to use wide-reaching collaboration to lead and promote the development of Gothenburg as a sustainable destination, so that everyone who lives and works here can benefit from a growing visitor industry.*

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

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

The destination of Gothenburg includes the 13 municipalities of the Gothenburg region. Göteborg & Co's assignment is to strengthen and develop the visitor industry in Gothenburg and the Gothenburg region, and to contribute to the development of the visitor industry in the Västra Götaland region. Important partners are the parties of the visitor industry, academia, culture and sports, other businesses, the West Sweden Tourist Board, and parts of the City of Gothenburg.

Göteborg & Co is divided into five areas: the Gothenburg Convention Bureau, Events, Tourism, the Trade & Industry Group, and Strategic Staff. In addition, the company has the task of planning and realising Gothenburg's 400<sup>th</sup> anniversary celebrations. Each area is described in the administration report.

The board and the CEO of Göteborg & Co AB, based in Gothenburg, hereby present the following annual report for the financial year 01-01-2021–31-12-2021



**Göteborgs  
Stad**

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## Now It's Time to Find the Way Forward

People will want to meet, socialise and travel, both now and in the future. People long for reasons to travel that stand out from the crowd. Research and innovation will be even more important, as well as traditions to hold on to.

Life is a learning process, as the saying goes. That saying has been proven true again and again this year. We've looked at the world around us, adapted, changed, and done things in completely new ways. Often with impressive results.

There is a power that is released in all contexts where people have trust in each other. Inventiveness and the will to dare are what allow new paths to be found and tried. This year shows plenty of evidence of this. Festivals, business meetings, large congresses and fairs have in many cases been conducted with visitors at a distance, on site or both. Liseberg and many other major attractions introduced digital queues and pre-booked entry.

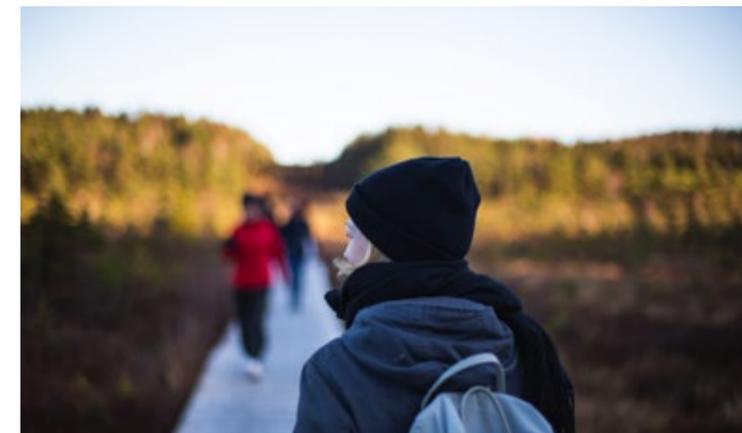
Göteborg & Co's goal is, as always, to get more people to discover and choose Gothenburg. We do this by driving the development of Gothenburg as a sustainable destination in wide-reaching collaboration. The core assignment includes marketing and showcasing the destination through

campaigns, and inviting travel journalists and influencers to come here. It also includes attracting major meetings and events, thus creating future business opportunities.

We have done all this in 2021. We have also celebrated Gothenburg's 400<sup>th</sup> anniversary, and are planning a major celebration programme with a 400<sup>th</sup> anniversary party in 2023.

At the same time, we have tried to look into the future. Adapted the city's programme for the visitor industry with the new vision of a sustainable destination 2030. Digitalisation has made great strides, and will affect the way in which we work and travel, placing new demands on our hotels, venues and facilities. But also on how we showcase our destination.

That's why we've been running a number of projects on city centre development, hybrid experiences, and data-driven knowledge. Gothenburg is far ahead in many areas. The



digital twin can become part of a future virtual destination that supports us in our work with attracting organisers and visitors.

Sustainability efforts continue on several levels, and we were immensely proud to be named the world's most sustainable destination for the fifth time in a row by the Global Destination Sustainability Index. This time in competition with over 70 prominent destinations across the world.

It shows the progressiveness and innovative capacity that exists in Gothenburg. Once again, trust and collaboration are absolutely crucial to success. In the updated version of the City of Gothenburg's programme for the visitor industry, which is out for consultation, sustainable destination is a key objective. We lead the work according to strategies that follow the principles of the UN Global Compact, and with the aim of contributing to the achievement of the 2030 Agenda.

2022 is a year of hope for many. The hope of experiencing

something long-awaited. The entrepreneur who gets the chance to test their business idea. The musician performing a difficult piece. The athlete who hears the cheering. The team leader who is about to try out a new tactic. Hotels, stadiums, museums and restaurants that welcome new guests every day.

As this is being written, uncertainty is once again spreading around the world. But we have much better tools to face it than we did just a year ago.

**Peter Grönberg** CEO  
Göteborg & Co AB



# Tourism and Destination Development 2021

Thanks to efficacious vaccines and eased restrictions, it was a good summer and autumn for the visitor industry. Demand was driven by domestic travel, while international travel remained low. At the end of the year, uncertainty increased again.

The start of 2021 was bleak, with a prolongation of the global visitor industry crisis from the previous year. According to the European Travel Commission, international travel to Europe is expected to fall by 60 per cent this year compared to 2019, and not to be back to pre-pandemic levels until 2024.

The hotels' recovery can be seen in the statistics. Until June, hotel occupancy was between 20 and 30 per cent. At the end of June, there was a sharp upturn, and in the second half of July, almost 80 per cent of hotel rooms in the Gothenburg region were occupied.

In July and August, a record was set for Swedish overnight stays in Gothenburg, 11 per cent more than in 2019. Proof

that the destination is attractive despite the fact that the events of the summer did not take place, while Liseberg and other visitor attractions were severely restricted. However, international overnight stays were fewer than half of what they were in 2019, and this trend continued for the rest of the year.

When we went back to normal after the holidays, occupancy rates dropped, but the risk of infection was perceived as lower, and levels were still double those of the spring. Weekend travel continued to be strong, while weekday travel increased at a slower pace. A clear sign that leisure tourists are returning faster than business travellers. The number of guest nights in hotels and hostels in the



Gothenburg region is expected to reach 3.3 million, which is a strong improvement compared to 2020 (+ 34 per cent), but still well below 2019 (- 35 per cent).

On September 29, Sweden removed restrictions on restaurants and events. This was immediately reflected in increased demand. Arenas, theatres, cinemas, concert halls and other venues were filled once again. The autumn holiday week with Halloween at Liseberg, and the Social Democrats' congress resulted in a really good week for the visitor industry.

In November, the spread of the disease increased again in many countries, and Sweden decided to introduce vaccination passports at large indoor gatherings. Whether this is a temporary setback or a deepening of the crisis is unclear at the time of writing.

Experience shows that leisure travel recovers quickly when people feel safe to travel. The development of business travel is more uncertain. The trend towards more meetings being held virtually will reduce demand for the services of visitor industry and transport companies, which in turn may affect supply and availability.

Digitalisation, e-commerce, changing travel habits and other trends have been accentuated during the pandemic, increasing the pace of change. Göteborg & Co has therefore launched a number of strategic projects to strengthen the destination in adapting to future challenges.

There are high hopes for 2022. Gothenburg can look forward to a year of many great concerts, festivals and sporting events. The major meetings calendar is also full for most of the year. The visitor industry, especially hotels and restaurants, is labour-intensive, and many have left the industry during the long period of restrictions. One of the biggest challenges is rehiring the right people with the right competence in all positions.

## Guest Nights

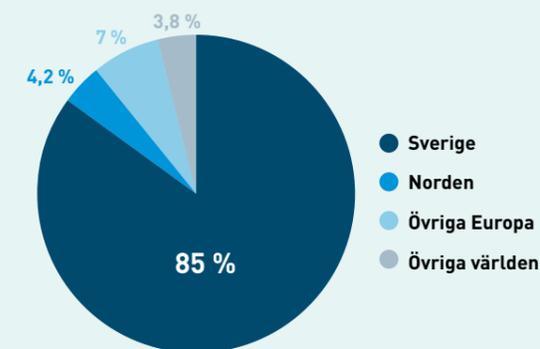
Hotels, holiday villages and hostels



Source: Statistics Sweden/Swedish Agency for Economic and Regional Growth, preliminary statistics Jan–Oct 2021 \* Own forecast Nov–Dec

## Foreign and Swedish Guest Nights

Jan–Oct 2021



In a normal year (before the pandemic), about 70 per cent of the guests were Swedish, and 30 per cent were foreign. The most important countries apart from Sweden are: Norway, Germany, the UK, Denmark and the US.

# Financial Year

Göteborg & Co has very broad and multifaceted operations. The company supports the visitor industry in many aspects, and is involved in many and varied projects every year. 2021 was a different kind of year – and a festive one, thanks to the 400<sup>th</sup> anniversary. Here we have collected a selection of events and activities that Göteborg & Co participated in.

## Time Magazine Celebrated Gothenburg

In July, Gothenburg was named one of the greatest places in the world by TIME Magazine, with 14.5 million readers. Göteborg & Co has been in regular contact with Time Magazine since 2014.



## Cruise Tourism Turned Back Up

In 2021, 66 cruise ships with a total of 68,000 passengers called at the Port of Gothenburg. Of these, 65,000 were Germans. The result was much better than expected. Göteborg & Co works with the recruitment of cruises, passenger guiding, and communication about the destination. At the end of the year, a new commercial was produced, targeting the American market.

## Gothenburg Accepted by the UNESCO Network of Cities of Literature

At the end of the year, Gothenburg was accepted into the UNESCO Creative Cities Network (UCCN) in the field of literature. The aim of the network is to strengthen cooperation between cities for which creativity is important to identity, as well as a strategic factor for achieving the global sustainability goals, Agenda 2030. Today, 295 cities are part of the global network.

Gothenburg was inducted into the network based on its rich third sector and literary life, complemented by welfare initiatives, reading promotion projects and international collaborations.

'Gothenburg has been a role model in including many people in the work over the years, and the efforts to increase writing and reading among non-native Swedish-speakers in Gothenburg are particularly impressive. The fact that Sweden is getting its first city of literature is great for Gothenburg, but also for the whole of literary Sweden,' said Minister of Culture and Democracy Amanda Lind.

Göteborg & Co has long invested in reading promotion activities such as Window Poetry, The City Where We Read to Our Children, Manhole Cover Poetry, and Bonnier Hoops, often through the 400<sup>th</sup> anniversary and the Trade and Industry Group.



## New goteborg.com – in several languages

A new and updated version of goteborg.com was published in the spring. The new site is based on smart map features, and presents a wealth of content with improved accessibility. Another new feature is that the site is available in Norwegian and Danish.

Languages

Svenska

English >

Dansk ↗

Norsk ↗

### New Communication Concept

Mvh Gothenburg – this is the name of the destination’s new overall communicative concept, which was launched in the autumn. The concept can be used during all seasons, and draws on one of Gothenburg’s greatest strengths: the friendly welcome in the city.

The concept is based on the destination’s position ‘Cool Place – Warm People’, and showcases an attractive metropolis with much to offer, exciting developments, and not least, plenty of warmth.

The concept is available for use by visitor industry parties who want to be part of strengthening the image of the destination. In English, Mvh translates to Best wishes.



### Isolated Cinema Became Global Success

Through the Trade and Industry Group, Göteborg & Co has worked with the Göteborg Film Festival for four years to increase the festival’s international reach through high-profile PR campaigns. This year’s theme was social distancing, and the promotional campaign for The Isolated Cinema was an unprecedented success. Over 12,000 people applied to isolate on the island of Pater Noster with only streamed films from the festival for company. The New York Times, Variety, CNN, BBC, Die Press, Le Monde and Al Jazeera were some of the news outlets that covered the festival in connection with the campaign. The equivalent advertising value is estimated at MSEK 680. Who was selected? Emergency care nurse Lisa Enroth from Skövde. She also blogged extensively during her stay.



### Great Media Interest in Film Festival and Sustainability

In 2021, many international media outlets wrote about Gothenburg – often thanks to contacts with the company’s PR unit. Many articles were about the Göteborg Film Festival and the creative campaign mentioned above, but sustainability was also a recurring angle. Lonely Planet’s designation of Gothenburg as the world’s best sustainable destination in 2021 clearly opened the eyes of many other media outlets. For instance, Conde Nast Traveler, one of the world’s most respected travel magazines, gave Gothenburg the epithet ‘City of Hope’.



### The World's Most Sustainable Destination – Again

Gothenburg tops the Global Destination Sustainability Index in competition with 70 cities worldwide for the fifth (!) year in a row. The GDSI is a broad measure of how good cities are at working with sustainability. Assessment and scoring is based on 69 different criteria covering everything from recycling, greenhouse gas emissions, accessibility, inclusion, safety and security, sustainability certified hotels and restaurants, to the existence of sustainability strategies among both public and private parties.

‘Gothenburg is doing an impressive job. Year after year, the city demonstrates a methodical and smart approach to sustainability that has become a role model for other destinations. It feels very good to be able to present the award to Gothenburg’, says Guy Bigwood, initiator and director of GDSI.

In recent years, Gothenburg has received a lot of international attention for its sustainability work. In 2020, the European Commission named Gothenburg the European Capital of Smart Tourism, and in 2021 Lonely Planet named Gothenburg the ‘best sustainable city stay’.



**Creative Marketing in Social Media**

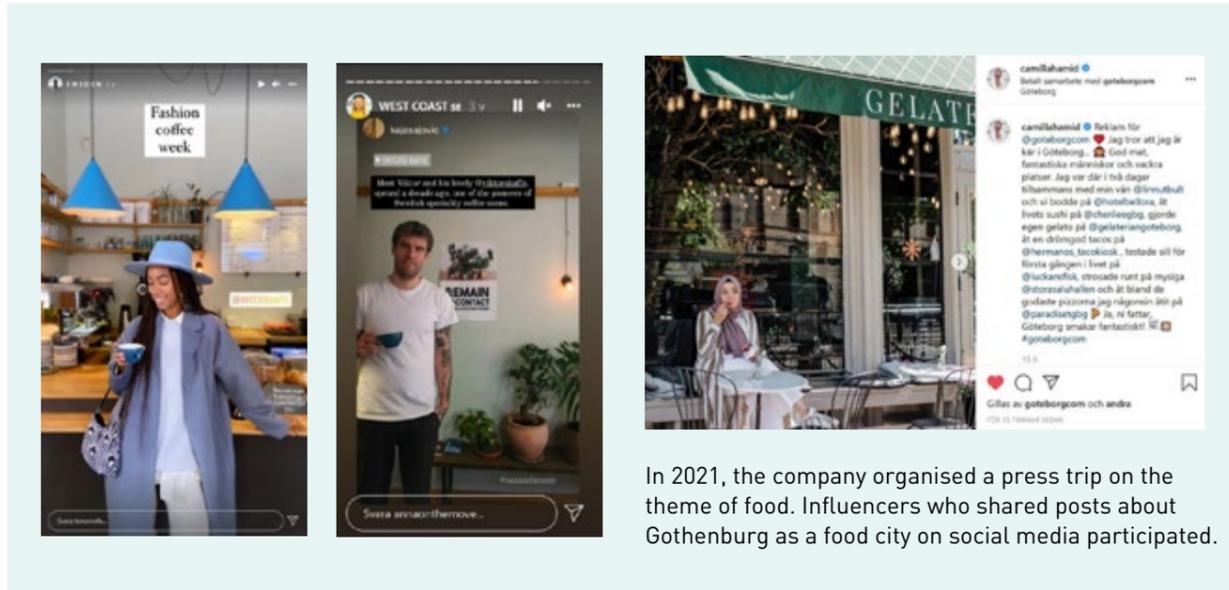
The destination's Instagram account in social media, goteborg.com, continued to engage. The live walks that began in 2020 were developed in 2021, and offered mini-reports from Hönö Kläva, Vrångö, Liseberg and Purrfect Cat Café, among others.

Ahead of the prestigious Champions League final, the trophy was taken on a photo tour to the crane Eriksbergskranen, fortress Skansen Kronan, the Swedish Ship, square Götaplatsen and more.

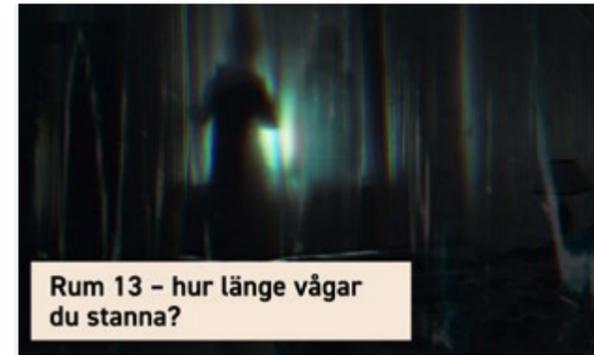


**Gothenburg Clubs Received Extra Visibility**

Gothenburg is a city of music, and to support the industry, a number of concert venues were highlighted in the destination's channels, and through interviews on goteborg.com. The posts were sponsored for extra reach.



In 2021, the company organised a press trip on the theme of food. Influencers who shared posts about Gothenburg as a food city on social media participated.



**Gothenburg's Creepiest Hotel Rooms Attracted Large Numbers**

This year's autumn campaign with the theme Sweden's Creepiest Hotel Rooms attracted a lot of media attention. Room 13 at Gothia Towers sold out immediately, and the campaign, which also communicated other reasons to travel, generated 47,000 clicks to goteborg.com, and reached more than 1 million people.

**Launch of Hybrid+**

At the end of the year, Göteborg & Co launched Hybrid+, an innovative tool developed to create new and better digital meeting experiences.

'The majority of physical meetings and events will be merged with digital ones in the future. Now, it's up to those of us working in meetings and events to shape the new normal. The goal of the Hybrid+ project is to create a strong position in hybrid experiences, and thus secure Gothenburg's future as a sustainable meeting region in an innovative way,' says Henrik Svensson, project manager for Hybrid Meetings at Göteborg & Co.

In the autumn, the Hybrid Experiences project launched a training course aimed at spreading knowledge about digital production platforms, how a studio works, and so on. The course quickly became fully booked, and had to be expanded.



**International Students and Researchers Welcomed**

Welcoming international students and researchers to Gothenburg in the midst of a pandemic has been a challenge. Thanks to a collaboration between Unimeet Gothenburg and the Hybrid Experiences project at Göteborg & Co, a very successful hybrid welcome evening was organised in September. 250 participants from all over the world participated; 200 digitally and 50 on site at Gothia Towers studio.

**Digital Cinnamon Roll Bake with Large Congress**

The fact that many congresses became digital or hybrid had an impact on all the ancillary activities associated with meetings. Some particularly creative examples were found at the European Conference for Research on Learning and Instruction, which offered a digital city walk from Biskopsgården to Långedrag, and a digital cinnamon roll baking session, among other things. These initiatives show that it is possible to showcase local skills, culture and cities in new ways.



### Support Through Marketing

In response to the coronavirus crisis, the company contributed with more direct marketing activities than ever before, for Gothenburg's hotels, for instance. For example, Gothenburg's 400<sup>th</sup> anniversary was used as an opportunity to attract overnight stays. Campaign page 'Stay in a Hotel for SEK 400 as Gothenburg Celebrates 400 Years' attracted 24,669 unique visits, and just over 11,000 clicks on hotel package links. The hotel packages sold well, and many of the hotels reported that they sold out of their promotional rooms.



### Seal Attracted Laughter

Sometimes, the company offers a bit of Gothenburg humour, and just in time for the winter sports holidays, the Experience Sälen at Home campaign was launched, and received a lot of positive comments on social media.



**6,000,000**



### New Meeting Arena in Frihamnen

The Frihamnen Days are to be Sweden's new arena for free discussion, and for two days in September the area was filled with seminars, political speeches, discussions and live music. Sustainability, innovation and gender equality were among the topics discussed. 400 people participated on stage, and 9,000 followed the event, which was also streamed. Göteborg & Co contributed to the event through the Trade and Industry Group and the Events department.



### New Restaurant Star Is Lit

In September, Gothenburg got its fifth Michelin star restaurant. It belongs to Project on road Södra Vägen, where Anna and Cameron Irving have been creating culinary experiences since 2016. Other restaurants in the exclusive, starry guide are; 28+, Bhoga, Koka, and SK Mat & Människor.

– at least that many accounts have been reached by the destination's Facebook/Instagram accounts during the year. By the end of the year, the company will have posted over 600 posts on Facebook and Instagram, and over 450 Instagram Stories.

### Magasin Gothenburg Celebrated Ten Years

Every year since 2011, the Trade and Industry Group has published Magasin Gothenburg – a supplement to newspaper Dagens Industri – in cooperation with Business Region Göteborg. The magazine highlights the stories of the innovative and modern Gothenburg, and in 2021 the articles were translated into English for the first time. According to the reader survey, 70 per cent of DI's readers had read the magazine, and the average rating for the content was high.



### The Trade and Industry Group Welcomes Göteborg Energi

The Trade and Industry Group brings together 22 well-established businesses that want to contribute to positive development in Gothenburg. In 2021, energy company Göteborg Energi joined as a new member. 'Göteborg Energi's work for a sustainable city fits perfectly into the Trade and Industry Group's vision of developing an attractive and sustainable metropolitan region where ideas, businesses and people grow together. We are very pleased that Göteborg Energi has chosen to get involved in the Trade and Industry Group, and we welcome them warmly', says Lennart Johansson, director of the Trade and Industry Group at Göteborg & Co.



### Gothenburg's 400<sup>th</sup> Anniversary Celebrated on 4 June

Gothenburg's 400<sup>th</sup> anniversary was celebrated with a live broadcast on 4 June 2021. In the programme, viewers were guided around Gothenburg's history and present with author and journalist Kristian Wedel, among others. In parts of the programme, Gothenburg comedians Ina Lundström and Niklas Andersson rode the tram with special guests such as Miriam Bryant. The official ceremony, presided over by Tomas von Brömssen, took centre stage, with HRH Crown Princess Victoria giving a speech. The main message for 4 June was 'Watch the Live Broadcast and Celebrate Where You Are with the Digital Anniversary Package', which resulted in hundreds of thousands of people joining the celebrations.

### Gothenburg Tells Stories

As part of the 400<sup>th</sup> anniversary celebrations, the Museum of Gothenburg interviewed 100 people from the city's 10 different districts for an exhibition about present-day Gothenburg. Gothenburg Tells Stories was named Contemporary Documentation of the Year, and exhibited at various locations in the city throughout the year. Pensioners, students, people on sick leave, doctors, economists, copywriters, painters, journalists, teachers, priests, pizza-makers, administrators, firefighters, childminders, chefs, nursing assistants and refrigeration technicians – they all contributed to a richer story of our city.



### Corona Flowers

To honour and remember those who died as a result of COVID-19, artist Geert van der Vossen's Corona Flowers were displayed on a barge in the Port of Gothenburg Canal. The art installation consists of 6,561 handmade iron flowers and thousands of printed flowers, and was part of Gothenburg's anniversary year.



### A 360 Degree Film Experience

In December, all residents and visitors could enjoy a unique film experience about Gothenburg's 400-year history. By stepping into the 30-metre wide and 8-metre high 'cinema screen' in the park Bältespännarparken, spectators became part of an audiovisual journey through four centuries. Göteborg & Co was the project manager for the experience, which was part of Gothenburg's 400<sup>th</sup> anniversary, and the Gothenburg Christmas City programme.

### Gothenburg's Own Map

In May, 280,000 households received the Gothenburg Anniversary Map in their letterbox. The Gothenburg Anniversary Map was created by the Göthenborgo association alongside more than 600 Gothenburg residents who contributed with their favourite places, stories and illustrations from all the nooks and crannies of the city.



### The History of Gothenburg Became an Exhibition and Interactive Experience

Bingolotto, green rabbits, the Million Programme, and half a special. In the Museum of Gothenburg's new basic exhibition on 20<sup>th</sup> century Gothenburg, visitors can revel in our most beloved, hated and iconic Gothenburg objects, and discover sides of the city they never thought existed. The exhibition is part of Gothenburg's 400<sup>th</sup> anniversary.

During the summer, Gothenburg residents and visitors could also take part in the experience Glimpses from Gothenburg's History through installations and filmed dramatisations in the historic quarters around Kronhuset via QR codes. Glimpses of Gothenburg's History was produced by Historieverket, and is part of Gothenburg's 400<sup>th</sup> anniversary celebrations. Glimpses of Gothenburg's History can now be viewed at [goteborg2021.com](http://goteborg2021.com).

### The Bishop Blessed the Göta Älv Pilgrimage Trail

On 5 June, the Bishop of Gothenburg, Susanne Rappmann, blessed the Göta Älv Pilgrimage Trail. The ceremony took place in church Nylöse Kyrka, and was followed by a walk along the final part of the trail through Gothenburg to church Masthuggskyrkan. The week-long walk, which started in Lödöse, was part of Gothenburg's 400<sup>th</sup> anniversary celebrations.

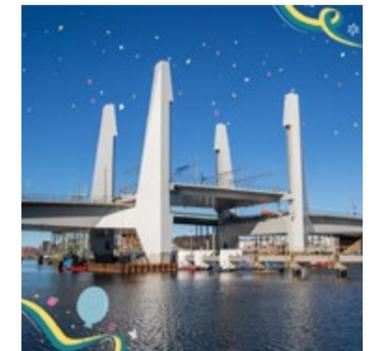


# 100,000

– that's the number of anniversary pastries that were served at care homes, secondary schools and primary schools around the city in connection with Gothenburg's 400<sup>th</sup> anniversary on 4 June.

### Bridge Hisingsbron Opened

One of the events that will be associated with 2021 in the future is, of course, the opening of the bridge Hisingsbron, which took place in stages from May to September. King Carl XVI attended the final ceremony.



### Artscape

Since 2016, Artscape has been contributing street art to the city and region. In 2021, seven large-scale public murals were painted – at square Stigbergstorget in Majorna, on hall Sjumilahallen in Biskopsgården, at square Skanstorget, at sports ground Valhalla IP, on Elite Park Avenue in the city centre, and on school Jättestensskolan on Hisingen. The paintings were ready for Gothenburg's 400<sup>th</sup> anniversary, and are part of the celebrations.

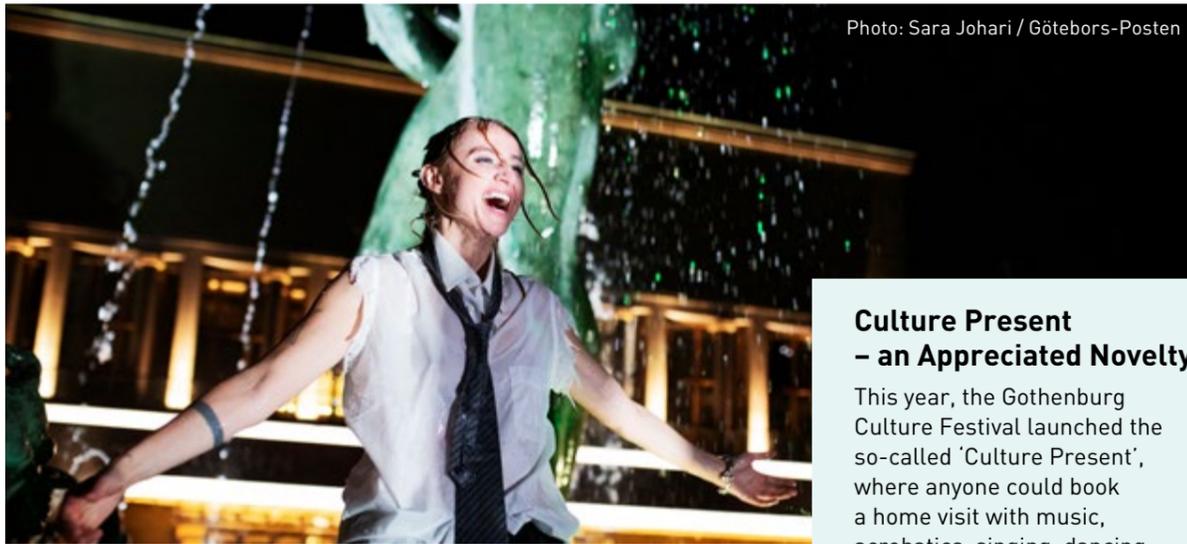


Photo: Sara Johari / Göteborgs-Posten

### Culture Present – an Appreciated Novelty

This year, the Gothenburg Culture Festival launched the so-called 'Culture Present', where anyone could book a home visit with music, acrobatics, singing, dancing, magic, or something else. Each performance was five to ten minutes long, and performed outdoors. 250 bookings were made, and the customer satisfaction rate was as high as 9.72 out of 10.



## Large and Intimate Culture Festival

To avoid crowds in central Gothenburg, the Gothenburg Culture Festival moved out to over 70 locations across the city, and offered over 100 programme items. This year, the festival could also be experienced at home via streamed talks and concerts. Two of the streamed concerts were held in collaboration with the newspaper GP and the GBG Live concept: Silvana Imam at square Götaplatsen, and Evergrey at Färjenäs. The gigs were placed in environments that are seen as typical for Gothenburg, with the aim of showcasing the destination, and testing new event locations. They took place without an audience, and were shown digitally on the festival's website and gp.se. Nearly 20,000 people watched each concert.

## Gothenburg People of the Year 2021

Every year, Swedish Radio P4, newspaper GT, and Göteborg & Co present the Gothenburg People of the Year award. In 2021, the Göteborg Film Festival's CEO and artistic director, Mirja Wester and Jonas Holmberg, were given the award for their work on the festival's success. This was the motivation:

'For 42 years, the Göteborg Film Festival has brought Nordic film to the world, and invited the film world to Gothenburg. With the aim of challenging people's perceptions of society and each other, they have shown films in new and unexpected ways, put culture's men in gynaecologists' chairs, and, this year, invited people to the world's most isolated cinema – a windswept islet in the sea.'

The award has previously gone to Håkan Hellström, Laleh Pourkarim and Agnes Wold.



## Cellink won the Gothenburg Company Award

Every year, the Trade and Industry Group gives the Gothenburg Company Award to successful companies that operate and develop in the Gothenburg region. This year's winner was biotech company Cellink, which enables the reconstruction of human tissue using 3D bioprinters. The company is recognised for its entrepreneurial journey and innovative solutions that create the future of medicine.

'As an international company that started its journey in Gothenburg, I am particularly proud to receive the Gothenburg Company Award', said Erik Gatenholm, CEO and co-founder of Cellink.



## JA Company of the Year: Read and Learn JA

The Trade and Industry Group has been a partner of Junior Achievement Göteborg for almost 30 years, and is the competition host for the JA Company of the Year award. In 2021, the award went to Read and Learn JA from secondary school Polhemsgymnasiet. The company has produced a book and a bracelet to raise awareness among the youngest generation about the UN's 17 Sustainable Development Goals.



## Future Ambassadors

With Gothenburg's 400<sup>th</sup> anniversary, Göteborg & Co and the Trade and Industry Group have continued their work with Future Ambassadors alongside the Primary School Department and Universeum. So far, over 60 classes and more than 1,700 children have participated in the project, which aims to explore the power of digitalisation to find solutions for a sustainable world, while increasing goal achievement in science and technology.



## Model for Sustainable Positive Effects

More and more cities, organisations and businesses want to use meetings to create development and long-term positive effects (often referred to as Legacy). That's why Göteborg & Co has built a model for how organisers can work with us in the destination. The Gothenburg Way to Legacy offers a toolkit with several examples of how this can be done. It was launched on the company's English website in the autumn.

## Liseberg Received Award for New Attraction

Liseberg's new Wonderland attraction, which finally opened this summer, was named best new attraction in Europe in 2020 and 2021. The European Star Awards, awarded by independent trade magazine Kirmes Park Revue, is one of the most prestigious awards in the theme park industry. The attraction is a so-called 'dark ride'; a themed indoor attraction. In a car on rails, visitors are taken around the exciting underground world of the Liseberg rabbits, enhanced by animations, sound and light, mechanical figures and special effects. During the summer season, 125,000 guests travelled through Wonderland.



## The Meeting Industry at Fair in Barcelona

The world's meetings industry has had a difficult time. The recruitment of future major congresses has continued, and in December it was time for the international meetings industry to meet at the IBTM fair in Barcelona. Three representatives of Göteborg & Co's Gothenburg Convention Bureau were on hand to make contacts, and recruit new meetings.





# Sustainability Report

# Priorities for Sustainable Development

Destination Gothenburg's long-term and overarching goal, Sustainable Destination 2030, means that the visitor industry should grow while contributing to the development of people and living environments. Göteborg & Co has an important role to play in this vision. The company's work is to contribute to the development of vibrant trade and industry in a robust destination, and to be a role model in work for sustainable and smart destination development. The fact that Göteborg & Co has signed the UN Glasgow Declaration on Climate Action in Tourism, the meeting industry's Net Zero Carbon Events, and other commitments, alongside the destination's overall goals, provide a clear compass for the company's work. Read more about the Glasgow Declaration and other climate initiatives on page 46.

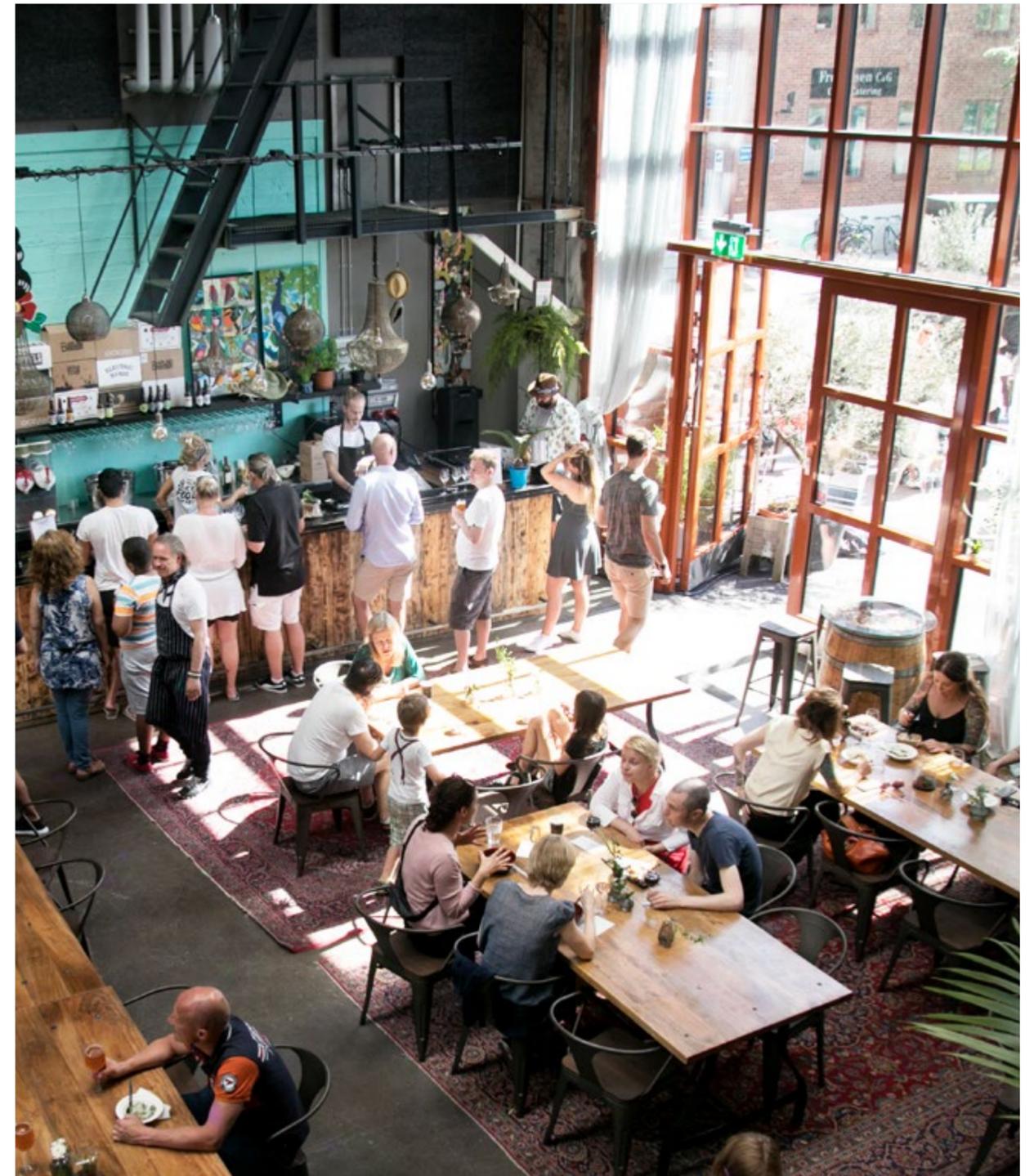
## Sustainability for Göteborg & Co

Göteborg & Co is to be an internationally leading collaboration platform in sustainable destination development and innovative and sustainable development of the visitor, meetings and events industry.

The company works to make Gothenburg an attractive and sustainable destination by taking financial, environmental and social responsibility with the aim of constantly improving and moving forward. Through collaboration with other parties in the visitor industry, Göteborg & Co contributes to a vibrant Gothenburg with sustainable, attractive and unique experiences. The company also maintains an ongoing dialogue with the people of Gothenburg themselves, not least through its work on Gothenburg's 400<sup>th</sup> anniversary. The inclusive modus operandi is important. Listening and talking to the people who live here helps the company to make Gothenburg an even better city to live in.

The starting point for work with sustainability is that sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their needs. The principles of the Global Compact, the UN World Tourism Organisation's definition of sustainable tourism, and the Sustainable Development Goals (Agenda 2030) form the basis of the work, as do the city's goals and directions.

Sustainability for Göteborg & Co is reflected in the company's sustainability framework of four areas and twelve essential aspects. The framework is to drive development, and guide the company's operations and employees. It governs the focus of our sustainability work and what we want to achieve, both in terms of the company's internal operations, and in terms of the destination assignment. The framework is thus complementary and supportive of, for example, the company's meetings and events strategies,



and has formed the basis for the revision of the Visitor Industry Programme, which is currently under consultation. The framework also provides guidance and support to the destination's stakeholders. The sustainability report follows the four areas of the framework: Welcoming and Inclusive Destination; Growing and Healthy Destination; Environmentally Smart and Climate-Smart Destination; and Fair Conditions.



## Göteborg & Co's Key Sustainability Issues

In Göteborg & Co's assignment, sustainability permeates all work. The company inspires, supports and enables the sustainability work of other parties, while taking responsibility for the sustainable development of its own operations. Göteborg & Co has identified four prioritised sustainability areas. Within each area are three key

sustainability issues on which the operations focus. The areas and issues have been identified and prioritised based on stakeholders' expectations and the actual impact of the activities. The materiality analysis was validated and approved by the company's management team in its latest version in 2020.

### Welcoming and Inclusive Destination

- Broad Offering
- Accessible and Inclusive
- Safe and Secure

### Environmentally Smart and Climate-Smart Destination

- Climate-Smart Travel
- Resource Efficiency
- Sustainable Consumption

### Growing and Healthy Destination

- Economic Growth Through the Visitor Industry
- Job Creation and Competence Supply
- Highlighting Important Societal Issues Through the Experience

### Fair Conditions

- Good Working Environment
- Business Ethics
- Sustainable Procurement and Purchasing

## Sustainability Strategies

Göteborg & Co's sustainability work is based on three company-wide strategies that interact with and reinforce each other:



These core values underpin the destination's positioning and communication, and should permeate what we do and how we treat each other:



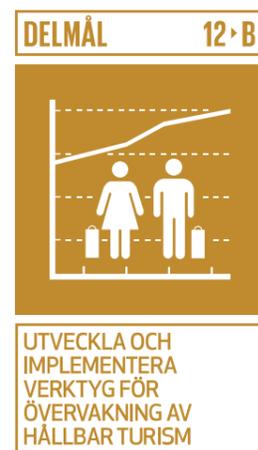


Based on the key sustainability issues for the company, management has identified that it has a particularly strong impact on, and opportunity to contribute to, the above Global Goals.

## Contribution to the Global Goals and Agenda 2030

The Global Goals for Sustainable Development (Agenda 2030) are growing as an important, shared framework for achieving a society that is sustainable in the long term, both at global and local levels. Based on the key issues of the sustainability framework, Göteborg & Co has identified the sustainability goals to which the company particularly contributes and is affected by. The company's assignment is clearly reflected in three of the goals' targets. Target 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products, target 12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products, and target 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

The company's assignment is clearly reflected in three of the Global Goals' targets:



## Stakeholder Dialogue

Göteborg & Co's operations as a collaboration platform are based on ongoing dialogue with a broad group of stakeholders, and their involvement is important for the development of the company and the destination. Göteborg & Co's board is politically appointed, and is in regular dialogue with the Visitor Industry Forum. The Visitor Industry Forum is made up of representatives from a number of visitor industry sectors, primarily from the private sector. In addition to this forum, each of the company's business areas has its own collaboration groups, consisting of representatives from key stakeholders, which meet regularly for collaboration and dialogue.

During the pandemic, the company's stakeholder dialogue has intensified, and the company's collective power has been successfully harnessed. The company has invited continuous dialogue, and worked closer to the industry than ever before. All meetings have been conducted according to the restrictions in place.

In 2021, the stakeholder dialogue also handled the revision of the City of Gothenburg's programme for the development of the visitor industry, involving stakeholders from both the visitor industry, academia, the city and the region. This dialogue has also provided the basis for an updated materiality analysis, adjusted sustainability aspects, and the development of the sustainability framework in line with the revision of the Visitor Industry Programme. The revision of the framework means, among other things, that it will consist of three areas in the future, and that the essential issues in the Fair Conditions area will be integrated into the other three sustainability areas.

### Göteborg & Co's Primary Stakeholders

Stakeholder	Dialogue Formats	Key Issues for the Stakeholder Group
<b>Owner</b> City of Gothenburg.	Annual general meeting, board meetings, owner dialogue, annual and interim reports, group council	COVID-19 – support to the visitor industry, preparedness and preparation for earliest possible recovery. Long-term: sustainable growth, sustainable city, attractive city, balanced budget.
<b>Employees</b>	Employee interviews, department/group meetings, internal conferences, employee survey, etc.	COVID-19 – safe and functional working environment. Long-term: work environment, sustainable services (events, meetings, etc.), positive contribution to society.
<b>Collaboration partners</b> Visitor industry companies, local organisers, academia and other trade and industry	Visitor Industry Forum, governance groups, collaboration groups, networking groups, member meetings. Meetings and workshops, interviews and questionnaire surveys	COVID-19 – crisis management support, global monitoring, marketing, preparation for rapid recovery. Long-term: attractive destination – more reasons to travel and varied offering, increased cooperation with the city, competence supply, marketing of the destination.
<b>Visitors</b>	Social media, visitor services, interview and questionnaire surveys	COVID-19 – safe destination and offering, Long-term: broad offering, availability.
<b>Gothenburg residents</b>	Open meeting points and dialogue groups, SOM survey, digital channels, visitor services	COVID-19 – safe offering, information, open up the city. Long-term: offering for the people of Gothenburg, sustainable city, accessibility, equality and reduced segregation, job opportunities.
<b>Administrations, authorities and public companies</b>	Collaboration groups and councils, meetings and workshops	COVID-19 – global monitoring, communication with the industry and the people of Gothenburg. Long-term: Sustainable city and destination development, development of the destination in accordance with the city's objectives, plans and programmes.
<b>Cluster companies</b> Liseberg, Got Event, Gothenburg City Theatre.	CEO council and thematic cluster councils	COVID-19 – global monitoring and preparation for rapid recovery. Long-term: collaboration, attractive city, destination accessibility.

## Governance and Management

The company is governed, on an overall level, by the owner's directives, the municipal assembly's budget, the city's programme for the development of the visitor industry towards 2030, the company's one-year business plan, the City of Gothenburg's programmes, plans, policies and guidelines, as well as the company's internal routines.

The sustainability perspective is integrated in the policy documents. In 2021, work began on implementing the City of Gothenburg's instructions for systematic environmental management, which is in line with the environmental work in constant development that the company has been conducting since 2008, when the operations were first environmentally certified. In 2022, social sustainability issues will also be integrated into this management system.

Göteborg & Co's sustainability strategist drives and develops sustainability work in collaboration with the company's various departments. Since spring 2020, the sustainability strategist is included in the company's management team. In addition to the sustainability strategist, who is responsible for leading and developing the work, the company has a strategist who focuses part-time on social sustainability issues, and a sustainability developer at the events department, and the work was further boosted in 2021, as an environmental specialist joined the team. The company's CEO is ultimately responsible for sustainability work.

In 2021, the City of Gothenburg's programme for the development of the visitor industry towards 2030 was revised, and a new version was put out for consultation in October. In the consultation version, a new overall objective has been formulated: Sustainable Destination 2030, which is well founded in Göteborg & Co's internal sustainability framework. The overall goal includes eight targets and 20 indicators that will ensure sustainable and balanced growth. The new consultation version is based on the three areas Welcoming & Inclusive Destination, Growing & Healthy Industry, and Environmentally Smart & Climate-Smart Destination. The areas also take into account the three perspectives of visiting, living and working. The programme sets a clear direction for both the company and the city as a whole, and the plan is for the programme to be considered by the municipal assembly in 2022.

### Global Destination Sustainability Index

Gothenburg's number one ranking in the Global Destination Sustainability Index for sustainable destinations for five consecutive years is proof that Gothenburg is doing a lot of things right – and an important position for the destination to maintain. The GDSI is a broad measure of how good cities are at working with sustainability. Assessment and scoring is based on 69 different criteria covering everything from recycling, greenhouse gas emissions, accessibility, inclusion, safety and security, sustainability certified hotels and restaurants, to the existence of sustainability strategies among both public and private parties.

That doesn't mean that GDSI is an 'award', but rather the result of a systematic measurement and evaluation of the sustainability performance of 70 global destinations.

One of the objectives of the destination's and company's sustainability work is:

#### World-Class Sustainability

Indicator	Current situation	Target value
GDSI sustainability ranking	2019: #1	
	2020: No official benchmark due to pandemic	
	2021: #1	Annual top three ranking



# Welcoming and Inclusive Destination

Everyone who visits or lives in Gothenburg should feel that they are part of the destination, and that the offering is there for them. Göteborg & Co works to ensure that everyone can take advantage of what Gothenburg has to offer, regardless of who they are, where they come from, or what their circumstances are, and everyone should be treated with respect. The company must also contribute to safe and secure experiences.

The task of leading and coordinating the city's 400<sup>th</sup> anniversary has created commitment among many Gothenburg residents, and involves large parts of the city and region. The many anniversary initiatives are represented across the city, and have been developed through an inclusive process in which residents have been invited to participate.

## Key Sustainability Issues:

- Broad offering
- Accessible and inclusive
- Safety and security



In the area of Welcoming Destination, the company has identified that it contributes specifically to Global Goals 5 Gender Equality, 10 Reduced Inequalities, 16 Peace, Justice and Strong Institutions, and 17 Partnerships for the Goals.

In connection with the revision of the Visitor Industry Programme, a number of targets and indicators were developed, and baseline measurements at destination level were taken. Göteborg & Co contributes to the achievement of all targets. The following targets are linked to the area of Welcoming and Inclusive Destination:

### Everyone Should Feel Welcome to the Destination of Gothenburg

Indicator	Current situation	Target value
Visitor index*	2021: 80	2025: 82 2030: 84

\* The visitor index is a composite measure based on Swedish visitors' feeling of safety at the destination, the attractiveness of the offering, the availability of information, and perceived treatment during their stay. The value can range from -100 (lowest) to 100 (highest). Source: Visitor survey

### The Visitor Industry Adds Value for Residents

Indicator	Current situation	Target value
Percentage of residents who believe that the visitor industry offering adds value for them**	2021: 87 %	2025: 88 % 2030: 90 %

\*\* Source: Resident survey

### The Destination of Gothenburg Has an Attractive Offering All Year Round

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation establishments during off season*	2019: 3.3 million 2020: 1.8 million	2025: 3.3 million 2030: Annual growth from 2025
Number of off-season events**	2019: 37 2020: 9	2025: 37 2030: Annual increase from 2025
Number of off-season meetings **	2019: 40 2020: 5	2025: 40 2030: Annual increase from 2025

\* Source: Statistics Sweden, temporary stays statistics

\*\* Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August. For a definition of the 2025 meetings and events included in the compilation, see annex 1, chapter 4. Source: Göteborg & Co/Gothenburg Convention Bureau.

## Broad Offering

The visitor industry creates encounters between people, and makes the city more attractive through entertainment, restaurants, cafés, culture, excursions and trade. By marketing the city and creating conditions for a wide range of events and experiences, Göteborg & Co contributes to creating a vibrant city with something for everyone.

In 2021, Göteborg & Co has been working to support existing businesses to cope with the ongoing crisis. The company has also continued to invest in new, hybrid experience formats.

What is most evident after 2020 and 2021 is that those events and meetings that chose to switch to hybrid or digital formats gained a lot in terms of reach and development, while those that chose to cancel missed the opportunity to reach new audiences and make technological progress. Good examples are the Göteborg Film Festival, the International Science Festival Gothenburg, and the Göteborg Book Fair, all of which have taken leaps forward in recent years.

### The Company Supported the Industry – Financially and Communicatively

In recent years, the parties of the visitor industry have needed different types of support. In 2021, Göteborg & Co financially supported organisers of annual events in particular, to contribute to their survival. Grants of between SEK 50,000 and SEK 900,000 were awarded to 13 events (seven sporting events, four cultural events, and two in the other events category).

Alongside purely financial support, the company has provided communication and advertising campaigns to help bring audiences back when restrictions have eased. Ahead of summer, autumn and Christmas, the company launched broad campaigns, but also made more niche efforts to strengthen the city's concert venues, for example.

### The Culture Festival Went Broad

This year's edition of the Gothenburg Culture Festival was a different and pandemic-adapted festival. The festival included fewer dates than usual, but by collaborating with external parties, other events and existing venues across the whole city, the company was able to offer programming with a wider geographical spread than before. Other novelties

were the collaborations with other events such as the Göteborg Film Festival, the Dance & Theatre Festival, and The Tiny Festival.

To support the industry, the Gothenburg Culture Festival went to a number of existing venues – such as Pustervik, the Göteborg Opera, Vega Bryggeri and Musikens Hus – offering free concerts.

Through cooperation with Göteborgs Litteraturhus, Författarcentrum Väst, and the Library, literary discussions were held around the city, for example at Pustervik, Världslitteraturhuset and at the Gothenburg City Library. There were also streamed concerts and talks that could be seen by anyone – regardless of location. And the Culture Present, through which the audience could book and have their own unique cultural experience delivered to their home, was launched. In many ways, the festival was more accessible than ever.

As always, the Gothenburg Culture Festival offered something to suit all tastes and ages. From big name artists to more cutting edge acts in music, art, theatre or dance, and the chance to try out different activities for yourself – it was all there to be discovered. Open to all and completely free.

### The International Science Festival Gothenburg Had a Big Impact – Thanks to Digital Adaptation

The 25<sup>th</sup> edition of the now completely digital International Science Festival Gothenburg was opened by professor Jennifer Doudna, one of the world's leading researchers, who was awarded the Nobel Prize in Chemistry for the CRISPR/Cas9 genetic scissors in 2020.

The fact that the festival could be followed online meant that it could reach a larger audience than before – in terms of numbers and geographical spread. In total, the festival was attended by 56,000 people from 25 countries. Teachers and students from almost 300 locations across Sweden participated in the school programme, which had a total of over 37,000 visitors.

The most popular item in the general programme was Clean and Dirty with Gothenburg's Person of the Year, Agnes Wold, with almost 1,500 viewers.



The International Science Festival Gothenburg aims to offer a festival where everyone has the opportunity to participate, regardless of geographical location or circumstances.

## Accessible and Inclusive

Everyone should be able to take part in Gothenburg's offering, regardless of gender, gender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age. Everyone should be treated with respect, and physical, social, or linguistic conditions should not limit participation. In 2021, the company has contributed to a broader range of cultural events, for instance through Gothenburg's 400<sup>th</sup> anniversary, and the Gothenburg Culture Festival. Through its priorities, the company has helped to make culture accessible to unaccustomed culture consumers, and contributed to events being spread across Gothenburg to make the city more vibrant, and to combat segregation.

### Digitalisation Increases Gothenburg's Visibility

In many ways, the pandemic has acted as a catalyst for digitalisation. In 2021, the company contributed, for instance through the Trade and Industry Group, to increased digital accessibility for a range of parties. As mentioned above, the digital International Science Festival Gothenburg became accessible to more people, and the company contributed financially, in the same way, to the digitalisation of the Alfie Atkins Cultural Centre and the Göteborg Film Festival, which in 2021 was fully streaming-based. For Göteborg & Co, it is a basic requirement that the destination is also made clearly visible on digital platforms so that viewers are curious to visit the destination in the future.



### Online Accessibility Improved

In 2021, accessibility reports were written for the destination's website [goteborg.com](http://goteborg.com) and the company's website [goteborgco.se](http://goteborgco.se) in order to investigate and improve accessibility for people with hearing or visual impairments, for instance. The company owns a number of websites. Reports [forgoteborg2021.com](http://forgoteborg2021.com), [vetenskapsfestivalen.se](http://vetenskapsfestivalen.se), [kulturkalaset.se](http://kulturkalaset.se) and [unimeetgothenburg.com](http://unimeetgothenburg.com) will be published in 2022. An accessibility report was created for [101sustainableideas.com](http://101sustainableideas.com) when the site was built.

The destination's website [goteborg.com](http://goteborg.com) also supplemented its English and Swedish pages with pages in Danish and Norwegian. Arabic may also be used for event communication, as Arabic is the second biggest language in Gothenburg.

### Meeting May Contribute to Better Physical Accessibility

Gothenburg has, through the company, applied to host an international meeting for people with spinal cord injuries. The application is part of the focus on accessibility issues in the city, and on using the meeting as a springboard for the city's accessibility work. One crucial factor for which destination the organiser chooses for its international meeting is whether the location meets a number of accessibility requirements. In the application, it was important to demonstrate accessibility, and if Gothenburg is one of the final candidates for the meeting, a board representative will inspect the city and the meeting facility from an accessibility perspective. Contributing to positive changes through meetings is something the company is explicitly working on.



### Gothenburg Residents Included

The work with Gothenburg's 400<sup>th</sup> anniversary generates a wide range of activities that can be experienced in large parts of the city. The inclusive working method and open business model is based on co-creation, which, among other things, resulted in a map that the people of Gothenburg helped to create themselves. The Gothenburg Anniversary Map is filled with favourite places, stories and illustrations from every nook and cranny of the city, and was created with contributions from more than 600 Gothenburg residents. In May, 280,000 households received the Gothenburg Anniversary Map in their letterbox.

### Development of the City of the Future

In the spring, Göteborg & Co launched dialogue platform A Better City Centre, alongside Business Region Gothenburg, Citsamverkan and Fastighetsägarna. With digitalisation and changing lifestyles, our city centres are changing, as is the idea of what the city's purpose is. What exactly is an attractive city centre? To answer this and similar questions, Gothenburg residents from different age groups and parts of the city were included in a qualitative and a quantitative study. The qualitative study involved 49 participants. In the subsequent quantitative survey, 800 interviews were conducted in Swedish, and a total of 200 in Arabic, Persian and Somali.

The survey showed that the city centre does not currently contribute to strengthening Gothenburg's image. Among other things, the interviewees would like to see improvements such as preserving and presenting the city's history and older buildings, making the city centre cleaner and more appealing, and the squares (Gustaf Adolfs torg, Kungstorget and Grönsakstorget) more vibrant, and illuminating the city centre more.



By contributing to a city where citizens can enjoy their time, you also strengthen the destination. Bonnier Hoops is a good example of efforts that make Gothenburg a better place to live – and visit.

### 400<sup>th</sup> Anniversary Celebrated – Safely and Securely

In 2021, Gothenburg was supposed to celebrate its 400<sup>th</sup> anniversary with experiences throughout the year. Due to the pandemic, much of the celebrations were postponed until 2023. Nevertheless, the anniversary organisation managed to mobilise and implement a live anniversary programme on the city's official birthday, 4 June. Newspaper Göteborgs-Posten and the 400<sup>th</sup> anniversary's own website showed the broadcast.

With the slogan Celebrate Where You Are, schools and retirement homes were also provided with a digital package containing an anniversary song, anniversary dance, anniversary pastry recipe, and more. As planned, it was an inclusive celebration with broad representation, and the programme is estimated to have been watched by hundreds of thousands of viewers (many watched together in groups).

## Safety and Security

In 2021, safety and security was partly about the effects of the pandemic, and partly about organised crime, gang crime and segregation. Crime is a societal problem that creates insecurity in parts of the city, and around sectors of the visitor industry. Göteborg & Co can make a difference by helping to enable activities and events that create engagement, meaningful leisure time, and a more vibrant city – in all parts of the city.

### Bonnier Hoops – an Important Meeting Place

The Bonnier Hoops summer holiday activity was back for the fourth year running. The project has been successful from the start, and involves basketball, writing and reading in the Biskopsgården area. In 2021, Bonnier Hoops became particularly important due to unrest in the area. Bonnier Hoops is a collaboration between the Bonnier Publishing House, the Swedish Basketball Association, the City of Gothenburg, the Police, the Trade and Industry Group, the Göteborg Book Fair, Bostadsbolaget, Bostads AB Poseidon, Bo Bra and the Västra Hisingen Basketball Association.

### The Company Helped to Pandemic-Proof the Industry

Many trade and industry parties, such as hotels and meeting facilities, have, of their own accord, implemented extensive security improvements to prevent infection. To help other parties, including those in the meetings and events industry, the company has been there to provide advice, and sometimes financial support. The company's website [goteborgco.se](http://goteborgco.se) also publishes information in Swedish and English on how to visit safely.

# Growing and Healthy Destination

Göteborg & Co works to make Gothenburg an attractive and sustainable metropolitan region where ideas, businesses and people grow together. The visitor industry creates jobs and economic growth in the city, and enables the highlighting of important societal issues.

## Key Sustainability Issues:

- Economic growth through the visitor industry
- Job creation and competence supply
- Highlighting important societal issues through the experience



In the area of Growing and Healthy Destination, it has been identified that the company contributes particularly to 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.

In connection with the revision of the Visitor Industry Programme, a number of targets and indicators were developed, and baseline measurements at destination level were taken. Göteborg & Co contributes to the achievement of all targets. The following targets are linked to the area of a Growing and Healthy Destination:

## The Visitor Industry Is Growing as Demand Grows

Indicator	Current situation	Target value
<b>Number of guest nights in commercial accommodation facilities*</b>	2019: 5.1 million 2020: 2.5 million	2025: 5.1 million 2030: Annual growth from 2025**
<b>Average occupancy rate in hotels in the City of Gothenburg*</b>	2019: 72.5 % 2020: 36 %	2025: Just under 70 % 2030: Just under 70 %
<b>Number of overnight stays at campsites*</b>	2019: 418,000 2020: 220,000	2025: 430,000 2030: 460,000
<b>Number of overnight stays in privately rented cottages and apartments via intermediary sites***</b>	2019: 277,000	2025: 300,000 2030: 340,000
<b>Number of businesses (workplaces) active in fields that are visitor industry-intensive****</b>	2019: 11,500 2020: 11,600	Annual increase

\*Source: Statistics Sweden, temporary stays statistics

\*\* To be evaluated in the next revision.

\*\*\* Refers to overnight stays in the Eurostat definition of the Gothenburg metropolitan area, which includes the municipalities of Gothenburg and Partille. Source: Eurostat

\*\*\*\* According to selected SNI codes, see clarification in annex 1, chapter 4. Source: Business Region Gothenburg

## The Destination of Gothenburg Has an Attractive Offering All Year Round

Indicator	Current situation	Target value
<b>Number of guest nights in commercial accommodation establishments during off season*</b>	2019: 3.3 million 2020: 1.8 million	2025: 3.3 million 2030: Annual growth from 2025
<b>Number of off-season events**</b>	2019: 37 2020: 9	2025: 37 2030: Annual increase from 2025
<b>Number of off-season meetings **</b>	2019: 40 2020: 5	2025: 40 2030: Annual increase from 2025

\* Source: Statistics Sweden, temporary stays statistics

\*\* Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August. For a definition of which meetings and events are included in the compilation, see annex 1, chapter 4, consultation version of the City of Gothenburg's programme for the development of the visitor industry 2022–2030. Source: Göteborg & Co/Gothenburg Convention Bureau

## The Visitor Industry Offers an Increased Number of Jobs

Indicator	Current situation	Target value
<b>Number of employees in visitor industry-intensive areas*</b>	2019: 29,200 2020: 28,300	Annual increase

\*According to selected SNI codes, see clarification in annex 1, chapter 4, consultation version of the City of Gothenburg's programme for the development of the visitor industry 2022–2030. Source: Business Region Gothenburg



## Economic Growth Through the Visitor Industry

The visitor industry creates jobs for many people. An increased range of events, restaurants, hotels, meetings and experiences helps to make Gothenburg an even better city to live and work in. Göteborg & Co acts as a collaboration platform and an engine in creating sustainable growth in the visitor industry, making a significant contribution to societal development.

**Gloomy Year for Meetings – but There Are Great Opportunities** 2021 should have been one of the best years ever for meetings, but the pandemic continued to have a major impact. All the spring meetings went digital or were postponed, and the same was true of the really big international meetings of the autumn. During the autumn, however, the booking situation was good for major national meetings. This year's baptism of fire has accelerated the digital transformation, and Göteborg & Co has contributed to helping the industry develop hybrid meeting formats throughout the year. For example, Kirurgveckan and the European Conference for Research on Learning and Instruction were held with digital city walks and experiences, providing the destination with visibility, and participants with a better experience. An advantage of the hybrid format is that the meeting content can be saved and made available to more people. Work is now continuing to position Gothenburg as one of the leading destinations for the development of hybrid experiences.

### The company contributes with increased knowledge

In 2021, the company joined forces with the School of Business, Economics and Law and Business Region Gothenburg in a joint project called Starting Over, which aims to bring academic knowledge to the industry, and to provide insights that make it easier for parties to get back on their feet.

In 2021, work also continued on the Destination Data Platform, where the company collects, analyses and makes available data from other parties. Mastercard joining and sharing audience insights and purchase behaviour data was a milestone. With increased knowledge, industry parties will be able to create more pointed offers and better communication. All personal data is anonymised for privacy reasons.

### The Visitor Industry Could Get Its Own Science Park

In 2021, the first seed was sown for what could become an innovation platform for the experience industry, in the form of a programme at Lindholmen Science Park where academia, the public sector and trade and industry can meet and help ideas to grow. For Göteborg & Co, which is very involved in the project, this science park will be a possible future home for projects such as the Destination Data Platform, A Better City Centre and Digital Site Visits.

### Hotels Were Marketed

In response to the COVID crisis, the company contributed more than ever before with direct marketing activities of Gothenburg's hotels, for instance. For example, Gothenburg's 400<sup>th</sup> anniversary was used as an opportunity to attract overnight stays. Campaign page Stay in a Hotel for SEK 400 as Gothenburg Celebrates 400 Years attracted 24,669 unique visits, and just over 11,000 clicks on hotel package links. The hotel packages sold well, and many of the hotels reported that they sold out of their promotional rooms. Similarly, the company promoted hotel packages in several additional campaigns.

### Shopping and the City Centre Received a Boost

The city's physical shops were challenged by both online retail and pandemic restrictions. When the restrictions were eased during the summer, the company, alongside the Gothenburg City Shopping network, launched an advertising campaign on outdoor billboards and social media with the message Some Things Can't Be Clicked. This was to demonstrate the added value of shopping in the city, attracting visitors to the physical shops and contributing to a more vibrant city centre.

### Boost Gothenburg with Communication

Astra Zeneca, Castellum, Geely, World of Volvo, Chalmers and the University of Gothenburg are some of the companies that have joined forces with the visitor industry to strengthen the destination's brand together. The project is run by Göteborg & Co as part of the business promotion measures, and aims to mobilise more parties to highlight Gothenburg in their communication to increase interest in visiting, studying or working here.

A toolbox of inspiration and free-to-use materials has been created on goteborgco.se. On goteborg.com, you'll find up-to-date information from which many in the visitor industry draw valuable knowledge. To make the content more easily available for dissemination in the parties' own channels, work has begun on a technical solution for goteborg.com via API. In the spring of 2022, the service will be available to anyone who wishes to access it.





## Job Creation and Competence Supply

The visitor industry is a major job creator, attracting people with different experience, backgrounds and education. In the past few tough years, many have lost their jobs, and when the visitor industry started to recover in the autumn of 2021, it was clear that many had changed careers, and found jobs in other industries. This highlights one of the major problems of the industry: the lack of staff. This can be addressed partly through training, and partly through improved employment conditions in the sector.

### Supported the Industry with Training

The Gothenburg region and the Visita trade association run the Visitor Industry Competence Council, in which Göteborg & Co participates. Within the framework of the collaboration, the company initiated tailor-made training courses to meet the visitor industry's needs for competence – in both the short and long term. A major shortage of waiting staff, for instance, was identified in 2021, but in the longer term, competence demand in digitalisation must also be met.

### Matching With Employers

The Trade and Industry Group supports the association Skarpt Läge, which was digitalised in 2021. In concrete terms, this meant that the operations were developed to include study visits, mentoring and training. In late 2021, Skarpt Läge also started to carry out so-called workplace recruitments where participants are matched with potential employers directly on the ground in the business. Participants in the city's initiative for event hosts, Team Gothenburg, have also been invited to partake of what Skarpt Läge offers.

### Investing in Young People, Researchers and Students

The Trade and Industry Group is also involved in Junior Achievement, and has contributed to the Swedish Junior Achievement championship final being held in Gothenburg next year, for the first time ever. Another project that the Trade and Industry Group is involved in is Unimeet Gothenburg, which aims to help international students and visiting researchers get to know and enjoy their new city. Career Day is organised within the framework of Unimeet Gothenburg, with the aim of creating networks with businesses in the region, and enabling future careers.

Changers Hub is another initiative supported by the company in 2021. It aims to provide young adults with opportunities to realise their potential through coaching, networking, positive role models, mentors. In late 2021, a Changers Hub was established in Hjällbo with the support of the Trade and Industry Group.

### Hybrid Experiences Training

In the autumn, the company trained 100 people from the visitor industry in hybrid experiences. The training provided participants with knowledge about digital production platforms, how a studio works, what IT skills are required, and more. The aim was to help venues to become better at helping their customers with digital productions, and organisers to become better commissioners. The training was provided in collaboration with the Gothenburg region's competence hub. The project is also part of the City of Gothenburg's effort to facilitate the recovery of the visitor industry. The project is implemented by Göteborg & Co, and is partially funded by the Swedish Agency for Economic and Regional Growth.

### Academics with Foreign Backgrounds Received Internships

Göteborg & Co's employees are relatively diverse in terms of age and gender, but when it comes to ethnicity, the challenges are much greater. In 2021, the company joined Jobbsprånget, an internship programme that offers four-month internships to newly arrived academics, and in the autumn it hired a sustainable development intern. The aim of the programme is to harness skills and speed up introduction to the Swedish labour market.

### Children Become Future Ambassadors

Both the Trade and Industry Group and Gothenburg's 400<sup>th</sup> anniversary are involved in the Future Ambassadors collaboration project, which aims to achieve improved competence, greater equality, and more pupils in compulsory schools reaching set targets. Based on the needs of schools and the 2030 Agenda, the Future Ambassadors project explores how problem-based learning, blended learning environments and digitalisation can be used to strengthen learning and deepen subject knowledge in science and technology. With the Compulsory School Department and Universeum, the company made it possible for 60 classes and around 1,500 children to partake of content on the themes of Sustainable Consumption, Sustainable Communities, Sustainable Health, and Sustainable Seas in 2021.

### Colour Gothenburg Creates Jobs

The company has collaborated with Gothenburg's painting companies in the Colour Gothenburg project through Gothenburg's 400<sup>th</sup> anniversary since 2014. The project aims to add colour to urban spaces, and create a 21-kilometre art trail, while creating apprenticeships, placements and real workplaces for young people who are far away from the labour market. Through an application to the EU and the Swedish Inheritance Fund, Colour Gothenburg has received funding to grow and generate even more benefits in the future. At [sattfargpa.se](http://sattfargpa.se), you can see the artworks and get information about where in the city they are located.

### Park Jubileumsparken Run by Young Influence

The entire park Jubileumsparken with sailing, swimming, sauna and playgrounds in Frihamnen is an anniversary initiative that the company is very involved in. In practical terms, Jubileumsparken is run by Passalen with the ambition of providing a meeting place for all, recruiting young people from all over the city. The employees represent a broad group, with different languages, backgrounds and functional variances. Swimming, among other things, is taught – and in cases where an employee does not know how to swim, he or she starts by learning to do so. Thus, the entire workplace is characterised by inclusion.





## Highlighting Important Societal Issues Through the Experience

Göteborg & Co works to highlight and contribute to important societal issues such as equality, diversity, health, environmental considerations and integration through the visitor industry. In the company's own initiatives, the ambition is always to highlight and contribute to important issues, for example by using the company's own events and activities, and equally in connection and collaboration with international congresses and meetings.

### The Women's Champions League Final Put Women's Football Centre Stage

In May, Ullevi Stadium and Gothenburg hosted Europe's most prestigious women's football match – the UEFA Women's Champions League final. In connection with this event, Göteborg & Co, the Swedish Football Association, and the Gothenburg Football Association made efforts to strengthen Swedish girls' and women's football, and increase the number of active girls and women in Swedish football. With the final as a catalyst, the hope is that more girls and women will get involved as players, coaches and referees. Göteborg & Co also produced a commercial featuring girls from football club Gunnilse IS.

### Global Meeting on Electromobility Comes to Gothenburg

In 2021, Gothenburg was entrusted with organising the world's largest electromobility forum in 2025. The meeting is to contribute to national targets such as reducing transport sector emissions by at least 70 per cent by 2030. Electromobility is also an important part of the industrial cluster in western Sweden, given the rapid transition to electrification. The meeting will also give visibility to the Gothenburg Green City Zone as an arena for challenge-driven innovation and scaling up of sustainable transport solutions. Göteborg & Co was involved in recruiting the meeting to the city.

### Schoolchildren Participated in the Space Forum

Space Forum 2021 was held in Gothenburg from 10–12 October. With Sweden's space industry gathered, Space Forum wanted to contribute to Sweden having viable and growing space operations. Matilda Ernkran, then minister for higher education and research, and the Swedish National Space Agency's director general Anna Rathsmann, were in attendance. The programme highlighted research, technological advances and sustainability, as well as challenges facing the industry, such as finding the right competence and attracting international expertise to the western Swedish space industry. Space-themed activities took place around Gothenburg in parallel with the conference. Several activities aimed at inspiring children and young people to take an interest in space technology and operations took place. Students from the school Lövgårdsskolan listened to the CEO of organiser and local company Cobham Gaisler – developer of space components and systems – talk about space computers.

### Gothenburg Way to Legacy – a Programme for Value Creation

Using meetings and events to contribute to long-term societal impact is increasingly important for both organisers and destinations. Göteborg & Co has been working with this idea in mind for a long time. In 2021, a further step was taken in this work by increasing systemicity and developing a Legacy Programme. The programme guides the destination, local and national meeting ambassadors, and the organiser to work together strategically to create long-term, positive impacts, using meetings as a catalyst. The model can be found on [goteborgco.se](http://goteborgco.se), and shows the working process as well as concepts and case studies to be inspired by.

# Environmentally Smart and Climate-Smart Destination

Gothenburg is Sweden's greenest city according to a European research study on urban green spaces and their effects on health. The proximity of nature areas, parks, archipelago and sea is important for the health and experiences of residents and visitors, but also for providing society with crucial ecosystem services and habitats for biodiversity. Gothenburg has received many recognitions and awards for the destination's sustainability efforts, but both tourism and the company's operations have an impact on the climate and environment. The company is to reduce the negative effects of its own operations and, through influence, cooperation and communication, contribute to the destination's parties becoming more environmentally smart and climate-smart.

## Key Sustainability Issues:

- Climate-smart travel
- Resource efficiency
- Sustainable consumption



In the area of Environmentally Smart and Climate-Smart Destination, it has been identified that the company contributes particularly to 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.

In connection with the revision of the Visitor Industry Programme, a number of targets and indicators were developed, and baseline measurements at destination level were taken. Göteborg & Co contributes to the achievement of all targets. The following targets are linked to the area of Environmentally Smart and Climate-Smart Destination:

## Visitors Make Sustainable Choices

Indicator	Current situation	Target value
Average length of stay at commercial accommodation facilities*	2019: 1.66 nights 2020: 1.66 nights	2025: 1.69 nights 2030: 1.71 nights
Number of domestic guest nights at commercial accommodation facilities*	2019: 3.6 million 2020: 2.1 million	2025: 4 million 2030: Annual growth from 2025
Percentage of visitors who experience the Gothenburg region as a sustainable destination **	2021: 57 %	2025: 65 % 2030: 70 %

\* Source: Statistics Sweden, temporary stays statistics

\*\* Source: Visitor survey

## The Visitor Industry's Environmental and Climate Impact Is Decreasing

Indicator	Current situation	Target value
Percentage of environmentally certified hotel rooms **	2019: 95 % 2021: 91 %	2025: 96 % 2030: 98 %
Percentage of environmentally certified conference facilities **	2019: 100 % 2021: 100 %	2025: 100 % 2030: 100 %

\*\* Source: Göteborg & Co



## Broader Approach to Climate-Smart Destination Through Collaboration

Today's tourism industry is global, and travel to and from the destination often represents a significant part of the visitor's environmental and climate footprint. To achieve the long-term goal of a sustainable destination, and halve the industry's climate footprint by 2030, all parts of the tourism ecosystem need to transform and become more climate-smart. Many initiatives have been launched in 2021 as part of increasing focus on climate change mitigation in the sector, and strengthening international and local collaboration to achieve it. Göteborg & Co has not only signed, but also been involved in the design and dissemination of three initiatives at international and national levels.

### Göteborg & Co Signed the Glasgow Declaration on Climate Action in Tourism

During the UN Climate Change Conference COP26 in Glasgow in November, the UN's tourism organisation, UNWTO, launched a declaration on sustainable tourism, called the Glasgow Declaration on Climate Action in Tourism. Göteborg & Co was represented on the panel at the launch event, and was among the first to sign the declaration. In doing so, the company commits to contribute to halving global emissions from the tourism sector by 2030, and reaching net zero as soon as possible before 2050. Within one year, the company is to develop an action plan for environmental and climate adaptation of its operations in accordance with the Paris Agreement's 1.5-degree target, report progress on an ongoing basis, and contribute to transparent and broad collaboration towards the target within the tourism sector.

Read more about the declaration here: <https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration>

### Climate Neutral Events

At COP26 in Glasgow, the meetings industry, led by two global congress and exhibition organisations, launched its own initiative – Net Zero Carbon Events. This is to contribute to the Paris Agreement's goal of halving global greenhouse gas emissions by 2030, and the achievement of net zero by 2050 by transitioning, to as great an extent as possible, to climate-neutral events. Göteborg & Co was among the first to support this initiative as well. As a Supporting Association, the company commits, for instance, to helping the meetings industry to develop a road map for the global transition of the industry, and to adopt shared science-based methods for calculating the climate impact of events. The road map will be launched at COP27 in November 2022.

Read more about Net Zero Carbon Events here: <https://netzerocarbonevents.org/>

### Greentopia – New Climate Pledge for Event Organisers

In 2020, Göteborg & Co helped launch the unique Greentopia collaboration with the live music industry, the sports movement and several Swedish cities, in order to reduce the climate footprint of events. In 2021, the initiative developed further, and launched a joint climate pledge, which, in combination with concrete modi operandi and methods, drives development towards climate-neutral cities by 2030. Through the three perspectives of consumer, producer and stakeholder, work focuses on the three significant climate and environmental areas of food and drink, transport, and textiles. Greentopia is funded by the strategic innovation programme Viable Cities, and is project managed in a three-year initiative by Swedish Live. Read more about Greentopia here:

<http://www.svensklive.se/verksamhet/greentopia/>

## Climate-Smart Travel

Increased tourism contributes positively to the economy, but is also a strain on the environment and climate. Transport is one of the biggest challenges facing the visitor industry. For the visitor industry, transformation to a sustainable transport system is of paramount importance, both for the transport of materials and goods, and for the transport of visitors, residents, staff and invited artists and lecturers. Streamlining travel and transport, as well as considering which trips and transports can be avoided, is also of great importance. The City of Gothenburg aims to be climate neutral by 2030, and to have transformed its transport system by the same year. The transition to fossil-free travel is a strategically important issue from a destination perspective. Göteborg & Co is involved, and responsible for the visitor industry perspective, in Electrified City and Gothenburg Green City Zone; two electrification projects led by Business Region Gothenburg.

### Multiple Campaigns on 'Staycations' and 'Swelidays'

The popularity of 'holidaying at home' instead of going abroad is good for the environment and climate, as well as for local life. So the company ran a social media campaign with the message Experience Sälen at Home, just in time for the winter sports holidays, in order to highlight everything there is to experience in Gothenburg.

In connection with the Easter holidays, Göteborg & Co also invested in communication aimed at getting the

people of Gothenburg to holiday at home – and to partake of experience packages with hotels. The result was 24,600 unique visits to goteborg.com, and 8,100 clicks on hotel packages and activities.

For the summer, another big campaign with a Sweliday theme was launched. This time, the messages were linked to Lonely Planet's designation of Gothenburg as Best Sustainable City Stay 2021.

In addition to its own campaigns, Gothenburg has been involved in similar initiatives in cooperation with Visit Sweden.

### Company Business Travel

Göteborg & Co gets figures on how much carbon dioxide emissions the company's business trips have caused, with a one-year delay due to the city's accounting processes. Among the different modes of transport, air travel accounts for the vast majority of emissions, with business travel by car a distant second. After showing a steady decline in recent years, emissions from air travel fell dramatically by 83 per cent in 2020, largely due to the COVID pandemic (from 152 tonnes of CO<sub>2</sub> in 2019 to 26 tonnes of CO<sub>2</sub> in 2020).

The company also has direct emissions from travel in Scope 1 (own use of vehicles), and is working on a structure to start reporting these figures alongside emissions in Scope 2 (electricity and heating).

	2020	2019	2018	2017	2016	2015
<b>CO<sub>2</sub> emissions [tonnes]*</b>						
Flights	26.11	151.66	172.00	186.13	232.25	275.59
Total carbon dioxide emissions from car journeys	0.23	6.48	5.14	6.62	3.84	4.46
<b>Total carbon dioxide emissions</b>	<b>26.34</b>	<b>158.14</b>	<b>177.14</b>	<b>192.75</b>	<b>236.09</b>	<b>280.05</b>
<b>Number of flights [one-way]</b>						
Air travel under 500 kilometres	0	6	7	17	33	33
Air travel over 500 kilometres	99	386	321	430	513	401
<b>Total number of flights</b>	<b>99</b>	<b>392</b>	<b>328</b>	<b>447</b>	<b>546</b>	<b>434</b>
<b>Time worked – full-time equivalent years</b>	146	128	131	130	138	140
<b>CO<sub>2</sub>/full-time employee and year</b>	0.18	1.24	1.35	1.48	1.71	2.00
*CO <sub>2</sub> emissions from car journeys in 2020 include business trips with own car and fuel reimbursement.						
Emission factors for calculating CO <sub>2</sub> emissions from car journeys come from the Swedish Transport Agency (average of 151 g/km for passenger cars in Sweden in 2020) and the Swedish Association of Green Motorists (CO <sub>2</sub> standard, Drivmedelsfakta 2020).						
Data on air travel comes from the respective travel agencies, and the climate impact has been calculated by Atmosfair.						
The information is taken from the City of Gothenburg's material for calculating climate compensation for business travel, compiled by the Transport Department, City of Gothenburg.						

## Resource Efficiency

The company's two main environmental aspects were travel and transport, and purchasing and procurement. Systematic work is in place and continuously developed with the purpose of reducing the operation's internal environmental and climate impact, including procedures for sustainable purchasing and requirements for suppliers, staff training, and procedures for resource management and waste minimisation. The company's biggest positive aspect is the opportunity to influence that comes with the role of collaboration platform and role model for the industry.

### Events Can Drive Development

A major influencing opportunity in terms of resource management is the event operations, and events that Göteborg & Co has control over. In addition to transports, consumption, including the consumption of food and drink, also has a major environmental and climate impact at events. Alongside subsidiary Got Event, Göteborg & Co has started to work with calculating the climate impact of events. With this knowledge, the main areas of impact can be identified, and resources can be planned and deployed to reduce emissions as effectively and quickly as possible. During the autumn, the company also initiated a series of workshops with the entire events industry in the city to increase collaboration and accelerate the development of more sustainable events.

Göteborg & Co's own event, the Gothenburg Culture Festival, creates a great opportunity for the company to set an example and demonstrate the potential for development

in event sustainability adaptation. Among other things, the Gothenburg Culture Festival has long worked with gender-equal venues, booked artists from parts of the world that are rarely seen on major stages in Gothenburg, and pushed the sustainability work of its subcontractors. The company has long worked to reduce the use of disposable items, including during the Gothenburg Culture Festival, and in 2021 the company, in collaboration with the Parks and Nature Department, Got Event, the Sports and Associations Department, the Transport Department, and Waste and Water, developed instructions for low-waste events. The instructions require, among other things, measures to reduce the amount of waste, that all waste be reusable or sortable and recyclable, that tap water be offered rather than the sale of bottled water, and that food waste be reduced, for example through half portions being offered.

### Workplace Waste Is Taken Care of

The company's own operations have procedures for resource management and waste minimisation. Waste from both the office at Mässans gata 8 and from the Tourist Office at Kungssportsplatsen consists mainly of waste similar to household waste, paper and cardboard. Other types of waste, such as glass, metal, batteries and fluorescent tubes, are also collected in small volumes. As both operations share waste collection with other tenants in the same buildings, it has not been possible to directly measure the amount of waste. At both sites, waste is collected regularly by Renova.



## Sustainable Consumption

Göteborg & Co is to contribute to sustainable consumption; through the visitor industry's offering, as well as through the visitor industry itself. This could include using communication to highlight sustainable options in the city, and encouraging visitors to act sustainably during their stay, for example by choosing public transport, environmentally certified hotels, and restaurants with sustainable food on the menu.

### Investment in More Hotel Rooms that Are Even More Sustainable

There are more than 12,600 hotel rooms in Gothenburg. Of all hotels in Gothenburg, 91 per cent are environmentally certified and hold third-party labels such as Nordic Swan, Green Key, environmental certification by the Swedish Environmental Base, or certification according to ISO 20121 (sustainable events) or ISO 14001 (environmental management).

To support hotels' sustainability efforts during the pandemic, hotels have been offered support with re-certification and new certification of their environmental and sustainability work. The support effort, which is being carried out with the Miljöbron organisation, consists of knowledge-

increasing activities and coaches who support the hotels through the process. 13 hotels are taking part in the work, performed within the framework of the pandemic business promotion effort.

### PR Trips on the Theme of Sustainability

The company is in constant contact with journalists from all over the world, and organises press trips with thematic content. In 2021, five such trips with a focus on sustainability were organised. The sustainability themes were food, design, beer, Christmas, and water. The journalists who participated were from Germany and the United States, for instance. All arranged press visits follow clear guidelines to ensure that the visit itself is as sustainable as possible.

### Easy to Do the Right Thing

The destination website [goteborg.com](http://goteborg.com) provides information on how visitors can stay sustainably in hotels, eat in climate- and environmentally friendly restaurants, and find tips for shops with a sustainability focus. Thanks to the update of the site during the year, it has also become easier to choose more sustainable options.

# Fair Conditions

For Göteborg & Co, it goes without saying that work for sustainable development also permeates our own operations. This is why internal sustainability work is constantly being developed and improved. As a publicly owned business, transparent procurement and excellent business ethics are also important.

## Key Sustainability Issues:

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



In the area of Fair Conditions, it has been identified that the company contributes particularly to 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.



## Good Working Environment

As in 2020, work environment issues in 2021 were characterised by the pandemic. The vast majority of the company's employees have appreciated the increased flexibility and the option to work from home, but there have also been challenges. For example, it can be more difficult for new starters to become part of their team if they only see each other digitally. In 2022, the company will change offices, which will hopefully have a positive impact on the working environment.

### Increased Competence Development Led to More Satisfied Employees

Temperature checks in 2020 showed that extra focus on the competence development process was needed. In 2021, the company allocated more money to competence development, and has improved the competence supply process, both at the corporate and departmental level.

In addition to mandatory company-level training on publicity and confidentiality, as well as climate and racism, there was also training on how to moderate conversations, and how to host hybrid events. Around ten employees were also trained in scrum methodology (part of the new agile approach).

The weekly temperature checks carried out using Winningtemp indicate that this work has had a positive effect. Sustainable employee engagement was measured at the end of the year, and shows a cautiously positive trend. The value for 2021 was 78 (2020: 77, 2018: 76).

### New Basic Structures in the HR Field

All employees are covered by a collective bargaining agreement, and a new one will be introduced for the company as 2021 becomes 2022: Sobona BÖK (Visitor

Industry and Cultural Heritage 2020). At the end of the year, an information meeting was held for staff.

In addition, the company has procured a system for HR issues where all HR processes can be carried out, and notes from employee interviews, follow-up interviews, etc. are saved.

### Working for Equal Treatment

Göteborg & Co has an equal treatment plan that forms the basis for the mapping and measures performed. In 2021, the focus was on developing a procedure for following up on offensive special treatment, and training managers on the subject, for instance. A survey on threats and violence, abuse and harassment, as well as culture of silence was sent to all employees in December, and the results will be analysed by the working environment committee. The HR department has reviewed the recruitment process by providing training on norm-critical recruitment, and introducing new modules in the recruitment system. A company-wide lecture on discrimination has been held. No cases of discrimination have been reported. One case of negative special treatment has been reported and investigated.

### 2020 Reorganisation Followed Up

In the autumn of 2020, ten people were dismissed, and 24 were given new roles and tasks. In 2021, the HR department, alongside trade unions and safety representatives, followed up the effects of the reorganisation.

### Occupational Injury and Incident Report 2021

In 2021, six staff members were exposed to COVID-19-related infection risk, and one staff member was subjected to a threat. The threat was reported to the police.

## Business Ethics

The City of Gothenburg's policies and guidelines against bribery, established in line with the Swedish Anti-Corruption Institute's code against bribery, apply to Göteborg & Co. Corruption is a risk particularly in the areas of procurement and representation. Internal audits are carried out annually to check compliance with policies and guidelines. This year's audit did not show any discrepancies nor give rise to any comments. However, HR has recognised that employees may be unsure of the rules that apply, and has therefore taken specific measures to increase the level of knowledge.

In 2021, company-wide training on publicity and confidentiality was conducted for all employees.

## Sustainable Procurement and Purchasing

Göteborg & Co is a municipally owned company, and is therefore subject to the Public Procurement Act. The company is also subject to the City of Gothenburg's policies and guidelines for procurement and purchasing, which set requirements to contribute to a sustainable city. Under these policies, consideration must be given to climate 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 imposes the following requirements when advertising tenders:

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

To ensure high quality in procurement and purchasing, Göteborg & Co works with continuous eligibility training in the area. Eligibility training is carried out in-house, and includes basic knowledge of the Public Procurement Act and the city's purchasing support.

The big challenge for 2021 has been that many events have gone from being physical to digital, or they've been postponed. As a result, contracts have had to be renegotiated, and new contracts have had to be procured.

Göteborg & Co sets sustainability requirements in procurement, and has sharpened its environmental requirements further during the year. Work to further develop this area, including follow-up of set requirements, is underway.

The company has 641 suppliers of which 350 are local. The three largest suppliers are Collectum AB, Omnicom Media Group AB and the Swedish Exhibition and Congress Centre Foundation.

### Employees in numbers

	2021	2020	2019	2018
Sick leave %*	2.9	2.46	2.84	4.99
Occupational injuries, number reported**	0	3	4	2

\* The figure for sick leave in 2019 has been corrected as an incorrect figure was reported in 2019.

\*\* Figures refer to when the injury occurred, not when it was reported. Occupational injury claims include occupational diseases, accidents at work, and accidents on the way to work.

	2021	2020	2019	2018
Employee satisfaction index*	-	-	-	60
Sustainable employee engagement**	78	77	-	76

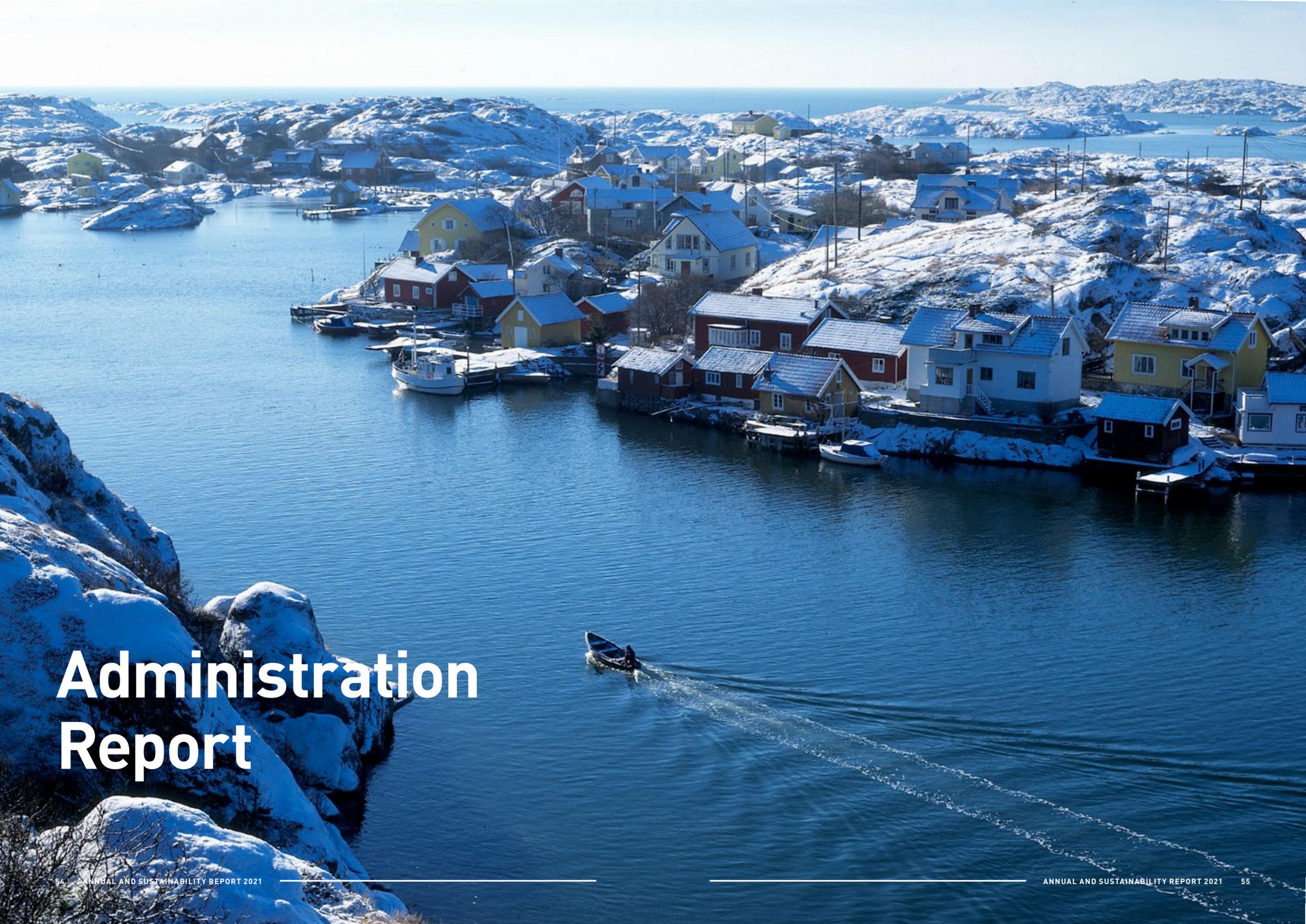
\* ESI is no longer measured. \*\*In 2019, no employee survey was conducted as the format for it was under review. In 2020, a new employee survey questionnaire has been implemented.

	Women	Men	Under 30 years	30-49 years	Over 50 years
Board*	5	2	1	2	4
Management team	6	6	0	3	9
All employees**	71	23	2	59	33

\*Excl. alternates. \*\*Figures refer to permanent staff in December 2021.

Other staff data is presented on page 76.





# Administration 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 (corporate ID no. 556015-9823), Liseberg

AB (corporate ID no. 556023-6811) and Gothenburg City Theatre AB (corporate ID no. 556016-7875). Parent company Göteborgs Stadshus AB prepares consolidated financial statements.

## Information About the Operations

Göteborg & Co is to help more people to discover and choose Gothenburg. The company is to strengthen and develop the visitor industry in Gothenburg and the Gothenburg region when it comes to tourism, meetings, events and culture. The work is to be done through continuously driving destination development and marketing, and providing a platform for collaboration between the various parties in the industry. The company is also responsible for promoting the city as a destination, both nationally and internationally.

The municipal assembly's budget is the overall and overarching policy document that sets out the assembly's objectives and directions for the term of office and the financial year. Göteborg & Co's assignment and long-term direction are governed by the company's articles of association and owner's directives, as well as the City of Gothenburg's various strategic programmes, of which the programme for the development of the visitor industry is of particular importance. In addition, operations are governed by the company's business plan.

In 2021, the company has continued its work to meet future challenges and opportunities. There is a great need

to adapt to the new conditions that follow in the wake of the pandemic. Several projects with a focus on digitalisation and increased knowledge content, aiming to create further conditions for the company as an enabler, thus contributing to the development of a growth-friendly city with a strong visitor industry, have been launched. At the same time, there has been a great need for support to businesses and organisations in the visitor industry during the crisis.

A new one-year business plan was developed for 2021, focusing on five strategic themes with strong links to post-pandemic recovery. In the autumn, preparation work for a new business plan period began. This is a new way of working that creates greater flexibility in a world that is changing at a faster pace.

The company shows an operating profit of MSEK -2.6. The previous year's operating profit was MSEK 1.8. The board and the CEO make the assessment that the company's operations are in line with the municipality's purpose of owning the company, and that the company has complied with the principles set out in section 3 of the articles of association.



## Significant Events and Developments During the Financial Year

Operations have continued to be strongly affected by the global pandemic. Countries around the world entered 2021 with severe restrictions or lockdowns. Events, fairs and meetings that had been postponed from 2020 were once again rescheduled, cancelled, or held virtually during the spring. It wasn't until mid-May that Liseberg was allowed to open with a limited number of visitors. For the visitor industry, sports clubs, cultural practitioners, parts of the retail sector and others, this meant that the economic crisis deepened and made it difficult to plan for the future. The loss of competence in the sector is significant, as staff who have been laid off or made redundant seek other jobs.

The company's business plan focused on supporting the visitor industry, while the company's transformation journey continues. During the long pandemic, the digitalisation of the visitor industry and society has made great strides. Behavioural patterns have changed when it comes to the way we consume goods and services, or work and meet remotely.

When the vaccination programme was introduced in the spring and summer, restrictions were gradually eased. This was clear to see from the increase in travel and visitors to attractions, restaurants and hotels. Guest nights in hotels and hostels increased significantly compared to 2020, but were still below 2019 levels. It was mainly Swedish leisure travellers who filled the hotels. International travel remains low.

The visitor industry is highly dependent on guests who are physically present. It's a low-margin industry, and you can't store your products while waiting for better times. In past crises, tourism, travel and visitor industry have been resilient, and recovered faster than other sectors. This time, the visitor industry, especially in big cities, is hardest hit, while the rest of the economy is experiencing a boom.

On 29 September, Sweden lifted the restrictions. This is the single biggest and most influential event of the year for the visitor industry, in a positive sense. Uncertainty increased again in November when several countries decided on new restrictions, and Sweden introduced a vaccination passport requirement.

In 2021, organisers and facilities have invested heavily in the knowledge and technology needed to run virtual or hybrid events and meetings. Göteborg & Co ran the International Science Festival Gothenburg and the Gothenburg Culture Festival in new ways.

Gothenburg's anniversary celebrations on 4 June were also virtual. The 400<sup>th</sup> anniversary was celebrated with a live broadcast from a studio, from the Swedish Ship Götheborg, and with features from a tram where Gothenburg profiles talked about their city, and artists performed.

The company's 2021 business plan highlighted five strategic themes that are particularly important for adapting operations and contributing to the recovery of the visitor industry.



## Strategic Themes

1

### Recovery Promotion Activities and Starting Over After the COVID Pandemic

Göteborg & Co is to initiate and support concrete activities that promote recovery in the short and long term within the framework of regular operations. At the same time, the company is to run a special assignment around business promotion measures in close collaboration with Business Region Gothenburg.

2

### Developed and Broader Collaboration

More people should have the opportunity to contribute to tomorrow's destination. This includes reviewing the company's existing networks, developing relationships and establishing new forms of collaboration with the visitor industry, the city and region, academia, culture, organisations, organisers and other businesses. There is a national as well as an international perspective to share knowledge and drive change. Broader collaboration is also crucial to successful sustainability work with the purpose of achieving longer-term societal benefits.

3

### Developing the Destination Through Concepts, Experiences and Reasons to Travel

This strategic theme is to help develop more attractive experiences, reasons to visit, concepts and products that enhance the destination's attractiveness both nationally and internationally.

4

### Hybrid Experiences

The Hybrid Experiences Destination project aims to position Gothenburg as one of the leading destinations in the development of hybrid experiences, and to act as an enabler for the events and meeting experiences of the future. These are to combine the opportunities of digital meetings with the advantages of physical meetings, while strengthening the city's position and ambitions from a sustainability perspective.

5

### Knowledge Hub for the Development of the Visitor Industry

Göteborg & Co is to strengthen its role as a knowledge hub, and utilise the opportunities offered by digitalisation. The company's operations as a bearer and supplier of knowledge will be developed through listening to the needs of the visitor industry, disseminating knowledge and establishing ways to monitor the world around us. A good example is the work on the destination's data platform that started in 2020.

## The Municipal Assembly's Goals and Assignments

In 2021, the company has contributed to the goals set by the municipal assembly for the cluster to as great an extent as has been possible in a global crisis situation, delivered on the assignments given to it in the municipal assembly's assignments, and responded to assignments from the 2020 ownership dialogue with Göteborgs Stadshus AB. The target of increased guest night numbers has been achieved in relation to 2020, but is well below pre-pandemic levels.

### 400<sup>th</sup> Anniversary

Göteborg & Co has the task of leading, coordinating, communicating and following up the planning of Gothenburg's 400<sup>th</sup> anniversary. In the autumn of 2020, the decision was made to postpone much of the programme until 2023 due to the pandemic. Nevertheless, a number of activities and initiatives involving several parties in the city have taken place in 2021. On Gothenburg's birthday on 4 June, an extensive programme of entertainment, interviews and a speech by HRH Crown Princess Victoria, which was broadcast digitally and received wide media attention, was performed. The anniversary organisation and the whole company will continue planning for 2022 and 2023 alongside all parties.

### Visitor Industry Programme

The effects of the pandemic have highlighted the need for a review of the objectives and strategies of the City of Gothenburg's programme for the development of the

visitor industry towards 2030, with the aim of serving as a long-term policy document for the city's role in the development of a changing visitor industry. An early revision of the programme was therefore initiated, to reflect and accommodate for the transitions and directional changes that the visitor industry is facing. The need for an early revision was confirmed in dialogue with Göteborgs Stadshus AB and the City Management Office. On 08-02-2021, section 11, Göteborg & Co's board decided to ask the CEO to start revising the City of Gothenburg's programme for the development of the visitor industry towards 2030. A proposed revised programme went out for consultation in October, and will be finalised in 2022.

### Business Promotion Measures

In addition to the targeted support from the state, the City of Gothenburg has decided on a number of measures to benefit the visitor industry in both the short and long term. Göteborg & Co, Business Region Göteborg and Citysamverkan were commissioned to implement a programme of measures in 2021 to provide support through the crisis, and facilitate recovery. Göteborg & Co identified the following eight areas where special efforts have been made during the year: competence supply, hybrid experiences, starting over, sustainable business development and advice, destination communication, attractive city development, and annual events.

## Regional and National Collaboration

Göteborg & Co collaborates with a long line of parties, and this has long been one of the destination's success factors. In times of uncertainty, this interaction becomes even more important in terms of supporting the visitor industry, developing reasons to travel, and monitoring developments at both national and international levels. Locally and regionally, collaboration takes place with the Gothenburg

region, Business Region Gothenburg, and the West Sweden Tourist Board, and nationally with Visit Sweden, Svensk Turism, the Swedish Agency for Economic and Regional Growth, the Swedish Association of Local Authorities and Regions, and the Swedish Network of Destination Management Organisations.



## Organisation

Göteborg & Co is divided into the following five business areas: Strategic Staff, Gothenburg Convention Bureau, Events, Trade and Industry Group, and Tourism. In addition, there is Management, Finance, HR and the Anniversary Organisation, which runs the work on Gothenburg's 400<sup>th</sup> anniversary. Here follows a brief description of the activities of the business areas.

### Strategic Staff

Strategic Staff is a support and development function covering three areas: Coordination of Sustainability, Arts and Culture, Analysis & Market Trends, and Procurement & IT. The department works closely with the company's management and business areas, with owners and partners in the visitor industry, with international and national bodies, academia, and departments and companies within the City of Gothenburg and the Gothenburg region. Strategic Staff also handles issues related to owner governance on behalf of Göteborg & Co in its role as parent company of the Stadshuset Group's Tourism, Culture and Events cluster.

In 2021, Strategic Staff has been the theme owner of the company's strategic theme the Knowledge Hub, and has run business strategy collaboration projects such as A Better City Centre and the development of the Destination Data Platform. Strategic Staff has also been responsible for the revision of the City of Gothenburg's programme for the development of the visitor industry, and the coordination of the Cultural Mobilisation project in cooperation with other parties in the public sector and trade and industry.

### Gothenburg Convention Bureau

The Gothenburg Convention Bureau business area markets and sells Gothenburg as a destination to decision makers, mainly for international meetings, political meetings and major business meetings. In this way, the company also helps to attract research, talent and decision makers to Gothenburg. The pandemic has had a major impact on the meetings industry in 2021. The recruitment of meetings in the coming years has continued, while much work has been done to secure the implementation of meetings planned for 2021 that have been postponed.

The development of hybrid meetings, which combine virtual and physical meetings, places new demands on organisers, facilities and participants. The company's strategic project with the Hybrid Experiences Destination is a way to support the industry in this development.

### Events

The assignment is to drive and strengthen Gothenburg as an event city by strategically developing and enabling sustainable events in culture and sport. As in the previous year, many planned events were either cancelled, postponed to 2022, or held with severely limited audiences. The Gothenburg Culture Festival was adapted with a focus on being carried out regardless of the pandemic situation, for the sake of culture, art, businesses and the people of Gothenburg. The International Science Festival Gothenburg managed to reach over 300 locations in Sweden, and audiences from 25 countries with its digital offering.

The annual events that normally attract hundreds of thousands of visitors are very important for Gothenburg. An important task for the company has been to offer support during the crisis to contribute to survival and development.

### Tourism

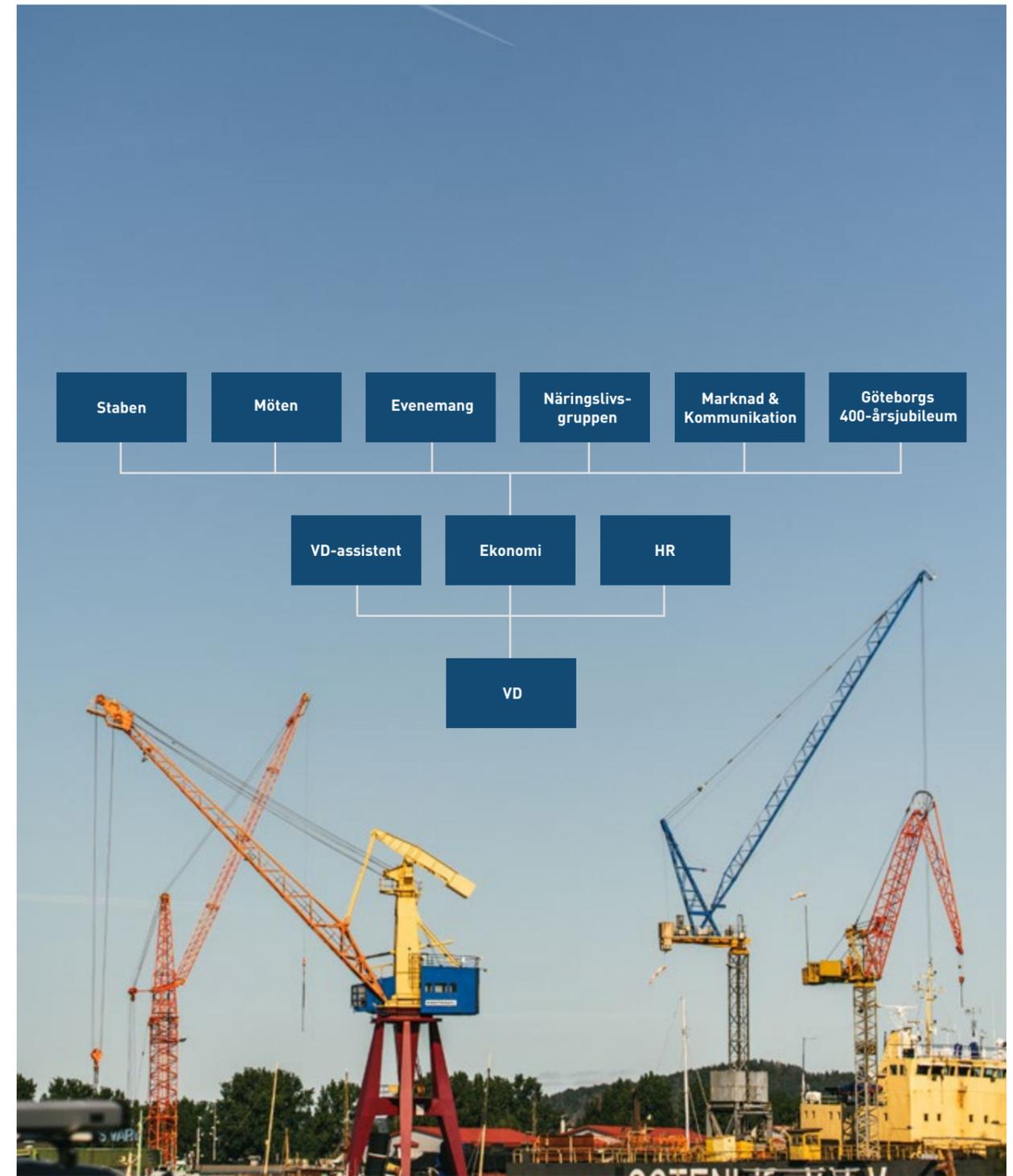
The Tourism business area is responsible for the Gothenburg destination brand vis-à-vis the visitor industry. The pandemic has affected communications and campaigns with its constant presence and preparedness for changing content and tonality.

The assignment is to get more people to discover and visit Gothenburg, and to consolidate and develop the company's position as a collaboration platform. The department is responsible for internal communication with employees and management, corporate communication and destination communication, as well as running the destination's official channels goteborg.com and social media. Communications should be based on the guiding principles of inspirational, human and pluralistic, and should be accessible and of high quality.

Tourism consists of three units: Team PR, Visitor Services and Inhouse. Tourism is responsible for the shopping network, the cruise network, travel trade, and strategic advice to strengthen the destination's brand in various contexts, as well as for hosting in the encounter with visitors.

### The Trade and Industry Group

The Trade and Industry Group is a collaboration platform for 22 member companies from businesses, academia and the public sector. Together, they create a powerful and long-term resource to enable value creation and innovation in three strategic areas: Develop Collaboration Formats, Initiate and Facilitate New Projects, Increase Visibility and Knowledge of Gothenburg.



In 2021, the Trade and Industry Group has supported a number of projects such as: Göteborg Film Festival, youth initiative in Kviberg during the Gothenburg Culture Festival, BonnierHoops in Biskopsgården, the Frihamnen Days, Changers Hub Hjällbo, WIN WIN Youth for Sustainability, and job pool Skarpt Läge. The Trade and Industry Group is the principal and founder of the International Science

Festival Gothenburg and Unimeet Gothenburg. The Trade and Industry Group, alongside Business Region Gothenburg, has published Magasin Gothenburg, a supplement to newspaper Dagens Industri, with this year's theme Rethink. The Trade and Industry Group has also been involved in the competence supply issue, which has been part of the business strategy measures.



## Outlook

Gothenburg has a strong year of events and meetings ahead, and several major investments in the visitor industry will be made in the coming years. The great focus on climate and the environment is increasing interest in Gothenburg, which is at the forefront in international comparisons. The proposed new programme for the development of the visitor industry has sustainable destination 2030 as its goal, which is fully in line with the ambition of Sweden's strategic programme for the visitor industry.

Visitor industry parties have been hit hard by restrictions and international lockdowns. How tourism and the visitor industry will recover depends on a number of factors. The

most important factor is stopping the spread of infection so that communities and borders can be kept open. If this does happen, there are good prospects for recovery in both the short and long term.

There are several challenges for the visitor industry, of which competence supply is perhaps the most pressing. How business travel will develop is also a factor of uncertainty. Leisure travel, on the other hand, has good chances of developing strongly, and the major investments currently being made will increase Gothenburg's attractiveness, boding well for the coming years.

## Risks and Uncertainty

An annual risk analysis related to the company's overall and operational objectives is carried out, and potential risks are assessed. It lists various events that may directly or indirectly affect the operations negatively. The overriding uncertainty is associated with the pandemic and how its impact will affect recovery in both the short and long term.

The visitor industry, especially in big cities, has been hit hard. When restrictions were eased in the autumn, there was a partial reversal, but uncertainty returned as the spread of infection increased again in many countries. Two years of cancelled or postponed events, laid-off or dismissed staff,

and postponed liabilities add to the worry. Leisure travellers, especially from Sweden, returned quickly to the destinations, while the important business travellers did not return at the same pace.

Good accessibility is important for Gothenburg as a destination, and good connections to international hubs are a prerequisite for both business travel and participation in major meetings and events. How relations with the outside world will look after the pandemic is a major factor of uncertainty.

## Environment

Through long-term and integrated sustainability work, the company is to strive to prevent and minimise negative impacts from its operations and, as a collaboration platform, make a positive contribution to the development of the city and region. The company supports the UN Global Compact principles for business.

The company's operations are not subject to any permit or duty to give notice in accordance with the Swedish Environmental Code. Environmental work is carried out

systematically based on the City of Gothenburg's guidelines for systematic environmental management, and must be characterised by continuous improvement.

Goteborg & Co is not subject to the legal requirement to prepare a sustainability report. The company has nevertheless chosen to prepare one in accordance with the Global Reporting Initiative's sustainability reporting standards (2016) at the Core application level. The sustainability report can be found on pages 20–53.

## Staff

Goteborg & Co is to be an attractive workplace where equality and diversity are a given. The company wants to be perceived as an innovative, creative and professional organisation that works actively and in a goal-oriented way, with a clear set of values.

In 2021, there has been a strong focus on the working environment, due to the pandemic. The majority of the company's employees have appreciated the increased flexibility and option to work from home, but there have also been challenges. For example, it can be more difficult for new starters to become part of their team when a majority of meetings are digital. The home working environment can also be challenging for both ergonomic and psychosocial reasons. The company has made individual adjustments to the working environment where necessary. In 2022, the company will move offices, which will hopefully have a positive impact on the working environment.

Temperature checks in 2020 showed that extra focus on the competence development process was needed. In 2021, the company allocated more money to competence development, and improved the process for competence supply, both at the corporate and departmental levels. The weekly temperature checks carried out using Winningtemp indicate that this work has had a positive effect. Sustainable employee engagement was measured at the end of the year, and shows a cautiously positive trend. The value for 2021 was 78 (2020: 77, 2018: 76).

In the autumn of 2020, ten people were dismissed, and 24 were given new roles and tasks. In 2021, the impact of the reorganisation has been followed up.

In a company with relatively few employees, individual sick leave has a significant impact on statistics. Sick leave for 2021 is, as in the previous year, relatively low.

## Results and Position

The company's development in terms of some key income measures and figures is shown in the following table (amounts in KSEK):

	2021	2020	2019	2018	2017
Operating income	176,862	167,249	180,985	203,447	196,252
Result after financial income and expense	-3,181	-157,070	-2,162	10,009	1,370
Balance sheet total**	1,054,448	995,432	1,162,122	1,118,488	1,115,346
Solidity*	91.5 %	94.8 %	93.7 %	95.9 %	95.5 %
Average number of employees	92	118	103	106	105
Turnover per employee	1,922	1,417	1,757	1,919	1,869

\* Equity + 79.4 % of untaxed reserves/balance sheet total from 2021 onwards (78.6 % for previous years)

\*\* In 2017, a reverse merger with Göteborg & Co Kommuntressent AB took place. The company then became the owner of three subsidiaries, which affected the balance sheet total.

## Proposed Appropriation of Profits

The annual general meeting has the following profits at its disposal:

Profit brought forward	960,846,374
Result for the year	-1,158,698
	<b>SEK 959,687,676</b>

The board proposes that the profits be appropriated as follows:

Carried forward	959,687,676
	<b>SEK 959,687,676</b>

Otherwise, the results of the company's operations during the year and its position at the end of the year are shown in the following income statement and balance sheet.

Group contributions have been made to	KSEK	Shareholders' contributions have been made to	KSEK
Göteborgs Stadshus AB	20,190	Got Event AB	21,971
Liseberg AB	40,214	Gothenburg City Theatre AB	1,921
Group contributions have been received from	KSEK	Shareholders' contributions have been received from	KSEK
Got Event AB	17,171	Göteborgs Stadshus AB	24,368
Göteborgs Stadshus AB	40,214		
Gothenburg City Theatre AB	2,419		

## Equity

	Share capital	Legal reserve	Profit brought forward	Result for the year
Balance brought forward	3,000,000	1,208,540	1,095,993,343	-159,514,829
Appropriation of profits			-159,514,829	159,514,829
The year's profit				-1,158,698
Shareholders' contributions			24,367,860	
<b>Balance carried forward</b>	<b>3,000,000</b>	<b>1,208,540</b>	<b>960,846,374</b>	<b>-1,158,698</b>



# Financial Reports

## Income Statement

	Note	2021	2020
<b>Operating income</b>	<b>1</b>	<b>176,862,043</b>	<b>167,249,002</b>
Cost of services sold		-617,496	-493,290
Other external costs	2, 3	-97,063,011	-78,280,125
Staff costs	4, 5	-80,454,590	-85,498,696
Amortisation	6	-182,876	0
Depreciation	7	-1,126,446	-1,195,937
<b>Total operating expenses</b>		<b>-179,444,419</b>	<b>-165,468,048</b>
<b>Operating profit</b>		<b>-2,582,376</b>	<b>1,780,954</b>
Result from shares in group companies	8	-692,000	-159,012,000
Interest income and similar income statement items		96,208	164,092
Interest expenses and similar income statement items		-2,654	-2,575
<b>Result after financial income and expense</b>		<b>-3,180,822</b>	<b>-157,069,529</b>
Appropriations	9	2,031,659	-2,445,300
Tax on the result for the year	10	- 9,535	0
<b>Result for the year</b>		<b>-1,158,698</b>	<b>-159,514,829</b>

## Balance Sheet

	Note	31-12-2021	31-12-2020
<b>Assets</b>			
<b>Intangible fixed assets</b>			
Computer programmes	6	1,639,230	925,253
<b>Tangible fixed assets</b>			
Inventory	7	1,242,587	2,369,033
<b>Financial fixed assets</b>			
Shares in group companies	11	947,771,139	924,571,679
Other long-term securities	12	22,703	22,703
<b>Total fixed assets</b>		<b>950,675,659</b>	<b>927,888,668</b>
<b>Current assets</b>			
<b>Stock, retail items</b>		<b>466,978</b>	<b>710,911</b>
<b>Current receivables</b>			
Trade debtors		20,037,351	13,559,415
Receivables from companies within Göteborgs Stadshus AB		44,796,049	3,414,213
Income taxes recoverable		1,802,627	1,812,162
Other receivables		8,013,564	23,633,922
Prepaid expenses and accrued income	13	28,618,206	24,375,190
<b>Total current receivables</b>		<b>103,267,797</b>	<b>66,794,902</b>
<b>Cash and bank</b>		<b>37,700</b>	<b>37,700</b>
<b>Total current assets</b>		<b>103,772,475</b>	<b>67,543,513</b>
<b>Total assets</b>		<b>1,054,448,134</b>	<b>995,432,181</b>

## Balance Sheet continued

	Note	31-12-2021	31-12-2020
<b>Equity and liabilities</b>			
<b>Equity</b>			
Restricted equity			
Share capital (30,000 shares, quota value SEK 100 each)		3,000,000	3,000,000
Legal reserve		1,208,540	1,208,540
		<b>4,208,540</b>	<b>4,208,540</b>
Non-restricted equity			
Profits brought forward		960,846,374	1,095,993,343
Result for the year	14	-1,158,698	-159,514,829
		<b>959,687,676</b>	<b>936,478,514</b>
<b>Total equity</b>		<b>963,896,216</b>	<b>940,687,054</b>
<b>Untaxed reserves</b>	15	<b>1,008,000</b>	<b>3,639,659</b>
<b>Current liabilities</b>			
Trade creditors		16,963,366	12,845,904
Liabilities to companies within Göteborgs Stadshus AB		43,780,400	2,687,778
Other current liabilities		7,269,781	6,671,114
Accrued expenses and deferred income	16	21,530,371	28,900,672
<b>Total current liabilities</b>		<b>89,543,918</b>	<b>51,105,468</b>
<b>Total equity and liabilities</b>		<b>1,054,448,134</b>	<b>995,432,181</b>

## Cash flow analysis

	Note	2021	2020
<b>Ongoing operations</b>			
Result after financial income and expense		-3,180,822	-157,069,529
Adjustments for items not included in cash flow		1,877,722	159,846,605
Tax paid		0	-112,658
<b>Cash flow from ongoing operations before changes in working capital</b>		<b>-1,303,100</b>	<b>2,664,418</b>
<b>Changes in working capital</b>			
Stock		243,933	162,451
Current receivables		-52,780,156	14,452,869
Current liabilities		38,438,451	-20,931,811
<b>Cash flow from ongoing operations</b>		<b>-15,400,872</b>	<b>-3,652,073</b>
<b>Investment operations</b>			
Investment in fixed assets		-896,853	-1,226,545
<b>Cash flow from investment operations</b>		<b>-896,853</b>	<b>-1,226,545</b>
<b>Financing operations</b>			
Dividends paid		0	-1,586,256
<b>Cash flow from financing operations</b>		<b>0</b>	<b>-1,586,256</b>
<b>The year's cash flow</b>		<b>-16,297,725</b>	<b>-6,464,874</b>
<b>Liquid resources at the beginning of the year, including the group account</b>		<b>23,379,262</b>	<b>29,844,136</b>
<b>Liquid resources at the end of the year, including the group account</b>	17	<b>7,081,537</b>	<b>23,379,262</b>

## Notes on the Balance Sheet and Income Statement

### General Information

Consolidated accounts are not prepared with reference to the exemption in chapter 7, section 2 of the Annual Accounts Act.

### ACCOUNTING PRINCIPLES

Göteborg & Co AB applies the Annual Accounts Act (1995:1554) and the Swedish Accounting Standards Board's general guidance BFNAR 2012:1 *Annual Accounts and Consolidated Accounts* ('K3').

### Group Contributions

Group contributions received and paid are reported as an appropriation in the income statement. Shareholder contributions received are reported directly in non-restricted equity.

### Shares in Group Companies

Shares in subsidiaries are reported at acquisition value. Dividends from subsidiaries are reported as income when the right to the dividend is deemed secure, and can be measured reliably. Shares in subsidiaries are written down in case of permanent value reduction.

### Depreciation

Depreciation according to plan is based on the original acquisition value of the assets (intangible and tangible), and is distributed across the estimated financial life. Intangible and tangible fixed assets are depreciated at a rate of 20 per cent per annum as their economic life is estimated to be 5 years.

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

### Stock

Stock has been valued according to the lowest cost principle, i.e. at the lowest of the acquisition value and actual value. The first-in-first-out principle has been applied when determining the acquisition cost. Actual value is the estimated selling price with the cost of selling subtracted.

### Claims

Claims are reported as the amounts they are expected to bring in. Other assets and liabilities are stated at nominal value unless otherwise indicated in the notes below.

### Revenue

Payment for assignments from the City of Gothenburg is reported in the year in which the costs for which the compensation is to be paid are incurred.

The company recognises income for assignment services rendered at a fixed price once the work is completed. This means that ongoing service assignments are valued in the balance sheet at direct costs

incurred, and with deductions for invoiced partial payments. An assessment of the final outcome of the assignment is made in connection with annual accounts. If a loss is anticipated and deemed to exist, it is recorded in full.

Other revenue is reported when the revenue can be measured reliably, and when, principally, all the risks and rights connected with ownership have been transferred to the buyer, which normally occurs upon delivery of goods or rendering of services.

### Taxes

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

Deferred tax is calculated using the so-called balance approach, which involves comparing the reported and taxed values of the company's assets and liabilities respectively. The difference between these values is multiplied by the current tax rate, giving the amount of the deferred income tax recoverable/liability. Deferred income tax recoverable is reported 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 income tax liabilities/recoverables expected to be realised in 2019–2020 are thus valued at 21.4 per cent, while other items are valued at 20.6 per cent.

### Leasing

All lease agreements are reported as operating lease agreements, which means that the lease fee is divided on a straight-line basis over the lease term.

### Cash Flow Analysis

The cash flow statement is prepared using the indirect method. The reported cash flow includes only transactions involving payments in or out. Liquid resources means cash and bank assets. The group account balance is reported as liquid resources.

### Parent Company

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

4.2 per cent of revenue (2020: 4.3 per cent) will come from other Göteborgs Stadshus companies, and 8 per cent (2020: 4 per cent) of the costs of the items 'cost of sold services' and 'other external costs' are charged to other Göteborgs Stadshus companies.

### Significant events after the balance sheet date

No significant events have occurred since the balance sheet date.

### Note 1 Operating income

	2021	2020
Assignment compensation from the City of Gothenburg	134,640,000	124,630,000
Revenue from service sales	2,845,448	4,814,660
Marketing compensation, project funds and other income from owners and stakeholders	39,376,595	37,804,342
	<b>176,862,043</b>	<b>167,249,002</b>

### Note 2 Fees and expenses

	2021	2020
Audit assignment Ernst & Young AB	167,993	150,005
Audit assignment City Audit	163,751	163,311
Auditing 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 administrations 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 auditor's report, as well as advice or other assistance occasioned by observations in connection with an audit assignment. Other services are services that are not attributed to either auditing assignments, auditing duties beyond audit assignment, or tax advice.

### Note 3 Leasing

Essential leases refer to the company's premises at Mässans gata, Johan Willins gata and Kungssportsplatsen. These agreements include indexation according to the CPI. The contract for Mässans gata runs until 2022. The contract for Johan Willins gata runs until 31-01-2025, and will be extended by 36 months unless terminated. The agreement for Kungssportsplatsen runs until 2024, and will be extended by 36 months unless terminated. Other leasing agreements relate to equipment such as photocopiers.

	2021	2020
Lease payments for the financial year	11,634,824	7,492,020
Agreed future lease payments:		
Within a year	4,881,681	7,333,688
Two to five years	9,828,788	12,351,368
More than five years	0	0

**Note 4 Staff**

	2021	2020
Men	26	32
Women	66	86
	<b>92</b>	<b>118</b>

The average number of employees 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 in the company, the number of persons employed, in 2021, permanently and temporarily, such as project workers, seasonal employees, temporary workers or contractors, respectively, is shown below.

	Number of full-time equivalents 2021	Number of persons 2021
Permanent staff	81	92
Temporary staff/Contractors	11	28
	<b>92</b>	<b>120</b>

**Note 5 Salaries, other compensation and social security costs**

	2021	2020
Board of directors, CEO		
Salaries and other compensation	2,046,387	1,988,950
Social security costs	1,239,517	1,217,140
Of which pension costs	(480,076)	(476,591)
Other staff		
Salaries and other compensation	51,919,948	57,059,828
Social security costs	23,619,471	24,142,199
Of which pension costs	(5,988,357)	(4,941,007)
Total		
Salaries and other compensation	53,966,335	59,048,778
Social security costs	24,858,988	25,359,339
Of which pension costs	(6,468,433)	(5,417,598)

The CEO's notice period is six months. If the board terminates the contract, the severance payment is twelve months. Severance pay is not payable if the employment is terminated for a reason that constitutes grounds for immediate termination of employment. The CEO has a defined contribution pension plan, and is not guaranteed any final pension level.

## Gender distribution among senior executives

	2021		2020	
	Number	Of which men	Number	Of which men
Board members	7	29 %	7	29 %
Management team	12	50 %	12	50 %

**Note 6 Intangible fixed assets**

	31-12-2021	31-12-2020
Opening acquisition values	925,253	0
Purchases	172,003	0
Ongoing new installations	724,850	925,253
Closing acquisition values	<b>1,822,106</b>	<b>925,253</b>
Opening depreciation according to plan	0	0
Depreciation according to plan for the year	182,876	0
Closing depreciation according to plan	<b>182,876</b>	<b>0</b>
Closing residual value according to plan	<b>1,639,230</b>	<b>925,253</b>

**Note 7 Tangible fixed assets**

	31-12-2021	31-12-2020
Opening acquisition values	14,035,609	13,858,307
Purchases	0	301,292
Sales/disposal	-764,922	-123,990
Closing acquisition values	<b>13,270,687</b>	<b>14,035,609</b>
Opening depreciation according to plan	11,666,576	10,602,433
Depreciation according to plan for the year	1,126,446	1,195,937
Sales/disposal	-764,922	-131,794
Closing depreciation according to plan	<b>12,028,100</b>	<b>11,666,576</b>
Closing residual value according to plan	<b>1,242,587</b>	<b>2,369,033</b>

**Note 8 Result from shares in group companies**

	2021	2020
Write-down of shares in group companies	-692,000	-159,012,000
	<b>-692,000</b>	<b>-159,012,000</b>

**Note 9 Appropriations**

	2021	2020
Change in accrual accounting fund	1,480,359	358,000
Change in accelerated depreciation	1,151,300	-1,151,300
Group contribution received	59,804,000	13,659,000
Group contribution made	-60,404,000	-15,311,000
	<b>2,031,659</b>	<b>-2,445,300</b>

**Note 10 Tax on the result for the year**

	2021	2020
Current tax	-9,535	0
Deferred tax	0	0
<b>Tax on the result for the year</b>	<b>-9,535</b>	<b>0</b>
<b>Reconciliation of tax costs for the year</b>		
Reported profit before tax	-1,149,163	-159,514,829
Tax is calculated at a rate of 20.6 per cent (21.4 per cent in 2020)	236,728	34,136,173
Tax effect of non-deductible expenses	-101,148	-104,559
Tax effect of depreciation	-142,552	-34,028,568
Deferred tax	0	0
Standard income on accrual accounting funds	-2,563	-3,046
<b>Total</b>	<b>-9,535</b>	<b>0</b>

**Note 11 Shares in group companies**

	2021	2020		
Opening acquisition cost	924,571,679	1,070,332,505		
Shareholders' contributions made	23,891,460	13,251,174		
Write-down of shares	-692,000	-159,012,000		
<b>Closing acquisition value</b>	<b>947,771,139</b>	<b>924,571,679</b>		
	<b>31-12-2021</b>	<b>31-12-2020</b>		
	Number of shares	Capital share %	Reported value	Reported value
Liseberg AB 556023-6811, Gothenburg	419,998	100.0 %	850,503,385	850,503,385
Got Event AB 556015-9823, Gothenburg	15,000	100.0 %	60,230,782	38,260,008
Gothenburg City Theatre AB 556016-7875, Gothenburg	79,941	100.0 %	37,036,972	35,808,286
			<b>947,771,139</b>	<b>924,571,679</b>

Göteborg & Co AB has, in connection with the annual accounts of 2020, written down the shares in Liseberg AB by MSEK 156, 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 book value of the holding is likely justifiable. 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 long-term securities**

	31-12-2021	31-12-2020
Svensk Turism AB, 556452-7157, Stockholm	22,703	22,703

The quota value of the above shares is SEK 15.55 per share, and the equity amounted to SEK 1,698,000 in 2021.

**Note 13 Prepaid expenses and accrued income**

	31-12-2021	31-12-2020
Staff-related	97,797	41,736
Rental costs	421,105	1,962,738
Project-related	26,597,948	21,321,097
Other	1,501,356	1,049,619
	<b>28,618,206</b>	<b>24,375,190</b>

**Note 14 Appropriation of profits**

The annual general meeting has the following profits at its disposal:

Profit brought forward	960,846,374
Result for the year	-1,158,698
	<b>SEK 959,687,676</b>

The board proposes that the profits be appropriated as follows:

Carried forward	959,687,676
	<b>SEK 959,687,676</b>

**Note 15 Untaxed reserves**

	31-12-2021	31-12-2020
Accumulated accelerated depreciation	0	1,151,300
Accrual accounting fund 2015	0	285,459
Accrual accounting fund 2016	0	724,900
Accrual accounting fund 2017	288,000	758,000
Accrual accounting fund 2018	720,000	720,000
	<b>1,008,000</b>	<b>3,639,659</b>

**Note 16 Accrued expenses and deferred income**

	31-12-2021	31-12-2020
Staff-related	7,937,433	10,231,414
Project-related	3,756,974	11,862,751
Other	9,835,964	6,806,506
	<b>21,530,371</b>	<b>28,900,671</b>

**Note 17 Liquid assets**

	31-12-2021	31-12-2020
Of this item, balance in the group account is	7,043,837	23,341,562

Gothenburg, 10 February 2022

Jonas Ransgård  
Chair

Kurt Eliasson

Eva Flyborg

Anna Karin Hammarstrand

Madeleine Jonsson

Alice Vernersson

Linnea Wikström

Peter Grönberg  
CEO Göteborg & Co AB

Our auditor's report was submitted on 10 February 2022  
Ernst & Young AB

Hans Gavin authorised public accountant

Our audit report has been stated on 10 February 2022

Birgitta Adler  
by the municipal assembly  
the municipal council

Lars-Gunnar Landin  
a lay auditor appointed by  
appointed lay auditor

## Auditor's report

### Revisionsberättelse

Till bolagsstämman i Göteborg & Co AB, org.nr 556428-0369

### Rapport om årsredovisningen

#### Uttalanden

Vi har utfört en revision av årsredovisningen för Göteborg & Co AB för räkenskapsåret 2021 med undantag för hållbarhetsrapporten på sidorna 20-53.

Enligt vår uppfattning har årsredovisningen upprättats i enlighet med årsredovisningslagen och ger en i alla väsentliga avseenden rättvisande bild av Göteborg & Co AB:s finansiella ställning per den 31 december 2021 och av dess finansiella resultat och kassaflöde för året enligt årsredovisningslagen. Våra uttalanden omfattar inte hållbarhetsrapporten på sidorna 20-53.

Förvaltningsberättelsen är förenlig med årsredovisningens övriga delar.

Vi tillstyrker därför att bolagsstämman fastställer resultaträkningen och balansräkningen.

#### Grund för uttalanden

Vi har utfört revisionen enligt International Standards on Auditing (ISA) och god revisionsd i Sverige. Vårt ansvar enligt dessa standarder beskrivs närmare i avsnittet *Revisorns ansvar*. Vi är oberoende i förhållande till Göteborg & Co AB enligt god revisorsd i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

#### Annan information än årsredovisningen

Detta dokument innehåller även annan information än årsredovisningen och återfinns på sidorna 1-19. Det är styrelsen och verkställande direktören som har ansvaret för den andra informationen.

Vårt uttalande avseende årsredovisningen omfattar inte denna information och vi gör inget uttalande med bestyrkande avseende denna andra information.

I samband med vår revision av årsredovisningen är det vårt ansvar att läsa den information som identifieras ovan och överväga om informationen i väsentlig utsträckning är oförenlig med årsredovisningen. Vid denna genomgång beaktar vi även den kunskap vi i övrigt inhämtat under revisionen samt bedömer om informationen i övrigt verkar innehålla väsentliga felaktigheter.

Om vi, baserat på det arbete som har utförts avseende denna information, drar slutsatsen att den andra informationen innehåller en väsentlig felaktighet, är vi skyldiga att rapportera detta. Vi har inget att rapportera i det avseendet.

#### Styrelsens och verkställande direktörens ansvar

Det är styrelsen och verkställande direktören som har ansvaret för att årsredovisningen upprättas och att den ger en rättvisande bild enligt årsredovisningslagen. Styrelsen och verkställande direktören ansvarar även för den interna kontroll som de bedömer är nödvändig för att upprätta en årsredovisning som inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag.

Vid upprättandet av årsredovisningen ansvarar styrelsen och verkställande direktören för bedömningen av bolagets förmåga att fortsätta verksamheten. De upplyser, när så är tillämpligt, om förhållanden som kan påverka förmågan att fortsätta verksamheten och att använda

antagandet om fortsatt drift. Antagandet om fortsatt drift tillämpas dock inte om styrelsen och verkställande direktören avser att likvidera bolaget, upphöra med verksamheten eller inte har något realistiskt alternativ till att göra något av detta.

#### Revisorns ansvar

Våra mål är att uppnå en rimlig grad av säkerhet om att årsredovisningen som helhet inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag, och att lämna en revisionsberättelse som innehåller våra uttalanden. Rimlig säkerhet är en hög grad av säkerhet, men är ingen garanti för att en revision som utförs enligt ISA och god revisionsd i Sverige alltid kommer att upptäcka en väsentlig felaktighet om en sådan finns. Felaktigheter kan uppstå på grund av oegentligheter eller misstag och anses vara väsentliga om de enskilt eller tillsammans rimligen kan förväntas påverka de ekonomiska beslut som användare fattar med grund i årsredovisningen.

Som del av en revision enligt ISA använder vi professionellt omdöme och har en professionellt skeptisk inställning under hela revisionen. Dessutom:

- identifierar och bedömer vi riskerna för väsentliga felaktigheter i årsredovisningen, vare sig dessa beror på oegentligheter eller misstag, utformar och utför granskningsåtgärder bland annat utifrån dessa risker och inhämtar revisionsbevis som är tillräckliga och ändamålsenliga för att utgöra en grund för våra uttalanden. Risken för att inte upptäcka en väsentlig felaktighet till följd av oegentligheter är högre än för en väsentlig felaktighet som beror på misstag, eftersom oegentligheter kan innefatta agerande i maskopi, förfalskning, avsiktliga utelämnanden, felaktig information eller åsidosättande av intern kontroll.

- skaffar vi oss en förståelse för vår revision för att utforma granskningsåtgärder som är lämpliga med hänsyn till omständigheterna, men inte för att uttala oss om effektiviteten i den interna kontrollen.

- utvärderar vi lämpligheten i de redovisningsprinciper som används och rimligheten i styrelsens och verkställande direktörens uppskattningar i redovisningen och tillhörande upplysningar.

- drar vi en slutsats om lämpligheten i att styrelsen och verkställande direktören använder antagandet om fortsatt drift vid upprättandet av årsredovisningen. Vi drar också en slutsats, med grund i de inhämtade revisionsbevisen, om det finns någon väsentlig osäkerhetsfaktor som avser sådana händelser eller förhållanden som kan leda till betydande tvivel om bolagets förmåga att fortsätta verksamheten.

Om vi drar slutsatsen att det finns en väsentlig osäkerhetsfaktor, måste vi i revisionsberättelsen fästa uppmärksamheten på upplysningarna i årsredovisningen om den väsentliga osäkerhetsfaktorn eller, om sådana upplysningar är otillräckliga, modifiera uttalandet om årsredovisningen.

Våra slutsatser baseras på de revisionsbevis som inhämtas fram till datumet för revisionsberättelsen. Dock kan framtida händelser eller förhållanden göra att ett bolag inte längre kan fortsätta verksamheten.

- utvärderar vi den övergripande presentationen, strukturen och innehållet i årsredovisningen, däribland upplysningarna, och om årsredovisningen återger de underliggande transaktionerna och händelserna på ett sätt som ger en rättvisande bild.

Vi måste informera styrelsen om bland annat revisionens planerade omfattning och inriktning samt tidpunkten för den. Vi måste också

# Auditor's report

informera om betydelsefulla iakttagelser under revisionen, däribland de eventuella betydande brister i den interna kontrollen som vi identifierat.

## Rapport om andra krav enligt lagar och andra författningar

### Uttalanden

Utöver vår revision av årsredovisningen har vi även utfört en revision av styrelsens och verkställande direktörens förvaltning för Göteborg & Co AB för räkenskapsåret 2021 samt av förslaget till dispositioner beträffande bolagets vinst eller förlust.

Vi tillstyrker att bolagsstämman disponerar vinsten enligt förslaget i förvaltningsberättelsen och beviljar styrelsens ledamöter och verkställande direktören ansvarsfrihet för räkenskapsåret.

### Grund för uttalanden

Vi har utfört revisionen enligt god revisionsssed i Sverige. Vårt ansvar enligt denna beskrivs närmare i avsnittet *Revisorns ansvar*. Vi är oberoende i förhållande till Göteborg & Co AB enligt god revisionsssed i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

### Styrelsens och verkställande direktörens ansvar

Det är styrelsen som har ansvaret för förslaget till dispositioner beträffande bolagets vinst eller förlust. Vid förslag till utdelning innefattar detta bland annat en bedömning av om utdelningen är försvarlig med hänsyn till de krav som bolagets verksamhetsart, omfattning och risker ställer på storleken av bolagets egna kapital, konsolideringsbehov, likviditet och ställning i övrigt.

Styrelsen ansvarar för bolagets organisation och förvaltningen av bolagets angelägenheter. Detta innefattar bland annat att fortlöpande bedöma bolagets ekonomiska situation och att tillse att bolagets organisation är utformad så att bokföringen, medelsförvaltningen och bolagets ekonomiska angelägenheter i övrigt kontrolleras på ett betryggande sätt. Verkställande direktören ska sköta den löpande förvaltningen enligt styrelsens riktlinjer och anvisningar och bland annat vidta de åtgärder som är nödvändiga för att bolagets bokföring ska fullgöras i överensstämmelse med lag och för att medelsförvaltningen ska skötas på ett betryggande sätt.

### Revisorns ansvar

Vårt mål beträffande revisionen av förvaltningen, och därmed vårt uttalande om ansvarsfrihet, är att inhämta revisionsbevis för att med en rimlig grad av säkerhet kunna bedöma om någon styrelseledamot eller verkställande direktören i något väsentligt avseende:

- företagit någon åtgärd eller gjort sig skyldig till någon försummelse som kan föranleda ersättningskyldighet mot bolaget, eller
- på något annat sätt handlat i strid med aktiebolagslagen, årsredovisningslagen eller bolagsordningen.

Vårt mål beträffande revisionen av förslaget till dispositioner av bolagets vinst eller förlust, och därmed vårt uttalande om detta, är att med rimlig grad av säkerhet bedöma om förslaget är förenligt med aktiebolagslagen.

Rimlig säkerhet är en hög grad av säkerhet, men ingen garanti för att en revision som utförs enligt god revisionsssed i Sverige alltid kommer att upptäcka åtgärder eller försummelser som kan föranleda ersättningskyldighet mot bolaget, eller att ett förslag till dispositioner av bolagets vinst eller förlust inte är förenligt med aktiebolagslagen.

Som en del av en revision enligt god revisionsssed i Sverige använder vi professionellt omdöme och har en professionellt skeptisk inställning under hela revisionen. Granskningen av förvaltningen och förslaget till dispositioner av bolagets vinst eller förlust grundar sig främst på revisionen av räkenskaperna. Vilka tillkommande granskningsåtgärder som utförs baseras på vår professionella bedömning med utgångspunkt i risk och väsentlighet. Det innebär att vi fokuserar granskningen på sådana åtgärder, områden och förhållanden som är väsentliga för verksamheten och där avsteg och överträdelser skulle ha särskild betydelse för bolagets situation. Vi går igenom och prövar fattade beslut, beslutsunderlag, vidtagna åtgärder och andra förhållanden som är relevanta för vårt uttalande om ansvarsfrihet. Som underlag för vårt uttalande om styrelsens förslag till dispositioner beträffande bolagets vinst eller förlust har vi granskat om förslaget är förenligt med aktiebolagslagen.

### Revisorns yttrande avseende den lagstadgade hållbarhetsrapporten

Det är styrelsen som har ansvaret för hållbarhetsrapporten på sidorna 20-53 och för att den är upprättad i enlighet med årsredovisningslagen.

Vår granskning har skett enligt FAR:s rekommendation RevR12 *Revisorns yttrande om den lagstadgade hållbarhetsrapporten*. Detta innebär att vår granskning av hållbarhetsrapporten har en annan inriktning och en väsentligt mindre omfattning jämfört med den inriktning och omfattning som en revision enligt international Standards on Auditing och god revisionsssed i Sverige har. Vi anser att denna granskning ger oss tillräcklig grund för vårt uttalande.

En hållbarhetsrapport har upprättats.

Göteborg den / 2022

Ernst & Young AB

Hans Gavin  
Auktoriserad revisor

# Audit report

## Granskningsrapport för 2021

Till årsstämman i Göteborg & Co AB

Org.nr: 556428–0369

Till kommunfullmäktige för kännedom

Vi, lekmannarevisorer i Göteborg & Co AB, har granskat bolagets verksamhet under 2021. Granskningen har utförts av sakkunniga som biträder lekmannarevisorerna.

Bolagets styrelse och verkställande direktör ansvarar för att verksamheten bedrivs i enlighet med lagar och föreskrifter, bolagsordning samt ägardirektiv. Vårt ansvar är att granska om bolagets verksamhet har skötts på ett ändamålsenligt och från ekonomisk synpunkt tillfredsställande sätt och om bolagets interna kontroll har varit tillräcklig.

Granskningen har utförts enligt aktiebolagslagen, kommunallagen, kommunens revisionsreglemente, god revisionsssed i kommunal verksamhet och med beaktande av de beslut kommunfullmäktige och årsstämman har fattat.

En sammanfattning av granskningen har överlämnats till bolagets styrelse och verkställande direktör i en granskningsredogörelse. Granskningen har genomförts med den inriktning och omfattning som behövts för att ge rimlig grund för vår bedömning.

Vi bedömer att bolagets verksamhet har skötts på ett ändamålsenligt och från ekonomisk synpunkt tillfredsställande sätt och att bolagets interna kontroll har varit tillräcklig.

Göteborg den 10 februari 2022

Birgitta Adler  
Lekmannarevisor utsedd  
av kommunfullmäktige

Lars-Gunnar Landin  
Lekmannarevisor utsedd  
av kommunfullmäktige

# GRI INDEX

Göteborg & Co has prepared a comprehensive annual and sustainability report. The report describes Göteborg & Co's work on key sustainability issues, for instance.

GRI Standards (Core)	Comment	Reference	Global Compact	Global Targets
<b>GRI 101 (2016) Basic accounting principles</b>				
<b>GRI 102 (2016) General information</b>				
<b>ORGANISATIONAL PROFILE</b>				
102-1	Name of the organisation	Göteborg & Co AB		
102-2	Activities, brands, products and services	56		
102-3	Location of headquarters	Gothenburg		
102-4	Location of operations	Gothenburg		
102-5	Ownership and legal form	56		
102-6	Markets served	Sweden and internationally through marketing and partnerships.		
102-7	Scale of the organisation	56, 66, 76		
102-8	Information on workforce and other workers	The company conducts all its operations in Gothenburg.	52, 65, 76	Principle 6 Target 8
102-9	Supply chain		52	Target 12
102-10	Significant changes to the organisation and its supply chain		65	
102-11	Precautionary principle or approach	Göteborg & Co is actively working to reduce its impact on the environment, both in its own operations and in those where it is a collaboration partner.		Principle 7 Principle 8 Principle 9 Targets 13 & 15
102-12	External initiatives	Göteborg & Co supports the UN Global Compact, Global Destination Sustainability Movement, the Glasgow Declaration for Climate Action in Tourism, NetZero Carbon Events.		Principle 8 Target 17
102-13	Membership in organisations and/or national/international lobby organisations	ECM – European Cities Marketing, IAEH – International Association of Event Hosts, ICCA – International Congress and Convention Association, SNDMO – Swedish Network of Destination Management Organisations, SNCVB – Swedish Network of Convention Bureaus, Nätverket Hållbar Besöksnäring, Public & Private Social Responsibility Initiative		Principle 8 Target 17

GRI Standards (Core)	Comment	Reference	Global Compact	Global Targets
<b>STRATEGY</b>				
102-14	Statement from senior decision maker	4–5		
<b>ETHICS AND INTEGRITY</b>				
102-16	Values, principles, standards and norms of behaviour	25		
<b>GOVERNANCE</b>				
102-18	Governance structure	28, 62–63		
<b>COMMUNICATION AND STAKEHOLDERS</b>				
102-40	List of stakeholder groups	27		Target 17
102-41	Collective bargaining agreements	51	Principle 3	Target 8
102-42	Identifying and selecting stakeholders	27		Target 17
102-43	Stakeholder engagement	27		Target 17
102-44	Key topics and concerns raised	27		Target 17
<b>REPORTING PRACTICE</b>				
102-45	Units included in the organisation's financial reports	Göteborg & Co AB. Subsidiaries prepare their own annual accounts. Group accounts are prepared by Göteborg Stadshus AB.	56	
102-46	Process for defining the content and boundaries of the accounts		24, 27	
102-47	Key topics		24	
102-48	Changes to information provided in previous reports	None		
102-49	Significant changes made to the accounts since the previous reporting period	None		
<b>GRI Standards (Core)</b>				
102-50	Accounting period	01-01-2021–31-12-2021		

GRI Standards (Core)		Comment	Reference	Global Compact	Global Targets
102-51	Date of most recent report	March 2021			
102-52	Reporting cycle	Calendar year, follows the financial year.			
102-53	Contact point for questions regarding the report	Katarina Thorstensson, smart tourism & sustainability strategist katarina.thorstensson@goteborg.com			
102-54	Claims of reporting in accordance with the GRI standards		65		
102-55	GRI content index		84–87		
102-56	External assurance	The accounts are externally audited.			
<b>Subject-specific information</b>					
<b>200</b>	<b>FINANCES</b>				
<b>203 (2016)</b>	<b>INDIRECT FINANCIAL IMPACT</b>				
103-1, 2, 3	Governance		56–60		
203-2	Significant indirect economic impacts		6–7, 30–62		Targets 4, 5, 8, 10, 12 & 16
<b>205 (2016)</b>	<b>ANTI-CORRUPTION</b>				
103-1, 2, 3	Governance		52		
205-3	Confirmed incidents of corruption and measures taken	None	52	Principle 10	Target 16
<b>300</b>	<b>ENVIRONMENT</b>				
<b>305 (2016)</b>	<b>EMISSIONS</b>				
103-1, 2, 3	Governance		46–48		
305-1	Direct (Scope 1) GHG emissions		47		Target 13
305-3	Other indirect (Scope 3) GHG emissions	Limited to emissions from business travel.	47		Target 13
<b>306 (2020)</b>	<b>WASTE</b>				
103-1, 2, 3	Governance		48		
306-1	Waste generation and significant waste-related impacts		48		Target 12
306-2	Management of significant waste-related impacts		48	Principle 9	Target 12
306-3	Waste generated		48		Target 12

GRI Standards (Core)		Comment	Reference	Global Compact	Global Targets
<b>308 (2016)</b>	<b>SUPPLIER ENVIRONMENTAL ASSESSMENT</b>				
103-1, 2, 3	Governance		52		
308-1	New suppliers that were screened using environmental criteria	108 new suppliers in 2021, three of these City of Gothenburg framework agreements, the rest directly procured. All assessed in accordance with City of Gothenburg policy.	52	Principle 7 Principle 8 Principle 9	Targets 12 & 13
<b>400</b>	<b>SOCIAL IMPACT</b>				
<b>OWN AREA</b>	<b>WORK ENVIRONMENT</b>				
		Göteborg & Co chooses to use its own information in the area of work environment from 2020, as the GRI information does not fit the information that Göteborg & Co reports to the city in this area.			
103-1, 2, 3	Governance		51		
Own information	Occupational injuries and sick leave		52	Principle 2	Targets 3 & 8
Own information	Employee index		52		Targets 3 & 8
<b>405 (2016)</b>	<b>DIVERSITY AND EQUAL OPPORTUNITY</b>				
103-1, 2, 3	Governance		51		
405-1	Diversity of governance bodies and employees		52, 76	Principle 6	Target 5
<b>406 (2016)</b>	<b>NON-DISCRIMINATION</b>				
103-1, 2, 3	Governance		51		
406-1	Incidents of discrimination and corrective actions taken		51	Principle 6	Target 10
<b>413 (2016)</b>	<b>LOCAL COMMUNITIES</b>				
103-1, 2, 3	Governance		30–35		
413-1	Operations with local community engagement, impact assessments and development programmes	Everyone.	30–35	Principle 1	Targets 3, 4, 5, 8, 10, 11, 12 & 16
<b>414 (2016)</b>	<b>SUPPLIER SOCIAL ASSESSMENT</b>				
103-1, 2, 3	Governance		52		
414-1	New suppliers that were screened using social criteria	108 new suppliers in 2021, three of these City of Gothenburg framework agreements, the rest directly procured. All assessed in accordance with City of Gothenburg policy.	52	Principle 2 Principle 3 Principle 4 Principle 5	





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