

Sustainability statement

This statement is the foundation of the company's sustainability efforts and a consolidation of commitments communicated in strategic and regulatory documents.

By 2030, destination Gothenburg will have doubled tourism by setting an international example and constantly challenging accepted ideas of sustainability.

The mission of Göteborg & Co is to get more people to discover and choose Gothenburg. We do this through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing hospitality industry.

The company will be an internationally respected platform for collaboration on sustainable destination development and innovative and sustainable development of the tourism, meetings and events industry.

Tourism and the company's activities will influence people and society, and have a positive impact on the environment. This also means that our activities, our actions and decisions can be a positive force for influence and change.

Göteborg & Co will contribute to a destination that offers sustainable, attractive and unique experiences, and thus helps to make Gothenburg a vibrant city. In all aspects of the destination and its experiences, consideration will be shown for people, the environment, economy and society, with the aim of constantly advancing and improving their status.

We work together for the long term, in order to develop in a way that maximises the benefits and minimises any negative effects of our activities and our partnership.

The sustainability efforts of Göteborg & Co are founded on the ten principles of the Global Compact, UNWTO definitions of sustainable tourism and Agenda 2030 – the 17 sustainable development goals.

We will constantly evaluate and improve our sustainability efforts and act in a way that inspires others to make more sustainable choices.

Colleagues and partners that represent the company are required to be aware of and actively work in accordance with the company's sustainability guidelines.

Gothenburg, 30/08/2019



Peter Grönberg, CEO