

Sustainability Statement

This document explains the approach, principles, and ambitions of Göteborg & Co regarding the company's and destination's sustainability work, with a foundation in strategic plans and governing documents.

The long-term and overarching goal for Gothenburg is to be a sustainable destination by 2030, which entails being a welcoming and inclusive destination, having a growing and prosperous industry, and focusing on environmentally and climate-smart development. The tourism industry should grow while contributing to and improving the development of both people and their living environments.

Göteborg & Co shall contribute to making Gothenburg a world-leading sustainable destination. We shall work collaboratively to drive the development of Gothenburg as a sustainable destination, ensuring that everyone living and operating here benefits from a strong tourism industry. The goal is that more people discover and choose Gothenburg.

The activities of the tourism industry, tourism, and the company impact people, society, and the environment. This means that Göteborg & Co's operation, decisions, and actions can be a force of positive impact and change. We work in the long-term and together to develop in a way that maximises the positive effects and minimises the negative effects of our operations and collaborations. Göteborg & Co shall be a role model for sustainable and smart destination development and contribute to long-term positive societal effects.

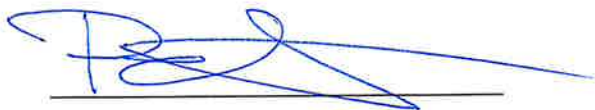
The sustainability work is based on the understanding that sustainable development meets present needs without compromising the ability of future generations to meet their own needs, and it builds on the three dimensions of ecological, social, and economic sustainability. Furthermore, the work is based on the UNWTO's definition of sustainable tourism, Agenda 2030/the UN Sustainable Development Goals, and the City of Gothenburg's established goals and governing documents.

Four areas of priority for the destination and the company form the framework for the sustainability work:

- Welcoming and inclusive
- Growing and prosperous
- Environmental and climate-smart
- Long-term positive societal effects

The company acts consciously and responsibly, adhering to laws and relevant regulations. We continuously measure, evaluate, report, and improve our sustainability work and strive to inspire others to advance their positions and make more sustainable choices.

Employees and partners representing the company are knowledgeable about and act based on the company's guidelines and goals for sustainability.



Peter Grönberg, CEO

Göteborg, 2023-05-23