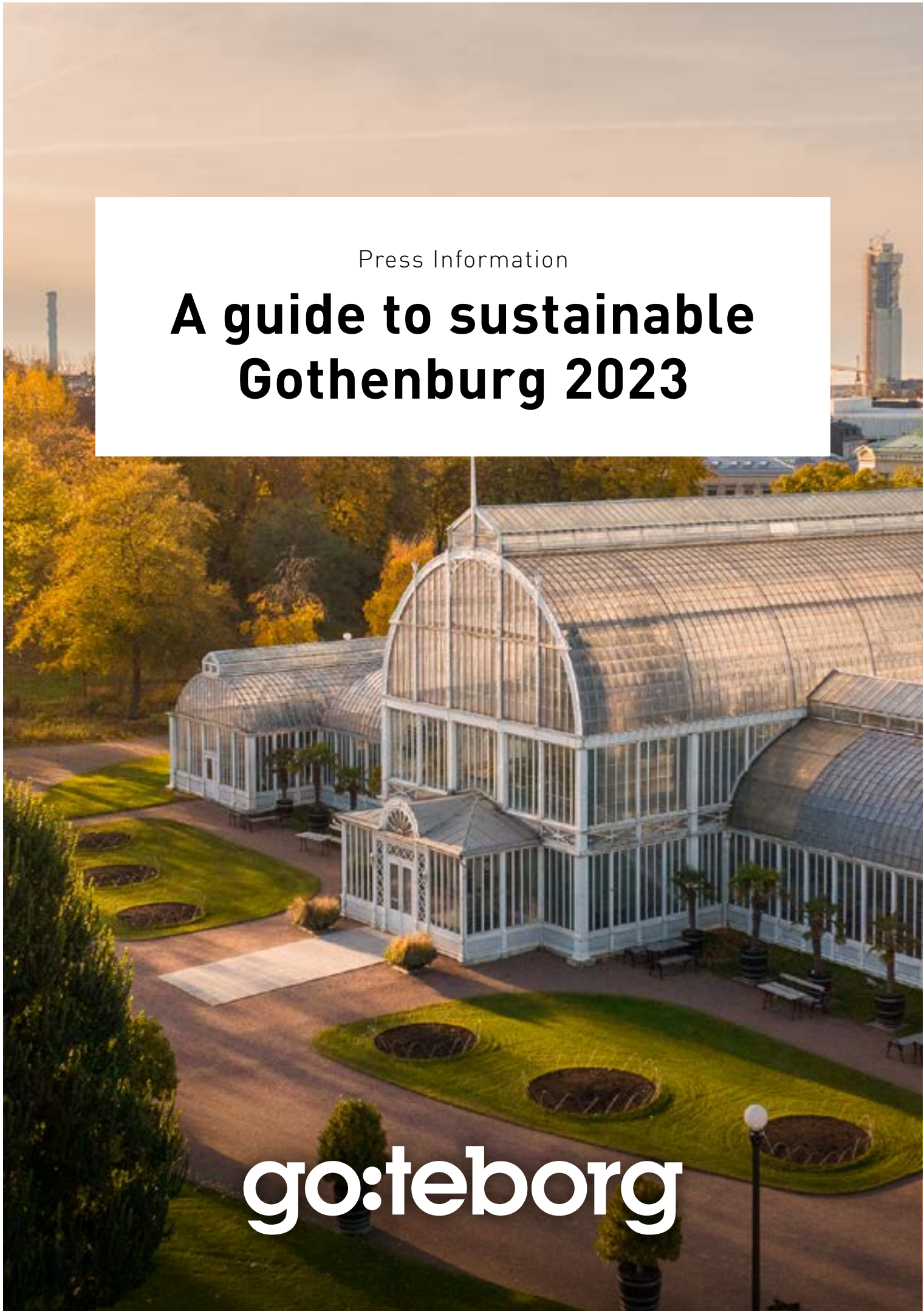


Press Information

# A guide to sustainable Gothenburg 2023

go:teborg





## Welcome to the world's most sustainable destination

Gothenburg is not a global metropolis, not even a capital city. Even so, it is a destination that makes an impact on big issues. For six consecutive times, from 2016-2019 and 2021-2022, Gothenburg has held the highest score in the Global Destination Sustainability Index\*. And in November 2020, Lonely Planet named Gothenburg the world's Best Sustainable City Stay in 2021. Gothenburg was awarded the European Capital of Smart Tourism 2020\*\*. A great honor, and an even greater responsibility. To us, this award is all about creating an even more sustainable destination, where everybody is welcome and able to take part. The capital year was extended to September 2021.

Read more at [goteborgco.se/en/about-goteborgco/sustainability/smart-tourism/](https://goteborgco.se/en/about-goteborgco/sustainability/smart-tourism/)

The fact that this destination on the Swedish west coast is a world leader in sustainability is not due to any specific campaign. Rather, it is thanks to long-term work done by the destination and daily actions made by its residents and various organizations, many of which are in the hospitality industry. We believe that anyone can make a difference.

## Examples on progressive work done on the destination:

- 92 percent (2022) of all hotel rooms in Gothenburg are environmentally certified, making us one of the greenest hotel cities in the world.
- Public transport is a vital part of the city and increasingly electric, such as trams, buses and ferries, with the goal of reaching 100% electric city buses by 2030.
- The Way Out West music festival is fully vegetarian, with a large vegan offering. Also hosting Sweden's first Climate Conference "Greentopia", for the event industry.

- Liseberg Amusement Park runs on 100 percent renewable energy. They even have an attraction generating electricity to itself and other attractions.
- Gothenburg Culture Festival has won many prizes for their work on sustainability, and aims to be the most sustainable event in Europe, free of disposable products.

## Winner of Global Destination Sustainability Index Leadership Award

The latest ranking (2022):

Rank	City	Overall score
1	Gothenburg, Sweden	93%
2	Bergen, Norway	88.4%
3	Copenhagen, Denmark	86.7%
4	Aalborg, Denmark	86.4%
5	Bordeaux, France	85.1%
6	Glasgow, UK	84.1%
7	Stockholm, Sweden	84.1%
8	Belfast, Ireland	84%
9	Aarhus, Denmark	83.5%
10	Oslo, Norway	83.2%



For more information about green activities and outdoor adventures, please go to:

[www.goteborgco.se/en/about-goteborgco/sustainability](https://www.goteborgco.se/en/about-goteborgco/sustainability)

\* GDSI did not appoint any cities in 2020.

\*\* European Capital of Smart Tourism did not appoint any cities in 2021.



# SLEEP WITH A GOOD CONSCIENCE

📍 Hotel Scandic Rubinen

Around 92 percent (2022) of the hotel rooms in the city are environmentally certified, making Gothenburg one of the world's most sustainable hotel cities.

## Comfort Hotel Göteborg

📍 Skeppsbrolatsen 1

Comfort Hotel Göteborg challenges the hotel industry with the goal of becoming the most sustainable hotel in Gothenburg, and in Sweden as a whole. In 2019 the hotel won an award as the most environmentally friendly and sustainable hotel out of approximately 190 hotels in the chain. The hotel is now undergoing a plastic reform. All disposable plastic has been removed, straws and coffee mug lids are now made of cardboard and toothbrushes are made of bamboo, etc. The hotel is also calculating the climate cost of its food served.

[nordicchoicehotels.com](https://nordicchoicehotels.com)

## Clarion Hotel Post

📍 Drottningtorget 10

Clarion Hotel Post is a large, modern, first-class business and leisure hotel. It is located in the old post office building at Drottningtorget, joined by an extension featuring a rooftop terrace with a pool and an amazing view. The hotel grows its own greens and vegetables on the roof, which are later used in the restaurant. Also, they have completely removed the use of palm oil in their food. All the electricity used by the hotel is renewable, their cleaning products are free of chemicals, and they have a system reducing water usage.

[nordicchoicehotels.com](https://nordicchoicehotels.com)

## Hotel Eggers

📍 Drottningtorget 2-4

Hotel Eggers is one of the oldest hotels in Sweden still in operation, located just by the central station in central Gothenburg, with parts of the building dating back to 1820. The hotel is Swan ecolabelled\* and has its own wind turbine, providing green energy for the hotel. No palm oil products or disposable items are used. Care is taken to hold as much fair trade and eco-friendly products and raw materials as possible, e.g., all coffee served is both KRAV\*\* and Fairtrade ecolabelled. They also have charging stations for guests who have electric cars.

[hoteleggars.se](https://hoteleggars.se)

## Liseberg Grand Curiosa

📍 Herman Lindholms torg 1

The new hotel Liseberg Grand Curiosa Hotel is opening April 2023. It will have a BREEAM-SE Certification at level "Excellent" and all the wood that has been used in the building has a 100% sustainable origin. 87% of all the construction waste has been recycled and focus has also been on to protect and improve biological diversity on and around the property.

[liseberg.se/grandcuriosa/](https://liseberg.se/grandcuriosa/)

### VITAL INFORMATION:

Please observe that it is illegal to buy sex in Sweden. If you buy sex, you are committing a crime which may lead to a prison sentence. Göteborg & Co is an organisation against purchases of human beings and human trafficking.

\* The Swan ecolabel is the official sustainability ecolabel for products from the Nordic countries.

\*\* The KRAV label shows that produce has been grown without chemical pesticides or fertilizers, with good standards of animal husbandry by ethical producers.



📍 Gothia Towers

## Scandic (7 hotels in Gothenburg)

In 193, Scandic decided to become a leader in sustainability and push the development on sustainability in the hotel sector. The idea to “hang up your towel if you want to use it again” came from Scandic – an idea that is now the standard in the hotel industry around the world. Scandic has opted out of using straws, drink stirrers, toothbrushes and take-away cups made of plastic. In Gothenburg, three hotels are Swan ecolabelled: Rubinen, Europa and Opalen.

[scandichotels.com](https://www.scandichotels.com)

## Radisson Blu Hotels

📍 Södra Hamngatan 59 och Lindholmospiren 4

Radisson Blu has two hotels in Gothenburg, the Radisson Blu Scandinavia and the Radisson Blu Riverside. Both hotels are climate compensating for all events and meetings, they no longer use plastics, and their food is made based on the season. During the summer they also provide electric bikes to all its guests.

[radissonhotels.com](https://www.radissonhotels.com)

## Avalon Hotel

📍 Kungstorget 9

As Sweden’s first feng shui certified hotel, Avalon Hotel aims to create a peaceful and calming environment, which is conveniently located in the heart of central Gothenburg. Besides having a terrace on the roof, it also features a pool with a transparent bottom that extends over the edge of the roof, providing a bird’s-eye view of Kungsportsplatsen. The hotel exclusively uses 100% renewable

energy and has lowered its power consumption to 190 kW/m<sup>2</sup>. Disposable plastic products have been removed and bathrooms are outfitted with water saving shower heads and tapware. All house wines are organic, the restaurant exclusively serves certified fish, and all food products are free from palm oil. The breakfast buffet is KRAV ecolabelled and includes organic coffee, eggs, and milk.

[nordicchoicehotels.com](https://www.nordicchoicehotels.com)

## Gothia Towers & Upper House

📍 Mässans gata 24

Gothia Towers is one of Europe’s five largest hotels, with 1,200 hotel rooms and its own trade fair and conference space, plus eight bars and restaurants. Gothia Towers also houses Upper House, a 5-star hotel with a spa. It is the largest hotel in Europe that is environmentally certified according to BREEAM. 93 % of all waste is recycled. Some is composted and digested, and then converted into biogas that heats ranges in the restaurant kitchen. Beehives and a roof kitchen garden provide fresh, locally produced ingredients for the restaurants. The entire plant’s electricity requirements are covered by wind power, which means that it saves approximately 5,500 tons of CO<sub>2</sub> each year.

[gothiatowers.com](https://www.gothiatowers.com)



# VEGGIE ON THE MENU

📍 Kafé Magasinet

Many locals in Gothenburg enjoy a healthy and eco-friendly lifestyle. It is easy to find vegetarian food and chefs that prefer local produce and let the seasons cowrite their menus. Here is a short list of selected restaurants, bars and cafes with an eco-profile.

## Ilse Grøn krog

📍 Karl Johansgatan 2

Ilse Grøn Krog is a fully vegetarian restaurant that opened 2022. It offers flavors with inspiration from all around the world, paired with certified natural wines and cocktails in a invitingly and cozy setting. There is also many vegan options available.

[ilsegronkrog.se](http://ilsegronkrog.se)

## Koka

📍 Viktoriagatan 12

At star restaurant Koka, sustainability makes the food taste even better. Here, it is natural to work with local farmers and to follow the seasons, and the menus are based on vegetables and fish rather than meat.

[restaurangkoka.se](http://restaurangkoka.se)

## Vrå

📍 Drottningtorget 10

Japanese and Swedish west coast fusion. Vrå has a strong focus on sustainability and has Gothenburg's largest sake bar. Most vegetables on the menu come from their own rooftop farm and the seafood comes mostly from the wild instead of fish farms. Head chef Sofia B Olsson is known for her focus on social rights, zero tolerance against discrimination and a circular approach to sustainability.

[restaurangvra.se/en](http://restaurangvra.se/en)

## Kafé Magasinet

📍 Tredje Långgatan 9

Kafé Magasinet is KRAV-certified, the electricity comes from solar panels and they are using biogas. The cafe has generous opening hours, serving everything from coffee and breakfast to dinner with solely organic wines.

[kafemagasinet.se](http://kafemagasinet.se)

## Vilda

📍 Vasagatan 40

At Vilda you can choose between a seven course meal in the dinner room or a glass of wine and a selection of smaller dishes in the wine bar. The menu changes to reflect what's in season, with a major emphasis on sustainability and locally produced ingredients.

[vildarestaurant.com](http://vildarestaurant.com)

## Cum pane

📍 Mariagatan 17, Kobbarnas Väg 4

A small and genuine organic bakery that bakes everything from scratch. Here, every single ingredient is organic and the full range is eco-certified.

[cumpane.coop](http://cumpane.coop)



## Noot Nordik Kitchen

📍 Östra Larmgatan 4

Providing food with both taste and origin in mind is the model Noot Nordik Kitchen is based on. The restaurant is mindful regarding food waste and attempts to keep it to a minimum. Their menus change together with the seasons, as they are always based on what the current produce has to offer, which is how they can ensure eco-friendly and delicious food.

[noot.se](http://noot.se)

## Botaniska paviljongen

📍 Carl Skottsbergs Gata 22A

A cafe and restaurant with local and KRAV-certified dishes, with seasonal changes, beautifully located in the Gothenburg Botanical Garden. Try their double certified coffee Señoritas from farms cultivated by women.

[botaniskapaviljongen.se](http://botaniskapaviljongen.se)

## Blackbird

📍 Stigbergsliden 3

A vegan bar and restaurant located in Majorna. The food is completely vegan and cooked from scratch using ingredients such as seitan, tofu and tempeh. Blackbird is a cooperative restaurant run by vegans. The restaurant is a result of a crowdfunding project.

[blackbirdvegan.se](http://blackbirdvegan.se)

## Natur

📍 Geijersgatan 12

A restaurant for all occasions; a romantic dinner or a place to relax with a glass of Champagne. Vegetables are always in a constant focus, they serve seasonal dishes and all their wine is natural.

[restaurangnatur.se](http://restaurangnatur.se)

## Restaurang Svinn

📍 Norra Ågatan 6

The sole purpose of Restaurang Svinn is to lower food waste, as 95 % of all ingredients used are waste sent to the restaurant by manufacturers, wholesalers, and stores in the food industry. These can be food products with short expiration dates, incorrectly marked or damaged packaging, or vegetables that have a strange shape. Quite simply, good food that is not nice enough to be sold. Restaurang Svinn has a unique concept that is worth experiencing.

[stadsmissionen.org](http://stadsmissionen.org)

## Human

📍 Risåsgatan 8

The key words for restaurant Human are modern, Nordic, personal and sustainable. For dinner, choose between a five or seven course menu, seasonal of course. For those who want the luxury of it in everyday life, Human has chosen to invest in a four or five course menu for lunch, which is served Wednesday-Friday.

[humanrestaurang.se](http://humanrestaurang.se)

## Wine mechanics

📍 Lilla Waterloogatan 15

At this urban winery in the district of Gamlestaden, grapes from Germany and France are turned into locally produced wines. All of Wine Mechanics wines are both vegan and organically certified. To further the sustainability, all grape skins and vines are reused after production. There is also a restaurant offering lunch, dinner, and a weekend brunch.

[winemechanics.se](http://winemechanics.se)

Choosing vegan and vegetarian food is better for the environment. See lists of restaurants here:

[www.goteborg.com/en/guides/delicious-vegan-food-in-gothenburg/](http://www.goteborg.com/en/guides/delicious-vegan-food-in-gothenburg/)



# EVENTS AND ACTIVITIES

📍 Gunnebo House and Gardens

Gothenburg is one of Scandinavia's best event cities. Considering the size of Gothenburg it has an impressive list of hosted events. Apart from that, there are plenty of other things you can do here. Explore everything from an amusement park and a hiking trail to historical buildings and public saunas.

## Way Out West

The Way Out West music festival has a strong focus on being environmentally friendly and was the first festival in Sweden to become KRAV-certified\*. All of the food served during the festival is vegetarian and has been since 2012. Thanks to the festival's popularity, it has been very successful in putting sustainability on top of the agenda.

[wayoutwest.se](http://wayoutwest.se)

## Gothenburg Culture Festival

The Gothenburg Culture Festival is a city festival that offers everything from great popular artists to new circus, children's theater, outdoor cinema, new food experiences and the opportunity to try activities yourself. The program is free and open to everyone! Gothenburg Culture Festival wants to create and inspire a positive change in society and has made sustainability part of its DNA.

[gothenburgculturefestival.com](http://gothenburgculturefestival.com)

## Win Win Award

The Gothenburg Sustainability Award is given annually in recognition for outstanding achievements towards a sustainable future. With a prize fund of one million Swedish kronor, it is the leading award of its kind. Each year Win Win Award has a different theme, within the subject matter of sustainability. The theme for WIN WIN

Gothenburg Sustainability Award 2023 is Fighting Disinformation. The recipient of the award will be a person or organisation that has improved the democratic discourse and created change that will inspire others, thereby facilitating the work to reach the UN Sustainable Goals 2030.

[winwinaward.org](http://winwinaward.org)

## West Pride

West Pride is a non-profit association that creates a Pride Festival annually and educates schools, companies and organizations all year round. Their vision is an equal and inclusive world free from prejudice and discrimination. West Pride is Sweden's second largest Pride festival and is normally held every year in June in the city centre of Gothenburg with over 20,000 persons attending the yearly pride parade.

[westpride.se](http://westpride.se)

## Gotaleden

Gotaleden is the perfect way to escape the city – yet have access to some of its comforts. The nine different legs stretching from Gothenburg to Alingsås are easily reachable by train. Along the path there are plenty of sights, hotels, cafes and restaurants. If you want to sleep in the woods there are shelters and fireplaces you can use.

[gotaleden.se](http://gotaleden.se)

\* The KRAV label shows that produce has been grown without chemical pesticides or fertilizers, with good standards of animal husbandry by ethical producers.

## The public sauna and new harbour bath in Frihamnen.

📍 Frihamnen 7

Just in time for Gothenburg's 400th anniversary celebration in June 2023, the new harbour bath at Kvillepiren in Frihamnen will be ready. The pools will be socially and ecologically sustainable with water cleaned entirely without chlorine. The popular sauna has been closed for renovation and will open again autumn 2023.

[goteborg.com/en/jubileumsparken](https://goteborg.com/en/jubileumsparken)

## Gunnebo House and gardens

📍 Christina Halls väg

Gunnebo is a cultural heritage with guided tours and events, a shop, farm and coffee house. They also have a KRAV\*\* ecolabelled restaurant with a beautiful kitchen garden where vegetables, spices, cut flowers and fruit trees grow. Gunnebo House and gardens has two stars in the Michelin Green Guide and the whole park has been organically certified since 2006. In 2021 Gunnebo House and gardens won the title of Stepping up Sustainability of the Year, which is a prize awarded by Stepping up Sustainability, a West Swedish joint initiative for sustainable tourism.

[gunneboslott.se](https://gunneboslott.se)

## Liseberg Amusement Park

📍 Örgrytevägen 5

Liseberg takes pride in being innovative when it comes to sustainability. They do not just use renewable energy – they own their own wind turbine. They do not only offer vegetarian alternatives – they have a completely vegetarian restaurant. Also, staff clothes are partially made from recycled plastic bottles and energy from one of the rollercoasters (Loke) is saved and used to drive itself and other attractions. A new area called Luna Park will be completed during 2023 as well as a brand new hotel. Liseberg Grand Curiosa Hotel will be one of the most sustainable hotels in the city.

[liseberg.se](https://liseberg.se)

## Let's Boat

📍 Lejontrappan, Östra Hamngatan

Glide through the historical canals with your own electric boat! There are no requirements for a license to rent the boat and you can fit as many as 12 people onboard. Explore Gothenburg with friends or on your own. Drinks and snacks are allowed, so why not enjoy a picnic with local delicatessen onboard?

[letsboat.se](https://letsboat.se)

## HittaUt - Göteborg

This is an orientation-based wellness project, free of charge, that centres around a map and modern technology. To get access to the map, either go to their website or download the HittaUt app in your app store. The purpose is to use the map to navigate to checkpoints. Different checkpoints can vary in difficulty depending on the accessibility, and are marked with either green, blue, or red on the map. With every checkpoint registered on their website you are awarded a lottery ticket to compete and win prizes!

[orientering.se/provapaaktiviteter/hittaut/goteborg/](https://orientering.se/provapaaktiviteter/hittaut/goteborg/)

## GöteborgsOperan

📍 Christina Nilssons gata

Located close the shopping mall Nordstan, the opera house has an auditorium built in a classical style and an architecture inspired by the building's surroundings, such as seagull wings, ship hulls, and the immaculate aerodynamic shape of a sail. The opera house hosts performances in opera, ballet, contemporary dance, musicals, and more. Furthermore, they also take initiative for promoting sustainability from a social, environmental, and economical perspective. The opera house is ISO 14001 certified, and their restaurant is Swan\* ecolabelled. In the summer of 2020 GöteborgsOperan started an apiary on their roof, for honey making and to further the biodiversity.

[opera.se/en/](https://opera.se/en/)

### VITAL INFORMATION:

Littering is illegal in Sweden. Since 1 January 2022 it also became illegal to litter smaller items, such as chewing gum and cigarettes. This can lead to a fine of up to 800 SEK.

### Swedes' love for nature

As soon as the sun comes out, Swedes take to the streets and enjoy the weather. They also love nature, and there is plenty of it for everyone. Allemansrätten (the freedom to roam) is much appreciated and gives you a great access to nature. You can even go camping for a night in the woods. This lifestyle has for long been a way for Swedes to find peacefulness and relaxation while breathing in the fresh air and recharge batteries. Why not try the latest fast growing trend of winter swimming (without access to a sauna).

\* The Swan ecolabel is the official sustainability ecolabel for products from the Nordic countries.

\*\* The KRAV label shows that produce has been grown without chemical pesticides or fertilizers, with good standards of animal husbandry by ethical producers.





# CONSCIOUS SHOPPING

📍 Thrive

Conscious shopping is becoming increasingly important for people, and our locals have already taken it to practice. Gothenburg offers several independent boutiques, from organic clothing and jeans to locally sourced food.

## Thrive

📍 Södra Allégatan 11

At Thrive – Conscious Fashion you can find the best organic, fair and sustainable fashion available in the industry. Provided in selective small collections from the most interesting, innovative and conscious designers/manufacturers around the world. You will find nothing but natural, organic or recycled garments free from harsh chemicals, pesticides and toxic dyes. The shop in Haga is fully restored to ecological construction principles and completely furnished from recycled natural materials.

[thrivestore.se](http://thrivestore.se)

## Nudie Jeans

📍 Södra Larmgatan 12

This success story started in Gothenburg in the early 2000s and the head office is still located here. Nudie Jeans is one of the most well-known and sustainable jeans brand in the world, with retailers globally. Their jeans are made with 100 percent organic cotton denim, social responsibility and transparent production. They strive for sustainable consumption by offering free repair service, reselling second hand products and recycling worn out products.

[nudiejeans.com](http://nudiejeans.com)

## Icebug

📍 Södra Larmgatan 9

Icebug makes outdoor shoes from recycled materials and is a world leader in sustainability. They offer a wide range of grip proof out-door shoes, and in their collection you will find walking, running and hiking shoes. Icebug is based in Gothenburg with a store in the city center and headquarter in Jonsered, right outside Gothenburg.

[icebug.com](http://icebug.com)

## Fram

📍 Nordenskiöldsgatan 18, Södra Allégatan 2

Established back in 1984 as a customer cooperative, this food shop is now run by its employees. Despite the fact that organic food is now found in most supermarkets it is always crowded at Fram. The traditional and genuine touch is probably part of its success, as well as the opportunity to buy products in bulk and decrease packaging waste. Here, you find many products not available elsewhere.

[framekolivs.se](http://framekolivs.se)



📍 Tvål & Tvaga, Haga

## Eco & Fair

📍 Landsvägsgatan 38

This shop has been around for a few years and is located close to Linnégatan. Among other things, the shop has a wide selection of ethically produced shoes and various garments in bamboo and linen.

[minni.se](http://minni.se)

## EcoRide

📍 Skanstorget 9

Cool electric bike shop in Linne/Haga. It was founded in Gothenburg with the purpose to give people an option to petrol-driven vehicles and instead contribute to a better environment by choosing electric bikes.

[ecoride.se](http://ecoride.se)

## Maska

📍 Fjärde Långgatan 6

The idea behind Maska was to take the best part of the hand knitting world – the quality of yarns and the elaborate patterns – and make it commercially available. Sustainability is in focus throughout the production, but also in the long-lasting quality of the garments.

[maska.se](http://maska.se)

## Dedicated

📍 Kungsgatan 17

Right in the city centre you will find Dedicated. A shop for modern street wear that also happens to be keen on eco friendly materials and fair trade. They have clothes for men, women and kids.

[dedicatedbrand.com](http://dedicatedbrand.com)

## Eduards Accessories

📍 Kastellgatan 11

The Gothenburg brand, Eduards Accessories, is inspired by the patterns and structures around us. The Swedish architect and designer Cecilia Eduards designs everyday accessories made with care. The showroom is located at Kastellgatan, and you will find the accessories at some stores in Gothenburg.

[eduardsaccessories.se](http://eduardsaccessories.se)

## Tvåla & Tvaga

📍 Haga Nygata 5

Cute shop located among the cafés along Haga Nygata. A small-scale soap factory is found behind the scenes, focusing on organic ingredients and lovely scents.

[tvalaochtvaga.se](http://tvalaochtvaga.se)



# SECOND HAND AND VINTAGE SHOPS

📍 Flea Market in Majorna

The city is sprawling with vintage shops, with new additions continuously popping up, making Gothenburg known as the most interesting second-hand city in Sweden with around 125 vintage and second hand shops in the city centre.

## Myrorna

📍 Järntorgsgatan 10, Redbergsvägen 11A

The second hand store Myrorna at Järntorget is one of the largest in Sweden. With four floors of selected clothes, furniture and books you can easily spend several hours strolling around. Do not miss the top floor where you will find the real goodies.

[myrorna.se](http://myrorna.se)

## Humana Second Hand

📍 Kaserntorget 6

Humana Second Hand has stores in Gothenburg, Stockholm and Malmö. They offer a hand-picked and fun selection of clothing, shoes and accessories, that is based on season and carefully selected according to current and upcoming trends. You'll find unique garments mixed with basics, exclusive brands and streetwear. More than 300 new items are added daily. The store is located on Kaserntorget in Gothenburg.

[humanasecondhand.se](http://humanasecondhand.se)

## BjörkåFrihet

📍 Linnégatan 9, Ångpannegatan 5

Björkåfrihet is not your carefully selected vintage store, but the clothes are well sorted according to occasion, style and colour. Prices are much more reasonable than the more fashionable vintage-stores.

[emmausbjorka.se](http://emmausbjorka.se)

## Tracks Recycle

📍 Karl Johansgatan 76

Tracks Recycle is a premium second-hand shop specialized in clothing and gear for outdoor sports and activities. The store has everything for an outdoor adventure; clothing, hiking boots, surfboards, skis and much more.

[tracksrecycle.se](http://tracksrecycle.se)

## Kvillehyllan

📍 Kvilletorget 16

Porcelain, furniture, art, clothes, handicraft from local designers - the charming second hand shop Kvillehyllan has it all. A fun twist is that anybody can rent a space in the store and sell their stuff which results in an ever-changing selection of products.

[kvillehyllan.se](http://kvillehyllan.se)

## Fåfångans Antik

📍 Haga Nygata 16

This little gem is full of unique antiques and items tantalizing the mind. The shop is firmly rooted in old school antiques but has expanded into the world of Christian Dior jewellery, beautiful bijouterie and a range of gentlemen's paraphernalia.

[fafangansantik.se](http://fafangansantik.se)



📍 Myrorna

## Pop Boutique

📍 Magasinsgatan 22

With a decor reminiscent of the 70's, Pop Boutique offers a great selection of vintage clothes, accessories, and various trinkets, only displaying the finest from the 50's to the 90's. Located on the fashionable street Magasinsgatan, packed with bars, food trucks, and cafés, this stylish store is a safe bet for finding quality vintage items.

[pop-boutique.com](http://pop-boutique.com)

## Stadsmissionen Nordstan, Pop up-butik

📍 Drottninggatan 38

Stadsmissionen has several second hand shops situated all around Gothenburg. When purchasing items in one of their shops you are both promoting sustainability through reuse and contribute to the social work that Stadsmissionen carries out in Gothenburg. Located in central Gothenburg, their pop up-shop, which offer a variety of fashion and interior design, is for those looking for a both stylish and sustainable shopping alternative.

[stadsmissionen.org](http://stadsmissionen.org)

## Arkivet Second Hand

📍 Järntorget 4

Working towards sustainable shopping is to progress from a wear and tear mentality, which is why Arkivet is modelled after circular fashion. According to Mistra Future Fashion (MFF), 80% of the climate impact from Swedish apparel consumption occurs in the production phase. To lower production, circular fashion aim to give clothing longer lasting life through advancing wear and tear to a use and reuse mentality. Situated on Järntorget, which in 2020 was appointed coolest neighbourhood in Europe by the British magazine The Guardian, Arkivet displays items such as women's wear, shoes, bags, and accessories.

[arkivetsthlm.se](http://arkivetsthlm.se)

## Vintagefamiljen

📍 Östra Hamngatan 42

Since the beginning of the year Vintagefamiljen pop-up can be found at the high fashion department store NK. Vintagefamiljen is an obvious destination for well-cured vintage and second hand with a high degree of fashion and quality.

[instagram.com/vintagefamiljen](https://www.instagram.com/vintagefamiljen)

## Melins Retro

📍 Parmmätaregatan 1

In this retro shop you will find colourful furniture, decor, and ornaments – carefully selected by the shop owner. Melins Retro is steeped in nostalgia, with extra affection for the 50's, 60's, and 70's. For furnishings from these periods, this retro shop is a must.

[instagram.com/melinsretrogoteborg](https://www.instagram.com/melinsretrogoteborg)

## Erikshjälpen i Rosenlund

📍 Rosenlundsgatan 8

Gothenburg has gained a completely new star in the second-hand store range. The store, which is located at Rosenlund, has a completely new store concept, where e-commerce secondhand, se meets the physical store. Events, lectures, pop-ups and various collaborations will be arranged in the 550 square meter retail space.

[erikshjalpen.se/store/goteborg-rosenlundsgatan](http://erikshjalpen.se/store/goteborg-rosenlundsgatan)

## Flea markets

There are many flea markets in Gothenburg during the year and it is a great way to both make a bargain and meet local people. The Megaloppis, which takes place on the last weekend in May, is the largest one in town, transforming Majorna, the hip district in the city's west end, into a gigantic yard sale attracting thousands of visitors.



# TRAVEL AROUND GOTHENBURG

Gothenburg is a pocket-sized metropolis where almost everything is within walking distance. If you prefer other means of transportation, there is a well-developed tram network that runs on 100 % fossil free electricity and no less than 1750 practical rental bikes at your disposal.

## **Walking or biking**

Most points of interest in Gothenburg are within walking or cycling distance. The city operates a popular rental bike system called Styr & Ställ with 1,750 bikes at 135 stations. With 7 gears and all bikes accessible through an app in your mobile phone, it is easy and convenient to discover the city. It is cheap and eco-friendly. You can also rent a bike for a couple of days at one of Gothenburg's bike rentals.

## **Public transport**

The public transport system in Gothenburg consists of a large network of buses, trams and ferries where 96 % of the vehicles are driven by non-fossil fuels.

## **Tram**

The trams are not only a beautiful and historic way to experience the city, they also run on electricity which contributes to better air in the city. To decrease the sound from the trams the tracks are often surrounded by grass, which contributes to a greener city.

## **The electric hybrid ferry Elvy**

Gothenburg is a city located by the water and ferries traffic the Göta river. The electric hybrid ferry Elvy has 45% less fuel consumption and made her virgin journey in November 2018. By the end of 2022 Gothenburg got its second addition of electric ferries, by the name of Eloise.

## **ElectriCity buses**

ElectriCity is an exciting collaborative initiative between industry, research and society in Gothenburg that is developing and testing solutions for tomorrow's sustainable public transport system. 2022 half of the busfleet (350 out of 700 buses) in the city of Gothenburg was electric buses that run on renewable electricity. As a comparison Stockholm had 15 electric buses in June 2022. By latest 2030 there will be only electric buses in Gothenburg. The latest edition is the self-driven minibuses with a capacity of 11 passengers. It may not take you far, as route 56 just has two stops, but it is free and can be a fun experience.

## **Assistance and accessibility for public transport**

To improve the accessibility of public transport, Gothenburg has travel guides assisting travellers, and free assistance can be arranged when travelling with Västtrafik. Västtrafik also has a travel planning tool (Resoplaneraren) which permits journey planning with various accessibility requirements, such as space for a wheelchair or on-board announcement of each stop.

## **Taxi**

The two main taxi companies in Gothenburg – Taxi Göteborg and Taxi Kurir – are both environmentally certified. Taxi Göteborg is certified under the Safe Green Taxi scheme (Säker Grön Taxi). The drivers are trained in eco-driving techniques, which on average reduce emissions by 13 per cent. Taxi Kurir has an environmental management system based on ISO 14001.



📍 Bältespännarparken

## Train

Gothenburg has good rail connections and you can get here from the central stations in Oslo, Stockholm and Copenhagen in just a few hours. Travelling by train is energy-efficient, comfortable and produces low emissions. New for 2023 is that you can now arrive easier to Gothenburg by train thanks to new night connections via Hamburg, Berlin and the UK.

## Ferries

Stena Line ferries run from Gothenburg to Denmark and Germany. The company's terminals in Gothenburg are close to the city centre which makes it easy to continue your journey in the city on public transport. Stena Line vessels and the terminals in Gothenburg are environmentally certified to ISO 14001. The port was also the first in the world to provide onshore power to vessels at berth.

## Electric cars

Göteborg Energi provides a map showing where you can charge your car in Gothenburg and Sweden. Electrical Vehicle Charging Stations are offered both in hotels and public parking, making a total of more than 1000 public charging spots. You can locate the free charging stations with apps such as ChargeFinder, where you're able to filter your search to only show the free ones. Sweden is one of the top countries in the world when it comes to electric vehicles and biofuel.

[goteborgenergi.se/privat/ladda-elbil/laddkarta](https://goteborgenergi.se/privat/ladda-elbil/laddkarta)

## Göteborg Landvetter Airport

The Göteborg Landvetter Airport is one of the most environmental-friendly in Europe. It is certified to the highest level of the Airport Carbon Accreditation scheme (4+ Transition). Göteborg Landvetter Airport tackles environmental and sustainability issues in many ways; all electricity used at the airport comes from renewable sources, one of the multi-storey car parks is powered by solar panels, and heat is generated by biomass boilers and distributed by a district heating system. There are also charging points for electric vehicles and the airport's own vehicles have been replaced to ensure the lowest emission class.

## Airport Shuttle

Vy flygbussarna Airport Coaches run daily departures to and from Landvetter Airport and Gothenburg City. Their buses run on RME, a biofuel produced from rapeseed, and the drivers receive training in how to drive in a more environmentally friendly way. The company is certified for Diversity by Evolve, the Institute for Local and Regional Democracy

For more info and  
inspiration visit  
[goteborg.com](http://goteborg.com)



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Niklas Andersson, Tina Stafrén, Line Ikse, Frida Winter, Happy Visuals, Superstudio  
D&D, Studiografen

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