

ANNUAL AND SUSTAINABILITY REPORT 2023



go:teborg&co

Göteborg & Co's goal is to get more people to discover and choose Gothenburg. This will be achieved by leading and driving the development of Gothenburg as a sustainable destination through broad cooperation, so that everyone who lives and works here can benefit from an increase in visitors.

Göteborg & Co AB is owned by the City of Gothenburg. Göteborgs Stadshus AB is the Group's parent company, and thus the owner of all City of Gothenburg companies. The Group is divided, in turn, into seven clusters. Göteborg & Co is the parent company of the Tourism, Culture and Events (TCE) cluster, which includes Liseberg AB, Got Event AB and Göteborgs Stadsteater AB.

Göteborg & Co's mission is to lead and coordinate efforts within the TCE cluster and assist with reinforcing and developing the hospitality industry in Gothenburg and the Gothenburg region, as well as helping the hospitality industry to develop in the Västra Götaland region. The assignment is to be done by continuously driving destination development and marketing, and by providing a platform for collaboration between the various parties in the hospitality industry.

The destination includes the 13 municipalities of the Gothenburg region. Göteborg & Co shall be a platform for collaboration with the aim of strengthening and developing the hospitality industry in the Gothenburg region and contributing to the development of the hospitality industry in the Västra Götaland region. Hospitality industry stakeholders, the academic community, culture and sports, other trade and industry, the West Sweden Tourist Board, and much of the City of Gothenburg are all key partners.

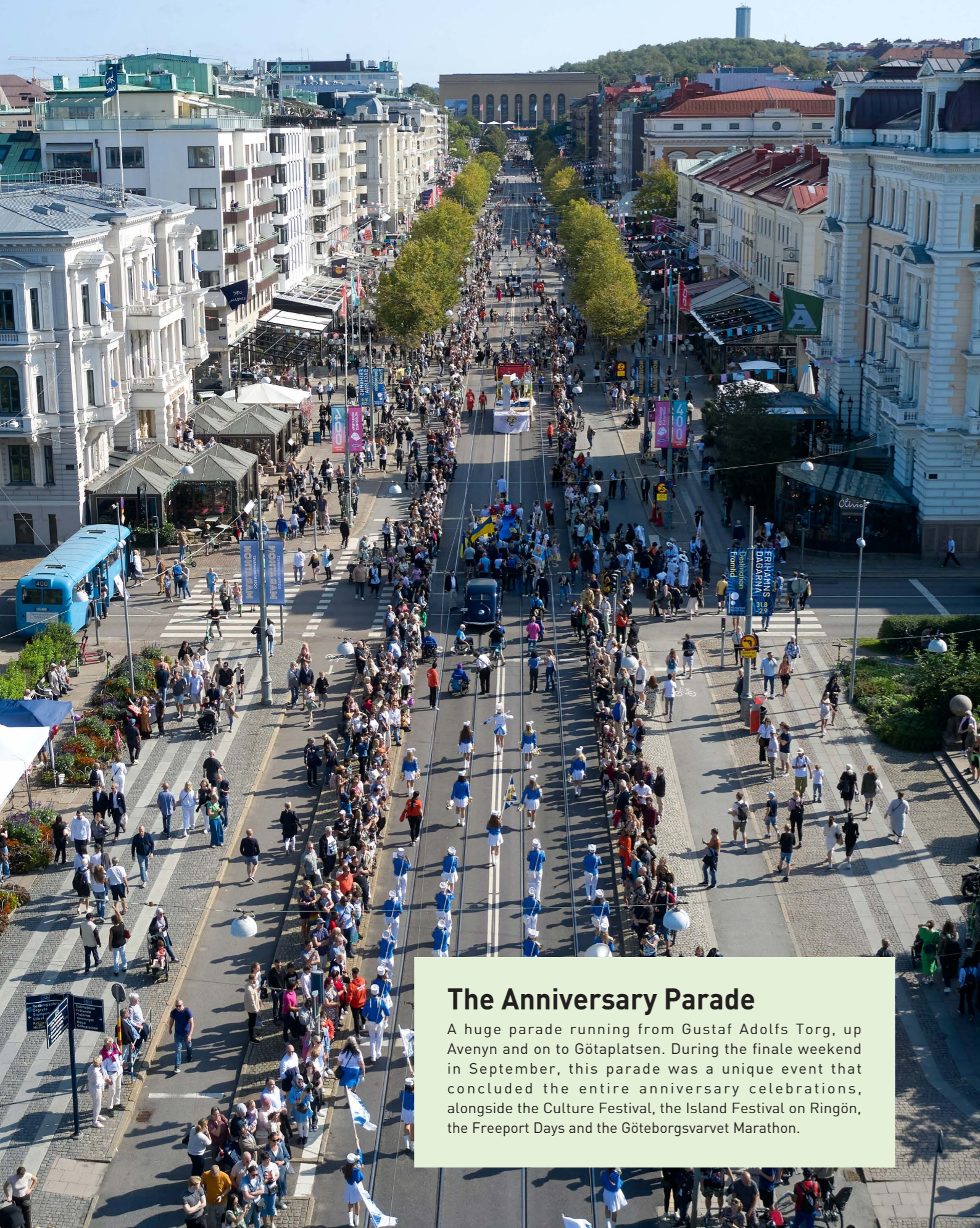
Göteborg & Co's operations are arranged into four business areas: Gothenburg Convention Bureau, Events, Trade and Industry Group and Marketing & Communication. There are also three supporting functions: Analysis & Development, Finance & Operations Management and Human Resources. The organisation for Gothenburg's 400th anniversary is also part of the company.

The Board and CEO of Göteborg & Co AB, based in Gothenburg, hereby present the following annual report for the financial year 1 January 2023–31 December 2023.



Contents

Statement from the CEO: A year of incredible experiences	5
Anniversary celebrations and major events set the stage for a historic year.....	6
Year in review.....	8
Sustainability report.....	22
Priorities for sustainable development.....	24
Welcoming and Inclusive Destination	34
Growing and Healthy Destination	40
Green, Climate-smart Destination	48
Contributing to positive societal impact.....	56
Directors' Report	60
Financial statements	72
Income statement	74
Balance sheet	75
Cash flow analysis	77
Notes on the balance sheet and income statement	78
Auditor's report.....	85
Audit report.....	87
GRI index.....	88



The Anniversary Parade

A huge parade running from Gustaf Adolfs Torg, up Avenyn and on to Götaplatsen. During the finale weekend in September, this parade was a unique event that concluded the entire anniversary celebrations, alongside the Culture Festival, the Island Festival on Ringön, the Freeport Days and the Göteborgsvarvet Marathon.

A YEAR OF INCREDIBLE EXPERIENCES

We had all kinds of expectations for 2023. We had great plans for celebrating our anniversary, and a number of major events, conferences and new initiatives took place at the same time. And in a world full of uncertainty. It was one of the best years ever for Gothenburg as a destination.

Some things happened that I will always remember. Crossing the Hisingsbron Bridge on my way home on that warm June night together with many thousands of Gothenburg citizens after another fantastic day in Frihamnen is just one of them. The Anniversary Festival held on 2–5 June was a massive success and really gave us impetus for the future. The September weekend with the Culture Festival, the Island Festival, a marathon and a parade along Avenyn was also a huge success and a worthy finale to all the anniversary celebrations.

Now we have to make the most of more than a decade of experience from the Anniversary Project and build on the outstanding cooperation that has been established between the various parts of the city, organisations, companies and all Gothenburg residents who have been involved in this development journey.

The year we are leaving behind has been full of major events. Sold-out shows at Ullevi, the annual youth events, the Book Fair, the Film Festival and a host of major gatherings that have attracted participants from all over the world. Two new major hotels and a series of restaurants have opened. Foreign visitors returned and are back at 2019 levels, assisted in part by the currency effects.

Next year will be a new chapter in the destination’s development journey. The last few years have been exceptional in many ways, but the dust has settled now. The unsettled situation will present a challenge for many in the hospitality industry. But we also know that Gothenburg is attractive as a travel destination, especially for Swedish people, and that new reasons for people to visit us are always being created.

There have probably never been so many new hotels in the Gothenburg region. A few more will be added in 2024. Liseberg Oceana and World of Volvo will be opening, too. Two major places of interest that will become year-round attractions, providing the people of Gothenburg with new opportunities for experiences. Besides the major tourist destinations, there are a number of other attractions which all play an important part in creating a vibrant metropolitan region.

For the seventh year in a row, Gothenburg was named the best city for sustainability according to the Global Destination Sustainability Index, in competition with 100 prominent destinations all over the world. This international comparison is a vital tool that demonstrates progressiveness and innovation and encourages us to go on improving. We are spearheading efforts to make Gothenburg a sustainable destination. This work is based on the cooperation and commitment of all stakeholders, working together to help meet the city’s goals and the UN’s Sustainable Development Goals.

A lot of new construction is taking place in Gothenburg. The city is constantly changing, and it will continue to do so for many years to come. Exciting discussions are currently in progress regarding the development of the event centre, the replacements for the Scandinavium and Valhalla arenas being key elements. Public transport that links together all parts of the destination is also an important piece of the puzzle in terms of accessibility and reduced environmental impact. Work on implementing zero-emission events and green zones is continuing.

Development of the city and development of the destination are two sides of the same coin and need to go hand in hand, which is at the very heart of the city’s Destination Development Programme – an important tool going forward. Including the destination perspective will make the city a more vibrant, a more sustainable and a more attractive place for everyone living in, working in and visiting Gothenburg.

Confidence in the future and the close collaboration that we have in our metropolitan region are what make us strong as a destination. This was something we proved in 2023, which was a fantastic year. Now our journey is continuing.




PETER GRÖNBERG, CEO

ANNIVERSARY CELEBRATIONS AND MAJOR EVENTS SET THE STAGE FOR A HISTORIC YEAR

2023 was set to be a successful year for the destination. The Gothenburg anniversary celebrations were a common theme throughout the year, and turned out to be a huge success. Major events – with the Anniversary Festival in Frihamnen being one of the highlights of the summer – conferences, congresses and trade fairs came one after the other.

The year was characterised by strong development for the destination. The Swedish market accounted for the growth during the spring, while the foreign market strengthened during the summer. Demand continued during the autumn, albeit with a slight slowdown. On a full-year basis, record volumes were achieved for both Swedish (+11 per cent) and foreign (+7 per cent) overnight stays. The forecast for 2023 points to at least 5.5 million guest nights at the destination's hotels, cottages and hostels – the highest figure ever. Domestic travel is expected to stabilise over the coming year, and local markets will continue to provide impetus.

Visitors from abroad exceeded expectations, benefiting from currency effects and strong interest from our Nordic neighbours. Norway, the destination's biggest foreign market, saw a 16 per cent increase between January and October compared to 2019, while Denmark (+38 per cent) is now the region's fourth biggest foreign market after the US (+61 per cent) and Germany (+17 per cent). The biggest growth this year came from the Netherlands (+112 per cent), while the United Kingdom (-28 per cent) and the rest of the world (-17 per cent) have still not recovered.

Establishment of new hotels in recent years has helped to bring about an historic increase in capacity, intensifying competition but also paving the way to meet demand. The average occupancy rate at hotels in the Gothenburg region was almost 66 per cent up to the end of October, which is higher than in both the Stockholm and Malmö regions.

The events attracted large audiences. The shows at Ullevi where Metallica, Springsteen, Laleh and Coldplay were playing sold over 700,000 tickets, the second highest figure ever. Furthermore, the rest of the year was packed with events, with three world championships (2 x handball, the World Junior Ice Hockey Championships) and the annual

events attracting lots of visitors. Events and conferences that were postponed have taken place in the last two years, providing a shot in the arm for demand.

The private segment has been the driving force, but business travel recovered more quickly than expected, due in part to a strong year of trade fairs and conventions. Although companies in the Gothenburg region have experienced a recession, job growth has been positive in the region, and in fact stronger than in other metropolitan regions.

Almost half of visitors from Sweden regard Gothenburg as being a sustainable destination. But the desire to travel does generally appear to outweigh climate anxiety. The latest visitor survey shows that eco-friendly transport is important to 2 out of 10 Swedes when travelling for leisure, and that 3 out of 10 Swedish visitors have travelled to their destination by rail. Rail journeys are more common in the low season.

The city of Gothenburg is a major draw, and Swedes who visit both the city and the rest of the region are happier and more likely to recommend the destination. The longer people stay, the more common it is for them to visit destinations outside the city of Gothenburg. Preliminary data indicates that the average length of stay among Swedes has remained about the same as in 2019, while foreign stays are now slightly shorter.

Swedish visitors are still happy, and the food on offer is one of the destination's main strengths, according to the visitor survey conducted in the spring of 2023. However, the values are lower than in 2021. General perceptions are impacted by the economic situation. Rising costs are likely to raise expectations in terms of service and quality, but a lack of skills in the industry is presenting a challenge in that regard. 2024 is expected to present more of a return to normality.

The destination's offering will be reinforced with the year-round Liseberg Oceana and World of Volvo attractions, a particularly welcome aspect in the low season. Plans are also afoot to open the Karlatorget viewing area in 2025, while the hotel section will open in 2024. Food is expected to go on being an important driver.

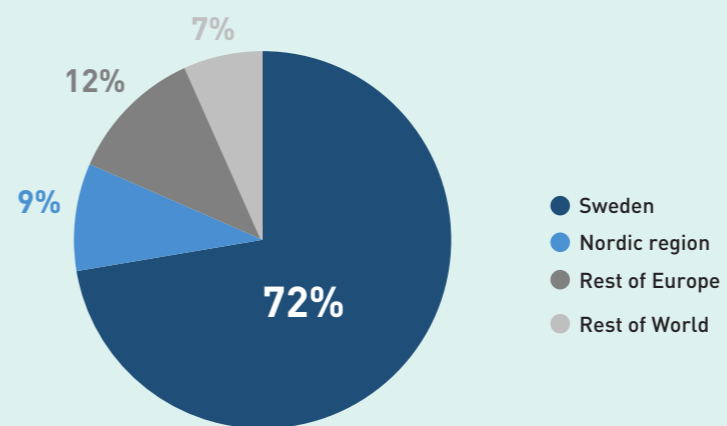
In the short term, the challenges faced by the hospitality industry include coping with a less stable market in which guests and visitors make late decisions and in which the economic situation affects both visitors' scope for consumption and the industry's cost levels, thereby challenging profitability. Travel is expected to remain a

priority despite economic uncertainty, but getting value for money will become more important.

The long-term development of the destination is taking place in tandem with the development of the city and the region as a whole. Major infrastructure works will continue over the next few years, and the planning of the event centre will enter a new phase. Public transport linking all parts of the destination will be developed, and rail links with other cities will be upgraded. Göteborg & Co is on hand to help provide the destination perspective in these respects.

Foreign and Swedish guest nights

Jan–Oct 2023



Guest nights in a normal year (before the pandemic) involved about 70 per cent Swedish and 30 per cent foreign overnight stays. The most important foreign markets are Norway, the US, Germany, Denmark and the United Kingdom.

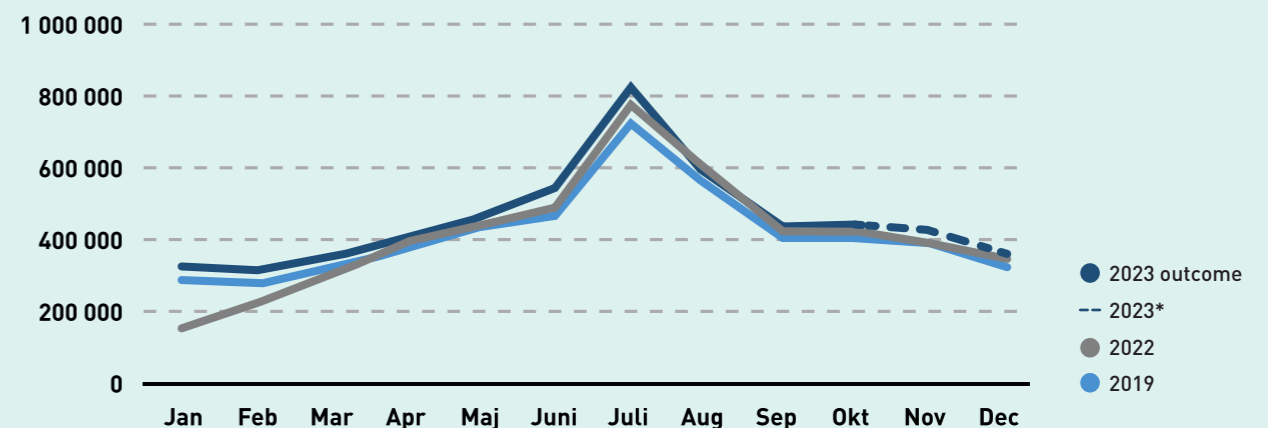
5.04 million 2022

5.5 MILLION

FORECAST 2023*

Guest nights

Hotels, cottages and hostels



Source: Statistics Sweden/Swedish Agency for Economic and Regional Growth – preliminary statistics, Jan–Oct 2023
* forecast, nov–dec 2023

The Hisingsbron Bridge joins the city together over the river

Cranes and new buildings are everywhere in Gothenburg. The Hisingsbron bridge, which was inaugurated in 2021 to mark the 400th anniversary of Gothenburg, has become a famous landmark. This connection so useful for pedestrians and cyclists was filled with visitors travelling to and from Frihamnen during the Anniversary Festival in June. Accessibility across the river has increased significantly thanks to the new bridge.

YEAR IN REVIEW

A YEAR FULL OF EVENTS AT THE DESTINATION

Record number of visitors at goteborg.com

Both tourists and Gothenburg residents show more of an interest in the destination when Gothenburg is celebrating its 400th anniversary and there are lots of things going on. The world's best online guide to Gothenburg can be found at goteborg.com, and more and more people are giving it a try. A record 3.8 million visits were made this year, more than half a million more than in 2022. July was the busiest month. The many guides offering tips and ideas on what to do at the destination proved to be most popular.



Photo: Peter Kvarnström

Miriam Bryant rounded off the 400th anniversary celebrations

The grand finale of Gothenburg's anniversary celebrations was quite a weekend. The people of Gothenburg were treated to a fun-packed long weekend in glorious late summer weather. Kungstorget was super-busy on the evening of 3 September, when popular Gothenburg artist Miriam Bryant took the stage. She arranged the show that concluded both the Gothenburg anniversary celebrations and the Gothenburg Culture Festival. This show, alongside the Anniversary Festival and the entire Culture Festival, was free to enter, and anyone could visit.



Photo: Martina Lundborg



Photo: Peter Kvarnström

Events as a force for change at Greentopia

"Events as a force for change" was this year's theme for Greentopia. People appearing on stage included Kevin Noone, Professor at Stockholm University, Kara Djurhuus from the Roskilde Festival and artist José Gonzalez. "Industry players are only too happy to help bring about change. We're looking forward to helping carry on working together with the industry as we undertake this transition", says Filip Eklund, sustainability developer at Göteborg & Co. Greentopia is organised by Svensk Live, Stockholm Resilience Centre, LiveGreen Festivals & Academy and Göteborg & Co.

FIFA World Cup on big screens attracted thousands

Lots of people wanted to cheer on Sweden when the women's national team played in the World Cup last summer. There was a great deal of public interest, and Göteborg & Co took the initiative to show the games on big screens. Three arenas: Werners Bistro, the City Library and Ullevi took up our offer and showed the broadcasts from Australia/New Zealand. More than 16,000 spectators followed the national team on their way to bronze in front of one of the three massive screens.



Photo: Camilla Sundberg



Photo: Stefan Gadd

Destination Day to mark the anniversary

The spotlight was on Gothenburg's past, present and future when the hospitality industry and stakeholders gathered for Destination Day on 2 June. The venue: Frihamnen, where the Anniversary Festival started that same day. Kristian Wedel delved into the city's 400 years of history, tourism researcher Robert Pettersson predicted the future of destinations, and guests had the opportunity to listen to a renowned panel of speakers. Karin Klingenstierna was our master of ceremonies for the day, which concluded with the Gothenburg Symphony Orchestra's Anniversary Concert.



Photo: ADPD

Research elite for with Alzheimer's and Parkinson's at Swedish Exhibition & Congress Centre

More than 4,000 international leaders in the field of dementia research attended the annual AD/PD Congress in Gothenburg. This prestigious congress was held here because of the world-leading research being conducted by the large research team led by Kaj Blennow and Henrik Zetterberg, professors at the University of Gothenburg and consultants at Sahlgrenska University Hospital. The congress was opened by Her Majesty Queen Silvia, who herself is very committed to the subject. Two other conferences with major international impact were the Global Investigative Journalism Conference, which attracted a record number of attendees, and the Electrochemical Society on electrochemical science and technology.



Photo: Visitor Services

Gothenburg now has 16 new city guides

In April each year, Göteborg & Co's Visitor Services team organises licensing for student tourist guides who have completed Folkuniversitetet's two-semester Tourist Guide Training programme. Sixteen new guides took their diplomas last spring, which involved national certification of SveGuide from the Swedish Tourist Guide Association, and were therefore licensed by Göteborg & Co. The demand for licensed tourist guides has increased over the years as more cruise ships visit these shores, and German-speaking guides are in greatest demand. Around a quarter of our new city guides have German as an optional language this year. This is very welcome, but we need more.



Photo: Anna Hylander

Conference city took centre stage in Brussels and Vienna

Göteborg & Co arranged customer activities in connection with the Gothenburg Symphony Orchestra's concerts in Brussels and Vienna during the year. Meeting up with decision-makers is a very valuable aspect in the face of fierce international competition for conferences. Influential people from international scientific organisations representing subject areas such as childhood cancers, neuroscience and public transport were invited to attend. "A lot of organisations are based in both Brussels and Vienna. That's why this is a very good place to conduct customer activities, especially when you join forces with a strong brand like the Gothenburg Symphony Orchestra," says Anna Hylander, Project Manager for Göteborg & Co Möten. The activities were held together with the Gothia Towers Swedish Exhibition & Congress Centre and with the support of Storhotellgruppen.



Photo: Marie Ullnert

Conferences invited delegates to a knowledge weekend

One important element in attracting major conferences involves showcasing Gothenburg to organisers. Experiencing what the city has to offer to delegates and conference organisers provides ideas and lays the foundation for future partnerships. A number of Swedish organisations were invited to a knowledge weekend during the Anniversary Festival on 2-4 June. Guests were able to enjoy attractive and sustainable experiences in close collaboration with stakeholders in the hospitality industry. They got to take part in Destination Day and visited GoCo Health Innovation City, Universeum, the Swedish Exhibition & Congress Centre and a number of hotels and conference facilities.



Photo: Peter Kvarnström

400 school students in sound experiment at Ullevi

The Science Festival kicked off with 400 students aged 10 to 13 helping to create sound waves at Ullevi, a grand physics experiment where they learned more about sound in a practical way. Places on the experiment was booked up very quickly, and it received plenty of media attention too, with a number of reports on radio and TV and in the press. The theme of the twenty-seventh edition of

the festival was Borders, and the programme included everything from geographical borders to borders for life. There were over 400 activities in the school programme, encouraging 20,000 teachers and students to participate, and there were 14,900 physical visits to 230-point public programme. 8,800 people also took part in the festival online.



Photo: Charlott Holmåker

God Morgen Norge from Gothenburg

The TV show God Morgen Norge on TV2 in Norway chose to visit Gothenburg and broadcast live for two days on the occasion of the anniversary celebrations. Presenters reported from Haga, Upper House Hotel, Universeum, Jubileumsparken, Paddan and Hönö. Therese Brusberg, head of Gothenburg's anniversary celebrations, was interviewed from Haga and talked about the anniversary. God Morgen Norge is Norway's only morning programme and one of the most popular shows overall, with around 400,000 viewers.

Liseberg celebrates 100th birthday with new hotel

The Grand Curiosa Hotel, which opened its doors in April, is one of Liseberg's major 100th anniversary initiatives. The Liseberg Oceana water park and World of Volvo will be opening in the same area next year. Several of Gothenburg's major attractions celebrated their centenaries at the time of the anniversary celebrations: The Botanical Garden, the Museum of Natural History, Gothenburg Museum of Art and the Maritime Museum & Aquarium have all been around for a century and arranged anniversary activities for the people of Gothenburg and their friends throughout the year.



Photo: Happy Visuals



Magasin Göteborg

"Innovative people, businesses and experiences" was the main theme for Magasin Göteborg. Readers could learn more about sustainable mobility, the rise of quantum computing, GoCo Health Innovation City and GöteborgsOperans Danskompani, as well as top weekend tips in Gothenburg. Magasin Göteborg is produced by the Trade and Industry Group in cooperation with Business Region Göteborg, and is distributed as a supplement to Dagens Industri. It is available at several venues, but is also distributed digitally. The magazine is also published in English, in both print and digital formats. During June, the magazine was available on all SJ X2000 metropolitan rail lines between Gothenburg, Stockholm, Malmö, Copenhagen and Oslo.



Photo: Tim Kristensson

Protein of the future wins Gothenburg Company Award

Every year, the Trade and Industry Group presents the Gothenburg Company Award to successful companies that are operating and growing in the Gothenburg region. This year's winner was Mycorena, whose FoodTech business has a vision to transform the food industry by producing protein without the use of animals or large agricultural areas. The pioneering system for the circular production of mycoprotein has even attracted the attention of NASA.

Mycorena's journey and vision to transform the food industry began with the research work carried out by the company's CEO and founder, Ramkumar Nair, who came to Sweden from India in 2013. Mycorena is established in Gamlestaden's factories, where the food of the future is grown. The Gothenburg Company Award was presented at the conference of Børsällskapet i Göteborg on 9 March.

JA companies from the west win awards at Venture Cup

Founded in Gothenburg 25 years ago, Venture Cup is Sweden's biggest competition for entrepreneurs. To mark the 25th anniversary of the competition, the Swedish grand final was held in Gothenburg, bringing 400 attendees to Uni3 by Geely. As part of the Swedish final, the Trade and Industry Group organised an inspiring morning together with SKF and SEB for the 14 finalists. They had the opportunity to find out more about Gothenburg and the opportunities to build a future in the region. Western Sweden won no fewer than three prizes at the final, including the former JA company WindowGlass Recycling, which was crowned Start-Up of the Year.



Photo: Fredrik Aremyr

Third birthday for Freeport Days

The Freeport Days were held at Bananpiren from 31 August to 2 September for the third consecutive year. This event is Sweden’s newest arena for democratic dialogue, attracting 13,500 attendees this year, 5,000 of whom were online. Both the Trade and Industry Group and Gothenburg’s 400th anniversary are partners and participated in a number of programme events. Freeport Days brought together a number of different representatives, from politicians and officials to non-profit organisations, both regionally and nationally. There were 150 programme items, including workshops, seminars and award ceremonies. There were also around 130 exhibitors, food trucks and activities such as street basketball or second-hand pop-up stores.



Photo: My Winterskiöld

Rain pavilion in Seminarieparken

Seminarieparken underwent a major refurbishment in conjunction with the Rain Gothenburg anniversary initiative, including new lighting, new vegetation and a rain pavilion – making the park an even better place to visit all year round. The work took place in 2022 and 2023 and was a Higab anniversary project.

This small park on Övre Husargatan was established back in the 1860s as a school garden for the Folkskollärarseminariet (gardening training of the past). The gardening tradition lives on in today’s park, where visitors can wander among beautiful trees and plants and enjoy the spectacular cherry blossom in spring.



Photo: Camilla Sundberg

Biskopsgården hosts food festival

Lots of inexpensive snacks, entertainment by local artists and fun activities. These were all on offer at the Biskopsgården Food Festival in October. The event was organised by Bo Bra, a partnership between the Hisingen Social Services Administration and property owners GöteborgsLokaler, Willhem, Balder, Poseidon and Bostadsbolaget. Göteborg & Co provided support with event expertise, both strategically and operationally, and made it possible for a photographer to document the event.



Photo: Happy Visuals



Photo: Peter Kvarnström

Anniversary tours of the archipelago

Tillgänglig skärgård, Accessible Archipelago, is an anniversary initiative that has increased traffic between the archipelago and the city centre. Special boat trips took place during the anniversary celebrations. On nine occasions, Styröbolaget boats sailed out to one of the islands in the archipelago on a five-hour voyage. The boats were festively decorated with bunting, and there was an exhibition about Gothenburg’s 400th anniversary on board. These tours were very popular with Gothenburg residents, who really enjoyed their guided tours in Swedish and English.



Photo: Peter Kvarnström

Gothenburg sustainability on top – again

For the seventh year in a row, Gothenburg again won the Leadership Award as the destination came first in the international Global Destination Sustainability Index. The GDS Index is a broad survey of how good destinations are at working with sustainability, and is based on collaboration within the city. Assessment is based on 71 criteria covering everything from greenhouse gas emissions, recycling, accessibility, inclusion, safety and security, sustainability certified hotels and restaurants, to the existence of sustainability strategies among both public and private parties.

Partygoers measure their carbon footprint

The Culture Festival launched a calculator allowing visitors to calculate their carbon footprint. The festival’s website included a page where visitors could choose between different options for mode of transport, distance and accommodation. The calculator then worked out how many kilos of greenhouse gases that would generate. This provides an easy way to see the difference visitors can make by altering their choices.

Three world championships in Sweden’s best city for sports

The Scandinavium was packed with spectators in January when Sweden’s team played in the World Men’s Handball Championship. And in December, it was time for Sweden’s women to play in the World Women’s Handball Championship at the same arena. The Junior Ice Hockey World Cup began on Boxing Day and continued five days into January, with many fans travelling from Canada. The annual events brought colour and pleasure to the city during the summer months. Gothenburg has certainly earned SVT’s nomination as Sweden’s best city for sports in 2023.

Emissions-free travel trialled for Coldplay

Public transport to and from the event generates a lot of emissions. Visitors’ transport for the Coldplay shows at Ullevi in July was mapped, and anyone travelling by car was offered free public transport for the last stretch. All this is part of the City of Gothenburg’s efforts to reduce emissions from major events and achieve a near-zero carbon footprint by 2030. Last winter heralded the launch of the “Solutions for climate-smart events” project, taking the city’s ambitions one step further. This project includes solutions in respect of freight and passenger transport, food, overnight accommodation and other energy-intensive resources. It is no coincidence that Coldplay’s four shows at Ullevi were chosen for the trial. The British band’s world tour has become a platform for promotion of sustainable examples, green technologies and environmental engagement.

Denmark sees strong growth

The fact that Danes get a lot of Swedish kronor in exchange for their Danish kroner brought a lot of people to Gothenburg and generated a great deal of publicity in the Danish media. Restaurant visits, shopping and hotel stays attracted visitors from Denmark, and so more effort was invested in marketing, running targeted campaigns in Denmark to encourage more people to visit. This is combined with campaigns in Sweden and Norway, which are still the most important markets.

City theme at this year’s Book Fair

Gothenburg had its own stand where researchers and architects met with writers and philosophers to discuss the urban environment, not only as a literary scene, but also as a sanctuary, a living environment and an architectural project to help cope with the challenges of the future. The stand was opened by Leif Pagrotsky, who cut the ribbon flanked by Gert Wingårdh, Björn Siesjö and Linnea Andersson. Based on Gothenburg’s 400-year history, the theme explored everything from urban development and architecture to urbanisation and sustainability from a global perspective, as well as understanding the importance of the city for the art of the novel. The City theme was presented in cooperation with Göteborg & Co.



Photo: Beatrice Törnros

Gothenburg finalist for two innovation awards

Gothenburg was the only destination to be a finalist in the running for two innovation awards in the Global Destination Sustainability Movement (GDS-Movement): one with a public focus and the other a professional approach. Interest in sustainable shopping is growing, which is evident in the local Gothenburg area, where there are around 125 vintage and second-hand shops. To encourage a change in behaviour and make more sustainable shopping the norm, Göteborg & Co, together with stylist Theresa Skjolden, developed the Secondhand Safari initiative; a bookable, curated style walk that took place on four Saturdays this year. For many years, Gothenburg has used conferences and events to help bring about change and sustainable development. "Gothenburg Way to Legacy" is a structured approach to help organisations create long-term positive effects for their organisations and society. The framework includes three elements where engagement can be created in all aspects.

Liseberg

– Europe's best theme park

Liseberg won the "Best of the Best" award at this year's IAAPA Expo Europe trade fair in Vienna, which recognises Europe's best theme parks every year. Andreas Andersen, CEO of Liseberg, expressed his gratitude to his colleagues. "I have some great colleagues, and this award really recognises that," he said. Andreas also discussed why Liseberg continues to be a prominent theme park. "We're an international class theme park," he said, highlighting the park's international reputation.



Photo: Peter Kvarnström



Photo: Peter Kvarnström

Find the right venue with venue finders

Göteborg & Co now offers two venue finders focusing on different things; events or conferences. The two different online tools bring together targeted information for anyone looking for a suitable venue for their event or conference in Gothenburg. For instance, organisers can search by type of facility/venue, capacity, or location in the city. The aim of all this is to make it easier for organisers to find places and understand the prevailing circumstances. The new venue finder for events has been created in dialogue with the city's event stakeholders.



Photo: Francis Löfvenholm

Side by side for tenth year running

"Let's make a project together", proclaimed world conductor Gustavo Dudamel, and in 2014 the Side by Side anniversary music camp was launched. Thousands of young people from all over the world have been enjoying some intense summer days of orchestral music and choral singing at the musical equivalent of the Gothia Cup. During the anniversary celebrations, more than 1,800 young people met up to play and sing together with the Gothenburg Symphony Orchestra. The festival concert was held at the Scandinavium, and there was a pop-up concert at Götaplatsen involving musicians and choral singers.

Outdoor films in Slottsskogen

Watching films on a giant screen under the summer sky has become a popular activity in Gothenburg. As part of the anniversary celebrations, the Göteborg Film Festival set up its big screen in Azaleadalen and offered two summer evenings of film screenings. Two Oscar-winning films were shown to a large audience.



Photo: Ines Kjelbye



Photo: Göteborg & Co

Gothenburg in North America

Göteborg & Co took part in the Scandinavia Roadshow in New York and Toronto on 12-16 September. This was part of the initiative to market the American travel link. The roadshow was organised together with Visit Sweden and eleven other Swedish partners. Insights from meetings with local tour operators revealed that Sweden and Scandinavia are seen as interesting places to visit. However, awareness of Gothenburg was lower than Swedish Lapland, Stockholm and other Scandinavian capitals, for example.

Portrait of a 400th anniversary

Photographer Karolina Henke took on the task of interpreting, capturing and immortalising Gothenburg's anniversary celebrations, resulting in a collection of spectacular works of art. These were exhibited at The Gallery at Gothia Towers during the Book Fair and were funded by the Hasselblad Foundation. Here are four of the works. One of them features Katarina Hemlin, who wrote the winning anniversary song Vi vill leva, vi vill dö i Göteborg.



FESTIVAL OF THE CENTURY

What a way to kick off the anniversary celebrations this summer! From 2-5 June, the 70,000 square metre area in Frihamnen was filled with music, comedy, theatre, circus, activities, five food areas with eateries, and lots more. But above all – lots of fabulous people enjoying the glorious summer weather. The Anniversary Festival attracted nearly 350,000 visitors over the four days, with free entry for people of all ages. The King and Queen attended the inauguration of the new Hamnbadet public swimming pool in Jubileumsparken during the festival.

SUSTAINABILITY REPORT

PRIORITIES FOR SUSTAINABLE DEVELOPMENT

The long-term and overall goal for Gothenburg as a destination is to be a sustainable destination by 2030. This means that the hospitality industry should grow while also contributing to the development of people and living environments. Göteborg & Co has an important part to play in this initiative. The company's work must assist in the development of a vital business community in a robust destination and provide a role model for efforts relating to sustainable and smart destination development. There is a clear compass for the company's work thanks to the fact that Göteborg & Co has signed the UNWTO Glasgow Declaration on Climate Action in Tourism, the conference industry's Net Zero Carbon Events and other commitments, together with the destination's overall goals.

Sustainability for Göteborg & Co

Göteborg & Co is working to make Gothenburg an attractive and sustainable destination by taking economic, environmental and social responsibility with a view to always improving and moving forward. The starting point is based on the three dimensions of ecological, social and economic sustainability, with development that meets current needs without jeopardising the ability of future generations to meet their own needs. The UN World Tourism Organisation's definition of sustainable tourism, and the UN's Sustainable Development Goals (the 2030 Agenda) form the basis of the work, as do the city's goals and directions.

Göteborg & Co contributes to a vibrant Gothenburg through collaboration with other parties in the hospitality industry, the academic community, civil society and the city, providing 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 400th anniversary. The inclusive modus operandi is important. Listening and talking to the people living in the city is helping the company to make Gothenburg an even better city in which to live.

PROTOTYP GÖTEBORG

The walkway providing the exhibition area for Prototyp Göteborg extended along both sides of the river at Hisingsbron Bridge. The Transition Lab in Frihamnen was inaugurated on 2 June and served as a hub for the project until 3 September. This exhibition focused on solutions and challenges in the city and highlighted initiatives that are actively working to accelerate sustainable transition.

Photo: Tim Kristensson





Photo: Happy Visuals

Göteborg & Co's key sustainability issues

Göteborg & Co's sustainability framework is a tool for maintaining focus on and achieving the overall goal of being a leading sustainable destination by 2030. This framework is based on business environment analysis, risks and opportunities identified and stakeholder dialogue, and is based on the company's mission and resourcefulness. This includes both in-house work and the external destination development perspective. The UN Sustainable Development Goals and relevant targets are reflected in the essential areas

of the framework. This framework acts as a guide for the long-term perspective, and as a tool for the short-term perspective. The framework provides guidance on planning and development, and provides quality assurance and support for monitoring sustainability initiatives. The framework is reviewed annually and updated as necessary as part of the company's governance process.

Welcoming and Inclusive Destination

- Broad Selection
- Accessible and Inclusive
- Safe and secure

Green, Climate-smart Destination

- Climate-Smart Travel and Transport
- Green and Climate-Smart Operators and Experiences
- Circular and Resource-efficient

Growing and Healthy Destination

- Robust businesses, sustainable business development and innovation
- Job creation and skills supply
- Attractive employer and business partner

Contributing to positive societal impact

- Contributing to important societal issues through enterprise and experience
- Creating long-term impact through conferences and events – Gothenburg Way to Legacy
- Contributing to positive change and driving sustainable development and innovation

Sustainability strategies

Activities can affect sustainability work to varying degrees in the value chain, i.e. the sustainability efforts of stakeholders in the hospitality industry's ecosystem. The framework has

three strategies to address in order to help drive development. These are based on the ability to influence decision-making:

1

We aim to be a role model and pioneer, leading the way in what we do and can control.

2

We aim to encourage and challenge destination stakeholders and partners to develop in a sustainable direction.

3

We aim to inspire and assist with sustainable consumption of everything the destination has to offer.

The company's core values underpin the destination's positioning and communication, and should permeate what we do and how we treat one another:

Human

Pluralistic

Inspirational

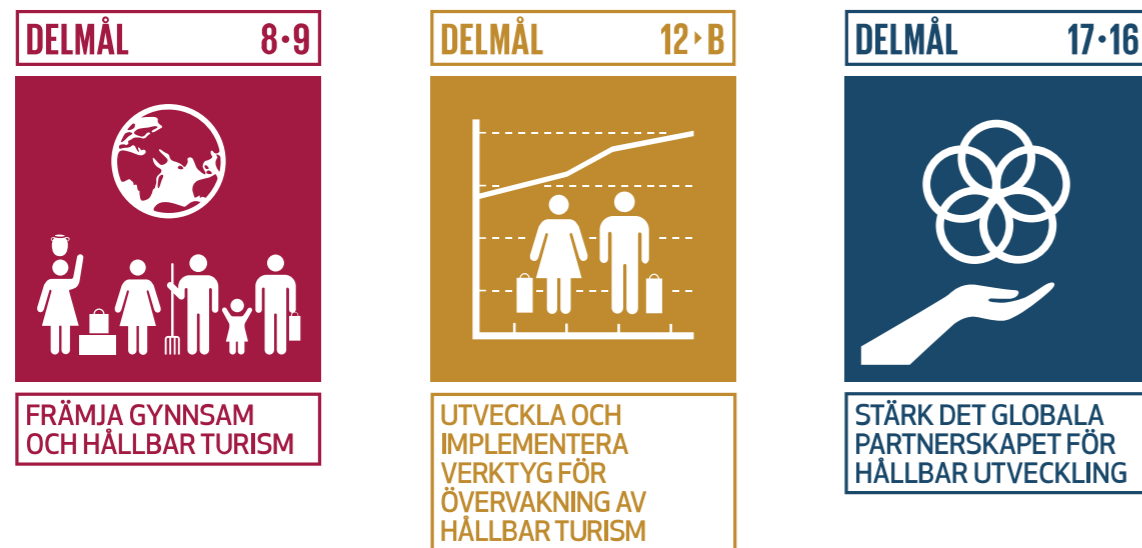


Based on the most important sustainability issues for the destination and the company, the above global goals have been identified by management as the goals that the organisation is affected by, has a particularly major impact on and is able to contribute to.

Contribution to the Sustainable Development Goals and the 2030 Agenda

The Sustainable Development Goals (the 2030 Agenda) are growing in significance as a way of achieving a society that is sustainable in the long term at both global and local levels. Based on the key issues of the company's sustainability framework, Göteborg & Co has identified the Sustainable Development Goals to which the company particularly contributes and is affected by.

The company's mission is clearly stated in three of the targets for the Sustainable Development Goals:



Materiality analysis

The sustainability framework is based on a validated and prioritised materiality analysis, which in turn was developed on the basis of sustainability work in previous years. The framework is based on the significant impact of the destination and the company, the City of Gothenburg's goals, plans and programmes, the UN's Sustainable Development Goals (the 2030 Agenda) and extensive business environment analysis and ongoing stakeholder dialogue.

An in-depth materiality analysis was carried out through stakeholder dialogue ahead of the 2018–2020 business plan period in order to identify the most important sustainability issues to work on and communicate about. This stakeholder dialogue was preceded by an overall survey of the organisation's impact and the destination's needs, and of available research, knowledge and destination development trends. Insights from previous stakeholder surveys were also used. Ten or so representatives among key stakeholders, such as the owner, eventorganisers, hotels, tourism organisations and others, were interviewed in order to find out what they thought. The results of the stakeholder dialogue were discussed and refined at a workshop involving representatives from different parts of the organisation. This resulted in

twelve essential sustainability issues for four priority sustainability areas. These original twelve essential issues and four areas have been adjusted over the years as the world has changed and new knowledge has been developed. Adjustments have been made in continuous dialogue, both internally and with external stakeholders.

For instance, the broad process and consultation procedure for the revision of the city's hospitality industry programme, later named the Destination Development Programme, 2022, was also used as a basis for an updated materiality analysis, adjusted sustainability aspects and development of the sustainability framework. The framework covers the main sustainability issues for the destination and the company, explained by means of the four areas in the framework.

Evaluation, review and revision are carried out on the basis of these criteria and with updated information in the form of business environment analyses, surveys and data, as well as dialogue and consultation with stakeholders.



Photo: Peter Kvarnström

Stakeholders

Göteborg & Co's operations as a collaboration platform are based on ongoing dialogue with a broad group of stakeholders whose involvement is important for the development of the company and the destination. The stakeholder groups are the groups that significantly affect or are affected by the company's activities and mission. The Board at Göteborg & Co is politically appointed and

holds regular discussions with the Hospitality Industry Forum, which is made up of representatives from the private sector, for the most part. Besides this forum, each of the company's business areas in turn has collaboration groups, with representatives from key stakeholder groups, who meet regularly for collaboration and discussion.

Göteborg & Co's primary stakeholders

Stakeholder	Dialogue formats	Key issues for the stakeholder group
Owner City of Gothenburg	General meetings, Board meetings, owner dialogues, group councils	Governance and management, collaboration and strategic development work for and with the industry, growth sustainable in the long term, sustainable city, attractive and competitive destination, balanced budget.
Employees	Staff appraisals, departmental/group meetings, internal conferences, employee survey, etc.	Flexible and functional working environment. Development of sustainable services (events, conferences, etc.), contributing positively to society.
Partners Visitor industry companies, local organisers, the academic community and other trade and industry	Visitor Industry Forum, governance groups, collaboration groups, networking groups, member meetings. Conferences and workshops, interviews and questionnaire surveys.	Development of a destination attractive in the long term, focusing on travel incentives, accessibility and seasonality. Dialogue on the challenges facing the industry, such as economic instability and skills shortages. Greater cooperation between city, region and the business sector. Destination marketing and collaboration on knowledge and insights reinforcing the destination.
Visitors	Social media, visitor services, interview and questionnaire surveys.	A safe and secure destination offering an attractive and wide range of services for everyone. Ease of access to, from and at the destination. The opportunity to make sustainable choices at the destination.
Residents	State-of-market survey, digital channels, visitor services, through the owner.	The added value offered by the hospitality industry for residents. Sustainable city, accessibility, equality and reduced segregation, job opportunities, pride in the city. Attitudes towards visitors and Gothenburg as a popular destination.
Administrations and authorities	Collaboration groups and councils, meetings and workshops.	The role played by the hospitality industry in the development of the city and the region. Sustainable city and destination development, development of the destination in accordance with the city's objectives, plans and programmes. Enhanced inter-agency cooperation.
Cluster companies Liseberg, Got Event, Gothenburg City Theatre	CEO councils, owner dialogues, thematic cluster councils and cluster-wide presidency conferences	Collaboration, strategic development work regarding synergies, competitive destination attractive in the long term, destination accessibility.

Governance and Management

Göteborg & Co is owned by the City of Gothenburg. Göteborgs Stadshus AB is the Group's parent company, and thus the owner of all City of Gothenburg companies. The Group is divided, in turn, into seven clusters. Göteborg & Co is the parent company of the Tourism, Culture and Events (TCE) cluster, which includes Liseberg, Got Event and Gothenburg City Theatre. At an overall level, the company is governed by owner directives, the municipal assembly's budget, the city's programmes and plans, the company's one-year business plan and the company's internal procedures. Göteborg & Co's sustainability work has been in constant development since 2008, when the company became environmentally certified for the first time. The company's sustainability strategist drives and develops sustainability work together with the environmental specialist, the sustainability developer in the events department and the HR manager, and in collaboration with all departments at the company. Reporting to the Board takes place in the regular process for the CEO's reporting, through monthly letters from the CEO and, if necessary, at Board meetings. The CEO is ultimately responsible for decision-making and management of the company's impact on economic, environmental and human aspects.

Global Destination Sustainability Index

One of the goals of the sustainability work of the destination and the company is to achieve world-class sustainability. This is measured by the destination's ranking in the Global Destination Sustainability Index (GDS Index). The GDS Index is both a framework and a tool for sustainable destination development and an international benchmarking system that ranks the sustainability performance of destinations. The Global Destination Sustainability Movement organisation launched the global index in 2016, and by 2023 participation had grown to more than 100 destinations from around the world. Gothenburg has been ranked highest every time since its inception.

The GDS Index reflects the work of both the company and the industry stakeholders from all three dimensions of sustainability, as well as the city's management, governance and development of the issues. Broad collaboration with the destination's stakeholders is a key reason for Gothenburg's top rankings over the years. All destinations that have participated since the beginning (2016) have improved their performance by an average of 21 per cent and the top ten by 51 per cent.

Environmental certification again

The company has an environmental management system that is audited annually as part of its management and control of sustainability issues. In May 2023, Göteborg & Co received approval in a third-party audit conducted by an external consultant, renewing its environmental certification for another year. This certification confirms that we have a functioning environmental management system according to the Swedish Environmental Base standard. Our environmental management system includes striving to continuously improve how we work systematically to plan, adjust, monitor and adapt our organisation in order to reduce our negative environmental and climate impact and reinforce the positive effect we can have.

Our work according to the Swedish Environmental Base standard also ties in well with the City of Gothenburg's systematic environmental management instructions. Compliance with the City's system is verified by means of a supporting audit with the Environmental Administration, which took place in October 2023. The feedback from the Environmental Administration both commended us and gave us some useful recommendations on how we could go on developing our strategic environmental work next year, such as clarifying roles and responsibilities within the company in order to reinforce the ability of all staff to act.

World-class sustainability

Indicator	Current situation	Target value
GDSI sustainability ranking	2020: No official benchmark due to pandemic	
	2021: #1	Annual top three ranking
	2022: #1	
	2023: #1	

City of Gothenburg Destination Development Programme (DDP) 2023–2030

The municipal assembly made a decision on the City of Gothenburg’s Destination Development Programme in June 2023. This programme, which is the City of Gothenburg’s statement of intent for development of the destination up to 2030, describes how the city aims to work with strategic destination and hospitality industry issues in a specific, long-term and goal-oriented manner. This programme aims to clarify and reinforce the City of Gothenburg’s overall efforts to promote the development of a sustainable destination. Göteborg & Co is responsible for coordinating, heading and driving efforts to realise and implement the programme. This decision means that the company has the opportunity to work together with the relevant committees and boards to develop the action plans needed to make further progress within the framework

of the programme. Göteborg & Co is also tasked with reporting on the programme’s fulfilment of goals to the municipal assembly once per mandate period. One major advantage is that many employees at both companies and administrations in the city have a deep understanding of Gothenburg as a tourist destination. The objective of the programme is to make it into a sustainable destination by 2030: this is based on the sustainability framework and highlights the visiting, living and working perspectives. Another of the programme’s ambitions is to address the challenges and conflicting goals associated with tourism, such as the primary challenges of carbon emissions and the perspectives and needs of residents in relation to the perspectives of visitors.

SUSTAINABLE DESTINATION 2030			
Welcoming and Inclusive Destination · Growing and Thriving Industry · Environmentally and Climate-Smart Destination			
PERSPECTIVES	VISIT	LIVE	WORK
GOALS	<ol style="list-style-type: none"> 1. Everyone should feel welcome to Gothenburg. 2. Visitors make sustainable choices and overall climate impact is reduced. 3. Gothenburg has an attractive offering all year round. 	<ol style="list-style-type: none"> 4. The hospitality industry adds value for residents. 5. The number of jobs in the hospitality industry is on the increase. 	<ol style="list-style-type: none"> 6. The hospitality industry is growing as demand grows. 7. The hospitality industry is reinforcing other businesses and the academic community at the destination. 8. World-class sustainability work.
STRATEGIES	Develop and lay the foundation for more attractive experiences and travel incentives.		
	Stimulate development of the destination’s infrastructure.		
	Reinforce interaction between urban development and the hospitality industry.		
	Lead the way and enable innovation.		

Source: City of Gothenburg Destination Development Programme 2023–2030



KING AND QUEEN CELEBRATED IN GOTHENBURG

The King and Queen came to visit on 4 June, Gothenburg’s official birthday. The aim of this was partly to celebrate the city’s anniversary, and partly to celebrate King Carl XVI Gustaf’s 50 years of rule. There was a parade along Avenyn, with the King and Queen travelling in an open horse-drawn carriage, and this ended with a speech from the Bourse at Gustaf Adolf’s torg. The King and Queen then travelled on to Hisingen and the Anniversary Festival, where the King gave a birthday speech to Gothenburg and its residents.

Photo: Clement Morin

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 400th anniversary has created commitment among many Gothenburg residents, and involves large parts of the city and region. The many anniversary initiatives were represented across the city, and were developed through an inclusive process in which residents were invited to participate.

Key sustainability issues:

- Broad offering
- Accessible and inclusive
- Safe and secure



In the Welcoming and Inclusive Destination area, the company has identified that they contribute in particular to Sustainable Development Goals 5 Gender equality, 8 Decent work and economic growth, 10 Reduced inequalities and 16 Peace, justice and strong institutions.

Göteborg & Co works on the basis of and assists with the achievement of all the goals in the City of Gothenburg's Destination Development Programme. (Baseline measurements for indicators in 2019 and 2021.) The following targets are linked to the area of Welcoming and Inclusive Destination:

Everyone should feel welcome to Gothenburg

Indicator	Current situation	Target value
Visitor index*	2023: 76	2025: 82 2030: 84

* The visitor index is a weighted measure based on Swedish visitors' sense of security at the destination, the attractiveness of the offering, the availability of information and the way in which people feel they are treated during their stay. The value can range from -100 (lowest) to 100 (highest). Source: Visitor survey

The hospitality 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
A new survey will be conducted in 2024

Gothenburg has an attractive offering all year round

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation establishments during off season*	2022: 3.1 million 2023: 3.6 million***	2025: 3.3 million 2030: Annual growth from 2025
Number of off-season events**	2023: 40	2025: 37 2030: Annual increase from 2025
Number of off-season conferences **	2023: 78	2025: 40 2030: Annual increase from 2025

* Source: Statistics Sweden accommodation statistics.
** Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August.
Source: Göteborg & Co/Gothenburg Convention Bureau
*** Preliminary data up to Oct, forecast Nov-Dec

Broad Selection

The hospitality 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. A broad selection also means experiences in different parts of the city, at all times of the year, and experiences both with and without admission. The company has assisted with, worked on and promoted a wide range of conferences and events in 2023. This included the Gothenburg anniversary celebrations, which continued throughout the summer from 2 June to 3 September.

Something for everyone at Gothenburg Anniversary Festival

Gothenburg's anniversary celebrations kicked off on 2 June, with a huge festival offering free entry for all visitors to Frihamnen. On the 70,000 square metre festival site, visitors were able to enjoy music of all different kinds on three different stages, comedy and stand-up, theatre, circus, more than 30 hands-on activities and food from five food areas offering different cuisines and menus to cater for as many people as possible. The event attracted almost 350,000 visitors, ranging from families with children, young people, older and younger people – all with different needs, backgrounds, musical tastes and food preferences.

Important to present all of Gothenburg in all seasons

An attractive destination needs to be able to offer a varied

selection of travel incentives all year round, both to encourage tourists to visit the destination and to satisfy the residents' desire for a wide range of experiences that they can enjoy locally. This is why Göteborg & Co is working in partnership with various stakeholders to actively ensure that cruise ship passengers, for example, are spread out to different parts of the city. Moreover, the company arranges press visits through Travel Trade throughout the year to showcase Gothenburg's offerings in different seasons and different parts of the city.

Communication strategy to showcase the broad range of offerings

Göteborg & Co uses an always-on strategy to showcase Gothenburg's broad range of offerings throughout the year. This involves even distribution of communication aimed at both Gothenburg residents and travellers throughout the months of the year, showcasing the destination's offerings. This uses purchased digital advertising, which in combination with editorial material from the destination's website goteborg.com and social media, aims to showcase the destination's rich offerings throughout the year, with emphasis on the sustainable alternatives. In the first quarter of 2023, the company chose to focus more closely on the new middle age group (people aged 57–70), a target group made up of people who are both affluent and tend to want to travel and discover Sweden even in the low season. Interest in travelling outside the peak season appears to have risen in 2023.



Photo: Marie Ullnert



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 beliefs, disability, sexual orientation or age. Everyone should be treated with respect, and physical, social, or linguistic conditions should not limit participation. During the year, the company has contributed to a broader range of services with strong emphasis on becoming a more accessible and inclusive destination. Internally, our work on equal opportunities, equality and diversity has continued to develop.

Events for all

For Göteborg & Co, it is important to ensure that every event organised by the company is accessible and open to all. That is why the requirements set out for procurement procedures for such events are particularly important. For instance, getting around should be accessible and easy, the height of the stage should be at a level that allows as many people in the audience as possible to see, there should be audio descriptions and sign language interpretation as far as possible, there should be a broad programme to suit different styles and cultures, and equality between artists as far as possible. This year, Göteborg & Co had even more to prove when, in addition to the Science Festival and the Culture Festivale, the company organised the Gothenburg Anniversary Festival in Frihamnen – a festival that was characterised by community, inclusion and participation thanks to its broad and accessible offerings.

Major role for young people in Gothenburg's 400th anniversary celebrations

The reference group Power to the Youth has been working since 2014 to ensure that young people have more influence and

are more involved in the Gothenburg anniversary celebrations. This year, as Gothenburg actively celebrated its 400th anniversary, several members of the reference group played key roles that helped make the celebrations a huge success. Among other things, they have been involved in running the Anniversary Compass in Bältespännarparken, which served as a hub for the celebrations and where visitors could find information about all the exciting things that were going on throughout the summer. The Anniversary Compass was open every day between 27 May and 3 September.

Science friends make the Science Festival more accessible

Sometimes, visiting places with a friend is just that bit easier. That is why this year, besides participating both online and in person, visitors to the Science Festival could visit the festival with a science friend who could provide support, guidance, language assistance or just company during one of the hundreds of events in the public programme. Anyone who wanted to take up the offer could book a host, who then met the visitor outside the festival arena and stayed with them throughout the activity. This service was free to book, as was the entire programme for the general public. Nobody used the service this year, but the opportunity to book a host is viewed by the company as being something important to offer.

Massive sense of inclusion during Anniversary Festival

A visitor survey conducted during the Gothenburg Anniversary Festival, which kicked off the city's 400th anniversary celebrations, revealed that 98 per cent of

respondents felt that they were welcomed and included at the festival to a high or very high degree. This is the result of an open and free celebration with a wide range of activities offering something for everyone.

Equal opportunities important for society

A number of activities are held in order to ensure that all staff at the company have equal opportunities and that Göteborg & Co is a gender-equal workplace. In early 2023, a breakfast seminar held at which the company’s HR department presented information about upcoming events during the year and reviewed figures from Winningtemp, a staff satisfaction system where all staff regularly answer questions during the year about everything from the work environment and work situation to leadership. The Winningtemp response rate remains high, 92% this year compared to last

year’s 93%. To ensure equal opportunities, the company also works with skills-based recruitment, which means that selection and interview procedures are conducted by people other than just a manager. A skills-based interview methodology and reference checking are also applied. Göteborg & Co uses the same system when taking on trainees so as to ensure that everyone has the same opportunities to apply for and obtain internships at the company. The company also sends all staff nine questions twice a year as part of the Sustainable Employee Engagement (SEE) survey developed by the Swedish Association of Local Authorities and Regions (SALAR). The company is at a high and consistent level compared to the City. Feedback on the survey is provided once a year for reporting to the City of Gothenburg.

Safe and secure

Besides the ongoing war in Ukraine, 2023 also came to be characterised by rising interest rates, a heightened terror threat level, burnings of the Quran and gang-related shootings and explosions. Sweden’s image has deteriorated as a direct effect of the situation, which may affect the hospitality industry in Gothenburg. These societal challenges mean that the company’s efforts in respect of safety and security are becoming increasingly important.

Focus on social responsibility

During the year, the Trade and Industry Group at Göteborg & Co launched a new collaboration with Nextar, which works with mentoring for young people in secondary schools. This initiative uses inspiring collaboration between schools and industry to show the opportunities of working life and to help young people understand the value of school. Work has started in two schools in the autumn of 2023, and the plan is for Nextar to follow these young people for a decade. The Trade and Industry Group also already works with the Changers Hub in Hjällbo, where the aim is to democratise success – regardless of background.

Network against prostitution and human trafficking

The network against human trafficking and prostitution in the hospitality industry, for which Göteborg & Co convenes meetings, has continued its work during the year. The purpose of this network is to exchange information and experience and to collectively take action and address the issue of human trafficking. During the year, a small information campaign was held during the Anniversary Festival using stickers in all toilets. The main messages set out were that buying sex is a criminal offence and how to report anything suspicious to the police. The network has also held a meeting focusing on hotels, taxis and conference and event organisers in order to identify common challenges and activities aimed at addressing them. The initiative is supported by the City of Gothenburg, the City of Gothenburg Social Resource Management Establishment Unit, Mikamottagningen, the KAST organisation, regional coordinators against prostitution and human trafficking, the police, the Västra Götaland County Administrative Board and Göteborg & Co.

Intensive security work during the year

The company’s security work has been intensive in 2023, and plenty of adjustments have had to be made. This is partly due to the fact the world has changed, and partly due to a couple of major events taking place here: the Gothenburg Anniversary Festival and the Gothenburg Culture Festival. The city management office in Gothenburg has been responsible for coordinating the initiatives implemented by the city’s companies and administrations. At Göteborg & Co, the security manager has worked together with the crisis management team to ensure that these changes have been made. The aim has been to raise awareness among personnel and partners. According to the company’s pre-determined process, each event is responsible for its own security in dialogue with the company’s security manager. This has also been the case this year, when the company organised two of our biggest events ever: the Anniversary Festival and the Culture Festival. This process includes putting a security organisation in place and devising a security plan. This year, safety exercises have also taken place well in advance of the events, which has been greatly appreciated by the event organisers. Summing up 2023, with our changing world in mind, the company is very pleased to note that there have been no major security incidents.

Better follow-up with new IA system

A new information system for reporting work environment incidents (IA) was implemented in autumn 2022 and has now been in use for a full financial year. This system has had a number of positive effects, such as better follow-up, and people also feel it makes reporting easier, thereby increasing the reporting rate. More incidents and risk observations have been reported, which indicates that staff have become more aware of the work environment. In turn, this is leading to constant improvement of the company’s procedures. Any investigation required for a work environment incident takes place in consultation with the employee, the manager, HR and the Chief Safety Officer (CSO).

Employees in numbers

	2023	2022	2021	2020
Sick leave %*	2.6	3.7	2.9	2.46
Occupational injuries, number reported*	14	3	0	3

* These 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.

	2023	2022	2021	2020
Sustainable employee engagement**	83	82	78	77

	Women	Men	Under 30 years	30-49 years	Over 50 years
Board*	4	3	0	3	4
Management team	6	3	0	1	8
All employees**	73	18	5	47	39

* Board members in December, excluding deputies. ** This figure refers to permanent employees in December 2023.

Other staff data is presented on page 76.



URBAN GALLERY OF GOTHENBURG.

Visitors to Bältespännarparken and Millenniumplatsen were able to enjoy a large outdoor exhibition that reflected all the achievements for the 400th anniversary. This was the last in a series of exhibitions held in various locations around the city since 2018. The Urban Gallery of Gothenburg came into being from a notion shared by all districts with a view to reinforcing all parts of the city. This gallery provides an opportunity for people to meet and communicate with one another from different parts of the city and do something together, thereby forging new bonds as part of a shared project.

GROWING AND HEALTHY DESTINATION

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

Key sustainability issues:

- Robust businesses, sustainable business development and innovation
- Job creation and skills supply
- Attractive employer and business partner



In respect of the Growing and Healthy Destination area, it has been identified that the company contributes in particular to Sustainable Development Goals 5 Gender equality, 8 Decent work and economic growth, 10 Reduced inequality, 12 Sustainable consumption and production, and 16 Peaceful and inclusive societies.

Göteborg & Co works on the basis of and assists with the achievement of all the goals in the City of Gothenburg's Destination Development Programme. The following targets are linked to the Growing and Healthy Destination area:

Hospitality industry growing as demand grows

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation facilities*	2022: 5 million 2023: 5.5 million	2025: 5.1 million 2030: Annual growth from 2025**
Average occupancy rate in hotels in the City of Gothenburg*	2022: 65% 2023: 69%	2025: Just under 70 % 2030: Just under 70 %
Number of overnight stays at campsites*	2022: 491,000 2023: 321,000	2025: 430,000 2030: 460,000
Number of overnight stays in privately rented cottages and apartments via intermediary sites***	2019: 264,000 2022: 254,500	2025: 300,000 2030: 340,000
Number of companies (workplaces) active in hospitality-intensive industries in the Gothenburg region****	2021: 11,700 2022: 12,000	Only annual statistics on the number of employees and the number of workplaces are available.

*Preliminary statistics to October, forecast November – December.

** 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. Source: Business Region Gothenburg

Gothenburg has an attractive offering all year round

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation establishments during off season*	2022: 3.1 million 2023: 3.6 million	2025: 3.3 million 2030: Annual growth from 2025
Number of off-season events**	2023: 40	2025: 37 2030: Annual increase from 2025
Number of off-season conferences **	2023: 78	2025: 40 2030: Annual increase from 2025

* Source: Statistics Sweden accommodation statistics.

** Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August.

Source: Göteborg & Co/Gothenburg Convention Bureau

The hospitality industry offers an increased number of jobs

Indicator	Current situation	Target value
Number of employees in hospitality-intensive industries in the Gothenburg region*	2021: 31,700 2022: 37,600	Only annual statistics on the number of employees and the number of workplaces are available.

*According to selected SNI codes.

Source: Statistics Sweden via Business Region Göteborg.



Photo: Peter Kvarnström

Robust businesses, sustainable business development and innovation

The hospitality industry creates jobs for many people. An increased range of events, restaurants, hotels, conferences and experiences helps to make Gothenburg an even better city to live and work in. Göteborg & Co acts as a collaboration platform and driver for creating sustainable growth in the hospitality industry. There are many challenges ahead, however, including an economic slowdown and recession.

Gothenburg won conference thanks to sustainability efforts

During the year, the company managed to bring the European Atherosclerosis Society (EAS), a congress for research into cardiovascular diseases, to Gothenburg. In the final stages, a decision was made to hold the conference in either Lisbon or Gothenburg. The congress chose to hold the conference in Gothenburg because of the city's strong emphasis on sustainability. This conference will be taking place in 2027.

Gothenburg Company Award for the food of the future

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 Mycorena, whose foodtech business has a vision to transform the food industry by producing protein without the use of animals or large agricultural areas. The pioneering system for the circular production of mycoprotein (mushroom protein) has even attracted the attention of NASA. Mycorena's journey and vision to transform the food industry began with the research work carried out by the company's CEO and founder, Ramkumar Nair, who came to Sweden from India in 2013. Mycorena is established in Gamlestaden's factories,

where the food of the future is grown. The Company Award was presented at the Stock Exchange Society in Gothenburg's conference on 9 March.

Travel appealing despite tough economic conditions

Consumers appear to still be prioritising travel even though we are in an economic slowdown and facing a potential recession. The weak Swedish krona has also helped to bring more tourists to Gothenburg from countries with stronger currencies, such as Denmark and the US. Consumers are cutting back on other non-essential consumption instead, and restaurants throughout the destination are reporting lower average bills than normal. Moreover, fewer hotel nights are being booked per guest than in the previous year. That said, interest in travelling outside the peak season appears to have risen in 2023.

Göteborg & Co helping to bring about a sustainable and attractive metropolitan region

With both the security situation and the economic situation deteriorating nationally and making negative headlines, it is more important than ever to ensure that Gothenburg continues to be viewed as a sustainable and attractive city in which to live, work and invest. That is why the Trade and Industry Group at Göteborg & Co, together with 20 stakeholders from the business sector, the public sector and the academic community, is continuing to work with greater emphasis on projects related to inclusion and skills supply, such as Nextar and Unimeet, as well as projects strengthening the Gothenburg brand.



THE WETTEST NEWS OF THE YEAR

Gothenburg residents wanted green spaces and to get closer to the water. And the result? Jubileumsparken. And you can get very close indeed to the water at Hamnbadet, which opened two new saltwater pools next to the freshwater pool during the summer. The pool started life as a prototype in 2015 and is now a permanent facility.

Photo: Happy Visuals

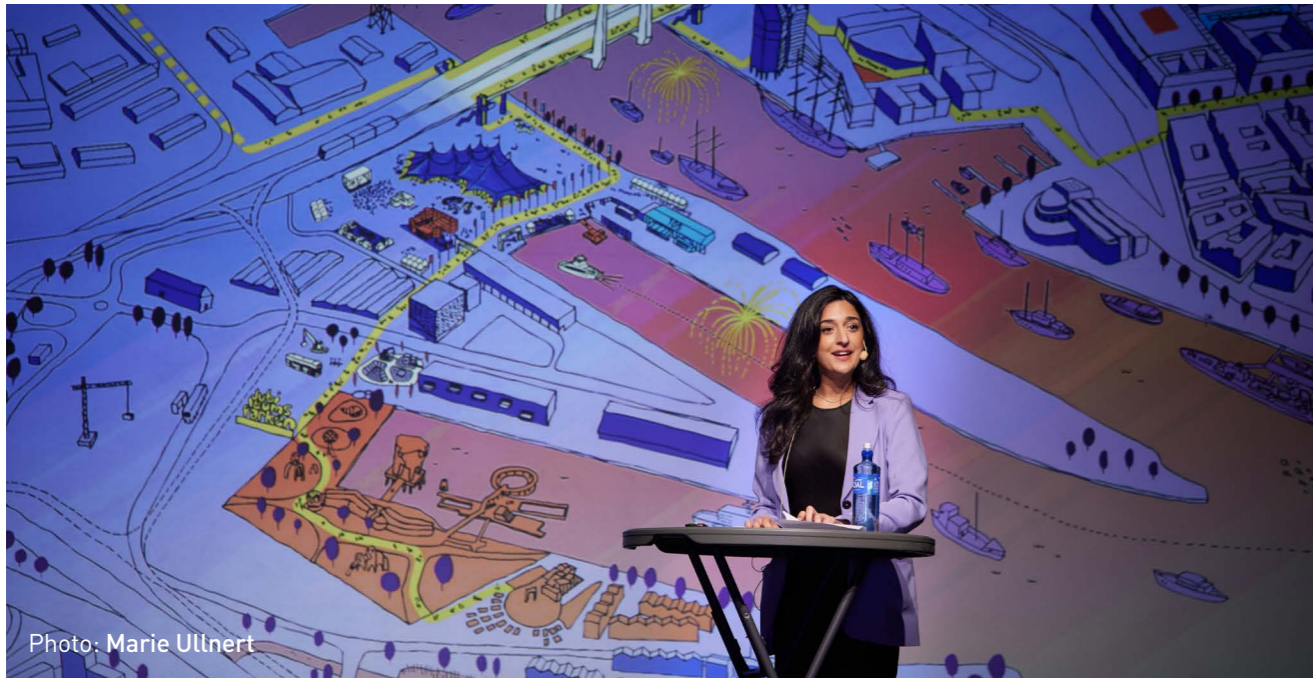


Photo: Marie Ullnert

Job creation and skills supply

The hospitality industry is a major creator of jobs, attracting people with different experiences, backgrounds and education. Many people lost their jobs during the years of the pandemic, and once the hospitality industry began to recover, it was difficult for the industry to rehire staff as many people changed careers or found other jobs. Instead, the industry is now facing the impact of a deteriorating economic situation.

Skarpt Läge helping young adults into work

In 2023, the company will go on supporting the Skarpt Läge job and skills fair, which helps young adults to find work and the right jobs through various meeting places and activities. Since 2014, the trade fair has helped more than 1,000 young adults in Västra Götaland into work. On 7 March, this year's Skarpt Läge job and skills fair was held at the Göteborg Opera. Almost 1,000 jobseekers aged 16–30 came with their CVs in hand to meet 37 exhibitors from different sectors. More than 1,500 job or internship offers were made during the fair. Skarpt Läge is based on making direct matches between jobseekers and employers over the course of three hours. The average age of the thousands of jobseekers visiting the fair was 24, made up of 53 per cent men and 47 per cent women from all parts of the city.

Junior Achievement encourages young people to try entrepreneurship

Junior Achievement works to ensure that young people in the Gothenburg region can see and understand their achievements. They do so by being trained in entrepreneurship. Junior Achievement is a politically independent, non-profit educational organisation that has trained upper secondary school students in entrepreneurship

since 1980 via the process education of JA Entrepreneurship. Since 2010, Junior Achievement has also work at primary and lower secondary schools. The regional final of Junior Achievement took place on 24 March. The Trade and Industry Group from Göteborg & Co hosted the prestigious JA Company of the Year competition, which saw Göstas Fond win the top award in front of an audience of 1,500 students. In the national final, Gothenburg won a number of prizes, including SOBB UF, an app that helps young people to get their first jobs, from Kita Upper Secondary School being named JA Company of the Year and going on to represent Sweden at the European Championship final in Istanbul, where they won silver.

Unimeet Career Day attracted companies and international talent

Unimeet Gothenburg is a collaboration between Chalmers University of Technology, the University of Gothenburg, and the Trade and Industry Group at Göteborg & Co. The aim is to welcome international students, researchers and internationally recruited staff to Gothenburg, and to show that Gothenburg is an attractive place for them to study, live and work. Unimeet's annual welcome evening for international students and researchers was held in a new format this year. On October 3, 300 invitees were welcomed to the Stock Exchange by the mayor and others.

Unimeet Career Day took place at Lindholmen Science Park on 16 October. The career day was held for the second time, and is the only event of its kind in Gothenburg: a job fair aimed exclusively at an international target group. More than 330 international students and researchers networked with around 15 companies, attended

lectures and workshops on how to profile themselves in the Swedish labour market, received individual help from a CV coach, had professional photos taken or sat down for pre-arranged interviews with companies. The levels of interest and response from both companies and visitors were significant, and the results show that Career Day is a productive platform for companies to interact with international students and researchers, and to prepare the target group for a career in the region in an inclusive way. 81 per cent of attendees reported that the event gave them valuable knowledge that they will use when looking for a job in Sweden, and 94 per cent of the companies said they had made new contacts with international talent that they would consider employing.

Nextar – inspiring Sweden's stars of the future

Too many young people are failing to qualify for upper secondary education. In 2023, the Trade and Industry Group at Göteborg & Co began working with Nextar and its lower

secondary school mentoring programme to address this challenge. Together with schools, mentors and partner companies, Nextar aims to inspire Sweden's next stars. Its methodology creates inspiring interactions between schools and the world of work. Nextar is aiming to get young people to see what opportunities they have in the world of work, to encourage dreams, and to help them understand the value of school. In 2023, Nextar launched its activities at two schools – Freja School and Bergsjö School – where 32 mentees are enrolled in the programme. The plan is to roll out the programme to a third school, Lärje School, in 2024. Alongside the mentoring programme, Nextar will also organise inspirational meetings, study visits and job days for the target group during the year.



Photo: Happy Visuals

COMPASS OPEN ALL SUMMER

The Anniversary Compass in Bältespännarparken pointed the way to the summer's activities and offered entertainment, chats and a place to sit down and relax. Sunbeds, games, colouring pencils and paper for the kids, and more were all on offer. And there were food trucks and a coffee cart right next to it. The stage also became part of the Culture Festivale.

Photo: Marie Ullnert



Photo: Tim Kristensson

Attractive employer and business partner

For Göteborg & Co, it is obvious that sustainable development work also permeates its own operations. This is why internal sustainability work is constantly being developed and improved. As a publicly owned organisation, transparent procurement and good business ethics are also important. The company is subject to the City of Gothenburg's anti-bribery policy and guidelines. Corruption is a risk, particularly in respect of procurement and hospitality, and internal checks are carried out regularly.

Definition of purchasing and procurement requirements

All procurement of goods, services and contracts must be based on a holistic approach in which the common good of the City takes precedence over the interests of individual organisations. When making purchases, the City's framework agreements are to be used as far as possible, but the company will create its own framework agreements or conduct its own direct procurement procedures on occasions when they cannot be utilised. Supplier checks are always carried out in line with the City of Gothenburg's directives, as are internal checks and monitoring for direct procurement procedures. Samples are also taken in the case of invoices exceeding 50,000 SEK. The company's environmental specialist, sustainability strategist or sustainability developer is involved in major procurement procedures to develop the company's requirements on sustainability aspects, and how these requirements can be followed up.

The company always defines requirements as follows in the case of advertised procurement procedures:

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

Company guidelines and the whistleblowing function

Göteborg & Co feels it is important to ensure that our policies and guidelines are followed by every employee, which is why the staff handbook is always readily available on the company's intranet. The staff handbook includes the employee philosophy, core values, work environment policy and other relevant instructions, including entertaining, bribery and conflicts of interest. A great deal of effort has been made to highlight entertaining, bribery and conflicts of interest this year, and local instructions for travel and entertaining have been adopted by the company's Board of Directors. Göteborg & Co uses an external provider for its whistleblowing function. This provider takes the reports received and makes an initial assessment from them. Reports that are deemed to involve misconduct in the public interest are sent directly to the City of Gothenburg's whistleblowing function, which then makes a decision on how to handle the case. Two staff from the company (an HR Business Partner and an Investigator) have been appointed to assist in an investigation. No cases were submitted to the whistleblowing function during the year.

Training activities

A number of training programmes have been held this year to strengthen the company's expertise. Marketing and communication have received training on storytelling linked to sustainability and learned more about how the company can persuade the destination's visitors to make more sustainable choices. The company's spokespersons have also received training on creation of messages and crisis communication in connection with the major implementation of Gothenburg's 400th anniversary. At the same time, internal training on the purchasing system Proceedo and the Public Procurement Act is ongoing in order to maintain authorisations and competence levels, and the company is seeing a positive impact from that.

GREEN, CLIMATE-SMART DESTINATION

Care for nature and efficient resource management are essential aspects in the development of the hospitality industry and the destination. Having natural areas, parks, archipelagos and water close by is important for the health and perceptions of residents and visitors. Urban nature also provides society with ecosystem services such as clean air and water, mitigates extreme weather and provides space for biodiversity. That said, both tourism and the company’s activities have an impact on the climate and our environment. The company therefore has to constantly work to reduce the adverse effects of its own operations and use influence, cooperation and communication to help the destination’s residents, visitors and stakeholders to become greener and more climate-smart.

Key sustainability issues:

- Climate-Smart Travel and Transport
- Green and Climate-Smart Operators and Experiences
- Circular and Resource-Efficient



With regard to Climate-smart and green destinations, it has been identified that the company contributes in particular to Sustainable Development Goals 8 Decent work and economic growth, 12 Sustainable consumption and production, 13 Climate action, 14 Life below water and 15 Life on land.

Göteborg & Co works on the basis of and assists with the achievement of all the goals in the City of Gothenburg’s Destination Development Programme. 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*	2022: 1.63 2023: 1.60	2025: 1.69 nights 2030: 1.71 nights
Number of domestic guest nights at commercial accommodation facilities*	2022: 3.8 m 2023: 4 m	2025: 4 million 2030: Annual growth from 2025
Percentage of visitors who experience the Gothenburg region as a sustainable destination **	2021: 57% 2023: 46%	2025: 65% 2030: 70%

* Source: Statistics Sweden accommodation statistics.

** Source: Visitor survey

The hospitality industry’s Environmental and Climate Impact Is Decreasing

Indicator	Current situation	Target value
Percentage of environmentally certified hotel rooms *	2022: 81%* 2023: 86%	2025: 96% 2030: 98%
Percentage of environmentally certified conference facilities *	2022: 100% 2023: 83%	2025: 100% 2030: 100%
Number of sustainability-certified events and conferences**	2019: 15 2023: 9	2025: 28 2030: 40

* Source: Göteborg & Co

** Source: SUSA Eventdiplomering, Hållbart Evenemang and Rise AB, certification body for ISO 20121 Sustainable events.



Photo: Camilla Sundberg

Climate-Smart Travel and Transport

Tourism contributes positively to the national economy but has an adverse impact on the environment and climate. Travel and transport are some of the biggest sources of emissions in the hospitality industry. That is why behavioural change and transition to a sustainable transport system is of the utmost importance, for both the transport of materials and goods and the transport of people. Streamlining travel and transport, as well as considering which trips and transports can be avoided, is also of great importance. Göteborg & Co monitors its own emissions from business travel, is involved in a number of initiatives and strategies in this field and also works to influence the hospitality industry and visitors in the same direction.

Gothenburg Green City Zone and climate-smart events

Gothenburg and the whole world need to change if they are to reduce greenhouse gas emissions from transport and dependence on fossil fuels. Gothenburg Green City Zone uses collaborations and projects to create opportunities for companies, social stakeholders and the academic community to test, develop and scale up their ideas for sustainable transport. Gothenburg Green City Zone is leading the transition with a view to finding solutions, with

the goal of making all transport in the zone entirely emission-free by 2030. The evenemangsstråket area in the heart of Gothenburg is one of the test zones where solutions are being trialled and developed in order to significantly reduce transport emissions from events. The Solutions for climate-smart events project, which comes under the umbrella of Gothenburg Green City Zone, was initiated by Göteborg & Co, Business Region Göteborg and Got Event. This project focuses strongly on transport and travel to, from and around the destination, as these represent a major part of the emissions associated with events. Climate calculations at events have been performed in order to identify emission sources and levels. Together with the event industry, the project partners are aiming to develop a method to reduce emissions from events in Gothenburg.

Free electric hybrid ferry carried visitors to Anniversary Festival

As part of making the Gothenburg Anniversary Festival greener, more climate-smart and more accessible, an electric hybrid ferry was put into service to take festival-goers and visitors from Stenpiren in central Gothenburg straight to the festival site in Frihamnen. The ferry was free to all, as was the festival itself, and on the first day of the festival there was

so much pressure on the ferry service across the river that two more ferries were deployed on the same route on subsequent festival days. The temporary ferry service was established in cooperation between Västtrafik, Styröbolaget and Göteborg & Co.

The company's business travel

Göteborg & Co receives annual figures from the Urban Environment Administration on the estimated greenhouse gas emissions caused by the company's business travel by air and road. These figures are a year behind, which is why we are now reporting the emissions figures for 2022. Air travel accounts for the vast majority (about 95 per cent) of emissions from the company's business travel. After a dramatic -83% drop in the first year of the pandemic in 2020, emissions from business travel decreased further in 2021 to 19.1 tonnes of carbon dioxide equivalent (CO₂e). This is the lowest the company's emissions from business travel have been since measurements began in 2009, and is not far off the target of a maximum of 15.4 tonnes of CO₂e by 2030 as required for compliance with the City of Gothenburg's target of reducing emissions from travel and transport in Gothenburg by at least 90 per cent between 2010 and 2030. The company has adopted an internal environmental goal: to reduce its emissions from travel and transport in line with the City's goals.

The company's business travel increased again as society gradually opened back up in 2022, totalling 41.8 tonnes of CO₂e. This is more than twice the amount from the previous year, but at the same time only just over a quarter (26 per cent) of emissions in 2019, the year before the pandemic, and is in line with the emissions reduction curve that we should follow in order to achieve the City's 2030 goal (see the diagram on page 52).

The company's direct (Scope 1) emissions from car journeys using company vehicles are included in the emission calculations above. The company leases a vehicle from

Göteborgs Stads Leasing AB and switched to an EV in April 2022. Unfortunately, the charging infrastructure combined with the parking facilities proved insufficient for the company's needs, and use of the electric van resulted in health and safety issues. So in April 2023, the company switched back to a diesel-powered van. This is an undesirable development, but that said it makes very little difference to the company's overall emissions from travel and transport. The ambition is to switch to electrically powered vehicles again when the time is right.

The City of Gothenburg has a climate exchange system where greenhouse gas emissions from business travel are multiplied by 1.50 SEK per kg CO₂e. Additionally, flights of less than 600 kilometres are subject to a 500 SEK penalty (the company still had zero short flights: see the table on page 52). This money will be invested in measures to reduce transport-related emissions in Gothenburg. The company has chosen to also include in its climate change calculation journeys made by third parties that were paid for by the company, such as invited artists and press visits.

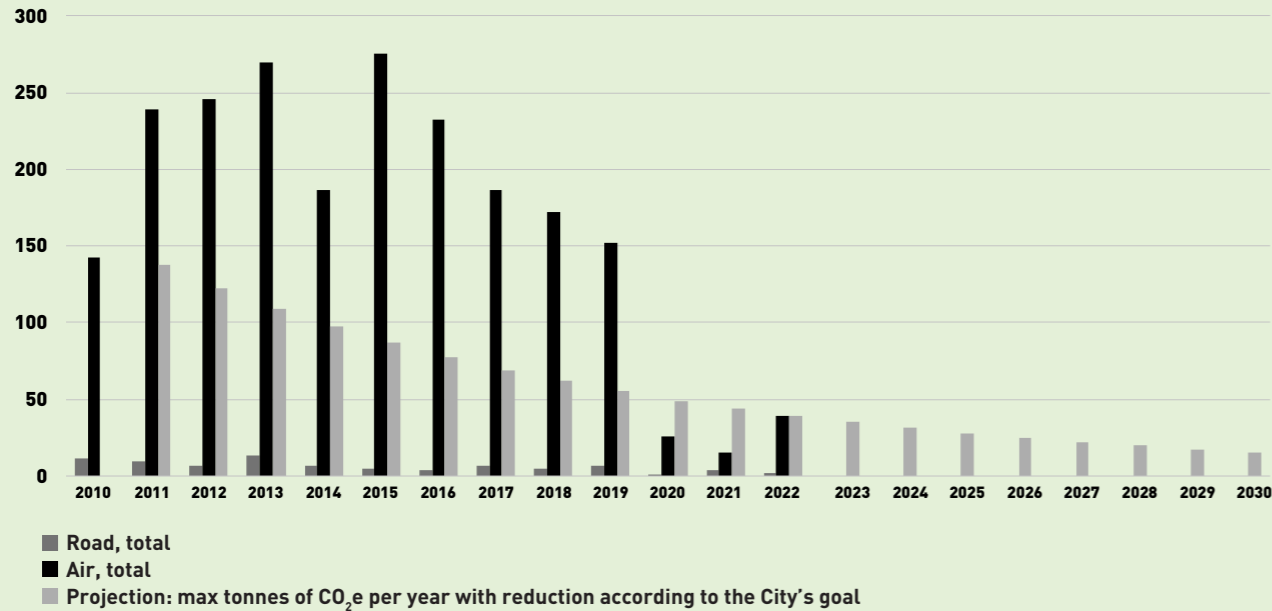
Travel behaviour survey on commuting among employees

To start collecting data on additional transport-related emissions associated with the company, a survey was sent to all staff in spring 2023. This asked them about their most common commute to and from work between January and March, and how many days per week they usually travelled into the office. 71 people responded, and the results showed that respondents commuted to the office 3.5 days per week on average, while 88% of trips (including sections of trips) were made by walking, cycling or using public transport. Respondents' commutes produced about 76 kg of carbon dioxide equivalent per person per year on average, and the company can continue to monitor this figure over time.



Photo: Marie Ullhert

tonnes of CO₂e from Göteborg & Co's business trips by air and road



The company's estimated greenhouse gas emissions from business travel, broken down by air and road. The light-coloured bars 2011–2030 show the emission reduction rate that we ought to maintain if we are to achieve the goal of at least a 90 per cent reduction in climate impact from transport between 2010 to 2030, as set out in the City of Gothenburg's Environment and Climate Change Programme 2021–2030. Emission data from the Urban Environment Administration is behind by one year, which is why there is no figure for 2023 at present.

Greenhouse gas emissions from Göteborg & Co's business travel

	2022	2021	2020	2019	2018	2017
CO₂e emissions (tonnes) from business travel						
by air	39.6	15.5	26.1	151.7	172.0	186.1
by road *	2.2	3.5	0.2	6.5	5.1	6.6
Total CO₂e emissions (tonnes)	41.8	19.9	26.3	158.1	177.1	192.8
Number of flights (one-way)						
under 600 kilometres **	0	0	0	6	7	17
over 600 kilometres **	139	47	99	386	321	430
Total number of flights	139	47	99	392	328	447
Time worked – full-time equivalent years	138	114	146	128	131	130
tonnes of CO ₂ e/full-time equivalent	0.30	0.17	0.18	1.24	1.35	1.48

* Emissions from car journeys include journeys using company vehicles and business trips by private car, as well as fuel in vehicles' fuel tanks.
 ** The City of Gothenburg extended the limit for short flights from 500 kilometres to 600 kilometres in 2021.
 The information in the table is taken partly from the City of Gothenburg's data for calculating the climate shift for business travel (compiled and calculated by the Urban Environment Administration), and partly from the company's financial system. The climate impact of air travel has been calculated using the Atmosfair calculator (atmosfair.de) and includes the high altitude effect. Emission data from the Urban Environment Administration is behind by one year, which is why there is no figure for 2023 at present.



Photo: Martina Lundborg

Green and Climate-Smart Operators and Experiences

A wide range of green and climate-smart operators and experiences is necessary to enable visitors to make sustainable choices. Being able to offer sustainable and certified operators is also a competitive advantage when attracting events and conferences, as well as making it easy for organisers to conduct their activities sustainably.

STCC back in Gothenburg after a decade – now with EVs

This year, a decision was made to welcome the Swedish Touring Car Championship (STCC) back to Gothenburg and run a city race in Gothenburg between 14 and 15 June 2024. With that, the STCC will be making a comeback to the city after a decade. However, unlike with previous races in the city, the cars used will now be EVs, making this the world's first 100 per cent electric national championship. The race is part of a long-term collaboration between Göteborg & Co and STCC extending until 2026.

Event industry joined forces again for Greentopia climate summit

Businesses, public stakeholders and civil society once again gathered at Way out West on 10–11 August for Greentopia's annual climate summit. World-leading researchers, young activists, artists, opinion leaders and pioneers from both the cultural and sports sectors took to the stage this year. This year's theme was about events as a force for change, a force that unites, mobilises and inspires people. Events are a mirror image of society in miniature, and so they provide a

unique platform for testing innovation and driving change. The climate summit was organised by Svensk Live, Stockholm Resilience Centre, LiveGreen Festivals & Academy and Göteborg & Co.

Climate-smart conferences made easy

Göteborg & Co tries as much as possible to challenge and influence both organisers and participants to conduct conferences and events in more sustainable ways. The company provides information about all the benefits that come with sustainability certification of a conference, and explains how changes can be made to make conferences more sustainable. There are lots of examples on the company's website, goteborgco.se, that can be used as a source of inspiration. Many suppliers have some form of sustainability certification, which will assist with the transition.

Nudging as a tool for climate-smart experiences

Interest in nudging has recently increased in marketing departments. Essentially, this involves altering people's behavioural patterns by changing the options available to them. This will allow Göteborg & Co to try to persuade visitors to choose more sustainable activities without actively pointing them in a specific direction, for example. The company does a lot of work with nudging in its marketing, and this now forms a natural part of its communication strategy in order to highlight climate-smart experiences.

Circular and Resource-efficient

The sustainable city should make it easy for everyone to make green and climate-smart choices. Göteborg & Co wishes to make it easier to pursue a sustainable lifestyle, create green and climate-smart events and make the sustainable choice the default. Food is a big part of the Gothenburg experience, but also a major source of greenhouse gas emissions. Conferences and events often consume a lot of products in a short time, too, resulting in high resource consumption.

Science Festival resource efficiency important

Resource efficiency and reuse are high on the agenda for the Science Festival, which is organised by Göteborg & Co every year. The festival strives to be as careful with resources as possible, and is meticulous about keeping costs down. As far as possible, the International Science Festival Gothenburg aims to produce things that can be reused year after year. Many of the festival's productions have a timeless quality that allows for reuse. The festival aims to avoid buying new items as much as possible, and instead will rent or reuse everything from clothing to materials. By way of example, the Science Festival worked in collaboration with Björkåfrihet to use second-hand clothing on which the festival's logo was printed. This clothing was then worn by all the hosts.

Rotation system piloted at the Culture Festival

The Retake rotation system provides a reusable solution replacing disposable products for food and drink sales at events. The idea is that visitors choose what they want to eat or drink, enjoy the items they have bought and then return the containers. In 2023, Retake was part of a research project together with Chalmers University of Technology and Karlstad University, and was trialled in Gothenburg at the Gothenburg Horse Show and the Gothenburg Culture Festival. Plates, boxes and cups were used by a number of food trucks on the Culture Festival site in Bältespännarparken and returned, washed on site and then used again. The follow-up showed that reusable plates were used 3.8 times per day on average, and a total of about 7,000 disposable items were avoided during the event. The project is also studying and evaluating how services and business models can be designed to facilitate collaboration and enable joint value creation. Switching to reusable containers is expected to result in more sustainable events, reduced littering and clean-up costs and greater satisfaction among visitors and residents.

Resource-efficient solutions at Gothenburg Anniversary Festival

Half portions were offered as an alternative for anyone so inclined as an initiative to reduce food waste during the Gothenburg Anniversary Festival. Additionally, all five food areas offered vegetarian or vegan options, and many of them used organic or locally sourced ingredients. Disposable items were widely replaced by reusable alternatives. For instance, all poured drinks were sold in reusable glasses instead of disposable cups. Water taps were set out so that visitors could refill their water bottles instead of buying bottled water – an aspect communicated widely before the festival. All the trees in nurseries on the festival site will be distributed around the city afterwards and planted out. Sustainability at the Gothenburg Anniversary Festival was certified according to Susa's sustainability standard for events. This certificate is based on the Sustainable Development Goals (the 2030 Agenda) and requires the event to report on actions taken on at least eight mandatory goals and additional voluntary goals to which the event is most closely linked. A third-party auditor reviews planning and policy documents in advance and then conducts an in-person audit on site during implementation. The Anniversary Festival was highly commended for its ambition, systematic approach, resource awareness and planning, and good advice was provided on what the company should consider in terms of implementation and follow-up – all useful feedback that the company will take on board for future events.

Double win at Recycling Gala for Gothenburg Culture Festival

The Retake research project, which the Culture Festival collaborated with to eliminate disposable products from Bältespännarparken, won the "Special Prize of the Year" category at this year's Recycling Gala. The aim of this project is to eliminate disposable products from events and the hospitality industry. The "Reuse of the Year" category was won by Borås Science Park, which helped the Gothenburg Culture Festival to produce reused eventwear. The Recycling Gala is arranged by Recycling magazine, assisted by Avfall Sverige and Återvinningsindustrierna.



CULTURE FESTIVAL FILLED THE CITY

Kungstorget was the hub with the biggest stage, but the Gothenburg Culture Festival took place at 60 locations in Gothenburg during the grand finale of the anniversary celebrations. Lots of different organisers participated under the common umbrella of the festival. Programme events took place in Bergsjön, Ringön, Gamlestan, Flunsåsparken and several other locations. Admission was free for all ages.

Photo: Happy Visuals

CONTRIBUTING TO POSITIVE SOCIETAL IMPACT

Göteborg & Co works with conferences and events as tools through collaboration with the academic and business communities and the public and non-profit sectors. The aim is to help bring about positive societal change, as well as attracting knowledge and skills and encouraging investment in the city.

Key sustainability issues:

- Contributing to important societal issues through enterprise and experience
- Creating long-term impact through conferences and events – Gothenburg Way to Legacy
- Contributing to positive change and driving sustainable development and innovation



Photo: Martina Lundborg

Contributing to important societal issues through enterprise and experience

Göteborg & Co is working to highlight and contribute to important societal issues through the hospitality industry, such as equality, diversity, health, environmental considerations and integration. This includes utilising the company's own events and activities and working in conjunction and collaboration with international congresses and conferences.

positive effects with conferences and events as a catalyst. The model is available at goteborgco.se and shows the work process, as well as providing concepts and case studies for inspiration.



Gothenburg Way to Legacy

Anniversary celebrations made lasting impression on city

Work on Gothenburg's 400th anniversary is based on Gothenburg residents' ideas, and the aim was to turn those ideas into reality and create a lasting impression for the future. New sites such as Jubileumsparken and Jubileumsbadet have been created thanks to the work on the Gothenburg anniversary celebrations. These are places that visitors and the people of Gothenburg will be able to enjoy long after the anniversary celebrations are over. Other anniversary initiatives such as the Regnlekplatsen and Utflyktslekplatsen playgrounds, street art and Liseberg's anniversary initiatives have become new incentives for travelling to Gothenburg, helping to make the destination even more attractive.

Conferences an element in positive societal impact

Conferences and congresses help to bring about positive societal impact. These are platforms for knowledge exchange and networking between researchers and other specialists, and can lead to new collaborations that in turn result in new research discoveries. Besides the impact on the tourist economy that conferences and congresses generate in Gothenburg, they raise the city's profile and help to attract investment and cutting-edge expertise. During the year, hot topics such as neurodegenerative diseases and human rights and freedom of the press were discussed in Gothenburg during the AD/PD™ (Alzheimer's & Parkinson's Diseases Conference) and the world's biggest gathering of investigative journalists, the GIJC (Global Investigative Journalism Conference).

Creating long-term impact through conferences and events – Gothenburg Way to Legacy

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. Gothenburg Way to Legacy provides guidance to the destination, meeting ambassadors and organisers so that they can work together to create long-term

Contributing to positive change and driving sustainable development and innovation

The hospitality industry and Göteborg & Co need to make better use of the opportunities created by innovation, digitalisation and sustainable development. The company must drive this development in collaboration with others and create new experiences that encourage more people to visit the destination in a sustainable way.

Magasin Göteborg conveys image of innovative city

Magasin Göteborg highlights tales about the city and conveys an image of the innovative, modern Gothenburg. They show a cutting-edge Gothenburg, a result of cross-border cooperation and forward thinking. “Innovative people, businesses and experiences” was the magazine’s main theme in 2023. Readers could learn more about sustainable mobility, the rise of quantum computing in Gothenburg, GoCo Health Innovation City and GöteborgsOperans Danskompani, as well as weekend tips in Gothenburg. Magasin Göteborg is produced by the Trade and Industry Group at Göteborg & Co in cooperation with Business Region Göteborg, and is distributed as a supplement to Dagens Industri. During June, Magasin Göteborg was available on all SJ X2000 metropolitan rail lines between Gothenburg, Stockholm, Malmö, Copenhagen and Oslo. It is available at several venues, but is also distributed digitally.

Digital experiences to reach out to new target groups and broaden destination’s offering

Development of digital experiences is an important strategy in order to broaden the destination’s offerings and reach out to new target groups, but also as a way of recognising and contributing to the image of Gothenburg as an innovative hub and inspiring people and companies to visit us or site their new innovative ventures here. The city’s digital twin – or virtual Gothenburg, as it is also known – is a key technological enabler in this regard. Urban development projects can be simulated and visualised using twin data. It can also facilitate new digital experiences and tools. Since 2015, the Gothenburg 400th anniversary has been involved in developing a 17th century model to visualise the history of the city in collaboration with the City Planning Office, Visual Arena, the Cultural Administration and Göteborg & Co. During the grand finale of the anniversary celebrations in 2023, visitors were given the opportunity to visit the digital Gothenburg Island Festival, which strengthened the programme and attracted more target groups. You can find out about the festival on page 61.



GROWTH BENEATH THE SURFACE

Flytevi ended up being the name used by the people of Gothenburg for the marine allotment in Frihamnen. This is an anniversary initiative in collaboration with the Centre for Sea and Society at the University of Gothenburg. Cultivation of algae and mussels, the sustainable seafood of the future, is being trialled here.

Photo: Marie Ullnert

ISLAND FESTIVAL ON RINGÖN – A DIGITAL EVENT

As an extension of the face-to-face Island Festival, which was held on the island of Ringön this year during the grand finale of the anniversary celebrations, the Gothenburg Island Festival 2023 could be experienced digitally as a meta-world through the HiberWorld platform. People were able to create avatars, wander around the festival site digitally, and attend livestreamed shows, short film festivals, competitions, and art and gaming experiences. The digital Island Festival was visited by 14,353 unique players in total, from countries such as India, the US and Nigeria.

ADMINISTRATION REPORT

GROUP AND OWNERSHIP

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (company registration no. 556537-0888) with its registered office in Gothenburg, which in turn is wholly owned by the City of Gothenburg. Göteborg & Co AB is the parent company of the Tourism, Culture and Events (TCE) cluster, which includes Got Event AB (corporate identity number 556015-9823), Liseberg AB (corporate identity number 556023-6811) and Göteborgs Stadsteater AB (corporate identity number 556016-7875). Göteborgs Stadshus AB prepares consolidated accounts.

Information About the Operations

Göteborg & Co's mission is to lead and coordinate efforts within the TCE cluster and assist with reinforcing and developing the hospitality industry in Gothenburg and the Gothenburg region, as well as helping the hospitality industry in the Västra Götaland region. 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's overall goal is to persuade more people to discover and choose Gothenburg. These include tourists, event visitors, conference delegates and other occasional guests, as well as students, researchers or workers who are in demand in the business community in the Gothenburg region. This work is done in close collaboration with private and public stakeholders in the hospitality industry, the academic community, associations, cultural life, other businesses and the City of Gothenburg. The aim is to create an attractive destination and a vibrant city for both visitors and those who live and work here. 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 mission and long-term focus are governed by the articles of association and owner directives, as well as the City of Gothenburg's various planning and regulatory policy documents. In addition, operations are governed by the company's business plan.

The company has implemented a development programme in

order to reinforce its operational management. Some of the work has involved reviewing and developing operation-specific goals and indicators. The governance model developed clarifies goals and strategies on the basis of the company's basic mission and lays the foundation for enhanced follow-up of operations. The company's sustainability framework is a key aspect and permeates the governance model. The results of the development work are reflected in the company's business plan for 2023, which includes a company-wide goal, three strategies and six operational goals. The operational goals are broken down in each department's business plan into specific activities at departmental level.

Gothenburg's anniversary celebrations from 2 June to 3 September have shaped the company's activities in 2023, and this has been a major year of events and conferences, too. Two World Handball Championships have been organised, as well as a large number of shows and festivals. A number of major national and international conferences have taken place throughout the year. At the same time, there has been considerable interest from organisers of both events and conferences, which has increased pressure on the company to deliver documentation and tenders.

The company shows an operating profit of SEK 2.1 million. The previous year's operating profit was SEK 0.3 million. The Board and the CEO are of the opinion that the company's operations are in line with the municipality's purpose regarding the ownership of the company, and that the company has complied with the policies set out in section 3 of the articles of association.

GÖTEBORG & CO BOARD 2023



Front row: Renas Mustafa, Gitte Caous, Johanna Holmdahl, Peter Grönberg, Hanna Friberg, Leif Pagrotsky, Thaher Pelaseyed.
Back row: Josef Akar, Bosse Nordlander, Alexander Aldäng, Petra Gamerdinger, Marie Zachrisson, Stefan Svensson, Johanna Wallin, Ingrid Bexell-Hulthén.

Göteborg & Co Board of Directors

Leif Pagrotsky (Social Democratic Party) Chair
 Thaher Pelaseyed (Left Party), First Deputy Chair
 Stefan Svensson (Moderate Party), Second Deputy Chair
 Marie Zachrisson (Liberal Party)
 Ingrid Bexell Hulthén (Green Party)
 Johanna Holmdahl (Christian Democrats)
 Renas Mustafa (Social Democratic Party)

Gitte Caous, co-opted The Gothenburg region

Deputies

Hanna Friberg (Moderate Party)
 Josef Akar (Social Democratic Party)
 Alexander Aldäng (Left Party)

Employee representatives

Petra Gamerdinger, Göteborg & Co
 Bosse Nordlander, Liseberg
 Mikael Persson, Got Event

Secretary

Johanna Wallin

Management team

Peter Grönberg, CEO
 Linda Hunevik, PA to the CEO
 Magnus Hallberg, Deputy CEO/Director of Events
 Annika Hallman, Director of Gothenburg Convention Bureau
 Malin Engelbrecht, Director of the Trade and Industry Group
 Helena Lindqvist, Director of Marketing & Communication
 Maria Bergman, Director of HR/Personnel
 Camilla Simonsson, Director of Finance & Operations Management
 Therese Brusberg, Director of the 400th Anniversary Programme



Photo: Peter Kvarnström

Significant Events and Developments During the Financial Year

This was the first year since 2019 that was not directly affected by pandemic restrictions. Travel and the hospitality industry have proven to be resilient in previous crises, and this time the recovery – which began last year – has been strong. The destination has generally attracted more visitors and generated more guest nights than in any previous year. Foreign guests have also returned, but to an extent from different markets to the ones that dominated before the pandemic. This has been reinforced by the weak Swedish krona. The markets that have grown the most are Denmark, the US and the Netherlands. Norway is still the biggest foreign market, and the number of guest nights for Norway remains at about the same level as in 2019.

The anniversary celebrations were completed and came to an end in September, which also marks the end of the anniversary project that the company has been responsible for since its inception more than a decade ago. This means that the anniversary organisation was disbanded during the autumn and the permanent staff working on it were redeployed elsewhere. The reorganisation was completed

before the summer and will enter into force from 2024. The municipal assembly adopted the City of Gothenburg's Destination Development Programme 2023–2030 on 8 June. Göteborg & Co is responsible for coordinating, heading and driving efforts to realise and implement the programme. This decision means that the company has the opportunity to work together with the relevant committees and boards to develop the action plans needed to make further progress within the framework of the programme. Two separate action plans for conferences and events were adopted by the Göteborg & Co Board in September. Since 2022, collaboration has been established between the City of Gothenburg's Strategic Business Programme and the Destination Development Programme within the framework of a joint action plan, with priority activities from a regional hospitality perspective. Moreover, preparatory work is in progress for the development of a fourth action plan that aims to address the "travel incentives" perspective.

The Municipal Assembly's Goals and Assignments

Göteborg & Co was given partial responsibility for the following goals in the municipal assembly's 2023 budget:

- Segregation in Gothenburg has to be reduced.
- All Gothenburg residents must have plenty of access to culture, regardless of the district in which they live.
- The business climate must be improved.

Göteborg & Co is also contributing to the following goals, which are aimed at all committees and boards:

- Living conditions for Gothenburg residents must become more equal.
- Gothenburg must be a city offering equal opportunities and gender equality where everyone is treated equally, where human rights are met and everyone is given equal opportunities regardless of gender.
- Gothenburg's climate footprint must be significantly reduced to near zero by 2030 in line with the City of Gothenburg's Environment and Climate Change Programme.
- The work environment and working conditions for employees of the City of Gothenburg must be improved.
- Sick leave due to work-related ill health must be reduced.
- The City of Gothenburg's purchasing and procurement processes must become more efficient and help with achieving all the sustainability goals.
- The City of Gothenburg must be governed transparently, in a resource-efficient manner.

Göteborg & Co's mandate from the municipal assembly:

to realise and implement the municipal assembly's programme for the hospitality industry.

The revision of the City of Gothenburg's hospitality industry programme was completed in 2022. The name was changed to the Destination Development Programme during the process, with the goal of making the region a sustainable destination by 2030. On 8 June, the municipal assembly made a decision to adopt the City of Gothenburg's Destination Development Programme 2023–2030; and the programme for the hospitality industry thus ceased to apply.

Regional and National Collaboration

Göteborg & Co cooperates with a wide range of stakeholders, which is one of the destination's success factors. In times of uncertainty, the role of a cooperation platform becomes even more important as a stabilising factor when things happening around us alter the conditions. Local and regional collaboration is taking place with the Gothenburg region,

Continued mandate to lead efforts relating to the city's 400th anniversary.

Many of the activities during the year were characterised by the anniversary celebrations. The major Anniversary Festival held in Frihamnen on 2–5 June is estimated to have attracted nearly 350,000 visitors. The summer continued with 100 days of anniversary activities, with the Anniversary Compass in Bältespännarparken as the hub. The anniversary celebrations ended with a finale on 1–4 September, which involved a Culture Festival, an anniversary parade, the Island Festival on Ringön, the Freeport Days and the Göteborgsvarvet Marathon. The anniversary celebrations were completed and came to an end in September, which also marked the end of the anniversary project.

Continued responsibility for the Gothenburg Culture Festival.

The Culture Festival took place from 1 to 4 September on the basis of applicable directives and as part of the grand finale of the 400th anniversary celebrations. The report and evaluation were published during the autumn.

Develop conferences and congresses for people interested in high-tech innovation in conjunction with existing events.

The purpose of the assignment is to strengthen Gothenburg as a city for events; This assignment should generate lasting benefits, develop long-term effects and help to add value for the company's stakeholders thanks to attractive, innovative concepts. The assignment harmonises with existing plans and development initiatives in the area, such as the implementation of Greentopia in connection with Way Out West and the planned Electric Vehicle Symposium (EVS38) to be held in Gothenburg in 2025.

ORGANISATION

Göteborg & Co is organised into a number of business areas and support units: Gothenburg Convention Bureau, Events, Trade and Industry Group, Marketing & Communication, Management, Analysis & Development, Finance & Operations Management and HR. There is also the Anniversary Organisation, which is running the work on Gothenburg's 400th anniversary. A brief description of the departments and their assignments is provided below.

Gothenburg Convention Bureau

The Gothenburg Convention Bureau business area markets and sells Gothenburg as a destination to decision makers, mainly for international conferences, political conferences and major business conferences. This is being done in close collaboration with the academic community and the research-intensive business community in the Gothenburg region. The company helps to attract research, talent, decision-makers and investments to Gothenburg by organising conferences that create platforms where people can talk about and actively participate in the development of Gothenburg.

More and more organisers are looking for partnerships that can have long-term effects even after their conference is over. This is why the Gothenburg Convention Bureau has developed a legacy programme, which is a structured approach to collaborating on activities and concepts that can leave a lasting impression.

Events

The Events department is running and reinforcing Gothenburg as an event city with emphasis on strategic development and enabling of sustainable culture and sports events. This also includes the company's organisation for the Gothenburg Culture Festival. A number of major events were held in Gothenburg during the year. The annual events provide a foundation for the event city, and in addition to these, Gothenburg has this year been the venue for two World Handball Championships (Women's and Men's) and the World Junior Ice Hockey Championships, which began in late December. The department was also responsible for the planning and implementation of the Anniversary Festival in early June.

The company will be continuing its efforts to support the development of these annual events while continuing to attract future major sporting and cultural events.

Marketing & Communication

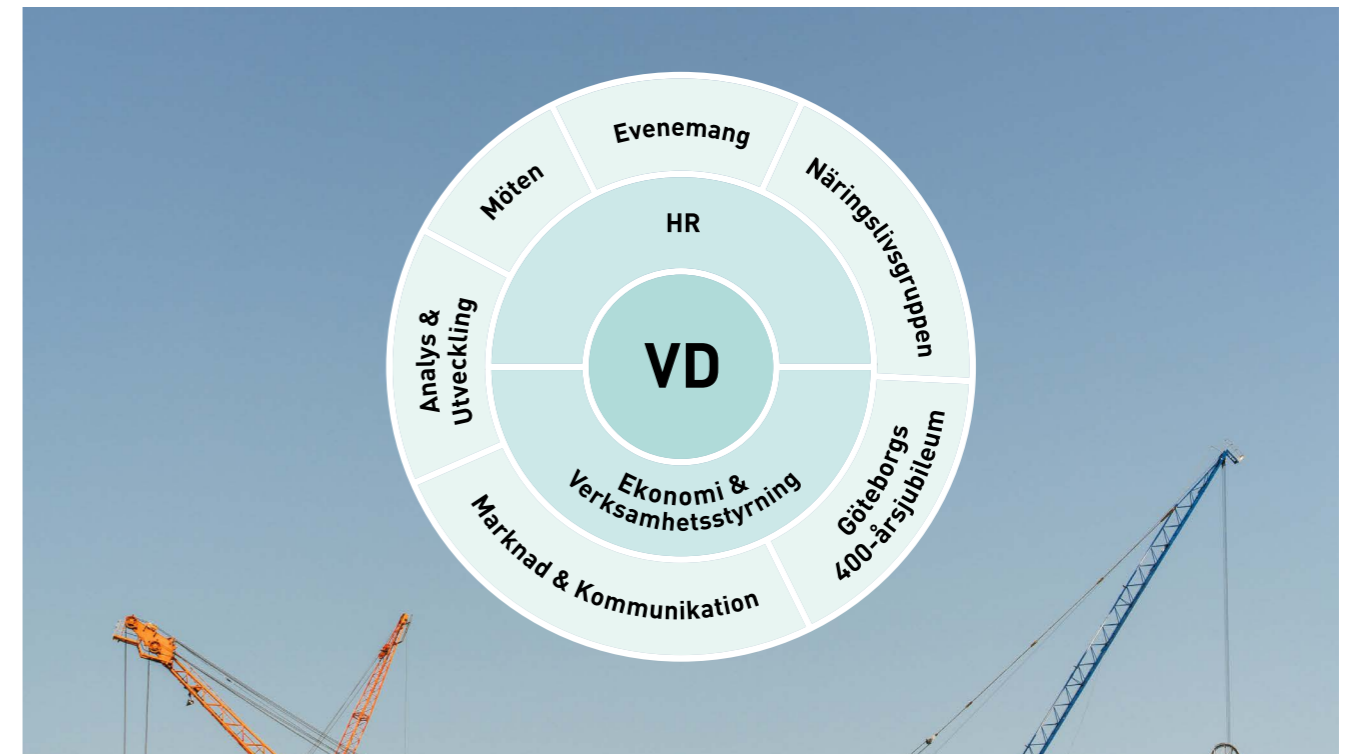
Responsible for marketing the destination of Gothenburg in its own, earned and purchased channels. This business area, which is made up of the three units Team PR, Visitor Services and Inhouse, is responsible for brand issues, campaigns, the company's digital and social channels, PR, press visits, themes/seasons, cruises, travel trade, corporate communications and advisory services.

Collectively, the business area supports the company's partners by offering tools for communicating the destination and providing advice and support with a view to strengthening the destination's brand. Hospitality is at the heart of encounters with visitors at tourist agencies and in other channels. The department is project-managing the networks for Göteborg City Shopping and Gothenburg Cruise Network.

Trade and Industry Group

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

The group consists of 20 member companies from the business community, the academic community and the public sector. Together, we are creating a powerful and long-term collaboration platform that creates value and innovation in three strategic areas: developing forms of collaboration, initiating and facilitating new projects, and raising the profile and enhancing awareness of Gothenburg. The Trade and Industry Group is the organiser and founder of the International Science Festival and Unimeet, the annual welcome event for international researchers and students.



Analysis & Development

Analysis & Development is responsible for business development, innovation and knowledge development (support and training) for internal and external projects and coordination with development projects within the City of Gothenburg. Focusing on sustainability and the company's data-driven approach/transformation, the department supports employees and partners with analysis, business intelligence and IT.

This department plays a supporting and developing role for the other parts of the company, and for the hospitality industry in general. The department was disbanded in the autumn and the new Destination Development department was created.

Finance & Operations Management

This department deals with finances, contracts and invoicing and creates annual and interim accounts with follow-up against budget and assignments that are reported to the Board and owners. The department also provides advice and coordination at company-wide level regarding business monitoring, reporting, law, data protection and procurement. The department is responsible for the company's business development and governance, and works closely with the company's management and operations, owners and cluster companies, as well as other administrations and companies in the city.

HR/Personnel

The HR department provides the organisation with tools, support and processes in respect of HR that enable and lay the foundation for Göteborg & Co to be an attractive employer. Manages issues relating to employment, salaries and staff welfare. Also leads the company's work environment council together with the departments and trade union representatives.

Anniversary Organisation

The project organisation is leading, coordinating, communicating and following up on the planning and implementation of Gothenburg's 400th anniversary. This is a direct mandate from the municipal assembly that the company has had since 2009, with sights set on the 2021 anniversary year. In 2020, due to COVID-19, the Anniversary Organisation received a renewed and extended mandate to organise a formal historical celebration on 4 June 2021, while the major public celebration was postponed until 2023.

A major Anniversary Festival was held in Frihamnen, starting on 1 June. This four-day festival offered a huge programme that attracted between 300,000 and 350,000 visitors. The anniversary celebrations continued throughout the summer and ended on the first weekend in September with the Culture Festival and the anniversary parade. The project organisation was then gradually disbanded during the autumn.

Outlook

Tourism has proven resilient to crises in the past. The prevailing situation in which we are seeing inflation, a weak Swedish currency and a deteriorating security situation creates uncertainty for 2024.

The scope for consumption will be affected as individuals and businesses are forced to save money. This may mean that people will generally consume less in the way of travel and experiences, which in turn will affect the hospitality industry's stakeholders. Rapid fluctuations in demand for hospitality services are expected in the short term, with off-season periods presenting a particular challenge.

Major investments have been made in Gothenburg in recent years with regard to accommodation capacity and travel incentives. A number of these will be completed by 2024, providing significant additions that will help to make the destination an attractive place to visit all year round. This provides a good starting point for the Gothenburg region to reinforce its position in the market. The annual events, attractions and facilities are part of Gothenburg's basic infrastructure that cannot be moved.

Actively developing and working with sustainability is an obvious choice nowadays, and a necessity for companies, organisations and destinations. Gothenburg is very much at the forefront of developments, as evidenced by the fact that the destination has come out on top in the international Global Destination Sustainability Index for seven years in a row. This attracts interest from organisers, media and guests. The goal of the city's Destination Development Programme is to make Gothenburg a sustainable destination by 2030. These ambitions are entirely in line with the city's Environment and Climate Change Programme and the Paris Agreement, which will benefit the destination in the long run.

Risks and uncertainty

An annual risk analysis related to the company's overall and operational objectives is carried out, and potential risks are assessed. Various factors are listed that affect the company's ability to deliver on its mission and achieve its goals. The risks are reported to the Board in an annual aggregated risk profile. Moreover, the management team is constantly working with SWOT analyses to monitor external developments and events that affect activities. The overriding uncertainty in the short term is related to the economic downturn and international uncertainty.

The hospitality industry has experienced a much-needed recovery since the pandemic. It has not taken long to return to the general guest levels that we saw in 2019. Foreign visitors have also returned in 2023, albeit with a different market mix promoted in part by the weak Swedish currency.

Developments in the next few years will be affected by this. If the krona remains weak, more Swedes may choose to take staycations and Sweden will be an affordable alternative for visitors from other countries. At the same time, forecasts point to an intensified recession and reduced scope for consumption, which will affect companies in the hospitality industry.

Good accessibility to and from other major cities is important

for both business travellers and delegates attending major conferences and events. Links with the rest of the world declined during the pandemic and have not recovered in some cases, thereby posing a risk to international exchanges.

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 destination.

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. The company also holds environmental certification according to the Swedish Environmental Base standard.

Göteborg & Co is not subject to the legal requirement to prepare a sustainability report. Nevertheless, the company has chosen to report the information with reference to the GRI Standards. The sustainability report can be found on pages 22–59.

Staff

Göteborg & 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.

As Gothenburg's 400th anniversary comes to an end in 2023, the company has conducted a review of the organisation and concluded trade union negotiations on a new organisation and redundancy. About ten employees have lost their jobs due to redundancy, and another 20 or so will not have their fixed-term contracts extended. As this project has been ongoing for many years, it has been important for the company to look in connection with the review of the organisation at how legacy and expertise can be utilised as effectively as possible.

During the year, the emphasis on company-wide skills development has been on the important efforts to create security and prevent crime. All staff have attended lectures in order to raise awareness and enhance skills. Emergency drills for the year's major implementations have been held with the relevant staff.

The company's work environment procedures have undergone further improvement during the year. The company has implemented IA (a system for documenting and reporting work environment incidents). More incidents are being reported, which indicates that employees have become more aware of the work environment, and this is leading to continuous improvement of the company's procedures. HR, together with safety representatives, has conducted physical work environment inspections in the field in connection with our events.

Staff satisfaction surveys in the Winningtemp tool have noted a decline in motivation, which is a natural reaction during an ongoing transition process. Despite these challenges, the company still scores highly in terms of leadership. SEE (sustainable employee engagement) is measured at the end of each year and is showing positive continuity as it continues to increase. The value for 2023 was 83 (2022: 82, 2021: 78 and 2020: 77).

Sick leave has been low at the company in the past, and this continues to be the case. In a company with relatively few employees, individual sick leave has a significant impact on statistics.



Photo: Clement Morin

Results and Position

The company's development in terms of a few key performance measures and key ratios is shown in the table below (amounts in SEK thousand):

	2023	2022	2021	2020	2019
Operating income	231,650	182,377	176,862	167,249	180,985
Result after financial income and expense	1,907	152,616	-3,181	-157,070	-2,162
Balance sheet total	1,208,081	1,224,448	1,054,448	995,432	1,162,122
Solidity*	95.2%	95.6%	91.5%	94.8%	93.7%
Average number of employees	108	115	104	118	103
Turnover per employee	2,145	1,586	1,701	1,417	1,757

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

Proposed Appropriation of Profits

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

Profit brought forward	1,149,044,738
Result for the year	-3,779,372
	SEK 1,145,265,366

The Board proposes that the profits be appropriated as follows:

dividend to shareholders	3,938,240
Carried forward	1,141,327,126
	SEK 1,145,265,366

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	SEK thousand	Shareholders' contributions have been made to	SEK thousand
Göteborgs Stadshus AB	42,677	Got Event AB	7,583
Gothenburg City Theatre AB	4,960		
Group contributions have been received from	SEK thousand	Shareholders' contributions have been received from	SEK thousand
Got Event AB	36,573	Göteborgs Stadshus AB	12,430
Göteborgs Stadshus AB	4,960		

Equity

	Share capital	Legal reserve	Profit brought forward	Result for the year
Balance brought forward	3,000,000	1,208,540	1,014,394,276	151,070,366
Appropriation of profits			151,070,366	-151,070,366
Dividend to shareholders			-28,849,580	
The year's profit				-3,779,372
Shareholders' contributions			12,429,676	
Balance carried forward	3,000,000	1,208,540	1,149,044,738	-3,779,372

FINANCIAL REPORTS

MAGNIFICENT MUSICAL FIREWORKS IN FRIHAMNEN

One of the things Gothenburg residents really wanted to see during the anniversary celebrations was a big fireworks display. So on the Saturday night of the grand finale, a 402-second explosion of colour filled the sky, all set to music with links to Gothenburg. Tens of thousands of people watched the spectacle in Frihamnen or livestreamed it. These fireworks contained no hazardous substances or plastics, and CO₂ emissions were low.

Income Statement

	Note	2023	2022
Operating income	1	231,650,438	182,376,522
Cost of services sold		-1,872,645	-1,287,978
Other external costs	2, 3	-138,007,141	-92,620,694
Staff costs	4, 5	-88,960,985	-87,257,028
Amortisation	6	-388,581	-360,393
Depreciation	7	-229,232	-343,092
Other operating expenses		-43,660	-255,723
Total operating expenses		-229,502,244	-182,124,909
Operating profit		2,148,194	251,613
Result from shares in Group companies	8	-2,136,760	152,148,580
Interest income and similar income statement items		1,896,346	219,196
Interest expenses and similar income statement items		-1,121	-3,792
Result after financial income and expense		1,906,659	152,615,597
Appropriations	9	-5,686,000	-1,534,000
Tax on the result for the year	10	-31	-11,231
Result for the year		-3,779,372	151,070,366

Balance Sheet

	Note	31/12/2023	31/12/2022
Assets			
Intangible fixed assets			
Computer programmes	6	1,011,056	1,399,637
Tangible fixed assets			
Inventory	7	809,559	962,355
Financial fixed assets			
Shares in Group companies	11	1,126,411,439	1,152,903,339
Other long-term securities	12	22,703	22,703
Total fixed assets		1,128,254,757	1,155,288,034
Current assets			
Stock, retail items		550,248	607,711
Current receivables			
Trade debtors		15,968,822	428,399
Receivables from companies within Göteborgs Stadshus AB		28,999,104	14,164,445
Income taxes recoverable		1,812,131	1,800,931
Other receivables		28,773,704	9,428,670
Prepaid expenses and accrued income	13	3,684,742	42,692,210
Total current receivables		79,238,503	68,514,655
Cash and bank		37,700	37,700
Total current assets		79,826,451	69,160,066
Total assets		1,208,081,208	1,224,448,100

Balance Sheet continued

	Note	31/12/2023	31/12/2022
Equity and liabilities			
Equity			
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
		4,208,540	4,208,540
Non-restricted equity			
Profits brought forward		1,149,044,738	1,014,394,276
Result for the year	14	-3,779,372	151,070,366
		1,145,265,366	1,165,464,642
Total equity		1,149,473,906	1,169,673,182
Untaxed reserves	15	1,024,000	1,442,000
Current liabilities			
Trade creditors		12,269,275	14,308,642
Liabilities to companies within Göteborgs Stadshus AB		27,874,427	15,975,163
Other current liabilities		3,513,622	3,569,282
Accrued expenses and deferred income	16	13,925,978	19,479,831
Total current liabilities		57,583,302	53,332,918
Total equity and liabilities		1,208,081,208	1,224,448,100

Cash Flow Analysis

	Note	2023	2022
Ongoing operations			
Result after financial income and expense		1,906,659	152,615,597
Adjustments for items not included in cash flow		5,435,392	-150,608,616
Tax paid		-11,231	-9,535
Cash flow from ongoing operations before changes in working capital		7,330,820	1,997,446
Changes in working capital			
Stock		57,463	-140,733
Current receivables		10,669,252	29,630,923
Current liabilities		4,250,384	-36,211,000
Cash flow from ongoing operations		22,307,919	-4,723,364
Investment operations			
Investment in equipment		-76,436	-397,159
Cash flow from investment operations		-76,436	-397,159
Financing operations			
Dividends received		28,000,000	0
Dividends paid		-28,849,580	0
Cash flow from financing operations		-849,580	0
The year's cash flow		21,381,903	-5,120,523
Liquid resources at the beginning of the year, including the group account		1,961,014	7,081,537
Liquid resources at the end of the year, including the group account	17	23,342,917	1,961,014

Notes on the Balance Sheet and Income Statement

General Information

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

ACCOUNTING POLICIES

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 acquisition value or actual value, whichever is the lower. The first-in-first-out principle has been applied when determining the acquisition cost. Fair value is the estimated sales value less the estimated sales cost.

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 service contracts in progress are valued in the balance sheet at direct

costs incurred, less 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 leases are reported as operating leases, which means that the lease payment is distributed over the lease period on a straight-line basis.

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).

2.64 per cent of revenue (2022: 3 per cent) will come from other Göteborgs Stadshus companies, and 6.48 per cent (2022: 7.9 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

	2023	2022
Assignment compensation from the City of Gothenburg	233,947,170	146,085,428
Revenue from service sales	6,814,867	4,688,156
Marketing compensation, project funds and other income from owners and stakeholders*	-9,111,599	31,602,938
	231,650,438	182,376,522

*] Market compensation and other income amounts to 25,632,838, the rest is project funding.

Note 2 Fees and expenses

	2023	2022
Audit assignment Ernst & Young AB	212,153	177,527
Audit assignment City Audit	214,865	164,451
Auditing duties beyond audit assignment Ernst & Young AB	17,700	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 the 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 related to the audit assignment, audit duties beyond the audit assignment or tax advice.

Note 3 Leasing

The significant leasing agreements relate to rental agreements for the company's premises on Johan Willins Gata and Kungssportsplatsen. These agreements include indexation according to the CPI. The contract for Johan Willins gata runs until 31 January 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.

	2023	2022
Lease payments for the financial year	5,519,796	5,107,436
Agreed future lease payments:		
Within a year	5,854,334	5,188,484
Two to five years	266,354	5,418,073
More than five years	0	0

Note 4 Staff

	2023	2022
Men	28	30
Women	80	85
	108	115

The numbers stated above are averages and have been calculated in relation to the company's normal annual working hours.

The number of full-time employees is shown below, divided into permanent employees and temporary employees, e.g. employees on special fixed-term contracts, seasonal contracts, temporary contracts or zero-hours contracts.

	Number of full-time equivalents, 2023	Number of full-time equivalents, 2022
Permanent staff	87	98
Temporary staff/Contractors	21	17
	108	115

Note 5 Salaries, other compensation and social security costs

	2023	2022
Board of directors, CEO		
Salaries and other compensation	2,126,267	2,017,379
Social security costs	1,250,267	1,260,317
Of which pension costs	(501,477)	(504,150)
Other staff		
Salaries and other compensation	59,159,116	57,043,413
Social security costs	24,595,648	24,966,288
Of which pension costs	(4,924,643)	(5,836,814)
Total		
Salaries and other compensation	61,285,383	59,060,793
Social security costs	25,845,915	26,226,605
Of which pension costs	(5,426,120)	(6,340,964)

The CEO's notice period is six months. The severance pay is twelve months if the Board terminates the contract. 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

	2023		2022	
	Number	Of which men	Number	Of which men
Board members	7	43%	7	29%
Management team	9	33%	9	33%

Note 6 Intangible fixed assets

	31/12/2023	31/12/2022
Opening acquisition values	1,942,906	1,822,106
Purchases	0	845,650
Ongoing new installations	0	-724,850
Closing acquisition values	1,942,906	1,942,906
Opening depreciation according to plan	543,269	182,876
Depreciation according to plan for the year	388,581	360,393
Closing depreciation according to plan	931,850	543,269
Closing residual value according to plan	1,011,056	1,399,637

Note 7 Tangible fixed assets

	31/12/2023	31/12/2022
Opening acquisition values	7,074,442	13,270,687
Purchases	76,436	276,359
Sales/disposal	0	-6,472,604
Closing acquisition values	7,150,878	7,074,442
Opening depreciation according to plan	6,112,087	12,028,100
Depreciation according to plan for the year	229,232	343,091
Sales/disposal	0	-6,259,104
Closing depreciation according to plan	6,341,319	6,112,087
Closing residual value according to plan	809,559	962,355

Note 8 Result from shares in Group companies

	2023	2022
Anticipated dividend	31,938,240	849,580
Write-down of shares in Group companies	-34,075,000	-4,895,000
Reversal of write-down of shares in Group companies	0	156,194,000
	-2,136,760	152,148,580

Note 9 Appropriations

	2023	2022
Change in accrual accounting fund	288,000	0
Change in accelerated depreciation	130,000	-434,000
Group contribution received	41,533,000	68,870,000
Group contribution made	-47,637,000	-69,970,000
	-5,686,000	-1,534,000

Note 10 Tax on the result for the year

	2023	2022
Current tax	-31	-11,231
Deferred tax	0	0
Tax on the result for the year	-31	-11,231
Reconciliation of tax costs for the year		
Reported profit before tax	-35,717,581	150,232,017
Tax is calculated at a rate of 20.6 per cent for 2023 (21.4 per cent for 2020)	7,357,822	-30,947,795
Tax effect of non-deductible expenses	-335,028	-230,300
Tax effect of depreciation	-7,019,450	31,167,594
Tax effect of non-taxable revenues	4,213	308
Deferred tax	-3,560	0
Standard income on accrual accounting funds	-4,028	-1,038
Total	-31	-11,231

Note 11 Shares in Group companies

	2023	2022		
Opening acquisition cost	1,152,903,339	947,771,139		
Shareholders' contributions made	7,583,100	53,833,200		
Write-down of shares	-34,075,000	151,299,000		
Closing acquisition value	1,126,411,439	1,152,903,339		
	31/12/2023	31/12/2022		
	Number of shares	Capital share %	Reported value	Reported value
Liseberg AB 556023-6811, Gothenburg	419,998	100.0%	1,006,697,385	1,006,697,385
Got Event AB 556015-9823, Gothenburg	15,000	100.0%	84,819,082	109,597,982
Gothenburg City Theatre AB 556016-7875, Gothenburg	79,941	100.0%	34,894,972	36,607,972
			1,126,411,439	1,152,903,339

In connection with the 2020 annual accounts, Göteborg & Co AB has written down the shares in Liseberg AB by SEK 156 million, corresponding to the Liseberg Group's net asset value. A corresponding reversal of write-downs has taken place in 2022.

Note 12 Other long-term securities

	31/12/2023	31/12/2022
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 1,969,600 in 2023.

Note 13 Prepaid expenses and accrued income

	31/12/2023	31/12/2022
Staff-related	86,250	102,939
Rental costs	822,027	787,804
Project-related	1,165,964	39,954,544
Other	1,610,501	1,846,923
	3,684,742	42,692,210

Note 14 Appropriation of profits

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

Profit brought forward	1,149,044,738
Result for the year	<u>-3,779,372</u>
	SEK 1,145,265,366

The Board proposes that the profits be appropriated as follows:

dividend to shareholders	3,938,240
Carried forward	<u>1,141,327,126</u>
	SEK 1,166,721,366

Note 15 Untaxed reserves

	31/12/2023	31/12/2022
Accrual accounting fund, 2017	0	288,000
Accrual accounting fund, 2018	720,000	720,000
Accelerated depreciation	304,000	434,000
	1,024,000	1,442,000

Note 16 Accrued expenses and deferred income

	31/12/2023	31/12/2022
Staff-related	8,149,052	8,704,429
Project-related	2,626,490	7,448,204
Other	3,150,436	3,327,197
	13,925,978	19,479,831

Note 17 Liquid assets

	31/12/2023	31/12/2022
Of this item, balance in the group account is	23,342,917	1,961,014

Gothenburg on the date indicated in the electronic signature

Leif Pagrotsky
Chair

Ingrid Bexell Hulten

Johanna Holmdahl

Renas Mustafa

Thaher Pelaseyed

Stefan Svensson

Åsa-Marie Zachrisson

Peter Grönberg
CEO Göteborg & Co AB

Our audit report has been submitted on the date indicated in the electronic signature
Ernst & Young AB

Helena Patriksson
Authorised public accountant

Our audit report was issued on the date indicated in the electronic signature

Birgitta Adler
lay auditor appointed by
the municipal assembly

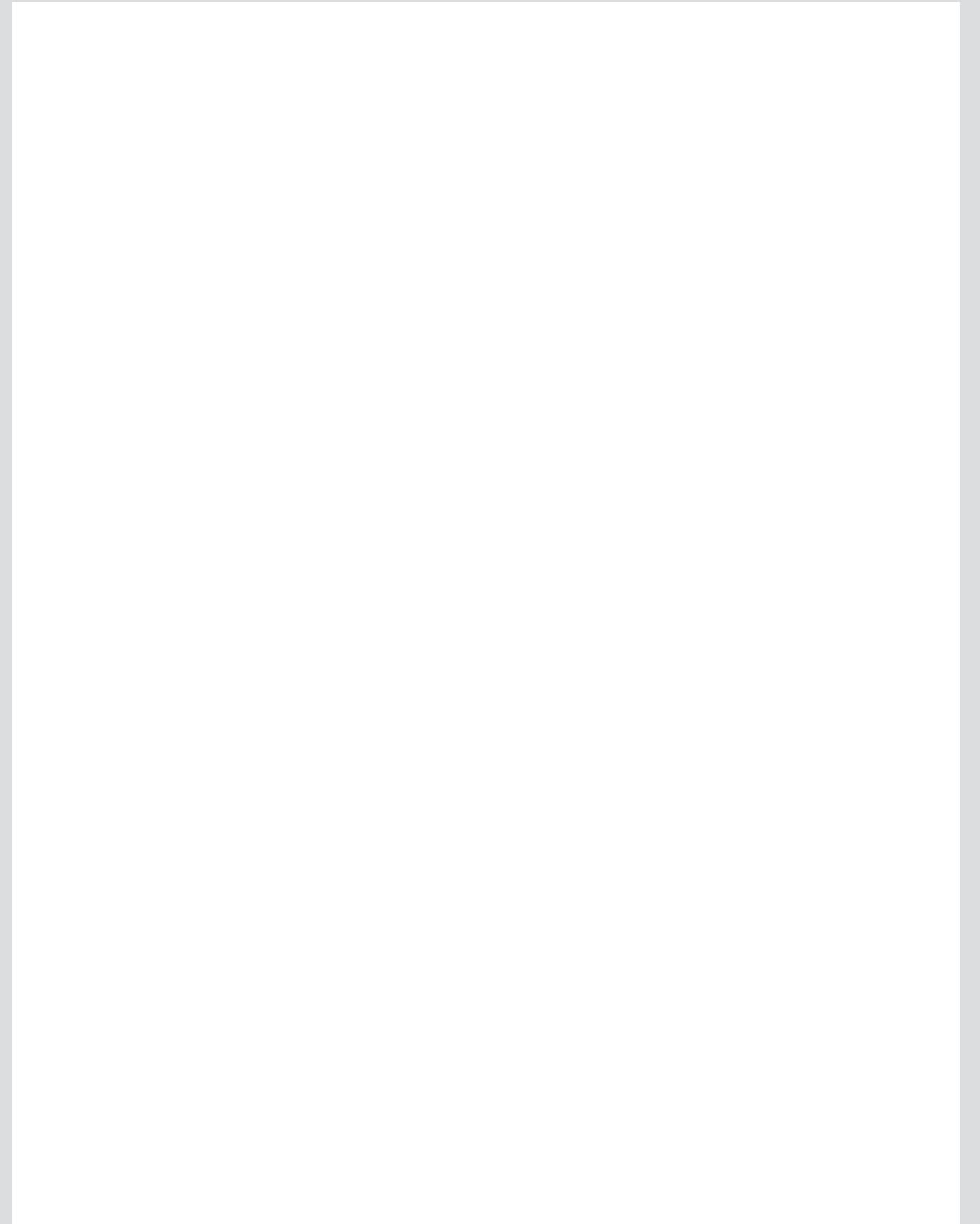
Zetteberg Jensen Susanne
lay auditor appointed by
the municipal assembly

Audit report

Audit report



Audit report



GRI INDEX

Göteborg & Co AB has reported the information for the period 1 January 2023 to 31 December 2023 as referred to in this GRI index, with reference to the GRI Standards. The company applies GRI 1: Foundation 2021.

GRI Standard	Information	Reference
GRI 2: GENERAL INFORMATION (2021)		
2-1	Information on organisation	2, 31, 62, 78, 94
2-2	Entities included in the organisation's sustainability report	Göteborg & Co AB. Subsidiaries prepare their own annual reports. Consolidated financial statements are prepared by Göteborg Stadshus AB.
2-3	Reporting period, reporting frequency, contact details	1 January 2023 – 31 December 2023, annually, March 2024, katarina.thorstensson@goteborg.com
2-4	Changes to information	No changes to information
2-5	External assurance	The sustainability report is reviewed externally.
2-6	Activities, value chain and other business relations	24, 62
2-7	Employees	39, 68, 80
2-9	Structure and composition of corporate governance	31
2-10	Nomination and election to the highest governing body	Board members are decided upon by the municipal assembly. Seats on the Board are negotiated between parties, and members are then nominated to the municipal assembly.
2-13	Delegation of responsibility for managing organisational impact	31
2-22	Statement on sustainable development strategy	5
2-23	Policy commitments	The city's policies and guidelines: https://goteborg.se/wps/myportal/start/kommun-och-politik/styrande-dokument-i-goteborgs-stad Göteborg & Co's local instructions can be found on the intranet and in the staff handbook.
2-28	Membership of associations	City Destinations Alliance (CityDNA), International Association of Event Hosts (IAEH), International Congress and Convention Association (ICCA), Strategic Alliance National CVB, EU CVB, Swedish Network of Destination Management Organisations (SNDMO), Swedish Network of Convention Bureaus (SNCVB), Nätverket Hållbar Besöksnäring.
2-29	Approach to stakeholder engagement	24, 30
2-30	Collective bargaining agreements	All employees are covered by collective agreements.

GRI Standard	Information	Reference
GRI 3: SIGNIFICANT ISSUES (2021)		
3-1	Process for identifying key issues	29
3-2	List of key issues	26
3-3	Governance of key issues	29–31, 35, 41, 44–45, 47, 49, 52, 65
GRI 203: INDIRECT FINANCIAL IMPACT (2016)		
203-2	Significant indirect economic impacts	6–7, 42–45
GRI 205: ANTI-CORRUPTION (2016)		
205-3	Confirmed incidents of corruption and action taken	Zero confirmed cases of corruption
GRI 305: EMISSIONS (2016)		
305-1	Direct greenhouse gas emissions (Scope 1)	52
305-3	Indirect greenhouse gas emissions, other (Scope 3)	Includes emissions from business travel
GRI 308: ENVIRONMENTAL ASSESSMENT OF SUPPLIERS (2016)		
308-1	New suppliers that were screened using environmental criteria	461 new suppliers, totalling 1,682 suppliers. All procurement procedures are created in accordance with the City of Gothenburg's purchasing and procurement guidelines, which include environmental requirements. There are no documentation requirements for procurement procedures and purchases below 50,000 SEK. No data is available to calculate the proportion of new suppliers evaluated.
GRI 403: OCCUPATIONAL HEALTH AND SAFETY (2018)		
403-9	Work-related injuries	38, 68, 69
403-10	Work-related ill health	There are no recorded occupational injuries for ill health.
	Employee satisfaction (own disclosure)	68

GRI Standard	Information	Reference
GRI 405: DIVERSITY AND GENDER EQUALITY (2016)		
405-1	Diversity of management and employees	39, 63, 68, 80
GRI 406: NON-DISCRIMINATION (2016)		
406-1	Incidents of discrimination and corrective actions taken	No cases of discrimination GRI index
GRI 413: LOCAL COMMUNITY (2016)		
413-1	Community engagement activities, impact assessments and development programmes	All activities are conducted with the Sustainable Destination 2030 objective. 36–38, 50, 53–57
GRI 414: SOCIAL ASSESSMENT OF SUPPLIERS (2016)		
414-1	New suppliers that were screened using social criteria	461 new suppliers, totalling 1,682 suppliers. All procurement procedures are created in accordance with the City of Gothenburg's purchasing and procurement guidelines, which include social requirements. There are no documentation requirements for procurement procedures and purchases below 50,000 SEK. No data is available to calculate the proportion of new suppliers evaluated. GRI index



@goteborgco #gothenburg #thisisgbg

goteborgco.se

go:teborg&co