



Guidelines for sustainable press and influencer trips to the world's most sustainable destination*

To meet the company's goal to be a role model for sustainable and smart destination development, we take the following actions to ensure press visits are as sustainable as possible. This document was created in 2019 and has been reviewed and updated annually.

The following guidelines are our standard procedures, but some exceptions may be made when necessary (for example for film crews with heavy equipment, when public transport is not operating, or if participants have physical difficulties walking).

- We do not book flights for journalists travelling from Scandinavia, and we encourage travel by train or bus.
- Flights made by journalists, and which Göteborg & Co pays for, will be included in the City of Gothenburg's internal carbon pricing system.
- Upon arrival in Gothenburg, we do not provide taxi services to hotels. Instead, we refer visitors to public transport or VY Airport Coaches.
- When taxi travel is necessary, we use Cab Online, which is procured by the City of Gothenburg. Cab Online strives to be a completely climate neutral company by transitioning to fossil fuel free vehicles by 2030. We always request electric cars as first choice.
- When arranging walking tours, both within the city and beyond, we walk or use public transportation where possible.
- We do not hand out printed press folders and programmes. Instead, we provide this information digitally.
- We only use sustainability certified hotels.

* according to GDSI, Global Destination Sustainability Index

- We mainly use restaurants that work actively with sustainability and/or have a sustainability certification.
- We do not use single use disposable items, and we avoid single use products for takeaway.
- We encourage journalists to bring a water bottle to refill during their trip, since all tap water in Sweden is potable.
- We issue the digital “A guide to sustainable Gothenburg” to all journalists before arrival. The guide includes sustainability information as well as information about littering laws, non-smoking zones, the Swedish Sex Purchase Act, and more.
- We report all discrepancies, and we aspire to have no discrepancies at all.

Learn more about Göteborg & Co's sustainability work here:

<https://goteborgco.se/en/about-goteborgco/sustainability/>

