



City of
Gothenburg

City of Gothenburg's Action Plan for Events 2023-2026

City of Gothenburg's destination development programme

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Introduction

Purpose and aim

The action plan for events aims to clarify how the City of Gothenburg's destination development programme will be realised and implemented within the events sector during the period 2023-2026. The action plan will serve as a tool for relevant committees and boards, indicating the direction of how Gothenburg as a city enables events to grow and develop. The action plan will contribute to the strategic goals of the The City of Gothenburg's destination development programme, primarily:

- Destination Gothenburg has an attractive offering all year round.
- The visitor industry brings added value for residents.
- World-class sustainability work.

Background

Events are integral to Gothenburg's identity and are of significant importance for the destination's appeal. This action plan aims to strengthen the systematic work with events and highlight Gothenburg City's commitment to further solidifying the city's position as a leading sustainable destination for events and a city with cutting-edge experiences.

The plan has been developed on the basis of Gothenburg & Co:s former event strategy. The action plan has been developed through a series of workshops and through collaboration in a group consisting of representatives from Gothenburg & Co and Got Event, in close collaboration with other relevant actors and stakeholders from the city and the event and visitor industry. The primary groups for collaboration have been:

- The Gothenburg & Co's event business department collaboration network
- The Gothenburg city event council
- The Gothenburg city event network
- Gothenburg & Co's Music Forum
- Gothenburg and Co's Yearly Recurring Events network
- Gothenburg and Co's Sport Elite Team network

Period of validity

The action plan is valid for the period 2023-2026.

Connections to other municipal programs

The action plan for events has several connections to other municipal programs. The municipal programs with the strongest connections are:

- The City of Gothenburg's Destination Development Programme 2023-2030
- The City of Gothenburg's Culture programme
- The City of Gothenburg's Environment and Climate Programme 2021-2030
- The City of Gothenburg's Waste-management Plan 2021-2030
- The Gothenburg City's Business Strategic Programme 2018-2035
- The City of Gothenburg's Sports Policy Program 2023-2030

Implementation of the action plan

Gothenburg & Co are responsible for coordination for the plan and have the main responsibility for multiple objectives.

The City Environment Committee, Gothenburg & Co, Got Event and Sports and Associations Administration share the main responsibility for activity 2.3.

Got Event have main responsibility for activity 2.2. Got Event, Gothenburg & Co, City Environment Committee and Sports and Associations Administration share the main responsibility for activity 2.3. Got Event and Gothenburg & share the main responsibility for activity 3.2, 5.2 and 5.3. Got Event and Sports and Associations Administration share the main responsibility for activity 5.4. Got Event, Gothenburg & Co and Sports and Associations Administration share the main responsibility for activity 5.5.

The City Sports and Associations Committee, Got Event, City Environment Committee and Gothenburg & Co share the main responsibility for activity 2.3. Sports and Associations Administration, City Property Committee, and The Primary School Administration share the main responsibility for activity 2.4. Sports and Associations Administration share the main responsibility with Got Event for activity 5.4. Sports and Associations Administration, Gothenburg & Co and Got Event share the main responsibility for activity 5.5.

The City Primary School Committee share the main responsibility with Sports and Associations Administration and the City Property Committee for activity 2.4.

The City Property Committee, share the main responsibility with Sports and Associations Administration and Primary School Administration for activity 2.4.

The City Planning Committee share the responsibility with Gothenburg & Co for activity 2.1

Beyond already named stakeholders, Gothenburg & Co share the responsibility for activity 5.1 with Got Event, RISE, Business Region Gothenburg and the University of Gothenburg.

Other committee's and corporations with shared responsibility of the activities are Gothenburg City Parking AB, police and rescue services, the committee for Recycling and Water, Gothenburg Energy, the city Exploitation Committee, Higab, the Culture committee, the Framtiden group, the public transport company Västtrafik, the Swedish railway company SJ, Social Committees centre, northeast and Hisingen.

Delimitations

Competence provision is one of the visitor industry's big challenges. Competence provision is a strategic part of Gothenburg City's Business Strategic Programme 2018-2035 and the competence provision needs are included in the action plan of that programme.

Safety has a big impact on Gothenburg's attraction as a destination for tourists as well as for the residents. Safety and security are part of Gothenburg City's program for safety and crime prevention 2021-2026.

The plan focuses on areas where governances and corporations have collective interests and where objectives and activities can contribute to higher goal achievements according to the city's program for destination development. It requires dialogue and collaboration with the city's other committees and boards.

Follow-up and revision

Gothenburg & Co and other named key stakeholders will monitor the progress of the action plan within day-to-day activities. Gothenburg & Co is responsible of coordination. Monitoring will primarily focus on the implementation of objectives, results, and effects. The action plan's progress will be reported yearly to Gothenburg & Co:s board as well as Got Event:s board¹.

The action plan will be evaluated and revised in full in year 2026.

¹ As Gothenburg & Co is the holding company for the TCE-cluster (including Got Event). Monitoring will be reported annually to the board of the holding company and the subsidiary company.

Action Plan

Starting points

The starting point for the action plan is the established goals in the City of Gothenburg's Destination Development Programme 2023-2030 and the vision of a sustainable destination by 2030.

The action plan's implementation is based on collaboration between departments and companies, with the city's shared approach as the foundation for cooperation. Collaboration is crucial as many stakeholders are involved, contribute to, and/or are affected by events in Gothenburg.

Events contribute to creating a vibrant city which not only is attractive to visit but also brings joy and pride to residents. Events have a significant role in facilitating job opportunities while also creating positive social impact through the sense of belonging, inclusion and cohesion.

The action plan aims to strengthen conditions for events, emphasising their role as both natural and integral in the city's long-term development. The plan also aims to ensure that Gothenburg continues to facilitate a relevant and diverse mix of both one-time and annual recurring events. Emphasis is also placed on the acceleration of sustainable development and how Events can ease this transition, in collaboration with other actors.

Important collaboration partners

Important collaboration partners are among others Got Event, the Culture committee, the City Planning Committee, the City Environment Committee, the City Real Estate Committee, the City Primary School Committee, the City Environment Committee, Gothenburg City Parking AB, the Committee for Recycling and Water, the City Sports and Associations Committee, Social Committees, Business Region Gothenburg, Gothenburg Energy, the Framtiden Group, HIGAB, GöteborgsLokaler, Vinnova, RISE, West Sweden Tourist Board, Gothenburg City Leasing, the public transport company Västtrafik.

Goals

The action plan is connected to three overarching goals from the City of Gothenburg's Destination Development Programme 2023-2030. The city's event sector has a clear connection to the following goals:

- Destination Gothenburg has an attractive offering all year round.
- The visitor industry adds added value for residents.
- World-class sustainability work.

Building upon this, the action plan consists of five transverse strategies with clear ties to Gothenburg's historic success as an event city.

Collaboration - Effective collaboration models have been a success factor for Gothenburg as an event city, and will continue to be so in the future. These models need to continuously be developed to strengthen the conditions for existing events and inspire more events to choose Gothenburg as their arena.

Nurture and develop the portfolio of recurring events - International and national annual recurring cultural and sports events are a crucial, unique, and central part of Gothenburg's attractiveness. Recurring events propel the destination's tourism industry and contribute to long-term positive societal impact.

Solicit - Well-known events in sports and culture are important. The event sector should identify and solicit events with added value for residents while also attracting more people to discover and choose Gothenburg as a travel destination.

Utilise events as a catalyst for sustainable development - Working towards sustainable events has put Gothenburg on the map, especially internationally. Gothenburg aims to be a leader in developing sustainable events and driving sustainable societal change through events.

Utilise the entire city as a venue - Gothenburg City should serve as a venue for all kinds of events, throughout the city, all year round.

Illustration 1. provides a general overview of the overall goals in the City of Gothenburg's Action Plan for Events 2023-2026, as well as strategies and objectives

Action plan for events			
Visit • Live • Work			
Strategies	Use events as a motor for sustainable development • Use the whole city as a arena • Collaboration • Nurture and develop the desinations offering of recurring events • Solicit		
Goals <small>(City of Gothenburg's programme for destination development 2023-2030)</small>	1. Destination Gothenburg has an attractive offering all year around	2. The tourism industry adds value for residents	3. World class sustainability work
Objectives	1. Improve and simplify processes for organizing and implementing events 2. Strengthening the conditions for events through collaboration in urban developing processes 3. Seasonal balancing	4. Maximize long-term positiv societal effects through events	5. Reduce emissions from events

Objectives and activities

Goal 1: Destination Gothenburg has an attractive offering all year round

An attractive destination needs to offer a diverse range of travel experiences throughout the year, both to attract tourists and to meet the demands of residents who seek a wide variety of local experiences.

Organising sports events and concerts and promoting a broad range of offerings from institutions and the independent cultural scene is an effective way to drive visitor flows to the destination, regardless of the season. A rich selection of events, elite-level games, and music venues also increase the opportunity to attract both leisure and business travellers to the destination. This also encourages them to extend their stay by combining different types of experiences during their visit.

The efforts outlined in the plan aim to strengthen the conditions for event organisers, enhance the consideration of events in urban development processes, and balance visitor flows while extending the tourist season.

Objective 1: Improve and simplify processes for organising and implementing events

Current situation:

Organising events impacts and involves many of the city's departments. Consensus and collaboration are crucial for event organisers to navigate effectively but also for the city's committees and companies to work efficiently and provide the right service. Currently, guidelines and processes are perceived as unclear, some actors lack designated contacts making it challenging for organisers to find the right points of contact within the city's committees, boards or companies. This has been further aggravated by the city's reorganisation and the COVID-19 pandemic.

Currently, there is no consolidated information or clear guidelines within Gothenburg in regard to planning or utilising centrally, strategically located venues suitable for events. By increasing awareness and knowledge about potential event locations in the destination, combined with a clear process for organising and implementing events in Gothenburg, accessibility is improved, while lowering the threshold for organising events significantly.

Desired outcome 2026:

A clear process for organising and implementing events in Gothenburg is developed and enacted. There is consensus in the city regarding how collaboration should take place and who is responsible for specific issues. All relevant departments, companies, and authorities have designated event contacts with clear mandates.

The networks and forums managed by Gothenburg & Co, such as the City's Event Council, which brings together authorities, departments, and companies for dialogue and collaboration, are well-functioning and serve as a hub in the event city of Gothenburg. Processes, communication channels, responsibilities, resources, permit management, and more are clear, and both existing and new organisers have favourable conditions for organising and implementing events.

Organisers can easily obtain an overview of the destination's collective range of event venues and have access to information as well as guidelines for planning and utilising these venues.

Expected effects:

- Clear communication channels between departments, companies, authorities, organisers, associations, and interest groups (Short-term result)
- Increased collaboration (Short-term and long-term results)
- Improved conditions for organisers and, consequently, events (Short-term and long-term results)
- More organisers gain access to new and existing event venues (Short-term and long-term results)
- Effective governance and consensus on necessary investments and developments (Short-term and long-term results)
- Increased number of events (Long-term effect)

Activities:

Activity 1.1: Develop and implement a clear city-wide framework for organising and executing events in Gothenburg

A comprehensive city-wide framework will be created in close dialogue and collaboration with relevant departments. The framework will include contact persons, sustainability guidelines, manuals, checklists, procedures, and other important and relevant knowledge on how to organise sustainable and attractive events in Gothenburg.

Activity 1.2: Create, implement, and market a tool showcasing the city's arenas, stages, venues, and spaces suitable for events

With the ambition of being comprehensive, a tool will be developed that provides searchable information about guidelines for sound, permits, contact persons, capacity, and more for the city's arenas, stages, venues, and event locations.

Activity 1.3: Review the city's costs related to hosting and organising events in public spaces and Sports and Associations Administrations venues, implement a plan for taxing, fees and distribution

Organising a successful and safe event involves various expenses, such as waste management, garbage disposal, electrical boxes, signage for traffic rerouting, arena and event space rentals, and installation and removal of banners and flags. The costs incurred, reasonable levels of costs, and who should bear the expenses will be analysed and clarified. A model for fees and charges for different types of events will be developed.

Objective 1. Improve and simplify processes for organising and implementing events		
Activities	Responsible Stakeholder	Shared responsibility
1.1 Develop and implement a clear city-wide framework for how events are organised and conducted in Gothenburg.	Gothenburg & Co	City Environment Committee, Sports and Associations Committee, Environmental Administration, Gothenburg City Parking AB, police and rescue services, Committee for Recycling and Water.
1.2 Create, implement, and market a tool showcasing the city's arenas, stages, venues, and spaces suitable for events.	Gothenburg & Co	City Environment Committee, Environmental Administration, Sports and Associations Committee, Committee for Recycling and Water, Got Event.
1.3 Conduct a review of the city's expenses related to events as well as Sports and Associations Administrations facilities and make a plan for fees and distributions.	Gothenburg & Co	City Environmental Committee, Sports and Associations Committee, Environmental Administration, Gothenburg Energy, Committee for Recycling and Water.
Key Performance Indicators (KPIs) and Monitoring:		
1.1 Framework developed and evaluated through a survey.		
1.2 Tool launched.		
1.3 Review conducted and costs allocated.		

Objective 2: Strengthening the conditions for events through collaboration in urban development processes

Current situation:

The pace of construction in the city is high, despite understanding the value of events, event areas and venues risk being crowded out as the city densifies and develops. To highlight the event perspective and the importance of retaining and planning for, for example, sports areas, stages, and more, methods need to be developed to safeguard and strengthen consensus and collaboration in these complex projects.

Access to venues and event spaces is one of the most important issues for recurring events, elite teams, and single events when potentially choosing Gothenburg as their host. The pressure on existing venues and established event locations in the city is high. There has been an investigation and a political process for many years to develop the event area in the city.

A crucial issue for both recurring events and sports clubs is access to overnight stays in schools. With the building regulations that apply, special decisions are required for new construction and renovation to maintain the number of places. New decisions are needed on how to handle this and who in the city should bear these costs.

Desired outcome 2026:

In the city's new organisation for urban development, there are clear working methods and routines for how events should be considered in urban development processes. Impact on events is identified early on in a city planning process, and any associated needs are identified.

There is an understanding of what events need, what events contribute to the city, and how events need to contribute to urban development. Decisions have been made regarding the event area in the city, and planning is underway. Gothenburg offers several venues and more event locations in more parts of the city.

The international and national annual cultural and sports events have good conditions and room for growth and development as they are unique and integral parts of Gothenburg's attractiveness and drive the destination's tourism industry forward.

Expected effect:

- Control and consensus around events are achieved early in urban development processes, and event interests are safeguarded at critical stages (results in the short and long term)
- Event needs and conditions become a clearer part of the city's various urban development processes (results in the short and long term)
- More places and increased space for events (results in the short and long term)
- Better access to event locations for event organisers (results in the short and long term)
- The availability of places for overnight stays in school premises and sports halls matches expected needs (results in the short and long term)
- Increased safety through place development in new event areas/locations (long-term effect)

Activities:

Activity 2.1: Ensure that the event perspective is included in urban planning and development

In collaboration with the Urban Planning Board, establish a common approach to include and strengthen the event perspective in existing and future urban development processes.

Activity 2.2: Strengthen participation and actively contribute to maintaining and developing centrally located event arenas

Gothenburg's centrally located arenas are a central part of the event city of Gothenburg, especially for the city's recurring events and elite teams. More knowledge about the activities of all target groups and stakeholders is shared to support, strengthen, and ensure that all perspectives are considered in dialogue and decision-making.

Activity 2.3: Identify and drive development of new arenas and event spaces in the city

To enable more events in different parts of the city and relieve existing arenas and event spaces, both more arenas and event locations are needed. Suitable locations are mapped, tested, and developed as needed to accommodate events. For event locations that require infrastructure development, a plan is made on how and who is responsible for this development. When developing new arenas, dialogue is initiated with all stakeholders to optimise the opportunities for well-functioning multifunctional arenas.

Activity 2.4: Assess the availability of overnight accommodation in school premises and sports halls and match it with the demand

The need for overnight accommodation in school premises and sports halls, now and in the foreseeable future, is mapped out. Gothenburg has a decision that there should be 21,000 places for overnight stays in schools. The requirements to maintain existing places, how many need for additional places should be handled in new construction, and who in the city should bear the costs are analysed and addressed.

Objective 2. Strengthening the conditions for events through collaboration in urban development processes		
Activities	Responsible Stakeholder	Shared responsibility
2.1 Ensure that the event perspective is included in urban planning and development	Gothenburg & Co, City Planning Committee	Got Event, Sports and Associations Committee, Exploitation Committee. City Environment Committee, Culture Committee
2.2 Strengthen participation and actively contribute to maintaining and developing centrally located event arenas	Got Event	Sports and Associations Committee, Higab, City Planning Committee
2.3 Identify and drive the development of new and current existing arenas and event spaces in the city	Gothenburg & Co, Got Event, Sports and Associations Committee, City Environment Committee	City Planning Committee, Environmental Administration, Committee for Recycling and Water, Gothenburg Energy, police and rescue services.
2.4 Assess the availability of overnight accommodation in school premises and sports halls and match it with the demand	Sports and Associations Committee, City Property Committee, Primary School Committee	Gothia Cup
Key Performance Indicators (KPIs) and Monitoring:		
2.1 Evaluated annually.		
2.2 Direction of the centrally located event arenas has been decided		
2.3 Event venues mapped out and at least 3 new event venues are tested.		
2.4 Needs are matched with demand.		

Objective 3: Seasonal Balancing

Current situation:

During the summer months of June, July, and August, the occupancy of arenas, facilities, hotels, and event venues in the city reaches maximum capacity. The pressure on parks and green areas is high, resulting in increased physical wear and littering, as well as congestion and the risk of social tensions. Resources such as staffing, and technology have also reached their limits during these months.

Desired outcome 2026:

The destination offers a wider range of experiences and travel reasons throughout the year, beyond the summer months of June, July, and August (peak season for tourism). Collaboration among all municipalities within the Greater Gothenburg area is enhanced, facilitating more events throughout the entire destination. The season is extended, visitor flows are more evenly distributed throughout the year, and the entire destination has a vibrant and accessible event offering year-round. The industry provides more year-round employment opportunities and ensures profitability.

Expected impact:

- More balanced occupancy at tourist attractions, green areas, arenas, and facilities, reducing wear and tear and reducing congestion (Short- and long-term results)
- Increased participation of Gothenburg residents and visitors in events (Short- and long-term results)
- Higher occupancy rates and employment levels in the industry (Short- and long-term results)
- Events become a stronger visitor attraction throughout the year (Long-term effect)
- Overabundance of tourists will be avoided (that negatively affecting residents, destination and experience) (Long-term effect)

Activities:**Activity 3.1: Investigate the distribution of events throughout the year**

Both events and arena capacity across the entire destination are mapped out to identify gaps and potential needs for reinforcement during different times of the year.

Activity 3.2: Enhance the existing range of events outside the peak season

A plan is developed to promote, communicate, and strengthen the existing range of events outside the peak season, with a focus on institutions, independent culture, existing venues, and elite team match events. Based on the mapping in Activity 3.1, a plan is **created** to prioritise and attract specific events to Gothenburg.

Activity 3.3: Establish collaboration and strengthen relationships with the event managers of the GR municipalities

In order to find synergies, make more arenas/stages/venues/spaces available, and strengthen and broaden the entire destination as a year-round event destination, collaboration with the GR municipalities is enhanced.

Objective 3. Seasonal Balancing		
Activities	Responsible Stakeholder	Shared responsibility
3.1 Investigate the distribution of events in Gothenburg City throughout the year	Gothenburg & Co	Got Event, Sports and Association Committee, Culture Committee
3.2 Enhance the existing range of events outside the peak season	Gothenburg & Co, Got Event	Culture Committee, Sports and Association Committee, Gothenburg and Co's Sport Elite Team network, Gothenburg and Co's Yearly Recurring Events network, Gothenburg & Co:s Music Forum
3.3 Establish collaboration and strengthen relationships with the event managers of the GR municipalities	Gothenburg & Co	Gothenburg Region Municipalities
Key Performance Indicators (KPIs) and Monitoring:		
3.1 Mapping completed and analysed.		
3.2 3,3 million guest nights in commercial accommodation facilities outside the peak season in 2026.		
3.2 Plan developed (what should be attracted/developed/prioritised).		
3.3 Possible need for a joint GR network for event-related matters identified.		

Goal 2: The visitor industry brings added value for residents

The residents of Gothenburg are the destination's most important ambassadors. In turn, the tourism industry should strive to add value and improve the quality of life for those living in the destination.

A rich array of experiences in culture, entertainment, food, events, and activities creates a vibrant city and enhances the well-being of the residents. It strengthens Gothenburg's attractiveness as a place to live while also enhancing the quality of life for its residents, and increases the region's ability to attract new residents, talent, businesses, students, and researchers.

The initiatives in this plan aim to maximize the long-term positive societal effects that can be achieved through events.

Objective 4: Maximize long-term positive societal effects through events

Current situation:

Gothenburg is experiencing the highest growth rate in Sweden and has significant socioeconomic and demographic disparities, with diverse age groups and a multicultural population with various needs and desires.

Events provide an asset that many can participate in and derive inspiration and joy from. Events also contribute to inclusion, increased gender equality, public health, and other positive societal effects. However, individuals have different opportunities to participate in events, influenced by socioeconomic factors that can be challenging to change. Many citizens perceive high barriers to attending events in the city.

As an event city, Gothenburg has extensive experience and solid expertise in creating lasting positive societal development through events, but the work can be systematised, disseminated, and taken to the next level. A method has been developed but has not been implemented.

Desired outcome 2026:

Long-term positive effects receive greater emphasis in the evaluation and budgeting of events, with increased effects both in the short and long term across multiple societal sectors. Gothenburg is recognised for its strategic and successful work on long-term effects and generously shares experiences and knowledge, creating a transformative force for others.

Which positive long-term values and societal effects events contribute to are clear, and these are measured with uniformity.

More parts of the city are utilised as venues, and new events in new areas contribute to reducing segregation and creating increased movement, safety, and well-being in more places. More citizens have access to events, and the effort contributes to a more equitable city.

Expected impact:

- An effective method which amplifies long-term positive societal effects of events is applied (Short-term result).
- Knowledge dissemination to organisers about the value of long-term effects (Short and long-term results).
- Improved conditions for long-term prioritisation of future events (Short and long-term results).
- Clear and embedded understanding of the city's work on long-term positive societal effects (Short and long-term results).
- More Gothenburg residents benefit from the long-term positive effects of events (Long-term effect).

- Increased equality (Long-term effect).
- Improved quality of life and health among residents (Long-term effect).
- Events are recognised as drivers of positive societal development, and there is greater consensus on the value of events (Long-term effect).
- Destination development in the city's particularly vulnerable areas (Long-term effect).
- Increased movement between all the city's regions which can create a nuanced picture of both suburbs and city (Long-term effect).

Activities:

Activity 4.1: Establish a structured approach to creating long-term positive societal effects through events

A method for systematically working with lasting positive effects of events, including methods for long-term measurement and follow-up, is established. Knowledge and methods are disseminated to rights holders and organisers.

Activity 4.2: Enable events that contribute to development in vulnerable areas

A number of pilot events in disadvantaged areas are initiated and/or supported to contribute to societal and placemaking in these areas. Collaboration between local stakeholders and the city is strengthened.

Activity 4.3: Make more events accessible to more Gothenburg residents

The event habits of Gothenburg residents are mapped and analysed through a survey. It identifies which residents attend events and which do not, as well as the types of events demanded and any barriers in terms of accessibility, price, or geographic location. The results are analysed, and a plan is developed on how to make more events accessible to more Gothenburg residents throughout the year.

Objective 4. Maximize long-term positive societal effects through events		
Activities	Responsible Stakeholder	Shared responsibility
4.1 Establish a structured approach to creating long-term positive societal effects through events	Gothenburg & Co	Social Committees of Centre, Northeast and Hisingen, The Framtiden Group, Sports and Association Committee, Got Event, Gothenburg and Co's Yearly Recurring Events network
4.2 Enable events that contribute to development in vulnerable areas	Gothenburg & Co,	Social Committees of Centrum, Northeast and Hisingen, The Framtiden Group, City Environment Committee, City Property Committee, Culture Committee, RF-SISU, Sports and Associations Committee, rescue services
4.3 Make more events accessible to more Gothenburg residents	Gothenburg & Co	Culture Committee, Got Event, Gothenburg and Co's Yearly Recurring Events network
Key Performance Indicators (KPIs) and Monitoring:		
4.1 Method established, tested, and evaluated.		
4.2 At least two 2-year pilot projects/events conducted in 2026.		
4.3 Survey conducted and analysed.		

Goal 3: World-class sustainability work

Gothenburg has a strong international position in sustainable destination development. This success is a result of dedicated and active sustainability work and is confirmed by Gothenburg being named the world's most sustainable destination for six consecutive years by the Global Destination Sustainability Index (GDSI).

The global climate challenge significantly affects the tourism industry, and there is an increasing expectation for businesses to act. Alongside this development, there is a growing focus on corporate social sustainability efforts.

The efforts connected to the third goal aim to minimize the negative climate impact of events, accelerate the utilisation of events as a platform for driving the sustainable transition, and inspire and support event organisers in their development and sustainability work.

Objective 5: Reduce emissions from events

Current Situation:

Gothenburg & Co has signed the "The Glasgow Declaration on Climate Action in Tourism," committing to contribute to halving global emissions from the tourism sector by 2030 and achieving net-zero emissions as soon as possible before 2050. The company is also involved in the "Net Zero Carbon" initiative, which started in Glasgow. This initiative aims to support the goals of the Paris Agreement by reducing greenhouse gas emissions by 50% by 2030 and achieving net-zero emissions by 2050 through the transition to carbon-neutral events.

To achieve these goals, all stakeholders in the event industry need to contribute. However, each has different knowledge, conditions, and capabilities to address sustainability issues, and many express the need for support. Targeted efforts and broad collaboration are required to contribute to making the destination and its event organisers more environmentally and climate-friendly through cooperation and communication.

Desired outcome 2026:

Gothenburg is internationally leading in emissions-free and single-use-free events and offers favourable conditions for hosting sustainable events. The city's event venues are sustainability certified as well as a couple of events in the city. Events are a given platform for testing sustainable innovations and influencing visitors and residents towards more sustainable choices. The events under the city's control act as pioneers and lead the way.

Travel to and from events takes place in a sustainable manner, and Gothenburg's position as the world's most sustainable destination is well-established.

Gothenburg & Co is an internationally leading platform for collaboration in sustainable destination development and innovative and sustainable development of the event industry. Through collaboration with other stakeholders in the tourism industry, continuous progress is made towards clear common goals.

Expected Effects:

- Minimizing emissions associated with events in correlation to the city's goals for Sustainable Destination 2030 (Short and long-term result)
- Event attendees can make sustainable choices (Short and long-term result)
- Events contribute to achieving the city's sustainability goals (Long-term effect)
- Sustainable events become a stronger motivator for visitation (Long-term effect)

Activities:

Activity 5.1: Drive the project "Emissions-Free Events" and implement it in the events under the city's control.

The "Emissions-Free Events" project is a 2-year project funded by Vinnova. The project is led by Gothenburg & Co and involves collaboration with Vinnova, RISE, West Sweden Tourist Board, Business Region Gothenburg, Got Event, and Gothenburg City Leasing. The project takes a comprehensive approach to finding solutions and methods to address the challenges faced by the tourism industry in relation to climate change. It aims to contribute to the city's goal of near-zero emissions by 2030 and its ambition to be one of Europe's 100 climate-neutral cities. Over the years, the project will test new sustainable innovations, conduct innovation labs, and create an open toolbox that can be shared with others.

Activity 5.2: Promote single-use-free events under the city's control.

In the spring of 2020, Gothenburg City decided that its administrations and companies should work to reduce the use of single-use items. The regional waste plan "Gothenburg Region Reduces Waste" specifically states that municipalities should reduce the use of single-use items by 50% by 2030. Starting from January 2024, larger food and beverage vendors using single-use plastic packaging must offer their customers reusable packaging.

Activity 5.3: Promote sustainable travel to, from and during events.

Promote increased opportunities for sustainable transportation options to, from, and during events. This includes advocating for more people to use public transportation and increasing the use of micro-mobility services through dialogue and collaboration with relevant stakeholders.

Activity 5.4: Ensure that the city's arenas and venues are sustainability certified and offer sustainable choices and a systematic environmental work.

Enable sustainable events and facilitate visitors' ability to make sustainable choices when visiting the city's arenas by ensuring that all of the city's arenas are sustainability certified and are doing a systematic environmental work.

Activity 5.5: Support sustainable development among all event organisers.

Enable all event organisers to have a structured approach to sustainability and support annual certification of recurring events by inspiring, sharing knowledge, and providing support.

Objective. Reduce emissions from events		
Activities	Responsible Stakeholder	Shared responsibility
5.1 Initiate the project "Emissions-Free Events" and implement it in the events under the city's control	Gothenburg & Co, RISE, Business Region Gothenburg, Got Event, University of Gothenburg	
5.2 Promote single-use-free events under the city's control	Gothenburg & Co, Got Event	Committee for Recycling and Water
5.3 Promote sustainable travel to, from and during events	Gothenburg & Co, Got Event	Västtrafik, SJ, City Environment Committee, Swedish transport Committee, Network For Yearly Recurring Events, Network for Elite Teams
5.4 Ensure that the city's arenas and venues are sustainability certified and offer sustainable choices	Got Event, Sports and Association Committee	
5.5 Support sustainable development among all event organisers	Gothenburg & Co, Got Event, Sports and Association Committee	Gothenburg and Co's Sport Elite Team network, Gothenburg and Co's Yearly Recurring Events network, Environmental Administration, Committee for Recycling and Water, Gothenburg Energy
Key Performance Indicators (KPIs) and Monitoring:		
5.1 Annual top 3 ranking in the GDSI sustainability ranking.		
5.1 5 solutions from the Zero-Emission Events project are tested and implemented in some of the events under the city's jurisdiction, as well as 4 other events in 2026.		
5.2 Single-use solutions implemented in all events under the city's jurisdiction, as well as 4 other events in 2026.		
5.3 Increase in the use of public transportation and micro-mobility for city events by 50% in 2026.		
5.3 Measurable behavioural change in travel to and from events.		
5.4 All city arenas are sustainability certified by 2026.		
5.5 14 events are sustainability certified by 2026.		