

gothenburg

En del av Göteborgs Stad

VISKA FÅ
FLER ATT
UPPTÄCKA
GÖTEBORG





GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Leadership Award
2022

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

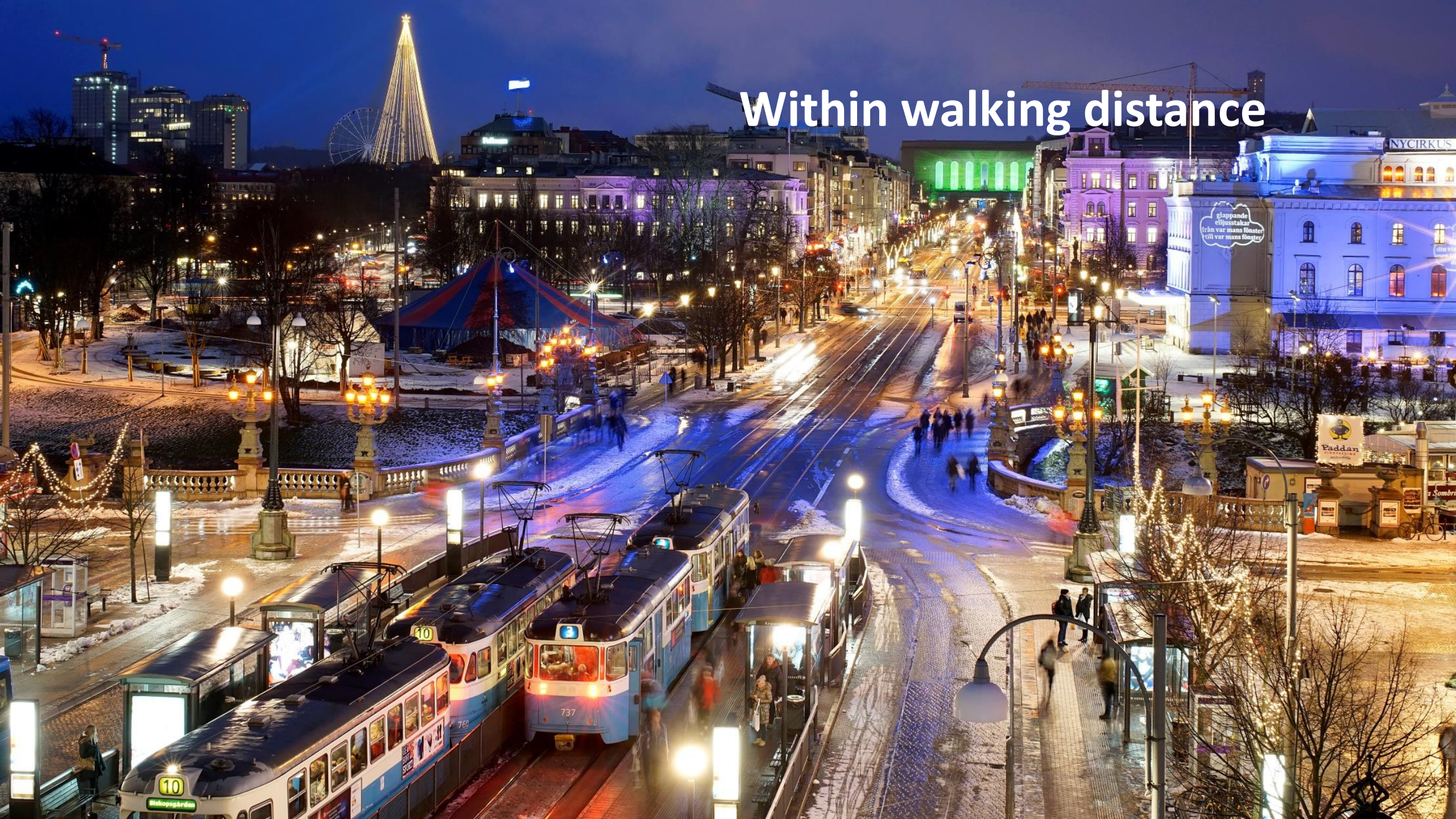
2017 Leadership Award

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Leadership Award 2018

Leadership Award
2021

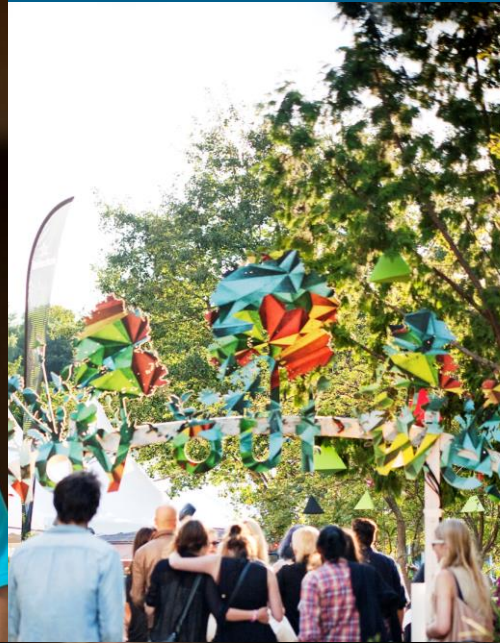
Within walking distance



The City as Arena

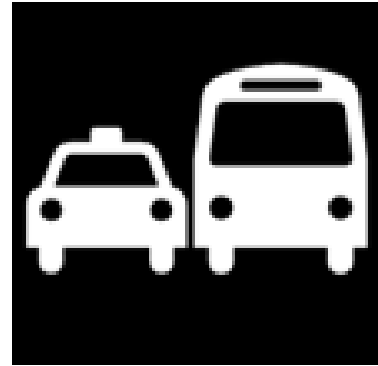


Sustainable events




Stakeholders

go:teborg



Sustainable Gothenburg Meetings & Events Initiative



*A global leading destination for
sustainable meetings and events.*



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Leadership Award
2022

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

2021 Leadership Award

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Leadership Award 2020

Leadership Award
2019

Leadership Award
2021

Global Destination Sustainability Movement (GDSM) – +100 destinations worldwide



GDS-Index: What do we benchmark?



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity

City Environmental Performance



- SDG Alignment
- Corruption
- Diversity, inclusion and equity
- Health, Safety and Wellness
- Accessibility

City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance



- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact and Reporting
- Marketing and Communications
- Accessibility

Destination Management



71 qualitative and quantitative criteria

informed and closely aligned to UN Sustainable Development Goals and to the GSTC Destination Criteria.

For more detail visit: www.gds.earth/index



One planet
travel with care

The Sustainable Destination Gothenburg

A high-angle, night-time photograph of a large outdoor concert in Gothenburg, Sweden. The scene is filled with a massive crowd of people gathered in a public square. In the center, a stage is illuminated with bright lights, and a large screen displays the performance. The background features several buildings, including the prominent Konserthuset (Concert House) with its name visible in illuminated letters. The sky is dark, and the overall atmosphere is vibrant and festive.

- Welcoming & inclusive
- Prosperous & growing
- Environmentally & climate smart
- Tourism, Meetings, Events Impact & Legacy

Within walking distance

98% renewable fuel (person kilometers)

97% vehicles accessible &



10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

Sustainable hotels & venues

92 % certified hotelrooms
100 % certified venues



6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	10 REDUCED INEQUALITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 
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Sustainable food & drink



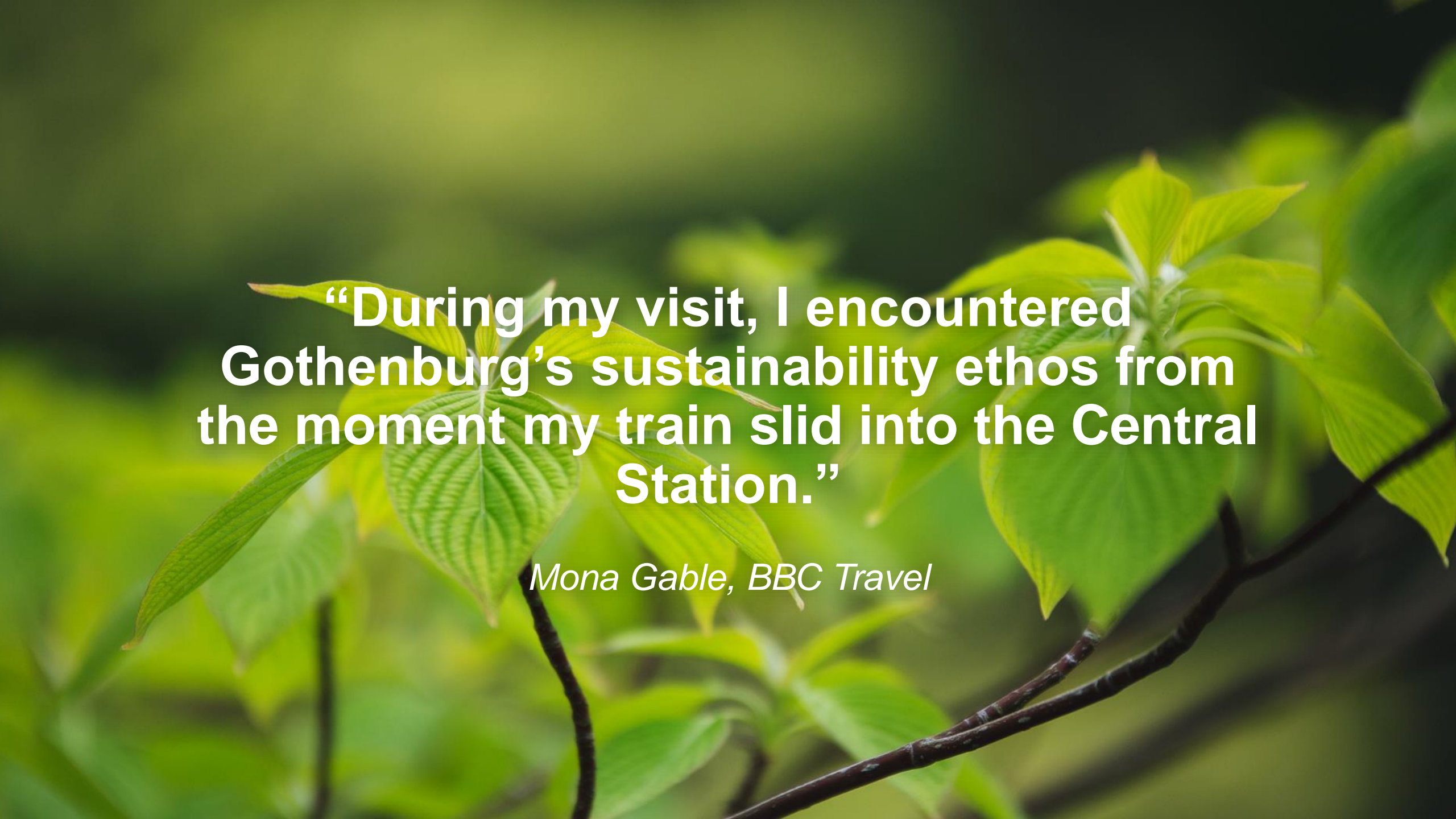
Sustainable attractions & experiences



Sustainable Meetings & Events



<p>5 GENDER EQUALITY</p> 	<p>10 REDUCED INEQUALITIES</p> 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>13 CLIMATE ACTION</p> 
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**“During my visit, I encountered
Gothenburg’s sustainability ethos from
the moment my train slid into the Central
Station.”**

Mona Gable, BBC Travel

A scenic view of a park with a lake, trees, and a fountain, framed by a blue overlay. The image is split into three vertical sections. The left and right sections show a park scene with a lake, trees, and a fountain. The middle section is a solid blue background with white text.

Tack!

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