

Annual and Sustainability Report 2019

01/01/2019 – 31/12/2019

for Göteborg & Co AB

Corporate ID no. 556428-0369



The mission of Göteborg & Co is to get more people to discover and choose Gothenburg. We do this through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing visitor industry.

Göteborg & Co is the parent company of the Tourism, Culture and Events cluster, which includes Liseberg amusement park, Got Event and Göteborgs Stadsteater.

Göteborg & Co is owned by the City of Gothenburg.

The Board of Directors and the CEO of Göteborg & Co AB hereby submit the following annual report & sustainability report.

Photography: Anders Wester, Pekka Lähteenmäki, Happy Visuals AB, Volvo, Peter Kvarnström, Frida Winter, Studiografen, Dear Studio/Mattias Vogel, Beatrice Törnros, Superstudio D&D, Per Pixel Petersson, Fredrik Karlsson, Tina Stafrén, Jennie Smith, Björn Olsson, Nobel Media/Anna Svanberg, Maria Kopp, Marie Ullnert, Stefan Gadd, Samuel Unéus, Filip Eklund, BonnierHoops Biskopsgården, Liseberg/Stefan Karlberg.



**City of
Gothenburg**

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Smart Gothenburg will set an international example

The choice of Gothenburg as European Capital of Smart Tourism in 2020 is more than just an honour. It drives us on to develop the sustainable destination of the future and is great proof that we are on the right track.

The visitor industry plays an important role in societies that want to develop. This was understood by the EU Commission when it set up the smart tourism competition. As well as generating employment and guest nights, our industry opens up opportunities for innovative collaboration between different sectors and acts as a driver of social change. Gothenburg has been given an opportunity to become a role model in the EU and promote sustainable development, along with other cities in Europe.

Gothenburg is a very appealing city and guest nights have risen for the 28th consecutive year. Private travel is growing. We are now focusing more on our annual theme and our seasonal attractions to extend this appeal all year round. As the parent company, Göteborg & Co will continue to lead the way by developing the Tourism, Events and Culture cluster, including Liseberg amusement park, Got Event and Göteborgs Stadsteater.

As a city of meetings, Gothenburg is a guiding star. This is clear from the interest shown by international organisers, our range of world-class facilities and our close collaboration between academia, the research sector and the city. The hospitality of our city is also highly rated by visitors.

Our tourist centres play an important part in this hospitality. Hundreds of thousands of visitors come here each year, most of them from abroad. If they do not meet us at a tourist centre they may be among the three million who do so online at goteborg.com. In either case, it is vital that this encounter encourages more people to visit Gothenburg.

Sporting and cultural events are important for Gothenburg. During the year Göteborg & Co began working on Gothenburg's future events strategy. Again, this is about development and connection with society as a whole.

We must be a role model and lead the way through our sustainability initiatives, our actions and the way we use our resources. Göteborg & Co must promote sustainable use of the destination's attractions by encouraging, inspiring and setting good examples. Essentially, this is about working for the best interests

of the people of Gothenburg.

The residents of Gothenburg are also the starting point for our combined preparations for the city's 400-year anniversary in 2021. On the road to the anniversary we have found new ways to collaborate, gained new insights and understanding of how we can all make Gothenburg an even better city, through sustainable solutions for the future.

There are some challenges. The development of more sustainable forms of transport happens mostly at national and international level. Our opportunity to have an influence lies in encouraging visitors to make sustainable choices wherever possible. Our own operations and events, and those of our partner organisations, must be environmentally friendly, open and inclusive.

For the fourth year in a row Gothenburg achieved the highest score in the Global Destination Sustainability Index. This means we have a responsibility to continue leading the way through strategies based on the principles of the UN Global Compact, as explained in our sustainability report.

On the whole we have been successful in our shared goals for 2019. We achieved many of them, although more work is needed in some areas. The city's programme for growth in the visitor industry by 2030 shows us the way ahead.

We will hold the title of Capital of Smart Tourism throughout 2020 and we are continuing to develop Destination Gothenburg together with all our stakeholders. We will deepen partnerships and find new ways of working together within the destination, as well as extending our role in national and international contexts. And on New Year's Eve 2021 we will begin celebrating Gothenburg's 400-year anniversary.

Come and join us!



Peter Grönberg
CEO, Göteborg & Co AB

A handwritten signature in black ink, appearing to be 'P. Grönberg', written over a white background.



In October, Gothenburg was named "European Capital of Smart Tourism 2020". Peter Grönberg, CEO of Göteborg & Co, and Anneli Rhedin, Municipal Council Chair, were delighted to accept the award at a ceremony in Helsinki. Gothenburg also received the award as the best city in the sustainability category.

“

Gothenburg should be a role model in smart tourism for other cities in the EU during the year when it implements its attractive programme. It should show off its own strengths and good solutions it has implemented, but also facilitate cooperation with other European cities and learn from others.

The European Commission's reasons for choosing Gothenburg as European Capital of Smart Tourism.

Destination development 2019

Gothenburg has developed a strong and successful visitor industry and there is potential to further improve the attractiveness of the city and region. With almost 30 years of experience in destination development, meetings, events and marketing, Göteborg & Co has built a strong and well-established platform in close collaboration with the visitor industry, the city, academia and other parts of the business community.

Strong global growth and digitalisation have changed the behaviour patterns of travellers. In many cases, traditional marketing has been replaced by creative destination development and a constant presence in online media. This demands continual adaptation and innovative ways of working. But the basic purpose of Göteborg & Co remains unchanged; to support the development of an attractive city for visitors and residents of Gothenburg.

More visitors than ever

Tourism continues to grow, and more people visited Gothenburg in 2019 than in any previous year. Overnight stays at hotels and hostels in the Gothenburg region rose for the 28th consecutive year and were expected to exceed five million guest nights by the end of December. Numbers have grown by 340 per cent since 1991, or around 4.5 per cent average per year for almost three decades. This makes the hospitality industry one of the leading growth industries in the region.

Among major cities in Europe, balanced tourism, or balanced growth, has become a frequent subject of debate, and sustainability is now one of the big trends in the meeting industry. Gothenburg has been working in this area for several years and has a good reputation internationally in sustainability issues. Göteborg & Co works for the best interests of the people of Gothenburg, as reflected in the company's mission, which states "everyone should benefit from a growing visitor industry".

The visitor industry delivers more jobs than almost

any other industry and in 2019 it employed around 19,000 people full-time in the Gothenburg region. The total number of people employed in tourism was actually over 25,000, as it is largely a seasonal industry. The visitor industry is also one of the main reasons for the wide choice of restaurants, events, hotels, entertainment, culture, meetings and much more. In other words it creates a more vibrant city for residents of the city as well as visitors.

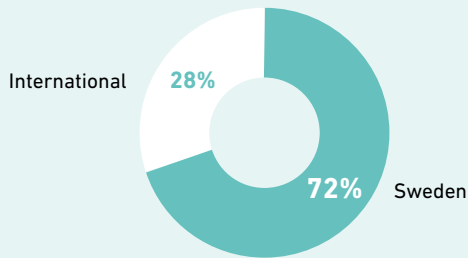
Room occupancy in hotels and hostels in Gothenburg was very good and was higher than in Stockholm and Malmö. This led to almost full occupancy for parts of the year, so the planned investments in new accommodation capacity for coming years are very welcome. Leading efforts to develop the attractiveness of the destination to match the increased availability of new hotels is an important task for the company. Göteborg & Co has overall responsibility as the parent company of the Tourism, Events and Culture cluster, which also includes Liseberg amusement park, Got Event and Göteborgs Stadsteater.

DESTINATION GOTHENBURG 2019

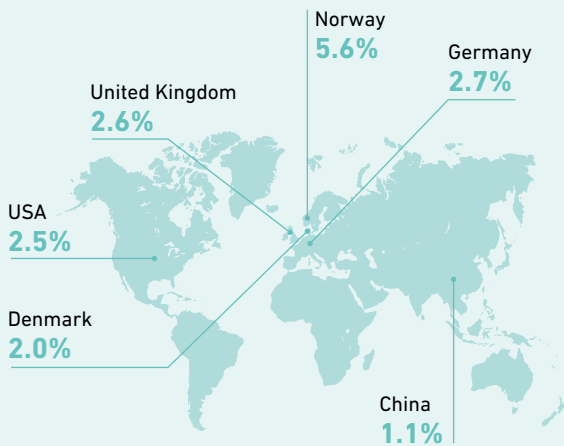


**GUEST NIGHTS AT HOTELS
AND HOSTELS**
5,060,000
(forecast)

BREAKDOWN OF GUEST NIGHTS



SIX LARGEST FOREIGN MARKETS



% of total number of guest nights.



**FULL-TIME EQUIVALENT
JOBS IN VISITOR INDUSTRY**

18,900



TOURISM TURNOVER
SEK 33.9 BILLION

**PERCENTAGE OF CERTIFIED
HOTELS AND MEETING FACILITIES**

95%

Hotels

100%

Meeting facilities

Tourism development in the Gothenburg region, see table on page 58.



ElectriCity is a collaborative initiative between industry, research and society to develop and test solutions for the electrified transport system of the future. Within a few years, all buses that serve the city will gradually be replaced and switch entirely to electric operation.

Priorities for sustainable development

Göteborg & Co strives to make Gothenburg a sustainable city by taking financial, environmental and social responsibility, and constantly challenging accepted ideas of sustainability. In collaboration with other stakeholders in the visitor industry, Göteborg & Co contributes to a vibrant Gothenburg that offers sustainable, attractive and unique experiences.

Sustainability for Göteborg & Co

The work of Göteborg & Co will lead to sustainable growth and help to make Gothenburg stronger as a sustainable destination, so that everyone who lives and works here will benefit from a growing visitor industry. The goal for the destination is to double tourism by 2030, by setting an international example and constantly challenging accepted ideas of sustainability.

Göteborg & Co will be an internationally respected

platform for collaboration on sustainable destination development and innovative and sustainable development of the tourism, meetings and events industry.

Sustainability efforts are based on the ten principles of the UN Global Compact, the UN World Tourism Organization's definition of sustainable tourism and the Global Sustainable Development Goals.



Gothenburg was voted the global leader in sustainability in 2016, 2017, 2018 and 2019 in the Global Destination Sustainability Index.

The world's most sustainable destination

For the fourth year in a row Gothenburg took first place in the Global Destination Sustainability Index. Just behind Gothenburg came Copenhagen, followed by Zurich.

The index compares how well destinations meet a wide range of sustainability requirements. About 60 destinations take part in the benchmarking programme and are judged on a number of criteria divided into four areas: the city's environmental initiatives, social initiatives, sustainability efforts by suppliers, and the destination organisation's management,

guidance and support for the visitor industry.

Gothenburg scored highly in all areas, but has room to improve its environmental initiatives and clarify its contribution to the Global Sustainable Development Goals.

The fact that Gothenburg has once again been voted the world's most sustainable destination is recognition of the long-term sustainability efforts of the city and destination. It gives added weight to the marketing of the city, particularly when bidding for large meetings, events and investments. Find out more about the Global Destination Sustainability Index: www.gds-index.com.



Gothenburg is the Capital of Smart Tourism 2020

The European Capital of Smart Tourism initiative was launched by the European Commission to reward, highlight and market European cities for outstanding achievements and approaches to “smart tourism”.

Tourism is the third largest socio-economic sector in the EU, which therefore promotes innovative and inclusive solutions. The award considers four categories: digitalisation, cultural heritage and creativity, sustainability, and accessibility.

In addition to being named European Capital of Smart Tourism 2020, Gothenburg also received an honourable mention in the category of sustainability.

Gothenburg’s commitment to sustainability is one of the key reasons the city won the award. 95 per cent of hotels and 100 per cent of meeting facilities are environmentally certified, and public transport is virtually fossil-free.

For Gothenburg, its coming year as Capital of Smart Tourism will bring even more international attention. In 2020, local partners and destinations will be invited to collaborate and exchange knowledge internationally.

Ongoing stakeholder dialogue

Göteborg & Co's activities as a platform for collaboration are based on ongoing dialogue with stakeholders, whose views are important for the continued development of the company and destination. The Board of Göteborg & Co is politically appointed, but also includes co-opted representatives from the visitor industry. Each of the company's business areas also has a steering group made up of important stakeholders who meet regularly.

During the year the company continued to collect and analyse information about visitors, and this work

will continue in 2020, partly in the form of workshops with representatives from the visitor industry.

In 2017, Göteborg & Co conducted an in-depth stakeholder dialogue with special focus on the company's influence on and contribution to sustainable development. Around ten representatives of the company's key stakeholders, including its owner, event organisers, hotels and tourism organisations, were interviewed to find out their views regarding the company's main responsibilities.

A review was carried out in 2019.

Göteborg & Co's primary stakeholders

Stakeholders	Forms of dialogue	Key issues for the stakeholder group
Owner City of Gothenburg.	Annual General Meeting, Board meetings, owner dialogue, annual and interim reports and group council	Contribution to sustainable growth, sustainable city, attractive city, balanced budget
Employees	Employee reviews, departmental/group meetings, internal conferences, employee survey, etc.	Working environment, sustainable services (events, meetings, etc.)
Partners Companies in the visitor industry. Local organisers.	Visitor industry forum, steering groups, collaboration groups, network groups, members' meetings and newsletters	Diverse choice in the city, partnerships, attractive city, skills supply
Visitors	Social media, visitor services, surveys by interview and questionnaire	Wide choice, availability
Residents of Gothenburg	State-of-market survey, digital channels, visitor services, through the owner	Choices for residents of Gothenburg, sustainable city, accessibility, equality, job creation
Administrations and authorities	Collaboration groups and councils	Contribution to sustainable growth, working in accordance with the city's plans and programmes
Cluster companies Liseberg amusement park, Got Event, Göteborgs Stadsteater	Council of CEOs and thematic cluster council	Collaborations, attractive city, accessibility



Göteborg & Co's key sustainability issues

The mission of Göteborg & Co states that sustainability must be considered in every aspect of its work. The company inspires, supports and enables sustainability initiatives by other stakeholders, while also being responsible for the sustainability of its own operations.

Göteborg & Co has identified four priority sus-

tainability areas. Within each area, there are three important sustainability issues that the business focuses on. These areas and issues were identified and prioritised based on stakeholder expectations and the actual influence of the business. During 2019, efforts in each of these sustainability areas and issues have been improved.

A welcoming and inclusive destination

- Broad offering
- Accessible and inclusive
- Safe and secure

An environmentally smart and climate-smart destination

- Climate-smart travel
- Efficient use of resources
- Sustainable consumption

A growing and healthy destination

- Economic growth through the visitor industry
- Job creation and provision of skills
- Highlighting important social issues through experiences

Fair conditions

- Good working environment
- Business ethics
- Sustainable procurement and purchasing

Contributions to the Global Sustainable Development Goals

The Global Sustainable Development Goals are a blueprint adopted by the UN and directed at all states, companies and individuals, with the aim of eliminating extreme poverty by 2030, reducing inequalities in the world, promoting peace and justice, and resolving the climate crisis.

the achievement of the agenda by 2030. Göteborg & Co actively works to maximise the positive effects and minimise the negative effects of its mission, thus contributing to sustainable development and the Global Goals. The company's task is clearly stated in three of the Global Goals:

The Global Goals enable everyone to contribute to

TARGET 8-9



PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM

TARGET 12-B



DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM

TARGET 17-16



ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT



Based on the most pressing sustainability issues for the company, management has identified that it has the strongest influence and opportunity to contribute to the Global Goals above.

Governing documents and responsibilities

The company is governed at general level by its owner directives, the Municipal Council budget, the three-year business plan for the destination and the company, the Board's objectives and focus documents, and the City of Gothenburg's programmes, policies and guidelines. The sustainability perspective is integrated in the governing documents. The business received environmental certification for the first time in 2008 and has been continually improving its envi-

ronmental management system since then. In 2019, the company issued a statement of position on sustainable development for Göteborg & Co and began developing the sustainability goals for the business, which will be finalised in 2020.

Göteborg & Co's sustainability strategy drives and develops sustainability initiatives in collaboration with the company's various departments. The CEO is ultimately responsible for sustainability efforts.

Sustainability strategies

The sustainability efforts of Göteborg & Co are based on three company-wide strategies that interact and reinforce each other:

- 1 We will set an example and lead the way through our actions and our resourcefulness.
- 2 We will encourage and challenge the destination's stakeholders and partners to develop in a sustainable direction.
- 3 We will inspire and help visitors to enjoy the destination's attractions sustainably.

The core values of Göteborg & Co must be reflected in what we do and the way we treat each other

- Human
- Pluralistic
- Inspiring



Hönö island



Götaplatsen

A welcoming and inclusive destination

Everyone who visits or lives in Gothenburg should feel that they are part of the city and that the meetings and events that take place here are also for them. Göteborg & Co aims to make events and experiences in Gothenburg accessible to everyone, regardless of gender, beliefs, ethnicity, sexual orientation, ability, age and language. The company must also help to ensure that experiences are safe and secure.

Important sustainability issues:

- **Broad offering**
- **Accessible and inclusive**
- **Safety and security**



Under the heading of a Welcoming Destination, the company believes that it makes a particular contribution to the following Global Goals: 5 Gender Equality, 10 Reduced Inequalities, 16 Peace, Justice and Strong Institutions, and 17 Partnership for the Goals.

Broad offering

The visitor industry builds bridges between people and makes the city more attractive by providing entertainment, restaurants, cafés, culture, days out and shopping. By marketing the city and a wide range of events and experiences, Göteborg & Co helps to create a vibrant city that offers something for everyone, regardless of physical ability or language.

The “Always-on” marketing strategy aims to create a presence and content throughout the year, rather than using one-off initiatives to highlight individual campaigns. This constant presence is backed up by special initiatives for events such as Autumn City and Gothenburg Christmas City, which combine, package and present destination content during what has normally been seen as the low season.

International city of meetings

Gothenburg is an international city and Göteborg & Co has the task of attracting large congresses and corporate meetings to the city. The company focuses on congresses and meetings that bring academia and industry in the region together with research & development at a high national and international level. In 2019, the company was involved in the process of hosting 35 meetings in the city. A further 31 meetings were arranged and will be held in the coming years.

Göteborg & Co must act as a role model and pioneer in sustainability issues to the organisers who arrange meetings and congresses in the city. The company encourages and challenges the meeting industry by driving development and having influence locally, nationally and internationally, and by demonstrating how the company and the destination tackle sustainability.

A sustainable city of events

Göteborg & Co will promote and strengthen Gothenburg as a city of events by strategically developing, facilitating and implementing sustainable events in sports and culture. The company must strive to broaden the range of events available to people of all ages, genders and backgrounds. The goal is that Gothenburg should be the leading city for sustainable events in northern Europe by 2030.

Göteborg & Co arranged three cultural events during the year. They were the International Science Festival, Gothenburg Culture Festival and Student Göteborg. Göteborg & Co also organised the European Choir Games 2019 in collaboration with Interkultur och Körcentrum Väst / Kultur i Väst, with support from Region Västra Götaland.

In 2019 the company was involved in various ways in 105 events, including 40 cultural events and 64 sports events.

These included in-depth collaborations with the P3 Gold music awards, Gothenburg International Film Festival, Gothenburg Horse Show and the Scandinavian Invitation golf championship.

Several Swedish and international sporting events will take place in Gothenburg in 2020. In January, Gothenburg will host stages in the European Handball Championship 2020, and later in the year the European Championship in Trampoline and the Swedish Mountain Bike Championship. Five major national and international events were arranged during the year, to be held in Gothenburg from 2020 onwards: The Swedish Mountain Bike Championship 2020, UEFA Women’s Champion League final 2021, the European Karate Championships 2021, the World Junior Ice Hockey Championships 2022, and O-ringen 2024 (orienteering).



Art throughout the city

In an effort to include the whole city in Gothenburg's 400-year celebrations, the annual Whole City's Gallery initiative exhibits 100 pictures on large outdoor screens. The content is created by residents of various ages from all parts of the city. In 2019, the exhibitions covered two themes: Young Art, and Rich in Years / Living with Time.

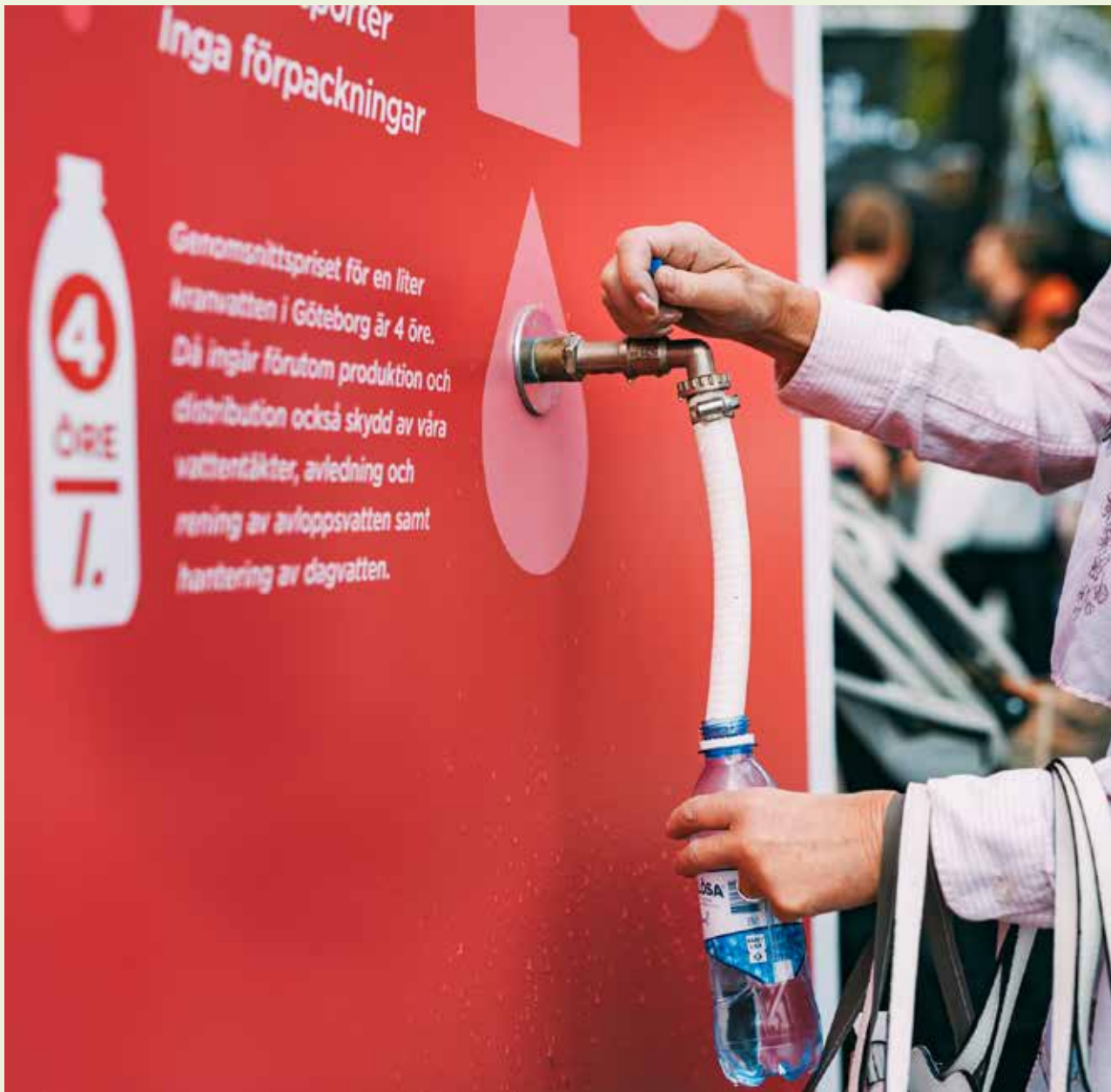
Dialogue and participation in the city's 400-year anniversary

One of the priorities for discussing the city's 400-year anniversary is open dialogue and involvement. In 2019 the 400 Things campaign was launched to encourage everyone to get involved through their own initiatives. Prompted by questions from residents, ten videos about the history of Gothenburg were produced in collaboration with the Museum of

Gothenburg. A music competition was launched to find an anniversary song for Gothenburg in partnership with the Brewhouse Awards, which generated a great deal of interest locally and nationally.

Everyone can Sail in Centenary Park

Everyone can Sail began offering sailing lessons in Centenary Park in 2014, and has been a big success. Sailing is free and the small dinghies are suitable for everyone regardless of skill level or physical ability. The initiative has been supported since its inception as part of Gothenburg's 400-year anniversary, and in 2019 Passalen received continued support to run the activity and give everyone access to the water. Passalen is a non-profit association that works to make society more inclusive for children and young adults with physical disabilities.



Gothenburg Culture Festival sets a sustainable example

Gothenburg Culture Festival is one of the biggest cultural festivals in the Nordic region and is organised by Göteborg & Co.

For six days, the city's streets and squares are transformed into 52 festival venues offering a variety of cultural experiences. This year, visitors could choose from a total of 747 events, all free of charge. Of the 750,000 visitors, 57 per cent were women, 42 per cent men and 1 per cent non-binary.

Gothenburg Culture Festival takes an active and strategic approach to sustainability. The festival's

sustainability policy for 2019 states, among other things, that the event must contribute to the development of Gothenburg as a sustainable and innovative destination and city of events. The festival must also minimise its environmental impact, make environmentally aware choices, reduce segregation and increase accessibility, and all suppliers to the festival must take steps towards sustainability. The festival aims to contribute to the growth of the local economy and interest in the region.

Through the festival, Göteborg & Co intends to be a role model for sustainable events, and it forms part of the company's efforts to achieve the goal of becoming the most sustainable events city in northern Europe by 2030.

Accessible and inclusive

Segregation and widening gaps in society pose big challenges. The City of Gothenburg's efforts to create an equal city aim to reduce disparities in living conditions and health. Göteborg & Co aims to offer a wide range of experiences and events that are accessible regardless of gender, faith, ethnic background, sexual orientation, physical ability, age or language. The company also aims to offer a selection of events that are free of charge. Göteborg & Co must communicate in a way that is socially aware and inclusive, using language that is simple and accessible to everyone. Its content should appeal to a wide audience, and images should reflect diversity and inclusion.

Visitor Services

Visitor Services improve the hospitality of the destination through chat, email, phone, brochure stands, tourist offices as well as information points and developing skills in destination awareness. Approximately 400,000 visitors used the company's two tourist centres (in Nordstan and at Kungssportsplatsen) in 2019.

The official visitor guide to the destination – goteborg.com – is regularly updated with tips, guides and information on the city's attractions, excursions, public transport and current events. The site had 3,100,000 visitors during the year.

Together, digital tools and human encounters ensure good hospitality and enable all these visitors to act as ambassadors for Gothenburg.

Best in Europe for hospitality

Christina Bonnevier from Gothenburg Tourist Office was honoured with an award as best tourist adviser in Europe at the EMC TIC Hostmanship Award in 2019.

The competition focuses on "soft" human values in encounters with visitors. The award is recognition of Göteborg & Co's commitment to face-to-face meetings through its tourist offices.

The TIC Hostmanship Award is presented by the European Cities Marketing organisation, which is made up of members from European tourism organisations.



Christina Bonnevier

Meetings, events and experiences support Equality in Gothenburg

Göteborg & Co follows the City of Gothenburg's Equality in Gothenburg programme. The company's main contribution to the targets of the programme is to create opportunities for work and the right conditions for participation, influence and trust.

By supporting open events in the urban space it provides opportunities for people to meet, which in turn can lead to greater participation. The events

that Göteborg & Co organises involve a high level of awareness and systematic efforts to create programmes and stages that promote equality. This work is complemented by inclusive content and marketing.

Initiatives for Gothenburg's 400-year anniversary have been aligned with the Equality in Gothenburg programme to create a more socially sustainable city. This is done through open dialogue, city-wide collaboration and enabling people to meet.



GBG Talks

In December, Gbg Talks gave passers-by in Gothenburg central station the chance to get to know someone they had never met before.

To break the ice and encourage stimulating conversation, everyone was given specially prepared questions to ask. The purpose of the talks was to highlight the importance of human encounters, and the questions

given to participants were specifically designed to promote understanding between people.

Gbg Talks was held over a period of eight hours spread over two days. A total of 100 people took part in 50 conversations. Göteborg & Co organised the event to draw attention to organisations that work with various issues, including Gothenburg City Mission, Language Exchange Gothenburg, Buddy Sweden and Culture Buddy.

Safety and security

Perceived insecurity and unrest has increased throughout Sweden in recent years (source: BRÅ national security survey 2019). Many people gather in one place during events, which is why the safety and security of all visitors and organisers is important.

Sexual harassment is a social problem that occurs at major events in general and at music events in particular. Göteborg & Co has worked actively on this issue and there was no increase in the reported number of complaints in 2019.

The company takes proactive measures to ensure safety, including risk analyses and risk and crisis ex-

ercises before its own events, as well as cooperating closely with the city authorities (police, emergency services, medical services, the traffic and public transport authority, etc.).

For events where Göteborg & Co gives support to organisers, advice is provided and requirements are set to ensure that each event meets the relevant safety criteria. These criteria vary based on the context and particular needs of each event.

BonnierHoops – another successful year

BonnierHoops once again ran a summer holiday project outside Sjmila school in Biskopsgården. Throughout summer, from Monday to Saturday, children and young people took part in various activities such as street basketball, reading books, spoken word competitions and much more. The project ended during Göteborg Book Fair with a big poetry competition, in which young people aged 14–21 competed in slam poetry.

The event is cited as one of the reasons why crime fell in Biskopsgården by almost 50 per cent in the summer compared to previous years. The project has also helped young people to improve their reading and writing skills, and improved the sense of security and belonging in various associations.

BonnierHoops was first organised in 2018 and is a joint initiative between Bonnier publishing house,

the Swedish Basketball Association, the City of Gothenburg and the Police Department, Göteborg & Co's Trade & Industry Group, Göteborg Book Fair, Bostadsbolaget, Poseidon, Bo Bra and Västra Hisingen Basketball Association. In 2020 the district of Biskopsgården will run the project itself and the Trade & Industry Group will act as a strategic partner. BonnierHoops will set up and run a similar event in Angered in 2020.



BonnierHoops outside Sjmila school in Biskopsgården



Röda Sten Art Centre



Haga

A growing and healthy destination

The mission of Göteborg & Co is to make Gothenburg an attractive and sustainable metropolitan region where ideas, businesses and people grow together. The visitor industry generates jobs and economic growth in the city, and enables important social issues to be highlighted.

Important sustainability issues:

- Economic growth through the visitor industry
- Job creation and provision of skills
- Highlighting important social issues through experiences



Under the heading of a Welcoming Destination, the company believes that it makes a particular contribution to the following Global Goals: 5 Gender Equality, 8 Decent Work and Economic Growth, 10 Reduced Inequalities, 11 Sustainable Cities and Communities, 12 Responsible Consumption and Production, and 16 Peace, Justice and Strong Institutions.

Economic growth through the visitor industry

The visitor industry creates jobs for many people. A wider range of events, restaurants, hotels, meetings and experiences helps to make Gothenburg an even better city to live in and work in. By acting as a platform for collaboration and engine for sustainable growth in the visitor industry, Göteborg & Co makes a significant contribution to social development.

Tourism and the visitor industry in the Gothenburg region continue to develop positively in terms of guest nights, employment and tourism turnover. The goal is to double tourism by 2030. However, doubling the visitor industry must not be achieved at the expense of the people of Gothenburg or make the city less attractive. A state-of-market survey is therefore used to assess the attitudes of Gothenburg citizens, and the results for 2019 showed that 86 per cent of Gothenburg residents have a positive view of their city.

By the year 2035, the city must provide space for 150,000 new residents, 80,000 new homes and new workplaces. This creates challenges – as well as big opportunities. Continuous, strategic marketing that aims to offer a variety of events, particularly during those parts of the year that are normally regarded as

the low season, could help to fill available capacity and spread visits across the seasons. A pilot study on the theme of the low season was set up during the year and stakeholders were invited to find collective solutions.

Meetings that increase the appeal of the city

Gothenburg must attract meetings that are identified as strategically important for trade & industry, academia and the city. The meeting industry is part of the visitor industry and is an essential element in the Gothenburg region's goal for continued sustainable growth and attractiveness.

Göteborg & Co has a particular focus on attracting meetings and congresses within the framework of the City of Gothenburg's business strategy programme. This programme gives priority to six areas: skills provision, attractiveness, infrastructure and accessibility, site preparation and spatial planning, business climate and innovation.

The meetings industry generates growth and raises the profile of the city in research, innovation and business. All this makes Gothenburg a more attractive place to study, work in and invest in.

Job creation and provision of skills

The hospitality industry is a major employer that attracts people with a wide range of experience, backgrounds and education. More tourism means even more jobs, but also greater demand for education and skills. The restaurant sector is one area where it is now becoming a challenge to find the right skills. But this also means there are great opportunities for young people and newcomers to Gothenburg to find work. Continuous efforts are made to improve skills provision in collaboration with Business Region Göteborg (BRG), the Göteborg Region Association of Local Authorities (GR) and the West Sweden Tourist Board, among others.

The business community as facilitator

The Trade & Industry Group (TIG) must serve as a platform for collaboration between trade & industry, organisations, municipalities and academia in their efforts to make Gothenburg even more competitive and attractive. TIG supports and enables projects and investments in knowledge, business, events and culture. These projects promote long-term skills provision and inclusion, for an attractive, vibrant and sustainable metropolitan region.



Skarpt Läge fair creates jobs

During the Skarpt Läge job fair in February, a total of 1,831 young people met potential employers, setting a new visitor record.

The result was 184 new jobs, 94 of which were full-time. All the employers who exhibited at the fair were able to offer jobs, further studies or internships. Most of the employers represented at the fair worked in the field of warehousing and logistics, or hotels and restaurants.

Skarpt Läge has been held every year since 2014

to create opportunities for young adults between the ages of 18–30 to meet employers and find work, internships or further studies. The job fair builds on collaboration between Göteborg & Co’s Trade & Industry Group, Gothia Towers / the Swedish Exhibition & Congress Centre, the Swedish Public Employment Service, Visita and the Labour Market and Adult Education Administration.

The ambition is that Skarpt Läge should not only be the best job fair for young people in Gothenburg, but also the best platform for young people to enter the labour market in Sweden.

Highlighting important social issues through experiences

Through the visitor industry, Göteborg & Co strives to highlight important social issues such as gender equality, diversity, health, integration and consideration for the environment. This is an ongoing theme in the company’s own initiatives, including its own events and activities, but also during international congresses and meetings.

One example during the year was the Gbg Talks initiative, which took place at Gothenburg central station and focused on human encounters. Gothenburg Culture Festival has worked actively for many years on social issues and sustainability. The event invests in creating stages that demonstrate equality and feature artists from many parts of the world. It has also worked deliberately with environmental issues for many years. Sustainability initiatives during the festival have received a lot of publicity, and serve as an example for many organisers.

The city where we read to our children

The City of Gothenburg is preparing to become “the City where we read to our children”. This initiative is part of the city’s commitment to equality. In a city where we read to our children, more of them are likely to go to university, enter further education and find jobs more easily. As part of Gothenburg’s 400-year anniversary initiatives all pre-school children in Gothenburg received a selected book.

Young people influence the development of the city

Gothenburg’s 400-year anniversary has a youth reference group that was set up in 2014 for the focus year Created by and including Young People. The group, called Power to the Youth, is made up of 16 people between the ages of 16 and 26 from every district of the city. The members are employed on an hourly basis and their task is to communicate the perspective of youth. The aim is to engage with more young

people and give them influence in Gothenburg's development and the anniversary initiatives. During the year, Power to the Youth has for example worked on several of the city's anniversary initiatives.

Anniversary Pavilion – 400 years of Gothenburg

During Gothenburg Culture Festival and the European Choir Games in 2019, visitors were invited to an Anniversary Pavilion in Bältespännarparken. This is done every year in the run-up to the 400-year anniversary. The intention is to meet and involve Gothenburg citizens and visitors and establish a dialogue about the development of the city in connection with 2021. This year, for example, there was an "interactive wall" in the pavilion where visitors could post their suggestions on how they would like to celebrate Gothenburg's anniversary year, which communication channels should be used, etc. The Consumer & Citizen Services administration also set up a digital Gothenburg Suggestions box so adults and children could post ideas for making the city a better place. Representatives of the anniversary initiatives were on hand to discuss and talk about plans, and the CEOs and directors of the various anniversary initiatives also visited to discuss the development of Gothenburg.

International Science Festival makes science more accessible

For the 23rd consecutive year Gothenburg hosted the International Science Festival. The theme for 2019

was Astonishing Thought. Over the course of 12 full days in early April the festival was visited 52,475 times.

Gothenburg International Science Festival is Sweden's biggest celebration of knowledge and one of the leading popular science events in Europe. It provides a platform for researchers and experts to present their research to schoolchildren and the general public in enjoyable ways. The aim is to build a positive attitude towards research and science, and encourage more people to study at a higher level. The Science Festival aims to be accessible, interdisciplinary, creative and inclusive, and is split into three different programmes:

The Schools Programme, aimed at pupils in pre-school and primary school, as well as a teachers' conference. This offers specially designed school activities that showcase science in a fun way. The teachers' conference discussed the highly topical subject of netiquette and choosing online sources critically. It was attended by 19,155 students and teachers.

The Open Programme is aimed at the general public and provides a valuable democratic meeting place where the public can learn about current research. The activities and lectures are set up in places that are not normally associated with research and the communication of research. 32,890 visitors took part. The Trade Programme is a platform for collaboration and a meeting place for specialists such as researchers, the media, educators, politicians and the business community.

Influencing factors: Fine, ugly or dangerous?

A Forum for Research Communication was held for the sixth year in a row during Gothenburg International Science Festival.

The conference, regarded as the largest of its kind in the Nordic region, offered a broad programme that looked at new ways to convey research to the public.

The programme included a lecture on behavioural design and nudging, a panel discussion on why society should be involved in research, several presentations

of successful examples in research communication, and a discussion on popular education through television. This year's conference attracted 430 people, setting a new record.

The Forum for Research Communication was organised by Göteborg & Co in collaboration with Vinnova, the Swedish Research Foundation, Forte, the Ragnar Söderberg Foundation, Mistra, Public & Science, the Swedish Knowledge Foundation, the Swedish Foundation for Strategic Research and the Swedish Foundation for Humanities and Social Sciences.

Anniversary initiatives highlight social issues

The year 2021 marks the 400-year anniversary of Gothenburg, and many things are happening as a result. Thousands of ideas have been gathered in open dialogue with the people of Gothenburg. This process led to the development of the anniversary initiatives, which are run by companies and administrations. The initiatives are diverse and wide-reaching, and add value to the city in the form of unique solutions and events that are sustainable in the long term. Many of the city's anniversary initiatives that took place in 2019 were inclusive, open and public activities that focus on the development of the city and key social issues.

A common element in the anniversary work is collaboration and open dialogue that encourage participation and meetings between people.

Examples include the Anniversary Pavilion in Bältespännarparken during Gothenburg Culture Festival, where the anniversary initiatives take centre stage; the Näsan i Blöt play space in Centenary Park, which was built with the help of 100 residents of Gothenburg and was opened in spring; the Ö-festen festival on Ringön in August; and the middle stage of

Gothenburg City Triennial in September.

The accessible form of the anniversary process, in which the city lays the foundations then invites open consultation, has led to hundreds of initiatives run by various stakeholders in business, the city, the region, academia, foundations, organisations and associations. The central aim is to make Gothenburg an even better city.

The anniversary celebrations themselves in 2021 will be a year of experiences for residents of Gothenburg and visitors, and will begin on New Year's Eve 2020. The anniversary has its own website: goteborg2021.com.

Team Göteborg creates opportunities

Team Göteborg is a project that invites young people and adults to work as event hosts on a voluntary basis. Between them, the project hosts speak over 40 languages and represent every district. The project is primarily targeted at young people and aims to increase their employability by building self-confidence, experience, knowledge and a network of contacts. Team Göteborg has a total of 290 members today.

Future Ambassadors

The Future Ambassadors project was set up in 2019 by the Universeum Science Centre, Gothenburg's Compulsory School Administration, Göteborg & Co's Trade & Industry Group and Gothenburg's 400-year anniversary organisation.

Under the project, schools in Gothenburg work with the Universeum and its education suite to create the conditions for students to develop in smart, sustainable and inclusive ways. The content is based on the curriculum as well as the Global Sustainable Development Goals. The idea behind Future Ambassadors is to encourage students to get involved in making the world and Gothenburg a better and more inclusive place.

Impact of the visitor industry

The visitor industry has many benefits for Gothenburg. But it can also have a negative impact, which must also be considered and managed by the company together with the city authorities and administrations, and by stakeholders in the destination.

Over-tourism and complaints from residents are becoming increasingly common in cities that attract lots of tourists, such as Barcelona. We have not yet seen this trend in Gothenburg, but as tourism grows and the city rapidly expands it is a potential problem and therefore a challenge that must be guarded against. In response, a survey is carried out regularly to gauge the views of residents regarding their own city.

One of the biggest challenges for tourism is transport. Air travel and car journeys have a negative im-

act on the climate, while travel is essential for the visitor industry. This is not just a challenge for Gothenburg as a destination, but a massive challenge for industry globally.

International research shows that increased tourism leads to a higher risk of black labour, human trafficking and demand for sexual services including prostitution. By using the existing collaboration platforms of the visitor industry and Göteborg & Co, structural conditions can be created that promote social sustainability in order to combat trafficking and prostitution in the visitor industry. The company has continued to collaborate with the Social Resources Administration and County Administrative Board on measures to counter human trafficking associated with the visitor industry.



Gothenburg International Science Festival



The Edible Country is a do-it-yourself restaurant where visitors pick and prepare their own food by following instructions.

An environmentally smart and climate-smart destination

Gothenburg is a green city, with parks, forests and water right on our doorstep. It is a small city where almost everything is within walking distance. Tourism and the activities of Göteborg & Co have an impact on the climate and the environment. Through its operations, decisions and actions, the company aims to reduce the impact of its own activities and, by collaborating and communicating with others, help to make the destination sustainable.

Important sustainability issues:

- Climate-smart travel
- Efficient use of resources
- Sustainable consumption



Under the heading of a Welcoming Destination, the company believes that it makes a particular contribution to the following Global Goals: 8 Decent Work and Economic Growth, 11 Sustainable Cities and Communities, 12 Responsible Consumption and Production, 13 Climate Action, 14 Life below Water, and 15 Life on Land.

Climate-smart travel

Transport is one of the biggest challenges in the visitor industry. The destination's goal is to double tourism by 2030. Increased tourism has a positive impact on the local economy, but also has negative impacts on the environment. Gothenburg attracts both tourists and business travellers, mostly from Sweden, but international visits are also growing.

The climate debate clearly shows the effects of travel behaviour and the form of transport we choose. A [report from the rail operator SJ](#) on climate-smart travel, showed that the number of train journeys made in Sweden rose by 1.5 million in 2018. The forecast for 2019 is that train travel will continue to grow in Sweden. 75 per cent of visitors to Gothenburg come from other parts of Sweden, and for them, travelling by car is still the most common way to get here, even though there has been a shift from car to train in recent years according to SJ's report. International travel is dominated by aviation.

To raise awareness about the climate impact of travelling, Göteborg & Co has been involved in developing a climate calculator that shows the carbon footprint of each journey, and how emissions can be reduced by choosing rail travel over air travel and by staying in eco-labelled accommodation. You can try the calculator at www.klimatsmartsemester.se.

In its communications about transport options for travelling to Gothenburg, the company lets visitors know how they can get to the city in the most climate-smart way, which is always listed first.

All travel undertaken by the company's employees must comply with our travel policy and be offset by

the City of Gothenburg's internal climate compensation. The travel policy requires employees to choose the mode of travel with the lowest climate impact and low cost. In 2018, a total of 328 flights were taken, of which 7 were shorter than 50 kilometres. The year before, 447 flights were taken, of which 17 were shorter than 50 kilometres. In 2018, emissions from the company's air and car travel totalled 77.1 tons of CO₂e (1.35 tons / working year) (2017: 192.8 tons of CO₂e and 1.48 tons /working year).

Sustainable travel in the city

Gothenburg is a city where many attractions are within walking distance. In the company's communications, visitors are encouraged to walk, cycle or use public transport within the city. For the meetings and events sector, the destination's ability to offer "everything within walking distance" and the "all under one roof" concept offered by the Scandinavium arena and the Swedish Exhibition & Congress Centre are important competitive advantages during the bidding process. This, in turn, reduces the organisers' need for transport. Göteborg & Co has a long-standing dialogue with Västtrafik to find competitive and viable business models for offering public transport solutions to meeting delegates and visitors to events. Organisers of meetings and events are currently offered public transport deals at discount prices.

There is also growing interest in offsetting the carbon emissions that delegates' journeys give rise to, an opportunity that Göteborg & Co highlights for organisers.

Using resources efficiently

Göteborg & Co first gained environmental certification in 2008 and follows the environmental programme of the City of Gothenburg, which aims to take a pioneering role in environmental and urban development, and become one of the most progressive cities in the world in tackling climate and environmental problems.

Systematic measures have been put in place to reduce the impact of our operations on the climate and environment, including sustainable purchasing and imposing requirements on suppliers, as well as by training the company's employees. The areas where environmental measures are needed are travel and transport, resource management, purchasing and procurement, waste, food and groceries, energy, chemicals and water.

Sustainable meetings and events

Göteborg & Co encourages collaborating organisers to improve their environmental performance and sus-

tainability through ongoing dialogue. The company offers advice and support on sustainability issues to help organisers become more sustainable. The goal is that all the events arranged by Göteborg & Co should be environmentally certified, and this was true this year of Gothenburg Culture Festival, the International Science Festival, the European Choir Games and the Association World Congress.

To qualify for an environmental diploma, it is necessary to have an environmental management system that complies with Swedish Environmental Base criteria. This contributes to a more eco-friendly selection of products and services, and requires suppliers to contribute to positive development.

In 2020, Göteborg & Co will produce a guide for organising sustainable events in line with the city's goals, challenges and opportunities, which apply to all city-organised events, but will also provide support and guidance for events arranged by others.



The world's most sustainable destination

Gothenburg has more than 12,600 hotel rooms and 95 per cent of all hotels in Gothenburg are environmentally certified and have third-party certification such as the Nordic Swan ecolabel, Green Key, Swedish Environmental Base diploma, ISO 20121 or ISO 140001.

The requirements for these certification schemes

differ, but one thing they all have in common is that they require the hotels to meet strict environmental and sustainability criteria. For example, eco-labels set criteria for the use of fossil fuels, energy efficiency, waste management, choice of materials and food. These labels also require that goals are set and monitored, and that employees receive training. Because ecolabelling is a valuable competitive advantage it provides an additional guarantee that hotels take their sustainability efforts very seriously.

Sustainable consumption

Göteborg & Co will contribute to sustainable consumption in the visitor industry and in the services/events that are offered to visitors. This may mean highlighting sustainable options in the city through our communications, encouraging visitors to act sustainably during their stay in the city, for example by using public transport, eco-labelled hotels and restaurants that serve sustainable food.

At goteborg.com visitors can also find informa-

tion on sustainable accommodation, climate-smart, eco-friendly restaurants and shops that are committed to improving sustainability.

The company has also established routines for resource management and minimising waste. One of the most effective ways we can improve resource management is through the event business and those events the company has influence over.



Gothenburg Culture Festival – reuse, local produce and disposable-free

At this year's festival all the officials wore second-hand clothing supplied by Björkå Frihet. The commitment to avoiding disposable products was stronger than ever and the issue of food waste was given special attention.

The plates, glasses and cutlery used at the festival were reusable and, as in previous years, visitors could buy food at a discount if they brought their own lunch box along. Those who did not bring a lunch box could get one in return for a refundable deposit, which meant they could be reused. There were also dispos-

able-free zones for food and drink at the festival site.

Special requirements were placed on food vendors to further reduce the use of disposable items. Food vendors were also asked to offer half portions to reduce food waste at the festival.

These measures meant that the need for 12,153 disposable plates and cutlery was avoided and 82 per cent of the waste from the event was recycled.

Gothenburg Culture Festival aims to be a disposable-free event by 2021. The initiative began in 2018 and was scaled up in 2019. Efforts to make the event disposable-free have received a lot of publicity and are also intended to inspire others to become disposable-free.



At the conclusion of Chef of the Year 2019, two chefs from Gothenburg were on the podium. Martin Moses from SK Mat & Människor took first place, and his colleague Ola Wallin (now at Upper House Dining) took silver.

Gothenburg – city of food

Gothenburg has starred restaurants, trendy bars, food trucks and a wide choice of high-quality restaurants. But the city's cuisine is not just intended to attract visitors, it is also an important part of the destination's commitment to sustainability. This applies to the use of local produce in restaurants and to public catering for schools and welfare. It is also reflected in raising awareness of the choice of local produce, vegetarian and vegan restaurants and organic food.

During the year, Göteborg & Co began formulating a food strategy for the destination. This is a guide to how the company will lead the development of and market Gothenburg as a city of food in the future. Large meetings and events are key platforms that can help drive changes in habits in a more sustainable direction. The environmental certification of meetings and events puts demands on restaurants and suppliers to offer organic produce, vegetarian alternatives and fish from sustainable stocks.

The "Eat local. Drink local." concept was launched during Gothenburg Culture Festival to encourage visitors to enjoy sustainable food and drink from local

food producers and microbreweries. All the food that was served also met WWF recommendations for sustainable meat consumption.

To draw attention to food waste, a Green Corner was set up in Bältespännarparken, offering a delicious three-course dinner prepared entirely from waste food. Visitors could also buy city-grown vegetables from small producers. All meals were served with real plates and cutlery as part of the "Disposable-free event" initiative.

Göteborg & Co is a member of the Délice network of Good Food Cities of the World. Délice brings together 31 member cities from all over the world in order to exchange experiences and promote economic development through gastronomy and the restaurant industry. Gothenburg shared its know-how and experience at the Délice Annual Meeting in 2019 in Stavanger, where the theme was "Food and Gastronomy in a SMART city", with special focus on improving the quality and sustainability of food at big meetings and events.



Sustainability theme at the Associations World Congress & Expo

The Associations World Congress & Expo is an annual international conference that brings together almost 500 leaders from meeting organisations, representing about 9,000 meetings around the world.

In 2019, the congress was held for the first time in the Nordic region, at the Swedish Exhibition & Congress Centre in Gothenburg. The congress was arranged by the Association of Association Executives.

Göteborg & Co generally provides support for all the elements needed to bring a congress to Gothenburg. These can include strategies, application documents, marketing materials, valuable contacts in the city, and advice and information. But the Association World Congress & Expo was a strategic initiative that provided an opportunity to connect many stakehold-

ers, as well as showcasing Gothenburg as an attractive city and destination for meetings, so Göteborg & Co took a more active role as host.

The congress was certified to the Swedish Environmental Base standard, which among other things meant that only vegetarian dishes were served on one day of the congress, and that all meals included a large proportion of organic local produce. Delegates were also encouraged to drink tap water. Active steps were taken to minimise food waste during the congress.

There were also initiatives to encourage more sustainable travel. Carbon offsets were provided for specially invited guests travelling to the congress and they were encouraged to use airport shuttle buses and public transport. Low-emission buses running on eco-classified fuels were hired to transport congress delegates. Wherever possible delegates were encouraged to take advantage of the fact that the city has “everything within walking distance”.



Magasinsgatan

Fair conditions

For Göteborg & Co it is only natural that efforts to achieve sustainability should also be reflected in our own operations. We therefore develop and improve our internal sustainability measures continuously. As a publicly owned business, it is also important to have transparent procurement and a high standard of business ethics.

Important sustainability issues:

- Good working environment
- Business ethics
- Sustainable procurement and purchasing



Under the heading of Fair Conditions, the company believes that it makes a particular contribution to the following Global Goals: 3 Good Health and Well-being, 8 Decent Work and Economic Growth, 10 Reduced Inequalities, 12 Responsible Consumption and Production, and 16 Peace, Justice and Strong Institutions.

Good working environment

Its employees are one of Göteborg & Co's most important assets and a good working environment is essential to the business. The company sometimes has heavy workloads and requires considerable flexibility, which can lead to stress, an issue that the company is constantly working to improve. The likelihood of a heavy workload is especially high in some departments at certain times of the year. The company aims to tackle this by allowing more time for recovery.

Ongoing occupational health activities include occupational inspection tours and employee reviews, while the regular employee survey assesses factors such as psychosocial working conditions.

Special initiatives were taken to improve the working environment in 2019, including training and setting up a forum for unit managers to discuss issues relating to issues such as the working environment. The company also focused on providing training in the working environment to all managers, supervi-

sors, union representatives and the working environment committee. In 2020, all employees will receive training in the working environment.

Absence due to illness is historically low, but showed a weakly rising trend in 2016–2018. There was a decrease in absence in 2019.

Results of the employee survey 2018

The results of the 2018 employee survey were reported in February 2019 and showed that the company's scores are above or in line with the index for the city's companies in most areas. Scores rose slightly compared to the previous year (2017).

The results of previous employee surveys were summarised as an Employee Satisfaction Index and Sustainable Employee Engagement. No employee survey was conducted in 2019 and in 2020 the company intends to develop a new form for the employee survey.

Focusing on the elements of discrimination

One of the guidance goals for the City of Gothenburg is that the city should be free from discrimination and that human rights are self-evident.

Each year, Göteborg & Co adopts an equality and diversity plan. The plan is based on the City of Gothenburg's equality initiatives and equality goals. In 2019, Göteborg & Co worked actively on its diversity plan. At the end of 2019, a series of lectures was introduced to address the seven elements of discrimination. The first lecture was held in December on the theme of Accessibility.

Business ethics

Göteborg & Co must comply with the City of Gothenburg's policy and guidelines regarding anti-corruption, formulated in line with the Swedish Anti-corruption Institute's Code on anti-corruption.

New instructions on anti-corruption and bribery were agreed within the company in 2019, and all employees will receive relevant training in 2019 and 2020. The new instructions describe the city's stance on anti-corruption, as well as stating its position in

various situations that are specific to the company's operations. This work is intended to minimise risks and make it easier for employees to do the right things in various situations.

Corruption is primarily a risk in connection with purchasing and business entertainment. Compliance of the business with policies and guidelines is assessed annually by internal audit.

Sustainable procurement and purchasing

Göteborg & Co is a municipal company and is therefore governed by the Swedish Public Procurement Act. The company is also covered by the city's policy and guidelines for procurement and purchasing, which sets requirements for achieving a sustainable city. Under this policy, consideration must be given to climatic and environmental impact, human rights at work and the UN Convention on the Rights of the Child.

In 2019, the company had a total of 810 contracted suppliers and procured goods and services to a value of SEK 80.8 million.

Göteborg & Co always follows the City of Gothenburg's framework agreement when it is relevant to procurement. The city's framework agreement defines the environmental and social requirements

that suppliers must meet.

Because of the nature and focus of operations, the city's framework agreement does not always cover the company's procurement needs. In such cases the company procures goods and services itself, and where possible this is done by reaching its own framework agreements. Depending on the purchase value, this can be done by advertising procurement needs or by direct procurement. Goods and services that are procured by Göteborg & Co include sound, lighting, stages, tents, catering and other items needed to host events. Whether advertised procurement or direct procurement is used, the company must adhere to the City of Gothenburg's policy, and direct procurements worth over SEK 50,000 are always documented.

Employees in figures

	2019	2018	2017	2016
Sickness absence %	3.58	4.99	3.45	3.4
Work-related injuries, number reported*	4	2	3	3

* The figure for 2019 is forecast and not confirmed. The figures refer to the date the injury occurred, not when it was reported. The reported work-related injuries include sickness, work accidents and travel accidents.

	2019	2018	2017	2016
Employee Satisfaction Index*	-	60	57	67
Sustainable Employee Motivation*	-	76	76	80

*No employee survey was conducted in 2019, as we are reviewing the form of the survey and will produce a new questionnaire in 2020.

	Women	Men	Under 30 years	Age 30–49	Over 50 years
Board*	5	2	2	2	3
Senior management	5	4	0	3	6
All employees**	74	25	2	68	29

* Excl. deputies. ** Figures refer to permanent employees in December 2019.

Other staff data are presented on page 66.



Vasaplatsen

Directors' report

Group and ownership

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (corporate ID no. 556537-0888) with its registered office in Gothenburg, which in turn is wholly owned by the City of Gothenburg. Göteborg & Co AB owns 100 per cent of the shares in

Got Event AB (corporate ID no. 556015-9823), Liseberg AB (corporate ID no. 556023-6811) and Göteborgs Stadsteater AB (corporate ID no. 556016-7875). The parent company, Göteborgs Stadshus AB, prepares the consolidated financial statements.

Information about operations

The mission of Göteborg & Co is to get more people to discover and choose Gothenburg. We do this through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing visitor industry. Since 1991, Göteborg & Co has coordinated and organised development of the visitor industry in the Gothenburg region in close cooperation with the city, industry and academia.

The company recruits and arranges large meetings and events, markets the destination and promotes reasons for travelling to the region. The company generates commercial benefit for society by serving as a platform for collaboration, driving Gothenburg's development as a destination, supporting sustainable growth in the visitor industry and helping to make the destination attractive and dynamic for visitors and residents of the city.

The Municipal Council budget is the overall and overarching policy document that states the goals and focus of the council for the mandate period and

budget year. The mission and long-term focus of Göteborg & Co are governed by the Articles of Association and owner directive, as well as the various strategic programmes of the City of Gothenburg, of which the programme for growth in the visitor industry is particularly important. In addition, the company's operations are governed by the three-year business plans for Destination Gothenburg and Göteborg & Co, which are formulated in collaboration with the visitor industry, academia and other public stakeholders.

The company's sales fluctuate from year to year depending on the number of events and assignments.

The company shows an operating profit of SEK 0.1 million. Operating profit for the previous year was SEK -13.1 million. This was expected, due to changes in the form of finance for Volvo Ocean Race. The deficit was covered by intra-group transfers.

The Board of Directors and the CEO consider that the business is managed in line with the municipality's intentions for ownership of the company and that the company has complied with the principles set out in paragraph 3 of the Articles of Association.

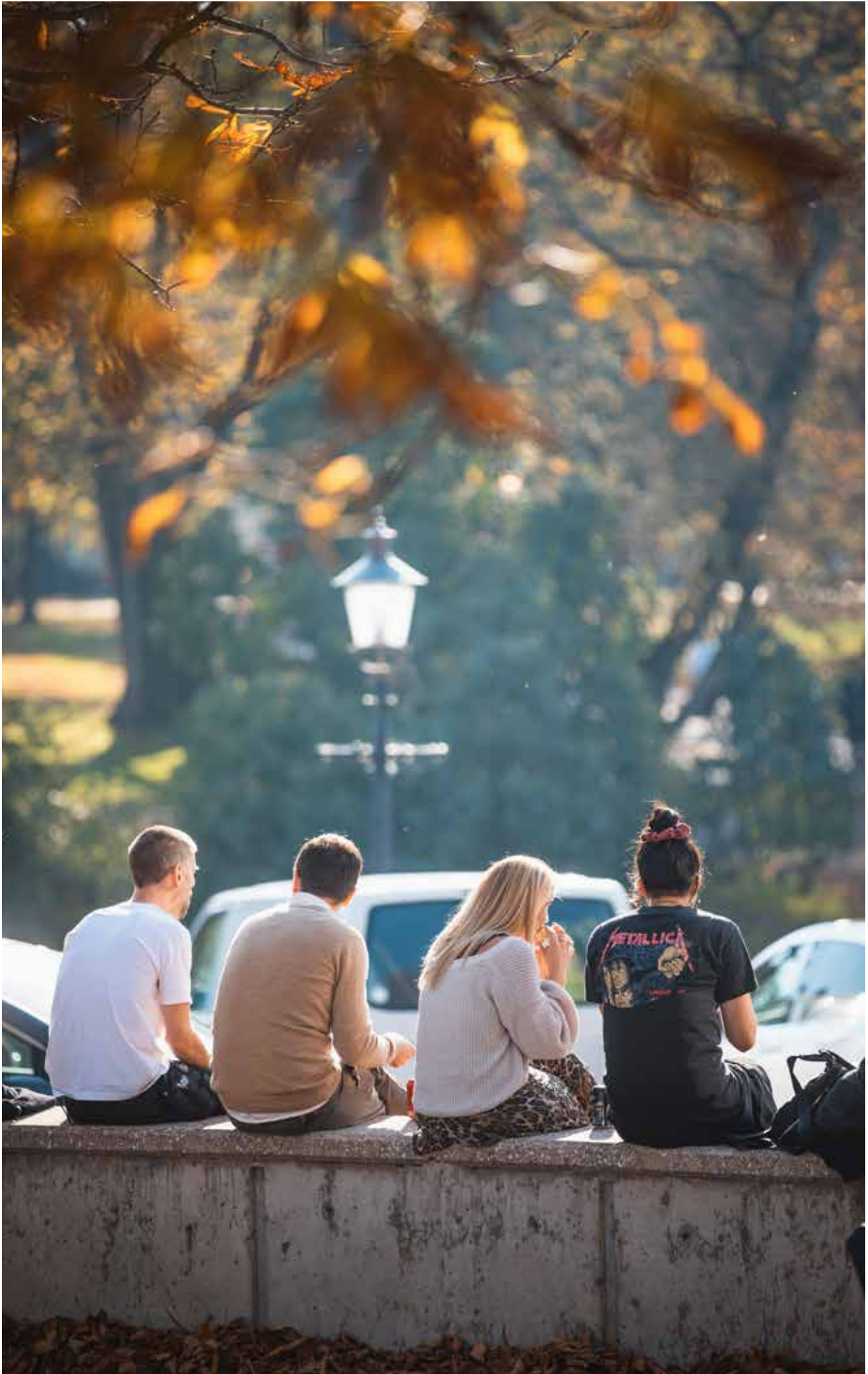
Significant events and developments during the financial year

The visitor industry shows continued growth in the Gothenburg region. In 2019, it is estimated that around 5 million guest nights were spent in hotels and hostels, an increase of around 4 per cent over the previous year. The statistics do not cover alternative new forms of accommodation such as Airbnb. One change is a shift to a larger proportion of Swedish guests. One likely explanation is that figures from Statistics Sweden / the Swedish Agency for Economic and Regional Growth for previous years included a relatively large proportion of guests of unspecified national origin who were counted as guests from abroad. This group has now been greatly reduced

and probably included a larger proportion of Swedes than previously thought. This does not affect the total number of guest nights, just the way they are split between Swedish and foreign visitors. Hopefully this means that in future we will have clearer and more reliable information on the origin of guests.

However, it also means that the goals of the city and Sweden as a whole rely on projections of figures for international guest nights that are probably unreliable. One consequence is that more accurate national statistics will pose challenges to the adopted goals for Gothenburg and for Sweden in general.

The occupancy rates for hotels and hostels are



Kungstorget

generally high, almost 70 per cent on average up to October, and as much as 85 per cent in July, which is the highest figure among metropolitan regions in Sweden. In reality, Gothenburg has a shortage of capacity and the planned addition of almost 4,000 rooms between 2022 and 2026 is long awaited.

Gothenburg was named European Capital of Smart Tourism 2020 in October. The competition was set up by the European Commission to reward cities that stand out for their smart, innovative and inclusive tourism solutions. For Gothenburg, it is an engine that will drive development next year at European level. For the fourth year in a row, Gothenburg was also named the world's most sustainable destination by the Global Destination Sustainability Index.

The partnership with Stockholm and Malmö was expanded during the year to ensure a big city perspective when planning future strategies for the visitor industry within the Ministry of Enterprise and Innovation, the Agency for Economic and Regional

Growth, and Svensk Turism AB.

Collaboration within the Gothenburg region has developed into two networks: a marketing network that is dedicated to marketing and communication, and another that is aimed at business leaders. The purpose of the latter is to tackle visitor industry issues at a strategic level. Visitor industry questions are always on the network's agenda and Göteborg & Co has responsibility for such issues.

The big events of the summer were Gothenburg Culture Festival (GCF) and the European Choir Games (ECG), which were successfully held in August. In 2020, Gothenburg Culture Festival will take place in week 33.

Göteborg & Co continued to implement its strategies in each of its business areas during the year. Many of the operation-specific strategies are starting to show concrete results, in areas such as new meeting concepts, new events, developing seasons, and themed concepts.

Municipal Council objective and mission

During the year the company delivered the projects assigned in the Municipal Council's budget, and was responsible for the projects assigned from the 2018 owner dialogue with Göteborgs Stadshus AB.

One positive trend is the increase in company-wide cooperation between business areas, with the aim of building synergies and added value. This is especially noticeable in the Anniversary project, where preparations for the 2021 anniversary year are starting to

ramp up in several business areas. The anniversary organisation has grown and involves many people throughout the company in various preparatory roles.

Political decisions were taken during the year on the focus and budget for the anniversary year, and this work has now entered the implementation phase, including planning the various highlights of the celebrations in 2021.

Regional and national collaboration

Destination Gothenburg covers a larger geographical area than the city alone, and visitors care little about municipal boundaries. The destination is generally regarded as 13 municipalities that make up the Gothenburg region. Through cooperative agreements with the Gothenburg Region the company has the

task of working on behalf of the entire region. In order to grow and attract more international visitors, there is also a multi-year agreement with the West Sweden Tourist Board and Visit Sweden that aims to coordinate resources in prioritised foreign markets to maximise the effects of marketing.

Future outlook

Global travel rose by four per cent during the first half of 2019, according to the UN tourism agency UNWTO, which forecasts that growth will remain at the same level throughout the year. This reflects continued strong growth in the visitor industry internationally.

The availability of accommodation in the Gothenburg region is limited for large parts of the year, which is slowing growth in guest nights. The planned new investments in accommodation will not show results for a few years, so there are limited options to increase



The Nobel Week Dialogue was held at the Swedish Exhibition & Congress Centre in December and free entry led to full audiences. A string of Nobel laureates appeared on stage and world-leading researchers discussed the theme of "Into the unknown".



Gothenburger of the Year 2019 was Joel Lundqvist, team captain of Frölunda Hockey Club and high-profile sports figure. Since 1993, Göteborg & Co, the evening newspaper GT and Swedish Radio P4 have each year chosen someone who means a lot to many residents of Gothenburg. Joel was the 28th person to receive the title.

capacity during the peak seasons.

The plans for the destination and the company therefore focus on attracting more visitors during the low season and broadening the range of experiences on offer to attract new target groups.

In order to benefit the people of Gothenburg, such

growth must always be sustainable and balanced. Ensuring a good supply of skills is one of the main issues for the visitor industry. The major initiatives planned for Gothenburg will increase the need for recruitment, especially in the hotel and restaurant sector.

Risks and uncertainties

An annual risk analysis is conducted in relation to the company's overall and operational goals. The risks include various events that could directly or indirectly affect activities. The following are worth mentioning in particular:

- The Administrative Court of Appeal rejected the appeal of the City of Gothenburg against the 2017 ruling of the Swedish Competition Authority on the city's financing of the company. This case is very important in principle and affects the forms of the company's financing and the prospects for similar operations in the EU. The city has appealed against the decision to a higher court.
- Gothenburg's ability to compete for major international events is weakened by a shortage of attractive venues, economic conditions or poor accessibility.

- External risks arising from events in the outside world, such as economic unrest, recession or acts of terrorism, could have a major impact on the company's ability to meet its goals. These lie outside the company's control but affect tourism and travel in general. Insecurity on streets and in public squares is also a risk that can be managed through proactive communication and continuous security and safety measures by authorities and the City of Gothenburg.
- Several large infrastructure projects are currently under way in Gothenburg that limit accessibility in some areas. This could create an image of an inaccessible city and lead organisers and visitors to rule out Gothenburg.

Sustainability

The company must strive, through long-term, integrated sustainability initiatives, to prevent and minimise negative impact from the business and to contribute positively as a collaborative platform to the development of the city and the region. The company supports the principles of the UN Global Compact for companies.

Göteborg & Co was awarded its first environmental diploma in 2008. The company's operations are not subject to a permit or duty to give notice under other provisions of the Environmental Code. Environmental initiatives are carried out systematically based on the Swedish Environmental Base national environmental management standard, with a focus on continual improvement.

Travel and transportation are crucial for the company's mission, but also play a substantial role from an environmental standpoint. The scope of this impact fluctuates from year to year depending on the number of recruitment processes, events and other assignments. The climate impact of business travel is offset by the City of Gothenburg's internal climate compensation.

Göteborg & Co is not subject to the legal requirement to prepare a sustainability report. Nevertheless, the company has chosen to prepare a sustainability report in accordance with Global Reporting Initiative (GRI) standards for sustainability reporting (2016) at the "Core" level. The sustainability report can be found on pages 8–39.

Personnel

Göteborg & Co will be an attractive workplace where equality and diversity are natural elements. The company wants to be seen as an innovative, creative and professional organisation that works proactively and has clear goals and values. A new CEO was recruited to the company in spring and in June Peter Grönberg took up this position.

In October, the company began a process of review and reorganisation. The intention is that the company should take a more strategic approach to meeting the strategies and measures set out in the business plan and the long-term objectives for the destination. The focus was on expanding roles, re-prioritising existing services and a general exchange of skills. The changes

made in autumn led to a few personnel changes.

The results of the 2018 employee survey were reported in February 2019 and show that the company's scores are above or in line with the index for the City of Gothenburg's companies in most areas. No survey was conducted in 2019. The forms of the survey will be revised and it will be conducted again in 2020.

Special investments were made in the working environment during the year. Managers, supervisors, health & safety representatives and trade union representatives all received training. A forum has

been set up for unit managers to deal with issues regarding the working environment and other areas. An initiative has been taken to improve inclusiveness in corporate culture since the appointment of the new CEO.

Absence due to illness is historically low, but showed a weakly rising trend in 2016–2018. Health statistics have started to decline again in 2019. Personnel turnover is at about the same level as in previous years.



Valand



European Choir Games 2019

Events

Gothenburg hosted three world events in one week in 2019. Gothenburg Culture Festival, the European Choir Games and Way Out West all took place on 3–8 August, creating a festival mood in and around Gothenburg. The city also won bids for several big international events during the year, including the UEFA Women's Champion League final 2021, the European Karate Championships 2021 and the World Junior Ice Hockey Championships 2022.

The business area's mission

The task of the Events department is to promote and strengthen Gothenburg as a sustainable city of events by strategically developing, facilitating and implementing sustainable events in sports and culture.

Summary of the financial year

The city won bids for several big events in 2019, including the UEFA Women's Champion League final 2021, the European Karate Championships 2021, the World Junior Ice Hockey Championships 2022 and O-ringen 2024 (orienteering). Working with organisers, venues and arenas in the city has resulted in new events with a long-term focus, such as the Gothenburg Design Festival and the Way Out West Youth Programme.

Event Support reviewed and improved collaboration with external organisers during 2019 through workshops and individual meetings. The Team Gothenburg volunteer pool, which aims to improve the employability of young people, assisted at various events during the year, including the P3 Gold music awards, Göteborgsgiro bike race and the European Choir Games.

Gothenburg Culture Festival was held on 6–11 August this year, to coincide with the European Choir Games. The event was very popular and drew over 750,000 visitors during the five-day festival. The main stage was at Kungstorget this year and hosted the big star of the festival, Egyptian-Lebanese singer Haifa Webe, who entertained thousands of happy and dancing spectators.

The festival, which was voted "Sustainable Event of 2018", took the idea of a disposable-free event even

further by introducing returnable stations for lunch boxes, as well as a new restaurant area for local food producers and micro-breweries.

The European Choir Games drew more than 6,000 choir singers from around the world. The inaugural concert with the Eurovision Choir attracted a capacity audience at Partille Arena and was broadcast live in 11 countries. This event is a perfect illustration of how the city can perform as an arena, with 93 well-executed performances all around Gothenburg.

The week after this choral success it was the turn of world-class golf when the Scandinavian Invitation came to Hills Golf Club in Mölndal on 11–14 August. The large crowd of spectators was treated to a thrilling competition, and afterwards the organisers praised both the partnership and the event.

A review of the potential of Gothenburg Christmas City led to the event becoming a full season of events in 2019, now organised by the Marketing & Communications department.

The Events department had operational responsibility for a number of events in 2020, including the European Handball Championships on 10–14 January and the European Championship in Trampoline on 7–10 May. This work is carried out in close collaboration with Got Event.

Business strategies for Events

1

Innovating and creating value

The events industry is constantly changing, and one task is to develop new concepts that can provide a basis for the future success of Gothenburg as a city of events. Preparations for developing Gothenburg Culture Festival began in autumn and will continue in 2020.

2

Sharper destination focus for attracting and developing events

The strategy of selecting a number of recurring external events and combining them in a long-term development plan began in 2019. Gothenburg Film Festival is the first project to follow this strategy and the initiative will be evaluated to see how this approach can be extended to other events.

3

Leading the way in sustainable events

Over the years, Göteborg & Co has developed a process for integrating sustainability criteria into the framework of events, particularly the Gothenburg Culture Festival. The effects of this work will be exploited with the aim of becoming a leading platform for collaboration in sustainable events.

3

Leading, driving and building on collaboration

One measure for improving collaboration and handling event issues is the ongoing development of a common project model and project tools for steering and managing complex events. Implementation is in progress in collaboration with Got Event, and the model is being tested on a number of pilot projects, including the European Choir Games, the World Junior Ice Hockey Championships and anniversary events.



Gothenburg's sustainability stand at the IBTM World meetings fair was built to resemble a west Swedish boathouse. All the materials were recycled or reusable. Interest in sustainability issues is growing rapidly among meeting organisers and destinations.

Convention Bureau

Gothenburg is the world's leading sustainable destination. For the fourth year in a row Gothenburg won the prestigious title in the Global Destination Sustainability (GDS) Index. The focus on sustainability was accompanied by an increase in the number of bids submitted in 2019 (a number of which were successful.)

Several successful meetings and congresses were held in Gothenburg during the year, not least the strategic commitment to the Association World Congress & Expo (AWC). Gothenburg was also represented for the first time as a destination at the IMEX America trade fair.

The business area's mission

Gothenburg Convention Bureau will actively attract major congresses and corporate meetings that bring together academia and business in the region with research & development at a high international level.

Summary of the financial year

For the fourth year in a row Gothenburg was voted the world's leading sustainable destination in the GDS Index. The index rates the sustainability efforts of destinations in three categories: ecological, social and economic. Winning four years in a row is clear recognition that Gothenburg has a firm lead and proof of the strong cooperation that exists between business and the city on sustainability issues.

Several strategic bidding processes and activities were conducted during the year. The number of current bids covers a total of 220,000 delegate days. During the year, 31 future meetings involving around 110,000 delegate days were confirmed.

After years of preparation, the strategic commitment to the Associations World Congress & Expo led to the event being held at the Swedish Exhibition & Congress Centre in April. AWC was project-managed by Göteborg & Co's Convention Bureau and the Association of Association Executives in collaboration with the Swedish Exhibition & Congress Centre and congress organiser MCI. AWC brought together almost 500 people, many of them with leading roles in international medical, scientific or trade organisations and with their own congresses that are of interest to Gothenburg. The delegates included more than 20 specially invited key figures, each representing congresses that Gothenburg is in the process of bidding for.

Hosting this event provided an opportunity to show how a congress can be organised sustainably and to inspire the international meetings industry. The congress was certified as sustainable under Swedish Environmental Base criteria and sustainability

was a recurring theme throughout the event. AWC was a success for organisers and delegates, who said that AWC 2019 in Gothenburg was the best congress to date. This was the first time the congress was held in the Nordic region and it offered a unique opportunity to showcase Gothenburg and reinforce our position as a city for sustainable meetings.

The European Human Genetics Conference, ESHG, was held at the Swedish Exhibition & Congress Centre in June and attracted just over 3,000 delegates. ESHG was last held in Gothenburg in 2010, which shows that satisfied customers always return. According to the 2019 survey of delegates, a full 98 per cent had a positive overall impression of Gothenburg as a destination.

In September, approximately 2,000 people attended the congress of the International Continence Society, ICS. The congress took place at the Swedish Exhibition & Congress Centre with support from leading congress organiser Kenes.

Gothenburg exhibited for the first time as a destination at the IMEX America trade fair in September. There was considerable interest from customers and our calendar was filled with interesting customer meetings.

During the IBTM trade fair in Barcelona, Gothenburg and partner organisations had their own stand in the Scandinavian section, following the withdrawal of Sweden as an exhibitor. It was a very successful event with more than 150 pre-arranged individual meetings. Gothenburg also stood out as being the destination with the strongest record of sustainability.

Business strategies for Gothenburg Convention Bureau

1

Attracting large meetings in specialist areas

Several long-term strategic initiatives and bidding processes were carried out during the year to attract more large meetings (in excess of 2,000 delegates). The number of bids for large meetings has risen.

2

Ramping up collaboration with regional trade & industry

The business area presented a strategic plan for meetings on behalf of the Municipal Council in 2018. Work began on implementing this plan in 2019. So far, this work has led to the identification of specific meetings and subject areas. The local business community shows strong engagement in the bidding processes, sending letters of support and participating in site visits. During AWC, collaboration with the local business community was demonstrated in speeches, lectures and presentations by Volvo Cars, Cellink and Astra Zeneca, among others.

3

Using Gothenburg as an arena to develop new meeting concepts

By encouraging public events to be held at the same time as congresses, meetings can contribute to a more open and accessible city by giving a broader audience the opportunity to learn about the latest research.

Full advantage was taken of the AWC expo to promote the Gothenburg as a destination for meetings, including the use of new concepts in sustainability. There was also a strong connection to Gothenburg's 400-year anniversary and the focus theme for 2019, Knowledge & Enlightenment. To mark the hosting of the European Choir Games by Gothenburg in August, choral singing was a recurring theme during the congress, from the welcome reception through to the congress dinner.

During the large IAGG-ER congress on gerontology and geriatrics that took place in May, a photo exhibition on ageing entitled Rich in Years was held at the City Library and in Bältespännarparken.



Wave Swinger, Liseberg amusement park

Marketing & Communications

Communication and good relations strengthen the destination and increase the value of the Gothenburg brand, as well as highlighting the company's role as a platform for collaboration.

The business area's mission

Marketing & Communications has the task of developing themes, seasons and reasons to visit the city, as well as providing first-class hospitality in collaboration with stakeholders locally, regionally, nationally and internationally. We are responsible for destination communication, the corporate communications of Göteborg & Co, and the company's internal communications.

Summary of the financial year

The destination website – goteborg.com – continues to grow, and surpassed the previous year's record with just over three million unique visitors in 2019. The destination has a presence on social media every week of the year and the number of followers is steadily growing. This year's image survey shows that Gothenburg is perceived as a friendly family destination by residents and by visitors. In addition to friendliness, we increasingly highlight innovation, creativity and sustainability in our communications.

During the year, the department established a brand platform for the destination, a new plan for corporate communication and a new plan for crisis communication, among other things. We also carried out a special assessment of the company's internal communications and held a training day in communicative leadership.

Good cooperation with our partners is vital for the destination to reach its set goals. Within the framework for collaboration with GoCONNECT and Visit Sweden we worked with Qatar Airways during the year on extending marketing in both China and India. The Next to Gothenburg campaign, launched in spring in collaboration with Västtrafik and the West Sweden Tourist Board, has proven successful in six very satisfied destinations, from Alingsås to Styrö-Vrångö.

There is continued strong interest in Destination Gothenburg among international journalists and influencers. Alongside seven priority international markets we also introduced Sweden as a new market, leading to positive results for PR initiatives that included a 24-page newspaper supplement about Gothenburg in Aftonbladet and a similarly themed supplement in GT/Expressen. During Gothenburg Design Festival a well-attended press trip was arranged on the theme of design and sustainability.

The good hospitality provided by Visitor Services and the tourist centres, as well as information points, enhance the appeal and competitiveness of the destination. This year we arranged destination training courses for front-of-house staff and hotel managers.

Marketing and communications influence the reputation of the destination. As more people communicate the Gothenburg brand it increases credibility, and as partners and colleagues in the industry raise the profile of Gothenburg it reveals more and more reasons to visit the city. The Marketing & Communications toolbox, containing images, video and articles, keeps the conversation going about Gothenburg. Events and meetings are also important platforms for marketing.

Business strategies for Marketing & Communications

1

Developing seasons and theme concepts that promote interest in Gothenburg as a destination

Work has continued on the themes of food, nature and design. Further progress was made on developing the new Valentine's Season in 2019. Marketing & Communications took over responsibility for Gothenburg Christmas City communications during the year. This means that the regular destination campaign for Christmas will also target local and regional audiences. Work has begun on promoting the region during low season.

2

Marketing Gothenburg by communicating in new and innovative ways and through new channels/platforms

The editors of goteborg.com have extended collaboration with major events and congresses in the city to create content that encourages event visitors to discover more of Gothenburg while they are here. These guides and articles are also distributed in partners' / events newsletters and social channels.

The destination's communication materials are developed in collaboration with the steering group for Marketing & Communications and the marketing network for the Gothenburg region. Images, videos and articles are distributed for further marketing of the destination.

3

Having a digital presence where visitors are

As a result of our collaboration with Visit Sweden and the West Sweden Tourist Board, Gothenburg gains exposure on key platforms such as visit-sweden.com and westsweden.com. Always-on marketing and individual campaigns are primarily channelled through digital/social media. On the digital front a great deal of user-generated content is used and there is ongoing dialogue in social media with followers and visitors.

4

Taking the hospitality of Gothenburg to new heights

In April, Visitor Services invited managers of Gothenburg hotels to an event at the tourist centre at Kungssportsplatsen that was designed to improve their knowledge of Destination Gothenburg. The aim was to give a taste of the free destination training offered by Visitor Services to front-of-house staff. By increasing knowledge about the destination we are supporting the general corporate goal – to shift from implementer to facilitator.

In collaboration with the Port of Gothenburg, we welcomed 65 cruise ships during the year and a total of around 115,000 cruise passengers to Gothenburg.

VINNARE AV GÖTEBORGS COMPANIPRIS 2018

I-Tech AB



In 2019 the Gothenburg Company Prize was awarded to the 2018 winner, i-Tech, which accepted the award from the Chair of Gothenburg City Executive Board, Axel Josefson.

Trade & Industry Group

The Trade & Industry Group aims to use knowledge and innovation to benefit future competitiveness and sustainable welfare in the region. Several strategic collaborations were extended in 2019, and special attention was given to project initiatives that aim to improve inclusion and long-term skills provision.

The business area's mission

The Trade & Industry Group will serve as a platform for collaboration between trade & industry, organisations, municipalities and academia, in their efforts to make Gothenburg even more competitive and attractive.

Summary of the financial year

In 2019, operations focused more clearly on supporting the destination's overall strategies, and shifted from a support role to acting as a resource by providing know-how and financial initiatives. The Student Göteborg and Go Science projects have been merged into Unimeet Gothenburg and now focus more clearly on international students and researchers.

For the second year in a row a range of activities were organised in the district of Biskopsgården as part of the BonnierHoops initiative. Throughout summer, young people were able to meet there and challenge emergency service staff to games of street basketball, hang out in the book lounge, write poetry, do handicrafts and much more. Apart from the success of these activities the project is also believed to have contributed to a reduction in reported crime in the area.

The International Science Festival attracts around 52,000 visitors and is one of the leading popular science events in Europe. The review of its legal residence has been completed and a new three-year agreement has been signed with an agreed grant and an additional sponsor – the City of Gothenburg. A strong and successful commitment has also been made to increase partner funding.

The 50th anniversary of the first lunar landing was celebrated during Space Week in September. With the support of the Trade & Industry Group and as part of the focus theme of Knowledge and Enlightenment, around 150 activities were organised on the theme of Space to highlight the strong role of western Sweden in space research.

As part of West Pride's efforts to raise awareness, staff at targeted schools were given free training, support and ongoing advice on equality throughout the year. In return, the schools undertook to actively include LGBTQ issues in their curriculum throughout the year.

The Future Ambassadors project was officially launched in 2019. Its purpose is to explore the potential of digitalisation in finding solutions for a sustainable world, and at the same time give all primary school students a better understanding of nature and technology

In 2020, the Trade & Industry Group will continue to manage the focus theme process in preparation for Gothenburg's 400-year anniversary. The theme for the coming year is Sustainable Growth.

Business strategies for the Trade & Industry Group

1

Developing forms of collaboration

The forms of cooperation for the long-term projects and partnerships that the Trade & Industry Group is working on were developed and given a more formal framework in 2019. This applied in particular to: Student Göteborg, Junior Achievement, the celebrity Arab performance at Gothenburg Culture Festival and the Future Ambassadors project.

2

Initiating and facilitating new projects

A number of initiatives in the focus areas of inclusion and skills provision were started and implemented during the year. One successful example is Gothenburg Design Festival. The Trade & Industry Group also supported Capital-OnBoard, an innovative new meeting event that allows start-up companies to meet investors on a boat during a return journey to Fredrikshamn. With the help of the Trade & Industry Group, Alfie Atkins' Cultural Centre has been able to focus even more on improving inclusion and accessibility. In 2019, the Trade & Industry Group continued to work closely with Business Region Göteborg on the business policy programme to improve skills provision.

3

Highlighting and building awareness of Gothenburg

The projects that the Trade & Industry Group was involved in during 2019 help to improve knowledge about Gothenburg, the region and its attractiveness. PR and news publishing activities have been established for each project. There has been ongoing internal and external communication through several channels at local, national and international level. The Magasin Göteborg supplement was published in collaboration with Business Region Göteborg. The magazine was also the most widely read supplement in the business journal Dagens Industri this year, reaching 210,000 readers.



From the recording of "How did we get here? – ten videos on the history of Gothenburg – based on questions from residents" in collaboration with the Museum of Gothenburg.

Gothenburg's 400-year anniversary in 2021

Since 2009, Göteborg & Co has been driving the city's collective preparations for the 400-year anniversary in 2021. Thousands of Gothenburg residents have been involved in the process and contributed ideas and suggestions about how the city should develop. The city's administrations and companies are realising many of these ideas, and hundreds of stakeholders are involved in initiatives for the 400-year anniversary. Their shared goal is to make Gothenburg an even better city.

Numerous activities have taken place under the anniversary umbrella, and some examples are given below: Ten history videos have been produced with the Museum of Gothenburg, prompted by residents' questions about Gothenburg. The videos were popular on social media and quickly spread. A rain artwork by designer Bea Szenfeld was opened at Esperantoplatzen, an outdoor play space called "Näsan i blöt" (Nose in the wet) was built by 100 residents of

Gothenburg in Centenary Park, and the park attracted a record 100,000 visits during the season. The anniversary music camp, Side by Side by El Sistema, brought together young musicians from 16 different countries; an Anniversary Corner was set up at the tourist office; and a competition to create an Anniversary Song was announced in partnership with the Brewhouse Award.

Vision:

By 2021, Gothenburg will be internationally recognised as a bold model for sustainable growth. We are an innovative, open and inclusive city, where all residents feel a sense of purpose and participation.

Knowledge and enlightenment in focus in 2019

Each year leading up to the 400-year anniversary has a special focus theme. In 2019 the focus was on research and skills provision, and the aim was to continue working to engage the entire city. One way this is done is through projects such as Future Ambassadors, which challenges pupils to think about global

problems, and the Whole City's Gallery, an exhibition of images entitled Rich In Years that reflect a senior perspective, as well as photo art by children from the city's art schools. Other important platforms included the International Science Festival and Space Week.

The anniversary year 2021

It is almost time to start inviting Gothenburg's residents and visitors to the anniversary year itself, which will be a full year of celebrations and experiences. The high points of the anniversary year that will be arranged by Göteborg & Co were established in 2019.

The celebrations begin on 31 December 2020 with an opening event that brings light to Gothenburg during the dark winter period.

On 4–6 June 2021 we will celebrate the Anniversary Weekend. This will take place in the historic quarters of the city and include a massive party parade

through the city. On 5 June, attention turns to the river as we satisfy the desires of Gothenburg residents to get near to the water. On 6 June we meet in green spaces and celebrate National Day together.

In December 2021 there will be a tribute to Gothenburg and its residents that focuses on sustainable growth, human rights, democracy and equality. This will be an international gathering for the very latest in knowledge, research and innovation that puts Gothenburg on the world map.

New ways of collaborating have long-term benefits

The role of the anniversary organisation is to lead, co-ordinate, communicate and follow up progress. The organisation was given more resources during the year and has increasingly focused on planning and implementing the programme for the anniversary year. Five steering groups were formed in accordance with the company's project model and these involve additional staff from Göteborg & Co.

On our journey to the anniversary we have found new ways of collaborating with stakeholders from all parts of society, including residents, businesses, academia, the city, the region, organisations, foundations and associations. Ten years of combining our

efforts have provided new insights and understanding of how we can make Gothenburg an even better city, finding sustainable solutions for the future. In the run-up to 2020 the anniversary process shifts from development and planning to setting up, inviting people and implementing the anniversary celebrations.

In 2022 a detailed summary and review will ensure we manage the city's investment and use the experiences gained from the process and celebrations to continue improving the city and region.

Read more about Gothenburg's 400-year anniversary at goteborg2021.com

Five goals

- 1 To make an international mark by working to make Gothenburg a city where residents enjoy life and feel involved, proud and confident about the future.
- 2 To be a bold model for sustainable growth by meeting and exceeding already agreed targets.
- 3 To develop Gothenburg and the surrounding region through broad collaboration with the city's committees and companies, as well as local, regional, national and international stakeholders.
- 4 To involve the whole city in the celebrations by inviting ongoing open consultation
- 5 with everyone.
To strengthen the image of Gothenburg through effective communication and marketing.

Theme

By the water

getting closer to the sea, the archipelago, the harbour and the river.

Building bridges

building bridges between people and reducing distances.

Open spaces

developing an open and tolerant city by providing creative new meeting spaces.



View from Skansen Kronan fortress towards Oscar Fredrik Church and Masthugget Church

Analysis & Market Trends

Analysis & Market Trends collects, processes, packages and communicates information, data and knowledge in a targeted way.

In 2019 the department provided internal support to the company's other business areas, for example by assisting the project group that gathered data for the Global Destination Sustainability Index and European Capital of Smart Tourism.

The department's work also included reviewing the company's internal processes and routines for meeting data and information needs. This work will continue in 2020 and will focus on providing the appropriate technology, skills and resources to meet these needs.

It is the ambition of Göteborg & Co to become a knowledge hub that generates value for its partners. This involves a complex process of change and the Analysis & Market Trends department will be the driving force in the process.

The business area's mission

The mission of Analysis & Market Trends is to use analysis, monitoring of market trends and strategic partnerships to ensure the company has solid background information to support the destination's development.

Summary of the financial year

A systematic process of collecting and organising relevant data and metrics has begun. This is groundwork that is essential to measure development and long-term trends at the destination level.

A discussion was started with visitor industry stakeholders and interest organisations during the year about the data that is available and relevant from a destination perspective. Annual statistics on transport, trade and attractions were collected and processed. Market statistics and hotel metrics from Statistics Sweden were also organised and aggregated

so that the company can monitor long-term trends, use the data for analysis and combine them with other data sources.

Steps were taken to make interactive self-service reports accessible on the website for external target groups during the year. The department has also identified several databases, services and external reports and analyses that provide insights into markets, visitors and their driving forces.

Strategies for Analysis & Market Trends in 2019

1

Set up a new unit – Analysis & Market Trends

The process of gradually building up a strong analysis and market trends unit has continued during the year and the outline for an effective organisational model will be completed in early 2020.

2

Acquire systematic knowledge about visitors

Sub-strategy:
Statistics and measurements

The department finds, compiles and presents current statistics, as well as coordinating assessments that will support the business and partners.

Sub-strategy:
Formalise collaboration on Guest DNA

The process of implementing this strategy will continue next year. The management of the company and its partners agree that traditional metrics such as guest nights need to be combined with new metrics that more clearly reflect the profiles of guests, behaviour patterns and contributions to the destination.

Sub-strategy:
Continuously assess events and activities organised on behalf of management and the company's business areas

In 2019, Analysis & Market Trends coordinated around ten surveys on behalf of the company's other business areas.

3

Create a framework and processes for sharing knowledge about the visitor industry internally and with partners

Sub-strategy:
Packaging and communication of data, information and knowledge

Implementation of the strategy will be clarified in the coming financial year.

4

Develop partnerships and exchanges of knowledge with academia

Sub-strategy:
Connect skills to Analysis & Market Trends

Establishing formal collaborative partnerships with experts in the various areas of the visitor industry will ensure access to information about developments and trends that affect the growth of the destination. This process has been driven by a number of strategic meetings with key players and stakeholders. The department was also represented on seven different value-creating networks, regionally, national and international.

Performance and financial position

The following table shows the company's performance with regard to some central earnings measures and key ratios (amounts in SEK thousand):

	2019	2018	2017	2016	2015
Operating income	180,985	203,447	196,252	241,755	249,874
Profit after financial items	-2,162	10,009	1,370	1,122	-1,166
Total assets**	1,162,122	1,118,488	1,115,346	90,022	69,224
Equity/assets ratio*	93.7%	95.9%	95.5%	21.2%	26.7%
Average number of employees	103	106	105	112	113
Sales per employee	1,757	1,919	1,869	2,159	2,211

*Equity + 78% of untaxed reserves/total assets

** During 2017 there was a reverse merger between Göteborg & Co Kommunintressent AB. The company then became the owner of

three subsidiaries, which affected the total assets.

Tourist development in the Gothenburg region

	2019	2018	2017	2016	2015
Total tourist sales SEKm	33,900	32,100	30,200	27,700	25,600
Market share of commercial hotel and hostel nights	10.9%	10.8%	11.1%	11.3%	11.0%
Number of guest nights, thousands	5,060	4,844	4,777	4,696	4,488
Number of employees in travel and tourism industry	18,900	18,700	18,600	17,600	17,100

Forecast figures for 2019. Outcome for other years.

Proposed appropriation of profits

The following profits are at the disposal of the Annual General Meeting:

Profit brought forward	1,086,714,964
Net profit for the year	<u>-3,685,011</u>
SEK	1,083,029,953

The Board of Directors proposes that the profits be appropriated so that:

dividend to shareholders	1,586,256
carried forward	<u>1,081,443,697</u>
SEK	1,083,029,953

The company's performance during the year and financial position at year-end in other respects can be seen from the following income statement and balance sheet.

Intra-group transfers were paid to	SEK thousand	Shareholder contributions were paid to	SEK thousand
Göteborgs Stadshus AB	69,811	Liseberg AB	31,509
Göteborgs Stadsteater AB	2,018	Göteborgs Stadsteater AB	10,500

Intra-group transfers were received from	SEK thousand	Shareholder contributions were received from	SEK thousand
Got Event AB	27,810	Göteborgs Stadshus AB	43,513
Göteborgs Stadshus AB	2,018		
Liseberg AB	40,088		

Equity

	Share capital	Statutory reserve	Profit brought forward	Net profit for the year
Opening balance	3,000,000	1,208,540	1,043,196,259	23,089,802
Appropriation of profit			23,089,802	-23,089,802
Dividend to shareholders			-23,084,100	
Net profit for the year				-3,685,011
Shareholder contribution			43,513,003	
Closing balance	3,000,000	1,208,540	1,086,714,964	-3,685,011

Income Statement

	Note	2019	2018
Operating income	1	180,984,752	203,447,296
Cost of services sold		-4,524,978	-7,613,753
Other external costs	2, 3	-89,096,015	-124,865,585
Personnel costs	4, 5	-86,090,559	-82,839,876
Depreciation of property, plant and equipment	6	-1,149,831	-1,182,700
Total operating expenses		-180,861,383	-216,501,914
Operating profit		123,369	-13,054,618
Profit from shares in Group companies	7	-2,241,744	23,084,100
Profit from other securities and receivables	8	-123,297	0
Interest expense and similar profit/loss items		84,195	23,545
Interest expense and similar profit/loss items		-4,587	-43,872
Profit after financial items		-2,162,064	10,009,155
Appropriations	9	-1,505,198	13,630,000
Tax on profit for the year	10	-16,752	-549,353
Tax from previous year		-997	0
Net profit for the year		-3,685,011	23,089,802

Balance sheet

	Note	31/12/2019	31/12/2018
Assets			
Property, plant and equipment			
Equipment	6	3,255,874	4,100,117
Financial assets			
Shares in Group companies	11	1,070,332,505	1,032,151,120
Other non-current securities	12	22,703	146,000
Total non-current assets		1,073,611,082	1,036,397,237
Current assets			
Inventories, goods for resale		873,362	820,785
Current receivables			
Trade receivables		12,960,777	18,812,214
Receivables from companies within Gbg Stadshus AB		37,326,657	29,811,933
Tax assets		1,699,504	2,819,866
Other receivables		29,937,789	25,125,663
Prepaid expenses and accrued income	13	5,597,610	4,557,214
Total current receivables		87,522,337	81,126,890
Cash and bank balances	14	115,349	143,025
Total current assets		88,511,048	82,090,699
Total assets		1,162,122,130	1,118,487,937

Balance sheet cont.

	Note	31/12/2019	31/12/2018
Equity and liabilities			
Equity			
Restricted equity			
Share capital (30,000 shares, par value SEK 100/share)		3,000,000	3,000,000
Statutory reserve		1,208,540	1,208,540
		4,208,540	4,208,540
Non-restricted equity			
Profit brought forward		1,086,714,964	1,043,196,259
Net profit for the year	15	-3,685,011	23,089,802
		1,083,029,953	1,066,286,061
Total equity		1,087,238,493	1,070,494,601
Untaxed reserves	16	2,846,359	3,254,161
Current liabilities			
Trade payables		14,817,623	15,170,132
Liabilities to companies within Gbg Stadshus AB		35,305,653	5,954,723
Other current liabilities		2,683,149	3,049,080
Accrued expenses and deferred income	17	19,230,853	20,565,240
Total current liabilities		72,037,278	44,739,175
Total equity and liabilities		1,162,122,130	1,118,487,937

Cash flow statement

	Note	2019	2018
Operating activities			
Profit after financial items		-2,162,064	10,009,155
Adjustments for non-cash items		4,691,745	1,182,700
Tax paid		1,102,613	-701,969
<i>Cash flow from operating activities before working capital changes</i>		3,632,294	10,489,886
<i>Working capital changes</i>			
Inventories		-52,577	-233,765
Current receivables		-2,736,066	4,623,857
Current liabilities		27,298,103	-5,218,267
Cash flow from operating activities		28,141,754	9,661,711
Investing activities			
Investment in equipment		-305,587	-151,643
Cash flow from investing activities		-305,587	-151,643
Financing activities			
Intra-group transfers received		0	13,500,000
Dividend paid out		-23,084,100	-14,600,000
Cash flow from financing activities		-23,084,100	-1,100,000
Cash flow for the year		4,752,067	8,410,068
Cash and cash equivalents at beginning of the year, incl. Group account		25,092,069	16,682,001
Cash and cash equivalents at end of the year, incl. Group account	18	29,844,136	25,092,069

Notes to the financial statements

General information

The consolidated financial statements are not prepared with reference to the exception to the Annual Accounts Act Chapter 7. § 2.

Accounting principles

Göteborg & Co complies with the Annual Accounts Act (1995:1554) and the general advice of the Swedish Accounting Standards Board, BFNAR 2012:1 *Annual Report and Consolidated Financial Statements* ("K3").

Intra-group transfers

Received and paid intra-group transfers are recognised as appropriations in the income statement. Shareholder contributions received are recognised directly against equity.

Shares in Group companies

Shares in subsidiaries are carried at cost. Dividends from subsidiaries are recognised as income when the right to the dividend is deemed secure and can be measured reliably. An impairment charge was taken for shares in subsidiaries because of the decline in value.

Depreciation

Depreciation according to plan is based on the original cost of the assets and is allocated over the estimated useful life. Equipment is written off at 20% per year as its useful life is estimated to be 5 years.

The difference between depreciation according to plan and book depreciation is shown as an appropriation.

Inventories

Inventories have been valued at the lower of cost or fair value. The FIFO method has been applied when determining cost. Fair value consists of estimated sales value less estimated selling expense.

Receivables

Receivables have been recognised at the amounts expected to be received. Other assets and liabilities are recognised at nominal amounts unless otherwise stated in the notes below.

Revenue

Payment for assignments from the City of Gothenburg is recognised the year the expenses arise that the payment relates to.

The company recognises revenue from fixed-price service assignments carried out on completion of the work. This means that ongoing service assignments are valued in the balance sheet at direct expenses accrued less invoiced

part payments. The outcome of the mission is assessed in connection with the annual accounts. If there is reason to suspect that a loss has occurred, it is recorded in its entirety.

Other revenue is recognised when the income can be estimated reliably and when, on the whole, all the risks and rights associated with ownership have been transferred to the purchaser, which normally takes place when goods are delivered or services provided.

Taxes

The tax expense or tax income for the period consists of current and deferred tax. Current tax is the tax calculated on the taxable profit for the period.

Deferred tax is calculated on the difference between the carrying amounts of the company's assets and liabilities and their tax base. The difference between these amounts is multiplied by the current tax rate, giving the amount of the deferred tax asset/liability. Deferred tax assets are recognised in the balance sheet to the extent that it is probable 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 tax liabilities/assets that are 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 lease agreements are recognised as operating lease agreements, which means that the lease payments are allocated on a straight-line basis over the lease term.

Cash flow statement

The cash flow statement is prepared using the indirect method. The reported cash flow only includes transactions resulting in cash receipts or payments. Cash and cash equivalents refer to cash and bank balances. The balance in the Group account is reported as cash and cash equivalents.

Parent Company

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (556537-0888).

Revenue amounted to 5% of income (2018: 9%) from other Göteborgs Stadshus companies and 4% (2018: 4%) of costs for "costs of services sold" and "other external costs" are assigned to other Göteborgs Stadshus companies.

Significant events after the balance sheet date

No significant events occurred after the balance sheet date.

Note 1 Operating income

	2019	2018
Payment for assignments from the City of Gothenburg	119,037,000	118,970,000
Income from sales of services	13,691,049	16,581,045
Marketing payment, project funds and other income from owners and stakeholders	48,256,703	67,896,251
	180,984,752	203,447,296

Note 2 Fee and reimbursement

	2019	2018
Audit assignment Ernst & Young AB	153,991	151,643
Audit assignment City Audit	167,400	191,101
Audit duties beyond audit assignment Ernst & Young AB	0	149,354

Audit assignment refers to the statutory audit of the annual accounts, the accounting records and the administration of the Board of Directors and the CEO. Other audit services 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 audit report, as well as guidance or other assistance occasioned by observations in connection with an audit assignment. Other services are services that do not relate to the audit assignment, other audit services or tax consultancy.

Note 3 Leasing

The essential leases refer to leases for the company's premises on Mässans Gata and Kungssportsplatsen square. These agreements include indexation according to the CPI. The agreement for Mässans Gata runs through 2022 and will be extended for 36 months if it is not terminated. The agreement for Kungssportsplatsen runs through 2024 and will be extended for 36 months if it is not terminated. Other leases relate to equipment such as copying machines.

	2019	2018
Lease payments for the financial year	7,306,037	7,122,659
Future contracted lease payments:		
Within one year	7,382,010	7,192,651
Two to five years	19,621,780	23,558,797
More than five years	2,546,940	2,287,200

Note 4 Personnel

	2019	2018
Men	29	29
Women	74	77
	103	106

The average number of employees as above has been calculated in relation to the company's normal hours worked per year.

In order to give a more complete picture of employment in the company, the table below shows the number of permanent employees and fixed-term employees (project employment, seasonal employment, temporary employment or consultants) during the year.

	Number of full-time equivalent jobs 2019	Number of people 2019
Permanent employees	76	106
Fixed-term employees/Consultants	27	319
	103	425

Note 5 Wages, other remuneration and social security expenses

	2019	2018
Board, CEO and CEO		
Wages and other remuneration	1,758,194	1,881,781
Social security expenses	1,029,472	1,208,031
Of which pension expenses	(383,911)	(496,359)
Other employees		
Wages and other remuneration	56,370,148	53,317,220
Social security expenses	24,414,442	23,198,101
Of which pension expenses	(5,550,693)	(5,241,682)
Total		
Wages and other remuneration	58,128,342	55,199,001
Social security expenses	25,443,914	24,406,132
Of which pension expenses	(5,934,604)	(5,738,041)

The company had an acting CEO during the period January to June. A new CEO took up the position in June. The CEO's contract can be terminated on a mutual notice period of 3 months within the first 12 months. After this period the CEO's notice period is 6 months. If the Board terminates the contract within the first 12 months, the CEO is entitled to a severance payment equivalent to 6 months' salary. If the Board terminates the agreement after 12 months, the severance payment is equivalent to 12 months' salary. No severance payment will be made if the contract is terminated on grounds that justify immediate termination. The CEO has a defined contribution pension plan, with no guaranteed final pension level.

Gender distribution in senior management

	2019		2018	
	Number	Of which men	Number	Of which men
Board members	7	29%	7	29%
Senior management	9	56%	10	50%

Note 6 Equipment

	31/12/2019	31/12/2018
Opening costs	14,791,884	15,291,697
Purchases	305,587	151,643
Sale/disposal	-1,239,164	-651,456
Closing costs	13,858,307	14,791,884
Opening depreciation according to plan	10,691,767	10,160,523
Depreciation according to plan	1,149,831	1,182,700
Sale/disposal	-1,239,165	-651,456
Closing depreciation according to plan	10,602,433	10,691,767
Closing residual value according to plan	3,255,874	4,100,117

Note 7 Profit from shares in Group companies

	2019	2018
Anticipated dividend	1,586,256	23,084,100
Impairment charge from shares in Group companies	-3,828,000	0
	-2,241,744	23,084,100

Note 8 Profit from other securities and receivables

	2019	2018
Impairment of shares in other companies	-123,297	0
	-123,297	0

Note 9 Appropriations

	2019	2018
Change in tax allocation reserve	0	-720,000
Change in excess depreciation	407,802	850,000
Intra-group transfers received	69,916,414	58,795,000
Intra-group transfers paid	-71,829,414	-45,295,000
	-1,505,198	13,630,000

Note 10 Tax on profit for the year

	2019	2018
Current tax	-16,752	-549,353
Deferred tax	0	0
Tax on profit for the year	-16,752	-549,353

Reconciliation of tax expense for the year

Recognised profit/loss before tax	-3,667,262	23,639,155
Tax calculated at a tax rate of 21.4% 2019 (22% 2018)	784,794	-5,200,614
Tax effect of non-taxable expenses	-318,706	-425,557
Tax effect of impairment charges	-819,192	
Tax effect of non-taxable income	339,459	5,078,502
Standard income on tax allocation reserves	-3,107	-1,684
Total	-16,752	-549,353

Note 11 Shares in Group companies

	2019	2018
Opening cost	1,032,151,120	1,032,151,120
Shareholder contribution paid	42,009,385	0
Impairment of shares	-3,828,000	0
Closing cost	1,070,332,505	1,032,151,120

			31/12/2019	31/12/2018
	Number of shares	Capital share %	Carrying amount	Carrying amount
Liseberg AB				
556023-6811, Gothenburg	419,998	100.0%	1,006,697,385	975,188,000
Got Event AB				
556015-9823, Gothenburg	15,000	100.0%	30,771,000	30,771,000
Göteborgs Stadsteater AB				
556016-7875, Gothenburg	79,941	100.0%	32,864,120	26,192,120
			1,070,332,505	1,032,151,120

Note 12 Other non-current securities

	31/12/2019	31/12/2018
Svensk Turism AB, 556452-7157, Stockholm	22,703	146,000

The par value of the above shares is SEK 15.55/share and share capital totalled SEK 1,160,000 in 2019.

Note 13 Prepaid expenses and accrued income

	31/12/2019	31/12/2018
Staff-related	39,970	44,456
Rental expenses	1,963,629	1,907,294
Project-related	2,593,407	1,486,361
Other	1,000,604	1,119,103
	5,597,610	4,557,214

Note 14 Pledged assets

	31/12/2019	31/12/2018
Travel guarantee (bank guarantee)	0	50,000

Note 15 Appropriation of profit

The following profits are at the disposal of the Annual General Meeting:

Profit brought forward	1,086,714,964
Net profit for the year	<u>-3,685,011</u>
SEK	1,083,029,953

The Board of Directors proposes that the profits be appropriated so that:

dividend to shareholders	1,586,256
carried forward	<u>1,081,443,697</u>
SEK	1,083,029,953

Note 16 Untaxed reserves

	31/12/2019	31/12/2018
Accumulated excess depreciation	0	407,802
Allocation reserve assessment year 2014	358,000	358,000
Allocation reserve assessment year 2015	285,459	285,459
Allocation reserve assessment year 2016	724,900	724,900
Allocation reserve assessment year 2017	758,000	758,000
Allocation reserve assessment year 2018	720,000	720,000
	2,846,359	3,254,161

Note 17 Accrued expenses and deferred income

	31/12/2019	31/12/2018
Staff-related	8,885,531	7,732,168
Project-related	5,076,161	4,822,010
Other	5,269,161	8,011,062
	19,230,853	20,565,240

Note 18 Cash and cash equivalents

	31/12/2019	31/12/2018
Of this item, balance in Group account makes up	29,728,787	24,949,044

Gothenburg, 06 February 2020

Jonas Ransgård
Chairman

Kurt Eliasson

Eva Flyborg

Anna Karin Hammarstrand

Madeleine Jonsson

Alice Vernersson

Linnea Wikström

Peter Grönberg
CEO, Göteborg & Co AB

Our audit report was submitted on 06 February 2020
Ernst & Young AB

Hans Gavin
Authorised Public Accountant

Our review report was submitted on 06 February 2020

Birgitta Adler
lay auditor
the Municipal Council
pal Council

Lars-Gunnar Landin
lay auditor appointed by
appointed by the Muni-

Auditor's report



Auditor's report



Review report



GRI index

This is Göteborg & Co's third sustainability report. For 2019, the annual report and sustainability report have been combined in a single report. General information about the business is presented on pages 40–57, and the report on key sustainability issues is presented on pages 8–39. The report has been

prepared in accordance with the Core option of the Global Reporting Initiative Sustainability Reporting Standards (2016), and describes Göteborg & Co's management of key sustainability issues. Göteborg & Co issues a sustainability report once a year.

GRI Standards (Core)	Disclosure	Page number	Global Compact	Global targets
GRI 101 (2016) Basic accounting principles				
GRI 102 (2016) General information				
ORGANISATIONAL PROFILE				
102-1	Name of the organisation	Göteborg & Co AB		
102-2	Activities, brands, products and services		40-57	
102-3	Location of headquarters	Gothenburg		
102-4	Location of operations	Gothenburg		
102-5	Ownership and legal form		40	
102-6	Markets served	Sweden and international through marketing and partnerships.		
102-7	Scale of the organisation		38, 58	
102-8	Information on other workers	The company conducts all its operations in Gothenburg. Full-time employees (December): 97 people Part-time employees (hourly paid employees during the year): 319 people Average number of employees during the year: 103 people	Principle 6	Target 8
102-9	Supply chain	The company had a total of 810 suppliers in 2019.	38	Target 12
102-10	Significant changes to the organisation and its supply chain	No significant changes		
102-11	Precautionary Principle or approach	Göteborg & Co actively strives to reduce environmental impact from its own operations as well as the operations of collaborative partners.	Principle 7 Principle 8 Principle 9	Target 13 & 15

GRI Standards (Core)		Disclosure	Page number	Global Compact	Global targets
102-12	External initiatives	UN Global Compact, UNWTO definition of sustainable tourism, and Global Sustainable Development Goals. GDSI – Global Destination Sustainability Index	8		Target 17
102-13	Membership of associations	Visita, ECM – European Cities Marketing, IAEH – International Association of Event Hosts, ICCA – International Congress and Convention Association, SNDMO – Swedish Network Of Destination Management Organisations, SNCVB – Swedish Network of Convention Bureaus, Sustainable Visitor Industry Network Sweden.			Target 17
STRATEGY					
102-14	Statement from senior decision-maker		4		
ETHICS AND INTEGRITY					
102-16	Values, principles, standards, and norms of behaviour		13-14, 37-38		
MANAGEMENT APPROACH					
102-18	Governance structure		13-14, 40-57		
STAKEHOLDER ENGAGEMENT					
102-40	List of stakeholder groups		11		Target 17
102-41	Collective bargaining agreements	All except the CEO are covered by collective bargaining agreements.		Principle 3	Target 8
102-42	Identifying and selecting stakeholders		11		Target 17
102-43	Approach to stakeholder engagement		11		Target 17
102-44	Key topics and concerns raised		11-12		Target 17
REPORTING PRACTICE					
102-45	Entities included in the consolidated financial statements	Göteborg & Co AB. Subsidiaries prepare their own annual accounts. The consolidated financial statements are prepared by Göteborg Stadshus AB.			
102-46	Defining report content and topic boundaries		11-12		
102-47	List of material topics		12		

GRI Standards (Core)		Disclosure	Page number	Global Compact	Global targets
102-48	Restatements of information	No significant changes			
102-49	Changes in reporting	No significant changes			
102-50	Reporting period	01/01/2019 – 31/12/2019			
102-51	Date of most recent report	March			
102-52	Reporting cycle	Calendar year, coinciding with financial year			
102-53	Contact point for questions regarding the report	Katarina Thorstensson, Sustainability Officer katarina.thorstensson@goteborg.com			
102-54	Claims of reporting in accordance with the GRI Standards		72		
102-55	GRI index		72-75		
102-56	External assurance	The report has been externally audited			
Topic-specific standards					
200	ECONOMIC TOPICS				
103-1, 2, 3	Management approach		7, 24–29, 40–53		
203 (2016)	INDIRECT ECONOMIC IMPACTS				
203-2	Significant indirect economic impacts		7, 24–29		Target 4, 5, 8, 12 & 16
205 (2016)	ANTI-CORRUPTION				
103-1, 2, 3	Management approach		38		
205-2	Communication and training on anti-corruption policies and procedures		38	Principle 10	Target 16
300	ENVIRONMENTAL TOPICS				
308 (2016)	SUPPLIER ENVIRONMENTAL ASSESSMENT				
103-1, 2, 3	Management approach		30-35, 38		

GRI Standards (Core)	Disclosure	Page number	Global Compact	Global targets
308-1	New suppliers that were screened using environmental criteria	247 new suppliers in 2019, of which 5 engaged under the City of Gothenburg's blanket agreements and the rest through direct procurement. All assessed in accordance with the City of Gothenburg's policy.	Principle 7 Principle 8 Principle 9	Target 12
400	SOCIAL TOPICS			
403 (2016)	OCCUPATIONAL HEALTH AND SAFETY			
103-1, 2, 3	Management approach	36-39		
403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	38		Target 8
405 (2016)	DIVERSITY AND EQUAL OPPORTUNITY			
103-1, 2, 3	Management approach	36-39		
405-1	Gender and age diversity on Board, in management and among other employee groups	38	Principle 6	Target 10
406 (2016)	NON-DISCRIMINATION			
103-1, 2, 3	Management approach	37		
406-1	Incidents of discrimination and actions taken	None reported	Principle 6	Target 10
413 (2016)	LOCAL COMMUNITY			
103-1, 2, 3	Management approach	4-57		
413-1	Operations with local community engagement, impact assessments, and development programmes	46-55	Principle 1	Target 3, 4, 5, 8, 10, 11, 12 & 16
414 (2016)	SUPPLIER SOCIAL ASSESSMENT			
103-1, 2, 3	Management approach	38		
414-1	New suppliers that were screened using social criteria	247 new suppliers in 2019, of which 5 engaged under the City of Gothenburg's blanket agreements and the rest through direct procurement. All assessed in accordance with the City of Gothenburg's policy.	Principle 2 Principle 3 Principle 4 Principle 5	Target 8 & 12

go:teborg&co

A municipal company, City of Gothenburg