

A woman with curly hair, wearing a white t-shirt and blue jeans, stands on a balcony with an ornate white metal railing. She is looking out towards the right. The conservatory is filled with various types of palm trees, and the structure is made of a large glass and metal frame. In the background, modern city buildings are visible through the glass walls.

PRESS INFORMATION

# **GOTHENBURG**

## A GUIDE TO A GREEN DESTINATION 2019



View of the city. Photo: Per Pixel Pettersson

## WELCOME TO THE WORLD'S MOST SUSTAINABLE DESTINATION

For three years in a row, 2016–2018, Gothenburg has held the highest score in the Global Destination Sustainability Index. The fact that this city on the Swedish west coast is a world leader in sustainability is not due to any specific campaign. Rather it's thanks to long-term work done by the city and daily actions made by its residents and different organisations. Many of which in the hospitality industry.

### Examples on progressive work done at the destination:

- 92 percent of all hotel rooms in Gothenburg are environmentally certified.
- Public transport is accessible and increasingly electric.
- The Way Out West music festival has stopped serving meat and milk.
- Liseberg Amusement Park runs on 100 percent wind power.
- In 2018, Gothenburg Culture Festival launched a 10 percent discount on food to people who brought their own lunch box.



Way Out West. Photo: Peter Kvarnström

On top of this, nature is very accessible in Gothenburg with vast parks such as Slottsskogen city park and the Botanical Garden. In fact, Gothenburg offers 274 square metres green spaces per citizen. Need more? Just hop on the ferry to a car-free island in the archipelago or enjoy the tranquility of a nearby forest or lake.

## WINNER OF GLOBAL DESTINATION SUSTAINABILITY INDEX LEADERSHIP AWARD 2016–2018

### Current ranking:

Rank	City	Overall score
1	Gothenburg	94%
2	Copenhagen	90%
3	Reykjavik	89%
4	Oslo	86%
5	Uppsala & Helsinki	84%
6	Malmö	82%
7	Zurich & Glasgow	80%
8	Melbourne	75%
9	Sydney	73%
10	Brussels & Espoo	72%

### UNFCC's Momentum of Change climate change award

In 2016, the City of Gothenburg was awarded the UNFCC's Momentum of Change climate change award, for being the first city in the world to issue green bonds. The Momentum for Change initiative is spearheaded by the UN Climate Change secretariat to shine a light on some of the most innovative, scalable and replicable examples of what people are doing to address climate change. In 2013, the City of Gothenburg became the first city in the world to issue green bonds, which enable it to borrow money for investments that benefit the environment.

For more information about green activities and outdoor adventures, please go to:

[www.goteborg.com/en/green-experiences-and-outdoor-adventures](http://www.goteborg.com/en/green-experiences-and-outdoor-adventures)

For more information about Green Gothenburg, please go to:

[www.greengothenburg.se](http://www.greengothenburg.se)



# STAY GREEN

Hotel Scandic Rubinen. Photo: Niklas Andersson Photo/Scandic Rubinen

Around 90 percent of the hotel rooms in the city are environmentally certified and the goal is 100 percent. Gothenburg is one of the world's greenest hotel cities. In total, there are 11,000 hotel rooms in Gothenburg and 6,000 of them are so central that you can walk to almost everything, from shopping to culture, entertainment and restaurants. This is our pick of 5 green hotels.

## COMFORT HOTEL GÖTEBORG

Newly opened hotel with beautiful views over the Gothenburg harbour in the city centre. Comfort Hotel Göteborg challenges the hotel industry with the goal of becoming the most sustainable hotel in Gothenburg and in Sweden as a whole. It holds environmental label ISO certification in accordance with ISO 14001. In January 2019, the hotel won the award for "WeCare Hotel of the Year 2018" among Nordic Choice Hotels, which means that it was the most environmentally friendly and sustainable hotel out of around 190 hotels in the chain.

The hotel is now undergoing a plastic reform. All disposable plastic should be removed in 2019, and straw and coffee mug lids are now made of cardboard, toothbrushes of bamboo, etc. The hotel works with the Karma app to reduce food waste, and with the organisation Generation Waste to help companies identify and reduce food waste.

## GOTHIA TOWERS & UPPER HOUSE

Gothia Towers is one of Europe's five largest hotels, with 1,200 hotel rooms and its own trade fair and conference space, plus eight bars and restaurants. Gothia Towers also houses Upper House, a 5-star hotel with a spa and Michelin restaurant within the hotel. It holds environmental label ISO certification according to ISO 20121 and is also a BREEAM-certified meeting place. Gothia Towers is the largest hotel so far in Europe that is environmentally certified according to BREEAM. 94 percent of all waste is recycled. Some is composted and digested, and then converted into biogas that heats ovens in the restaurant kitchen. Beehives and a roof kitchen garden provide fresh, locally produced ingredients for the restaurants.

The entire plant's electricity requirements are covered by wind power, which means that the plant saves approximately 5,500 tons of CO2 each year.

## HOTEL EGGERS

Hotel Eggers is the third-oldest hotel in Sweden still in operation, located just by the central station in central Gothenburg, with parts of the building dating back to 1820. The hotel is Swan ecolabelled\* and is powered entirely by electricity from its own wind turbine (which also provides two sister hotels with electricity in the region). Measures are taken to reduce food waste and the proportion of meat on the menu in the hotel restaurant has been greatly reduced. In 2019, purchases of cut flowers will be reduced, an internal conference will be attended in Sweden on reducing climate impact and a staff member will be appointed to focus solely on sustainability work.

## SCANDIC (HAS 7 HOTELS IN GOTHENBURG)

In 1993, Scandic decided to become a leader in sustainability and drive the development of sustainability in the hotel sector. It was at Scandic that the idea to "hang up your towel if you want to use it again" was formed – an idea that is now the standard in the hotel industry around the world. Scandic recently opted out of using straws, drink stirrers, toothbrushes and take-away caps made of plastic. In Gothenburg three hotels are Swan ecolabelled; Rubinen, Europa and Opalen.

## STF GÖTEBORG CITY HOTEL & HOSTEL

Centrally located budget accommodation with a modern and trendy design. The hotel is certified by Green Key and also LEED classified. Within the Swedish Tourist Association, the hotel has its own sustainability policy and is committed to sustainability, by focusing on community involvement, source separation, energy consumption, sustainable agriculture (organic products) and good working conditions.



# EAT GREEN

Taverna Averna. Photo: aveny.se

Many locals in Gothenburg enjoy a healthy and eco-friendly lifestyle. It's easy to find vegetarian food and chefs that prefer local produce and let the seasons cowrite their menus. Here is a short list of selected restaurants, bars and cafés with an eco-profile.

## TAVERNA AVERNA

TREDJE LÅNGGATAN 7

An Italian restaurant that is KRAV\*-certified and grow their own vegetables on the roof.

[More info here](#)

## UPPER HOUSE

MÄSSANS GATA 24

One star Michelin restaurant with their own beehives and roof garden on the 25th floor at Gothia Towers.

[More info here](#)

## CUM PANE

MARIAGATAN 17

A small and genuine organic bakery that bakes everything from scratch. Here, every single ingredient is organic and the full range is eco-certified.

[More info here](#)

## THE GREEN ROOM

ÖRGRYTEVÄGEN 5

The amusement park Liseberg's vegetarian restaurant with a completely vegan selection of food.

[More info here](#)

## FOLK

OLOF PALMES PLATS

A theatre-bar that serves smaller and larger dishes with a focus on vegetables, seafood and natural wines.

[More info here](#)

## ANYDAY

CARL SKOTTSBERGS GATA 22A

A café and restaurant with local and KRAV\*-certified dishes, beautifully located in the Gothenburg Botanical Garden.

[More info here](#)

## KOKA

VIKTORIAGATAN 12

At star restaurant Koka, sustainability makes the food taste even better. Here it's natural to work with local farmers and to follow the seasons.

[More info here](#)

## GARVERIET

GARVERIVÄGEN 9 FLODA

Garveriet is a bakery, a restaurant, a shop and a place for all things sustainable. You can even come here to learn how to cook from a zero waste mindset. Take the train from central Gothenburg and you will be in the village Floda in less than 30 minutes.

[More info here](#)

Vegan and vegetarian food is good for the environment. See lists of restaurants here:

[Vegan food](#) and [Vegetarian food](#)



# GREEN EVENTS AND ACTIVITIES

Gunnebo House and Gardens. Photo: Lina Ikse

## EVENTS

### WAY OUT WEST

The Way Out West festival has a strong focus on being environmentally friendly and was the first festival in Sweden to become KRAV\*-certified. Citing environmental reasons, all food served to artists, staff and visitors during the festival are vegetarian and have been since 2012. The festival has also turned its taps off to milk, offering oat substitutes as an alternative taking pioneering steps to help save our planet. Thanks to the festival's popularity, it has been very successful in putting sustainability on top of the agenda.

[More info here](#)

### GOTHENBURG CULTURE FESTIVAL

This is one of Scandinavia's biggest culture festivals with over 1,5 million visits every year. The festival has made sustainability a part of its DNA and done some very innovative work – like introducing a discount on food to people who bring their own lunch box instead of using the ones you normally get at a food stand. They use renewable energy and make Gothenburg's perfect tap water accessible so that you don't need plastic bottles.

[More info here](#)

### WIN WIN AWARD

The Gothenburg Award for Sustainable Development is given annually in recognition of outstanding achievements towards a sustainable future. With a prize fund of one million Swedish kronor, it is the leading award of its kind. In 2018, the award went to "the Kalundborg Symbiosis", a partnership founded in 1972 where eight Danish industrial companies have established an effective way to work together and share resources like water and biogas. According to the prize jury this method reduces the CO2 emissions by over 635 000 tonnes per year. Previous winners include Al Gore and Kofi Annan.

[More info here](#)

## ACTIVITIES

### URBAN FARMING SAFARIS

Gothenburg is an exciting city for urban farming thanks to the city's welcoming attitude and locals with green fingers. Take a guided tour to the city's urban farms and gardens and learn more about urban food production. Meet some of the Gothenburg's urban farming pioneers and hear the stories behind a number of the city's most exciting farms and gardens.

[More info here](#)

### THE SAUNA AND PUBLIC POOL IN FRIHAMNEN

At the Frihamnens area on Hisingen, across the river from the city centre, you can try Swedish sauna constructed from recycled material. For instance, the changing rooms are made from 12,000 recycled bottles. You can also take a dip in the public pool which is developed to be socially and ecologically sustainable with water cleaned entirely without chlorine.

[More info here](#)

### GUNNEBO HOUSE AND GARDENS

Gunnebo is a cultural heritage with guided tours and events, a shop, farm and coffee house. They also have a KRAV-certified restaurant with a beautiful kitchen garden where vegetables, spices, cut flowers and fruit trees grow. Gunnebo House and gardens has two stars in the Michelin Green Guide and the whole park has been organically certified since 2006.

[More info here](#)

### LISEBERG AMUSEMENT PARK

Liseberg takes pride in being innovative when it comes to sustainability. They don't just use renewable energy – they own their own wind turbine. They don't just offer vegetarian alternatives – they have a whole vegetarian restaurant. Also, staff clothes are made in part from recycled plastic bottles and energy from one of the rollercoasters (Loke) is saved and used to drive other attractions.

[More info here](#)



Nudie Jeans Co. Store. Photo: Emma Andrea

# SHOP GREEN

Sustainable shopping is becoming increasingly important for people, and our locals have already taken it to practice. Gothenburg offers several independent boutiques, from organic clothing and jeans to locally sourced food and electric bikes.

## THRIVE

SÖDRA ALLÉGATAN 11

At Thrive – Conscious Fashion you can find the best organic, fair and sustainable fashion available in the industry. Provided in selective small collections from the most interesting, innovative and conscious designers/manufacturers around the world. You will find nothing but natural, organic or recycled garments that is free from harsh chemicals, pesticides, poison, toxic dyes and slave labour. The shop in Haga is fully restored to ecological construction principles and completely furnished from recycled natural materials.

[www.thrivestore.se](http://www.thrivestore.se)

## NUDIE JEANS

VALLGATAN 15

The story of success started in Gothenburg in the early 2000s and the head office is still located here. Nudie Jeans is one of the most well-known and sustainable jeans brands in the world, with retailers globally. Their jeans are made with 100 percent organic cotton denim, social responsibility and transparent production. They strive for sustainable consumption by offering free repair service, reselling second hand products and recycling worn out products.

[www.nudiejeans.com](http://www.nudiejeans.com)

## DUNS

PRINGGATAN 6

On a side street from Linnégatan, you will find one of the most colourful stores for children's clothing in town, which has their own organic brand. The colours and playful patterns are good enough reasons to enter, but even better – it's all organic!

[www.dunssweden.se](http://www.dunssweden.se)

## ECO & FAIR

LANDSVÄGSGATAN 38

This shop has been around for a few years and is now found right next to Linnégatan. Among other things, the shop has a wide selection of ethically produced shoes.

[www.minni.se](http://www.minni.se)

## FRAM

NORDENSKIÖLDGATAN 18, SÖDRA ALLÉGATAN 2

Established back in 1984 as a customer cooperative, this food shop is now run by its employees. Despite the fact that organic food is now found in most supermarkets it is always crowded at Fram. The traditional and genuine touch is probable part of its success. And of course you find a lot of products not available elsewhere.

[www.framekolivs.se](http://www.framekolivs.se)

## ECORIDE

ÖVRE HUSARGATAN 11

Cool electric bike shop in Linne/Haga. It was founded in Gothenburg with the purpose to give the people an option to petrol-driven vehicles and instead contribute to a better environment by choosing electric bikes.

[www.ecoride.se](http://www.ecoride.se)

## DEDICATED

KUNGSGATAN 17

Right in the city centre you'll find Dedicated. A shop for modern street wear that also happens to be keen on eco friendly materials and fair trade. They have clothes for men, women and kids.

[www.dedicatedbrand.com](http://www.dedicatedbrand.com)



# SECOND HAND AND VINTAGE SHOPS

Flea Market in Majorna. Photo: Markus Wetterberg

It's easy and fun to shop for vintage and second hand bargains in Gothenburg. You'll find everything from fancy antiques to second hand and exclusive vintage here. Shops are found across town in neighbourhoods like Haga and Linné, the inner city and near the main boulevard Avenyn. Here are some of them, but there are plenty more to discover.

## MYRORNA

JÄRNTORSGGATAN 10, REDBERG SVÄGEN 11A

The second hand store Myrorna at Järntorget, is one of the biggest in Sweden. With four floors of selected clothes, furniture and books you can easily lose several hours strolling around the store. Don't miss the top floor where you find the real goodies.

[www.myrorna.se](http://www.myrorna.se)

## RAGTIME HERR

MAGASINSGATAN 15

This is the place for men who don't want to go through tons of stuff in order to find what they are really looking for. The selection is already made for you, and that is partly what you pay for, except for the quality and style of course.

[www.ragtimeherr.se](http://www.ragtimeherr.se)

## EMMAUS BJÖRKÅ

LINNÉGATAN 9, ÅNGPANNEGATAN 5

Walking past Emmaus, it's likely that you will stop and once you have entered the chances are pretty good you won't leave empty handed, at least if you give it enough time. Emmaus Björkå is not your carefully selected vintage store but the clothes are well sorted according to occasion, style and colour, and prices are much more reasonable than the more fashionable vintage-stores.

[www.emmausbjorka.se](http://www.emmausbjorka.se)

## FÅFÄNGANS ANTIK

HAGA NYGATA 16

This little gem is perfect if you are an antiques enthusiast. It is full of unique antiques and items tantalizing the mind. The shop is firmly rooted in old school antiques but has expanded into the world of Christian Dior jewellery, beautiful bijouterie and a range of gentlemen's paraphernalia.

[www.fafangansantik.com](http://www.fafangansantik.com)

## FLEA MARKETS

There are many flea markets in Gothenburg during the year and it's a great way both to make a bargain and meet local people. The Megaloppis which takes place on the last weekend in May is the biggest one in town, transforming Majorna, the hip district in the city's west end, into a gigantic yard sale that attracts thousands of visitors.



Myrorna. Photo: Beatrice Törnros



# TRAVEL AROUND GOTHENBURG

Biking in Gothenburg. Photo: Superstudio D&D

Gothenburg has a climate-certified international airport, a well-developed tram network that does not generate any carbon dioxide emissions and no less than 1,000 practical rental bikes at your disposal.

## WALKING OR BIKING

Most points of interest in Gothenburg are within walking or cycling distance, and the city operates a popular rental bike system called Styr & Ställ, with 1,000 bikes available from 72 stations located between 300 and 500 metres apart. The first 30 minutes are always free, no matter how many times you rent a day. It is easy and inexpensive to use and you can leave your bike at any station you want. Styr & Ställ is very useful and a good public transport alternative.

## PUBLIC TRANSPORT

A large network of buses, trams and ferries make up the public transport system in Gothenburg.

### Tram

The trams are not only a beautiful and historic way to experience the city but they also run on electricity which contributes to better air in the city. In 2019, the first electric ferry will be launched and already 95 percent of the public transport runs on renewable energy.

### ElectriCity buses

ElectriCity is an exciting collaborative initiative between industry, research and society in Gothenburg that is developing and testing solutions for tomorrow's sustainable public transport system. On bus route 55 you can travel on silent, zero-emission electric buses that run on renewable electricity.

### Assistance and accessibility for public transport

To improve the accessibility of public transport, Gothenburg has travel guides who can assist travellers, and free assistance can be arranged when travelling with Västtrafik.

Västtrafik also has a travel planning tool (Resepplaneraren) which permits journey planning with various accessibility requirements, such as space for a wheel-chair or on-board announcement of each stop.

## TAXI

The two main taxi companies in Gothenburg – Taxi Göteborg and Taxi Kurir – are both certified to different environmental management standards. Taxi Göteborg is certified under the Safe Green Taxi scheme (Säker Grön Taxi), which is run by the Swedish Taxi Association and can be described as an ISO system for taxis. The drivers are trained in eco-driving techniques which on average reduce emissions by 13 per cent. Taxi Kurir has set up the Kurir Quality certification system, which is fully ISO certifiable and is similar to Safe Green Taxi.



Photo: Frida Winter



# TRAVEL TO GOTHENBURG

Gothenburg Harbour. Photo: Kjell Holmner

## TRAIN

Gothenburg has good rail connections and you can get here from the central stations in Oslo, Stockholm and Copenhagen in just a few hours. Travelling by train is energy-efficient, comfortable and produces low emissions.

## FERRIES

Stena Line ferries run from Gothenburg to Denmark and Germany. The company's terminals in Gothenburg are close to the city centre which makes it easy to continue your journey in the city on public transport. Stena Line vessels and the terminals in Gothenburg are environmentally certified to ISO 14001. The port was also the first in the world to provide onshore power to vessels at berth.

## ELECTRIC CARS

Göteborg Energi provides a map showing where you can charge your car in Gothenburg and Sweden. Several parking places and houses offers free charging for electric cars (but you need to pay the normal parking fee). Many hotels also offer the opportunity to charge electric car for its guests. Tesla also has charging points for electric cars at the Avalon Hotel and Gothia Towers. Sweden is one of the top countries in the world when it comes to electric vehicles and biofuel. Gothenburg's local car manufacturer Volvo, has made a commitment that from year 2019, every new Volvo introduced will be electrified.

## AIRPORT SHUTTLE

The airport shuttle bus from Landvetter departs every 15 minutes and stops at several central locations in Gothenburg. The buses are fossil free, and the drivers receive training in how to drive in a sustainable manner.



Photo: Kasper Dudzik

## GÖTEBORG LANDVETTER AIRPORT

The Göteborg Landvetter Airport is one of the best in Europe from the environmental viewpoint and is certified to the highest level of the Airport Carbon Accreditation scheme (3+). Göteborg Landvetter Airport tackles environmental and sustainability issues in many ways: all electricity used at the airport comes from renewable sources; one of the multi-storey car parks is powered by solar panels, and heat is generated by biomass boilers and distributed by a district heating system. Motion sensors are installed to reduce energy consumption. There are also charging points for electric vehicles and the airport's own vehicles have been replaced to ensure the lowest emission class.