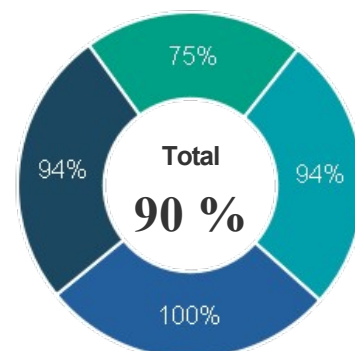
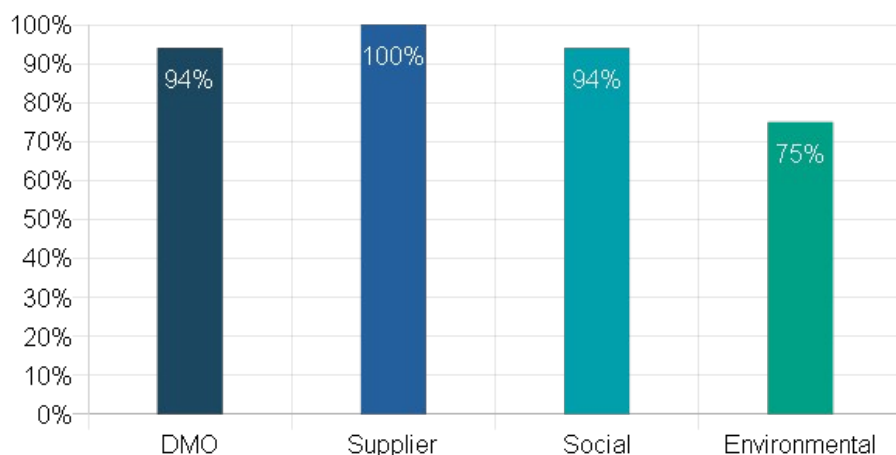


Gothenburg 2019 GDS-Index Report


Performance Overview (2019)


● DMO ● Supplier ● Social ● Environmental




DMO Performance Highlights

Gothenburg is not a global metropolis. It is not even a capital city. Even so, we are a destination that makes an impact on big issues. Gothenburg has held the top ranking in the Global Destinations Sustainability Index 2016, 2017 and 2018. However, we want nothing more than to be challenged. We want other destinations to succeed and we share our best practices and knowledge freely. Thanks to the city's efforts within Sustainability, Accessibility, Digitalisation and Culture & Creativity, Gothenburg has also been awarded The European Capital of Smart Tourism 2020. We know that investing in sustainability is wise. With the help from titles like these, Gothenburg aims at being a strong force for positive change and help other destinations succeed through sharing our best practices and knowledge. Welcome to a city where we have made the future our business, where we believe that everybody should be able to take part and where we drive change, together!

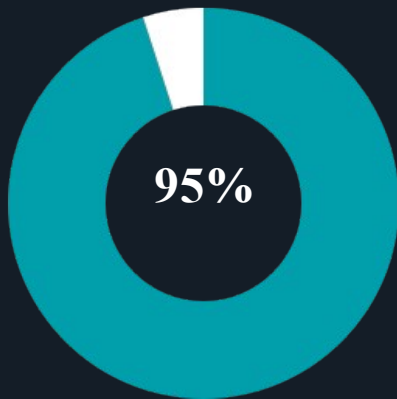
Does [DMO] have a Sustainability Strategy? 

Does [CITY] have a sustainable destination certificate? 

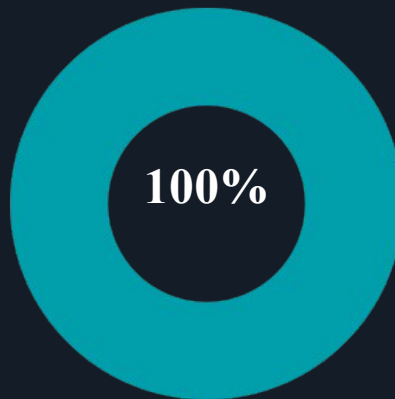
Does [DMO] report on its sustainability performance? 

Supplier Performance Highlights

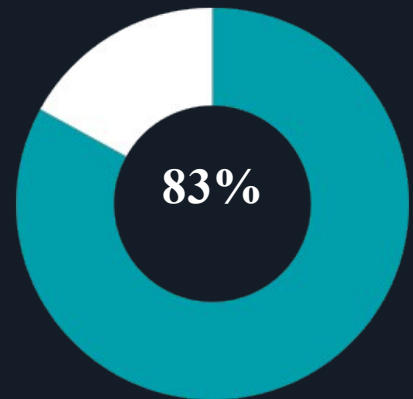
Gothenburg is a world leading destination for sustainable meetings and events – rated #1 on the GDS Index 2016, 2017 and 2018, as well as #1 on past editions of the ICCA Scandinavia Sustainability Index. World-class and internationally recognized sustainable solutions are in place and with vast experience in making major events sustainable and accessible we strive to minimise any negative impact on people and the environment. Events like European Championships, Way Out West and the Gothenburg Culture Festival are used as living-lab platforms and show the way ahead in developing a sustainable meetings and events destination where inclusion and accessibility are key features. We aim to make a positive contribution to society, stakeholders and the local economy, and to create lasting positive effects locally and regionally. All major venues are eco-certified and about 92% of the hotel rooms hold an official eco-certification making Gothenburg one of the greenest hotel cities in the world. Even the Opera House, Concert Hall and the amusement park are eco-certified and Gothenburg restaurants have great access to local and organic produce.



OF SUSTAINABILITY CERTIFIED
HOTELS



OF SUSTAINABILITY CERTIFIED
VENUES



OF SUSTAINABILITY CERTIFIED
PCOS/DMCS

Social Performance Highlights

Gothenburg is a port city and international exchange and cultural diversity has always been part of our city's DNA. Social sustainability and inclusion are important aspects and the city government has established an ambitious programme to fight segregation and to close inequality gaps. Team Gothenburg is a project to engage young adults, representing all districts, in city events to help break down prejudices relating to gender, ethnicity, background etc. The city has received the European Access City Award for the strategic and structured work towards a city accessible for all. Sweden's first municipal LGBT advisory board was established here in 2013 and hosting EuroPride in 2018 was also an acknowledgement of our efforts. Sweden scores high on global social sustainability rankings like; Least corrupt country, Most prosperous country, Most peaceful country, Happiest people, Human capital index and Best country for women. Scores that indeed goes for Gothenburg as well.

SDG IMPLEMENTATION SCORE

85%

SCORE ON SOCIAL PROGRESS INDEX

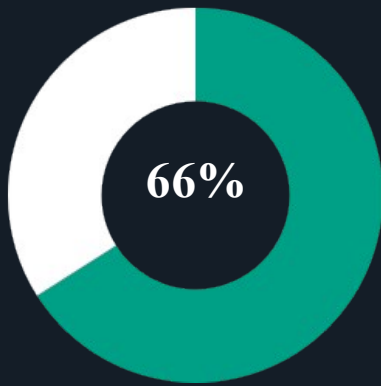
89%

SCORE ON CORRUPTION PERCEPTION INDEX

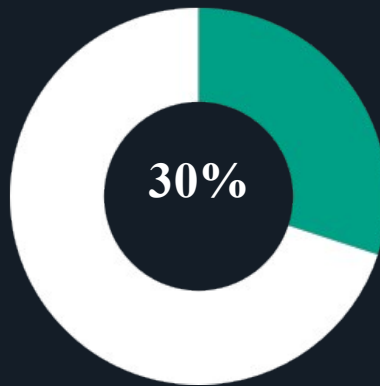
85%

Environmental Performance Highlights

Gothenburg is one of the world's most progressive cities when it comes to addressing climate and environmental issues. The regional climate target is to be fossil-independent by 2030 and Gothenburg was the first city in the world to issue Green Bonds to accelerate investments in climate-oriented solutions. The city offers world-class and internationally recognized green system solutions and we aim to set an international example by constantly challenging every aspect of sustainability. Eco-certified suppliers, venues run on renewables, our environmental diploma system and the proximity in the city are key factors in achieving ecological sustainability. Gothenburg has a low emission zone in place and the airport is certified to the highest level of the Airport Carbon Accreditation scheme. The Gothenburg Award for Sustainable Development, founded by the city, is an international prize awarded to a person or organisation for outstanding contributions towards a more sustainable future. By giving this international prize we get to celebrate success and learn from the best. Among former winners are Paul Polman, CEO Unilever; Kofi Annan, UN secretary.



OF ELECTRICITY FROM
RENEWABLES



OF WASTE
RECYCLED

3,138 ha

HECTARES OF GREEN AREA PER 100
000 POPULATION

For more information

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Organisation : Göteborg & Co (<https://www.goteborg.com/en/sustainability/>)

About the GDS-Index

The Global Destination Sustainability Index ([GDS-Index](#)) is a destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations. The mission of the programme is to engage, inspire and enable destinations to become more sustainable places to visit, meet in and thrive in.

Criteria : The 2019 GDS-Index uses 70 indicators that evaluate the destinations across four key areas and against the UN Sustainable Development Goals:



City Environmental Performance

Climate, Energy and Emissions
Waste
Air Quality
Water
Transportation
Green Areas



City Social Performance

Sustainable Development Goals (SDGs)
Corruption
Social Progress
Transportation
Overtourism



Supplier Performance

Hotels
Airport
Agencies (PCOs & DMCs)
Restaurants
Venues



Destination Management Performance

Destination Strategy
Policy & Certification
Governance
Staff Engagement & Capacity Building
Measurement and Reporting
Sales and Marketing
Client Support
Accessibility
Community Action & Collaboration



Find out more about our methodology, criteria and data verification [here](#)

Ownership : The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA) and European Cities Marketing. Gubi Consulting and Guy Bigwood is responsible for the management of the Secretariat. For more [information](#).