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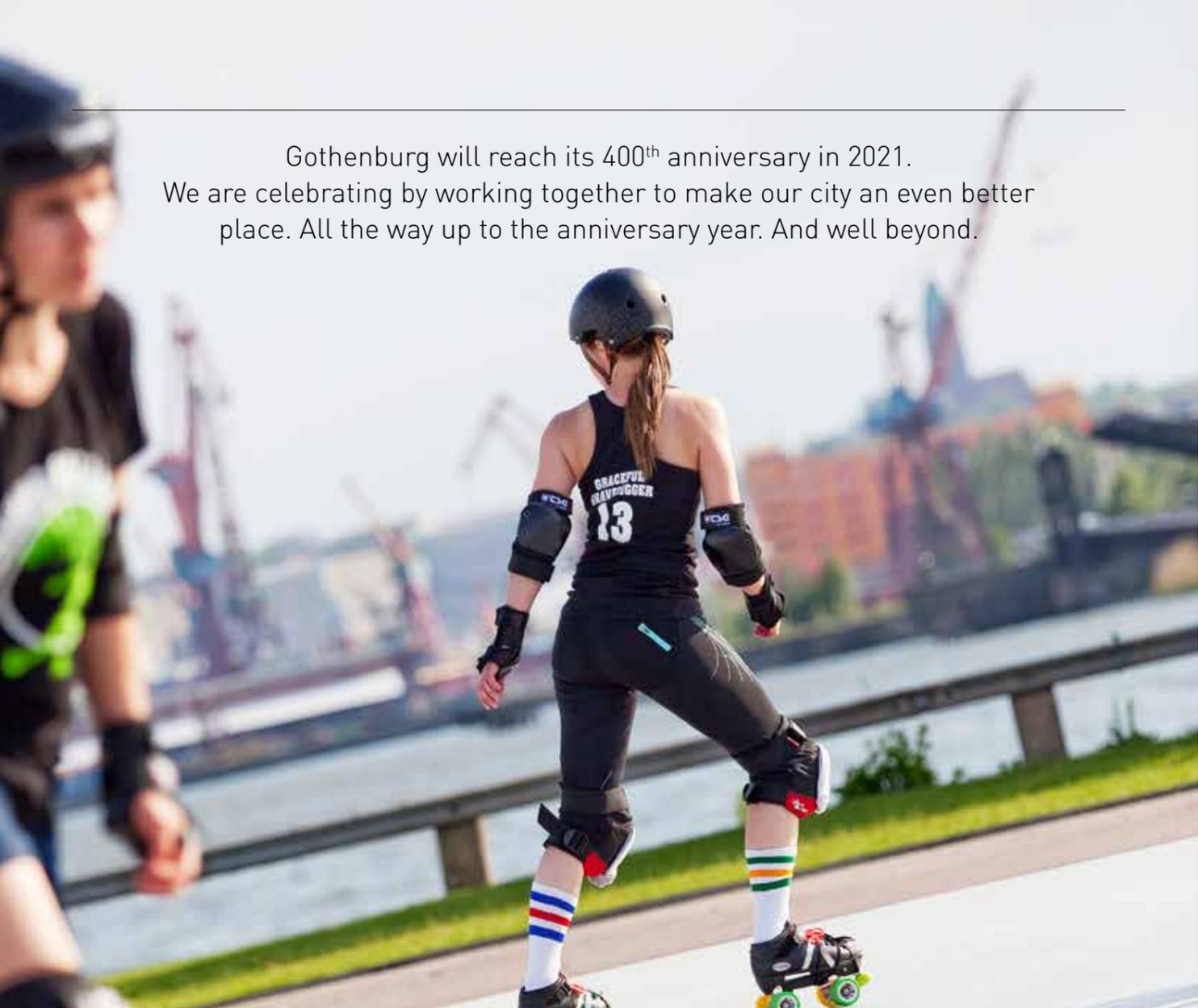
DREAMS BECOME REALITY

ANNIVERSARY PLAN 2016

Gothenburg's 400th anniversary in 2021
– together we are creating a legacy for the future.



Gothenburg will reach its 400th anniversary in 2021. We are celebrating by working together to make our city an even better place. All the way up to the anniversary year. And well beyond.



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The 2016 anniversary plan is the fourth in succession, and a milepost in our joint efforts to develop Gothenburg into an even better city.



A city in change

Gothenburg is not the same city it was when our anniversary preparations began. This is not surprising in itself, but on looking back, the past year has brought many challenges. We see a world in which people are fleeing their homelands in numbers rarely seen before. Our fundamental values of an open and democratic society built on human rights are being tested.

Against this background, what can our anniversary contribute, locally and globally? Now that we are halfway to our 400th anniversary in 2021 we believe our city faces many challenges, as well as fantastic opportunities. The way we work, in broad consultation with experts and the people of Gothenburg, shows that together we can actually make a difference. In the run-up to the 400th anniversary the city’s municipal organisation is involved to varying degrees in jointly building a better city by challenging ideas of sustainability and working with those around us to create innovative solutions and build the society of the future.

The ideas of residents are now taking shape, after passing our feasibility studies. Some of the bigger projects have now progressed from concepts to the planning stage, and become concrete anniversary initiatives. These include a cable car across the river, which could be one possible solution to the city’s future public transport needs, while The Jubilee Park in Frihamnen has already taken the first steps to create allotments and activity spaces, including a sauna, pool and sailing. The “Gothia Cup for music” concept has become a music and culture camp called Side by Side by El Sistema, which attracted almost 3,000 children and young people from all over the world. The goal to increase this figure to 30,000 by 2021 does not seem unreachable. These developments show that many of the ideas are viable, and in light of what I said at the start we are now taking a closer look at future initiatives to see how the city can place more emphasis on the social dimension. In 2016 the focus is on culture, and it is very exciting to tackle issues in broad co-operation with the whole city.

Will all our ideas bear fruit? I won’t answer this, but at the halfway stage we have definitely found exciting ways of driving development projects together and actually made things happen in our city. If we carry on doing so we can really make an international impression together, as our mission states, and make Gothenburg an even better city.

Camilla Nyman
CEO, Göteborg & Co

Our anniversary initiatives are constantly developing. Keep updated at goteborg2021.com or follow developments on social media. **goteborg2021**

THIS IS GOTHENBURG'S 400TH ANNIVERSARY

Gothenburg will reach its 400th anniversary in 2021. We are celebrating by working together to make our city an even better place. All the way to the anniversary year. And well beyond. But what does this actually mean? We answer some frequently asked questions about the anniversary below.

WHY SHOULD WE CELEBRATE 400 YEARS?

Because it is a big occasion and it seems natural to celebrate the long history of the city, the fact that Gothenburg was founded back in 1621 as Sweden's gateway to the west. But it is not just about celebrating. Gothenburg is a city that is committed to becoming even better. All the way to 2021. And well beyond. We will do so by setting the 400th anniversary as a beacon and a milestone in the city's development.

BY ITS 300TH ANNIVERSARY THE CITY HAD DEVELOPED MUCH OF THE CHARACTER THAT STILL MAKES GOTHENBURG SPECIAL. WON'T THAT BE HARD TO BEAT?

A century ago the city made enormous investments that had both local and international impact. The landmarks created then include Liseberg amusement park, Gothenburg Museum of Art and Gothenburg Botanical Garden. In the run-up to the 400th anniversary our needs and challenges look rather different. But our ambitions are just as high, if not higher, this time around.

HOW CAN THE ANNIVERSARY MAKE A DIFFERENCE?

The anniversary is an opportunity for the ideas of residents to shape the development of the city. Plans are taking shape for projects such as cable cars, places to swim in the city and easier access to the archipelago, and are reshaping Gothenburg in the run-up to the anniversary in 2021. Without the anniversary there would not have been plans for any cable cars in Gothenburg.

HOW ARE RESIDENTS INVOLVED IN THE ANNIVERSARY PREPARATIONS?

Preparations for the anniversary began by asking residents about their dreams and ideas for making Gothenburg even better, and since then the entire process has centred on open dialogue and new partnerships. Residents, visitors, city administrations and companies, trade & industry, academia, perspective groups, associations and other organisations are all involved.

WHAT DOES THIS MEAN IN CONCRETE TERMS?

The ideas and suggestions for the anniversary were divided into clear categories with three themes and focus years. By involving more people in the process all the way up to 2021 we can create something bigger that will benefit us all in the future. The anniversary initiatives centre on:

- The city's own anniversary initiatives, based on the ideas of residents.
- Other stakeholders who have set their sights on 2021.
- Uniting the efforts of the entire city and using the anniversary as a platform for urban development.

THE PEOPLE OF GOTHENBURG'S DREAMS WILL LEAVE A LASTING LEGACY

The way we see the anniversary is as an opportunity to bring us together and make Gothenburg even better. We are all affected by what happens in the city, so everyone's ideas and opinions are important. Everyone can contribute in some way. Based on this conviction, we developed a working model that starts and continues with the residents of Gothenburg.



“
A riverside playa in Backa could give a real lift to the area.
ANDERS, IDEA CONTRIBUTOR

“
Wouldn't it be wonderful if we lived in a coastal city where you can also swim in the city centre?
ÅSA, IDEA CONTRIBUTOR

“
Culture is important, and it has to be seen.
MIA, IDEA CONTRIBUTOR

A VISION

By 2021, Gothenburg should 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.

THREE THEMES

Gothenburg's dreams, ideas and suggestions have been grouped into three themes. These provide strategies for maintaining the direction of the vision and encouraging participation all the way to 2021.



By the water

Getting close to the water in all its forms: the sea, the archipelago, the harbour, the lakes, the canals, the river and the rain.



Building bridges

Building bridges between people and reducing divides.



Open spaces

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

FIVE GOALS

1. To make an international impression by working to make Gothenburg a city where residents enjoy living, 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 with everyone.
5. To strengthen the image of Gothenburg through effective communication and marketing.

THE ROAD TO 2021

The road to 2021 is just as important as the anniversary year itself. Each year has a special focus, an idea to unite behind and talk about. This ensures the process remains dynamic every year, right up to 2021 – and far beyond. The journey is guided by the ideas of residents and the desire to get closer to the water, to build bridges and open spaces. And to involve the whole city in the celebrations.

Read more at goteborg2021.com



ANNIVERSARY INITIATIVES FULFIL GOALS

The city's 20 anniversary initiatives help to fulfil the 400th anniversary goals and vision, and add value to the city through unique solutions and events that are sustainable in the long term. The projects all differ in nature and represent considerable diversity and breadth. The initiatives are judged to have the potential to create a lasting legacy for the future. The city's anniversary initiatives are presented on the following pages. The three theme icons show which theme each belongs to.

THE CITY'S 20 ANNIVERSARY INITIATIVES

1. Anniversary initiative on Stora Hamnkanalen 9	11. Gothenburg tales 15
2. Swimming in the middle of town 10	12. Anniversary camp – Side by Side by El Sistema 16
3–5. The best city in the world when it's raining 11	13. Anniversary cable car across the river 18
– water as a sustainable resource 11	14. Popuzars 19
– water art / water play 11	15. Democracy and Young Influence 20
6. The accessible archipelago 12	16. Entrepreneurship Centre 21
7. The docks at Eriksberg 12	17. The Jubilee Park in Frihamnen 22
8. Go to Sea – a celebration of the sea 13	18. Gothenburg City Triennial 24
9. Smart traffic 14	19. The building site as arena 25
10. Oases, Greenways & Blueways 15	20. Creative Zone at Ringön 25

THREE THEMES

The following pages describe the city's 20 anniversary initiatives, divided into their themes:



By the water

Getting close to the water in all its forms: the sea, the archipelago, the harbour, the lakes, the canals, the river and the rain.



Building bridges

Building bridges between people and reducing divides.



Open spaces

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



Our anniversary initiatives are constantly developing. Keep updated at goteborg2021.com or follow developments on social media. **goteborg2021**



Below is a description of the anniversary initiatives on the theme of By the Water, together with the project owners who are responsible for each anniversary initiative. Each of the initiatives will be realised through collaboration between the city, trade and industry, the region, academia, associations and organisations.

There are plans for a floating jetty with staged seating as the first stage in creating a dynamic harbour promenade along Stora Hamnkanalen. Illustration: Nyréns Arkitektkontor



Stora Hamnkanalen has been a meeting place in the heart of the city for centuries. It used to be a place to moor boats and conduct trade. Nowadays the area has simply become a thoroughfare and place to catch trams and buses for most people. The anniversary initiative starts by creating a lower level where people can get close to the water, which they can only do at present from the Lejontrappan stairs.

In 2015 a temporary floating jetty was tested as a meeting place for residents and tourists. During Gothenburg Culture Festival the public were invited to talk about how Stora Hamnkanalen should look in the future. This gave feedback on the ideas of residents and at the same time prompted new conversations. There was a great deal of interest; most people were positive about the artists' impressions and offered many constructive suggestions on further improvements that could be made. In 2016, additional seating will be provided on the trial jetty.

OBJECTIVE FOR 2021

Stora Hamnkanalen is a harbour promenade with activities on and along the water. The area meets the desire of residents to get closer to the water and capture the history of the city. Stora Hamnkanalen is an important part of the anniversary celebrations that builds on the soul of the city and will leave a legacy for the future.

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY



SWIMMING IN THE MIDDLE OF TOWN

Creating meeting places in the centre of the city where people can swim was one of the requests of residents. In 2014–15, a sauna, beach and open-air public swimming area were therefore created in The Jubilee Park.

Participation was important during the building process, and residents helped with building the sauna and the beach. The work in The Jubilee Park provides a basis for exploring different bathing cultures and offering residents a wide range of bathing opportunities in the city. The anniversary initiative helps to create meeting places, which is a priority goal in the city's budget. Meeting places are an element of social sustainability that combine social inclusiveness and participation.

PROJECT OWNER: SWIMMING IN THE JUBILEE PARK AND SKEPPSBRON: ÄLVSTRANDEN UTVECKLING. DEVELOPMENT OF MORE SWIMMING AREAS IN THE CITY: DISCUSSIONS ARE IN PROGRESS WITH POTENTIAL PROJECT OWNERS



OBJECTIVE FOR 2021

More opportunities to swim have been created by the river, and hence more meeting places by the water. The investment in public swimming in the Jubilee Park has contributed to more "Swimming in the middle of town" projects around Gothenburg. Parts of the river are suitable for swimming, thanks to natural filtration.

THE BEST CITY IN THE WORLD WHEN IT'S RAINING – WATER AS A SUSTAINABLE RESOURCE

Water is essential for life. But Gothenburg also faces the challenges of coping with climate change and the risk of flooding. This anniversary initiative means that Gothenburg intends to develop strategies for tackling these important issues and set an example for the rest of the world.

To meet this objective, we have combined several anniversary initiatives under a combined communication concept. The three initiatives are: water as a sustainable resource (including the Water in the Sustainable City conference), water art / water play, and the best city in the world when it's raining.

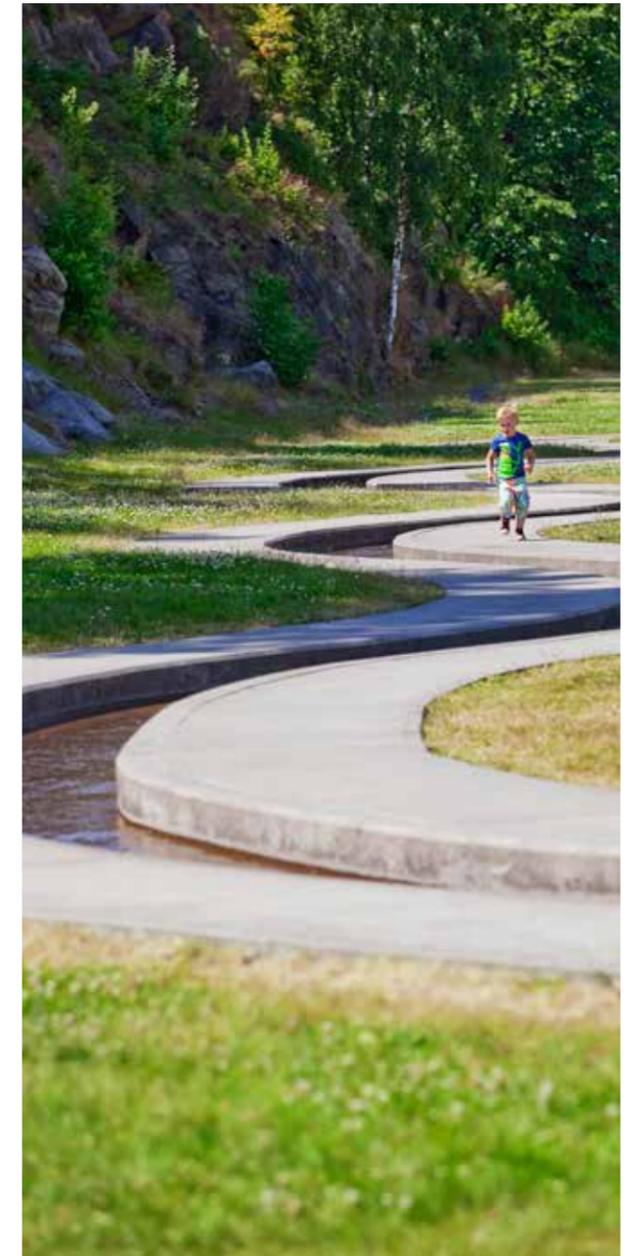
The Water in the Sustainable City conference was held in 2014, attracting 450 delegates and international speakers, and will be repeated in Gothenburg in 2017, 2019 and 2021. The interactive water art installation, "Berget", was created in The Jubilee Park in 2015 with the help of school pupils, and became a popular visitor attraction. A long-term initiative is planned in 2016 to create more exciting installations that are linked to the water theme, so that residents and visitors truly feel that Gothenburg is a city that is close to the water.

- | | |
|--|--|
| WATER AS A SUSTAINABLE RESOURCE | THE CITY EXECUTIVE OFFICE |
| INTERNATIONAL CONFERENCE | ECOCYCLING AND WATER |
| WATER PLAY | THE PARKS AND LANDSCAPE ADMINISTRATION |
| THE BEST CITY IN THE WORLD WHEN IT'S RAINING | BUSINESS REGION GÖTEBORG |



OBJECTIVE FOR 2021

Gothenburg has taken significant steps towards becoming the best city in the world (even) when it's raining, and a global city of knowledge for managing rainwater and surface water under challenging conditions. The people of Gothenburg and the City of Gothenburg have extensive knowledge of using water as a sustainable resource. The anniversary initiative also attracts people to Gothenburg when it is raining.



During the Water and the Archipelago focus year the "Berget" water play area was created in The Jubilee Park in Frihamnen.



THE ACCESSIBLE ARCHIPELAGO

 This initiative is about making the archipelago accessible to as many people as possible, while also putting Gothenburg's unique combination of big city and archipelago experiences on the map.

The "Gothenburg Archipelago" concept was launched in 2014 and has continued to develop since then. Collaboration between the southern and northern archipelagos has led, among other things, to joint marketing initiatives and activities such as "Experience the Archipelago" in 2014 and 2015. The aim is to encourage more visitors and residents to discover the archipelago. Work is in progress to improve transport links between the city centre and the archipelago, and new partnerships are being developed to increase involvement in improving accessibility.

OBJECTIVE FOR 2021

In 2021 it is easy to reach the coast and the archipelago. Accessibility generates opportunities and growth in tourism and other areas of trade. Regular departures of archipelago boats from Skeppsbron give visitors and residents of Gothenburg access to a unique combination of city and archipelago experiences.

PROJECT OWNER: GÖTEBORG & CO

THE DOCKS AT ERIKSBERG

 Gothenburg has a long history of trade and shipping, and many people would like to preserve this heritage.

The first stage in developing the docks at Eriksberg was therefore taken in 2014. This will be right next to the Swedish East India trading ship "Götheborg".

OBJECTIVE FOR 2021

Holding my grandchild's hand, I walk proudly along the piers at Eriksberg and talk about the history of Gothenburg and its golden age, while pointing out the boats and buildings. Heritage meets daily street life here, by the water in Gothenburg.

PROJECT OWNER: ÄLVSTRANDEN UTVECKLING AB



GO TO SEA - A CELEBRATION OF THE SEA

 The desire of residents to get closer to the water has been clearly expressed throughout the anniversary preparations. This is not just about swimming on sunny days, but making the most of our city by the sea in the winter as well.

Go to Sea was created to build on Gothenburg's appeal to tourists and as a place to meet during the winter season. This anniversary initiative was held for the first time in 2014 and highlighted the city's appeal to lovers of the sea, fish and shellfish, with the motto: taste, experience and learn. In 2015 and 2016 every district in the city got involved in the initiative, by putting fish on the menus of schools, pre-schools and retirement homes. A wide range of activities are arranged during Go to Sea week for everyone around the city, including try-fishing sessions, oyster-opening competitions, restaurant stalls serving fish soup, a cod festival and archipelago experiences.



OBJECTIVE FOR 2021

People take pride in the unique attractions of Gothenburg, and the anniversary initiative raises awareness of how we should eat and what we should eat to ensure our own health and that of the sea. The goal is to make the sea, fish and shellfish a compelling reason to visit the city in the dark winter months.

PROJECT OWNER: GÖTEBORG & CO





Below is a description of the anniversary initiatives on the theme of Building Bridges, together with the project owners who are responsible for each anniversary initiative. Each of the initiatives will be realised through collaboration between the city, trade and industry, the region, academia, associations and organisations.



ElectriCity is a joint initiative between several stakeholders, including Västtrafik, Volvo, the Swedish Energy Agency, Region Västra Götaland, the City of Gothenburg, Chalmers University of Technology and Göteborg Energi. Photography: Håkan Ludwigson

SMART TRAFFIC



Many residents of Gothenburg would like more sustainable transport links between different parts of the city. The aim of this anniversary initiative is to highlight and identify these solutions while also positioning Gothenburg as an innovative arena for smart transport.

Traffic and commuters are an integral part of an attractive city and successful trade and industry. Gothenburg has a long history of expertise in automotive development, logistics and traffic safety. Initiatives such as ElectriCity, Drive Me, Stadsleveransen (City Delivery), UbiGo and Elmob have all been set up in Gothenburg. But if Gothenburg is to retain and build on its position as "the transport capital" it will be necessary to develop new ways of working that enable more stakeholders, especially small and medium-sized companies, to use the city as a test arena for developing new products.

OBJECTIVE FOR 2021

Ideas have been translated into concrete development projects that have created jobs, opportunities for study and innovation. Gothenburg is leading the way and is seen as a bold model for smart traffic solutions.

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY

OASES, GREENWAYS & BLUEWAYS



OBJECTIVE FOR 2021

By 2021 a network of interlinked footpaths and bike paths will give residents and visitors better access to water and green spaces. There will also be more inviting spaces to meet along these paths. Gothenburg is a green and attractive, socially integrated city that sets an example for other cities.



Many of the ideas involve creating more interlinked footpaths, bike paths and green oases in the city. The aim of the oases, greenways & blueways is to tie the city together and fill the spaces between them with areas for planting, growing and building bridges.

There are plans to develop an area along Kvillebäcken into a green oasis that makes the river more accessible and brings residents closer to the water. In 2015 the beautiful river shore was given a facelift, with new flower beds, seating and sculpting of greenery. Other sub-projects include green meeting places near Briggen market hall and an orchard in Slottsskogen city park. In 2016 the main boulevard, Kungssportsavenyn, will be decorated with pop-up parks as part of Gothenburg Green World. The various sub-projects that form this anniversary initiative will make the city more attractive and increase biodiversity.

PROJECT OWNER: THE PARKS AND LANDSCAPE ADMINISTRATION



GOTHENBURG TALES



The city asked residents to put forward their ideas for the anniversary. Many suggested ideas that would highlight the history of the city and tell stories about Gothenburg. The result was Gothenburg tales. By enabling people to meet and share their stories and knowledge of Gothenburg, we can get insights into different sides of the city that we did not know about. These tales, both old and new, and from different perspectives, create a bridge between Gothenburg's past, present and future.

This anniversary initiative aims to pass on knowledge about the history of the city to a wider audience, while also giving more people a voice. This takes three main forms: history, stories and places. In 2016, city tours are being organised in several districts of the city and in several languages, to highlight the stories of minority groups. The project is featured in the Min Stad (My City) app, which was launched in autumn and enables people to share their stories about the city.

The purpose of Gothenburg tales is to create a sense of belonging and give everyone a place in the city's history. This helps us to build bridges between people and reduce divides.

PROJECT OWNER: GOTHENBURG CULTURAL AFFAIRS ADMINISTRATION



OBJECTIVE FOR 2021

Gothenburg has a 400-year history of diverse culture and influences from all over the world. The city has more than one story; it has several. In 2021, these stories are a strong reason to meet and share our knowledge of Gothenburg with each other.



ANNIVERSARY CAMP – SIDE BY SIDE BY EL SISTEMA



The anniversary camp Side by Side by El Sistema aims to build bridges and enable young people from around the world to meet in Gothenburg. When the city celebrates its 400th anniversary the goal is to be a world-leading music camp for children and young people from all over the world.

For one week every summer, 40,000 young people from every corner of the world come to Gothenburg to compete in the world's biggest football tournament: the Gothia Cup. But this is not just about football. These days spent in Gothenburg encourage meetings between young people and between cultures. Side by Side by El Sistema aims to become the Gothia Cup of music, and grow into a world-leading music camp by the 400th anniversary.

MUSIC CAMP FOR EVERYONE

During the camp in Gothenburg, children and young people from all over the world meet to play in orchestras, sing in choirs, create and develop together. Parents and families are also welcome to take part in the camp. Participants practise, socialise and round off the camp with a magnificent concert with musicians from Gothenburg Symphony Orchestra. They also get to meet exciting performers and artists who run the



Photography: Jörgen Nahm



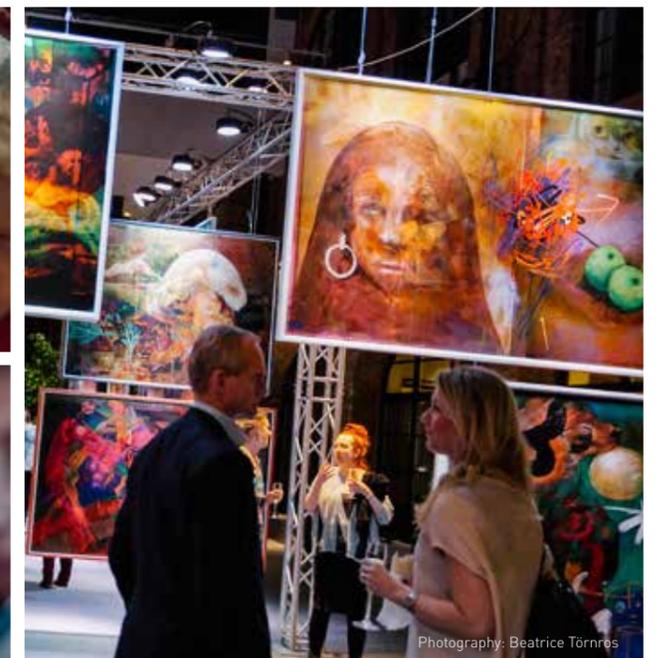
Photography: Per Kårehed

workshops and practice sessions. They inspire each other, develop together and gain new skills.

A LIVING PROJECT

With a shared passion for music and art, Side by Side by El Sistema builds bridges between people, cultures and continents. It is equally appreciated by the lad who catches a tram from Biskopsgården and the family that has scraped together the airfare from Caracas.

And the project is already underway. In 2014, 800 participants from Sweden and the Nordic region took part in the music camp, and in 2015 that number grew to 3,000 participants from all over the world. In 2015, the camp concluded with 400 children playing and singing alongside Gothenburg Symphony Orchestra at an anniversary concert during the opening of the Volvo Ocean Race.



Photography: Beatrice Törnres

ART, MUSIC AND MORE MEETING PLACES

In 2015, around 600 children joined artist Peter Apelgren to create paintings in support of the anniversary camp. The paintings were shown at an exhibition at the start of 2016, and will be auctioned over the year to give more children and young people the chance to meet through art and music, between now and the anniversary year in 2021.

The "Fristay" event is another initiative to build bridges through music and art, organised by Gothenburg Symphony Orchestra, Gothenburg School of Arts, the Academy of Art and Drama and the El Sistema Sweden foundation. Every Friday, Fristay brings together young people from all the districts of the city to play and sing together, hang out, make friends, go to a concert or other events in the city's cultural scene.

OBJECTIVE FOR 2021

When Gothenburg celebrates its 400th anniversary, Side by Side by El Sistema will be a world-leading music camp for 30,000 children from all over the world.

The anniversary initiative will put Gothenburg on the world map by giving children from all over the world an opportunity to meet, break down barriers and promote participation and confidence in the future.

PROJECT OWNER: GOTHENBURG SYMPHONY ORCHESTRA

ANNIVERSARY CABLE CAR ACROSS THE RIVER

There were doubtless many who raised their eyebrows and regarded the idea of a cable car across the river as a cool idea and a fun attraction for tourists. But after several viability studies a different picture has emerged, and a political decision is likely by summer 2016. A cable car across the river would not only tie the city together, but also make Gothenburg the first city in Sweden to integrate a cable car into its public transport network.

A cable car would not only offer a frequent service for travellers, but also promises low energy consumption and low running costs. The cable car is planned to remain long after 2021, since its service life is estimated at around 30 years. A cable car would also be a reminder of the initiatives taken by the city to celebrate its 400th anniversary. Viability studies during 2015 have looked at the possibility of further cable cars. More routes would mean faster travel for residents of the city and build bridges between the districts.

OBJECTIVE FOR 2021

The cable car has been working well for over a year and is the first new form of public transport in Sweden since 1933. Plans are underway for further cable car routes. Residents of Gothenburg like the cable car system, take pride in it and are pleased that it brings people across the city closer together.

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY



FACTS ABOUT THE CABLE CAR

1. SERVICE FREQUENCY

The gondolas are expected to run at 45-second intervals.

2. CAPACITY

The number of travellers per hour is similar to that of a tram route (more than 2,000 travellers in each direction per hour).

3. SPEED

20–25 kilometres per hour.

4. HEIGHT

The gondolas are expected to run between 40 and 50 metres in the air. The tower is expected to be around 70 metres high.

5. SERVICE LIFE

Around 30 years.

6. INVESTMENT COST

Around SEK 1 billion (SEK 850–1,050 million).



Below is a description of the anniversary initiatives on the theme of Open Spaces, together with the project owners who are responsible for each anniversary initiative. Each of the initiatives will be realised through collaboration between the city, trade and industry, the region, academia, associations and organisations.



POPUZARS



The popuzars, a mix between a pop-up shop and bazaar that will move from site to site in the city, contributes to all three of the 400th anniversary themes.

It is preferably located close to or even on the water, it builds bridges between different thoroughfares, and it reduces the sense of distance between places. It will be a test arena for new products and solutions, and will provide an innovative setting for entrepreneurs. A pilot version of the popuzars will be set up in the Rosenlund area between June and September 2016. The pilot version will house a mix of large and small companies, and the content will change weekly so that there is always something new to discover. The pilot project is intended as a learning experience in preparation for a larger popuzars that is planned for the anniversary year in 2021.

OBJECTIVE FOR 2021

By 2021 the popuzars will be a teeming market place for local and international companies. It is an attractive tourist destination and natural meeting place for residents of Gothenburg. The popuzars moves between the "empty spaces" in the city and transforms them into popular and attractive urban environments. It also creates an inexpensive and flexible commercial space that makes it easier for entrepreneurs to invest in their ideas or products.

PROJECT OWNER: WEST SWEDEN CHAMBER OF COMMERCE

At the end of 2015 a well-attended conference was organised on the theme of "Young Influence 2021".



DEMOCRACY AND YOUNG INFLUENCE

There is a clear desire to give young people more influence in society in preparation for the anniversary. This has resulted in Democracy and Young Influence. In 2015 this anniversary initiative was begun as an important part of the focus year theme, "Created by and including young people". The initiative highlighted and strengthened existing platforms in the city that allow young people to be seen, heard and exert influence, and has helped to match young people's skills and initiatives with the needs of companies and administrations.



We intend Gothenburg 2021 to set the best global example of how young influence can be implemented.

TOMMY WESTERS, YOUTH SUPERVISOR, CULTURE & LEISURE,
NORRA HISINGEN

This initiative has set up a reference team of representatives from the city districts, technical administrations, associations, research and politics in order to involve the whole city. The focus year ended with an anniversary conference for Young Influence. Swedish democracy will celebrate its first centenary in 2021 at the same time as Gothenburg reaches its fourth centenary, and a democracy initiative will therefore be organised in conjunction with "Young Influence". The initiative is part of the anniversary vision of an open and inclusive city, where all residents feel a sense of purpose and participation. Looking ahead, it will involve working out how the two anniversary initiatives can complement each other, and determining the best form for a future democracy centre.

OBJECTIVE FOR 2021

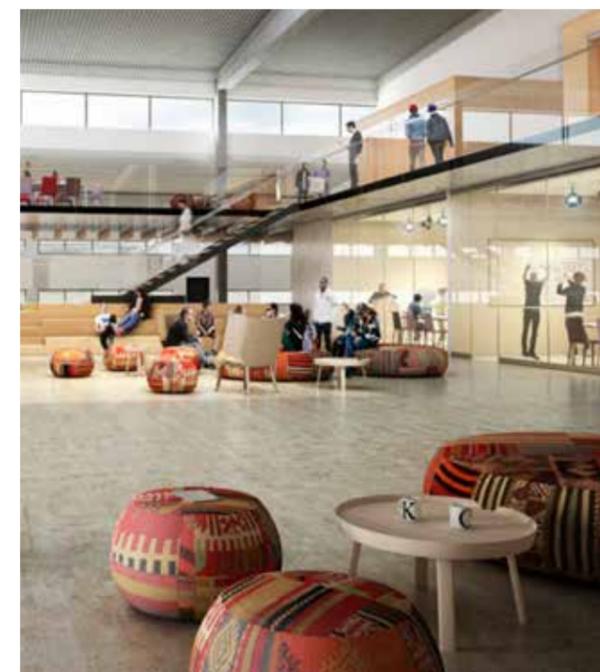
Gothenburg is a city where children and young people can have a real influence and feel that this is the case. All parts of the City of Gothenburg's organisation have the knowledge and resources to give young people influence. Gothenburg is an arena where we develop together through dialogue, education and research on the issues of power, influence and democracy.

PROJECT OWNER: CITY EXECUTIVE OFFICE IN COLLABORATION WITH THE CULTURAL AFFAIRS ADMINISTRATION.

ENTREPRENEURSHIP CENTRE



This anniversary initiative aims to facilitate innovation, entrepreneurship and enterprise through new partnerships.



This includes creating an enterprise block that makes it easier for everyone who wants to set up and run their own company. It will be a one-stop centre where many organisations with different skills will gather to offer their services. The enterprise block will be a clear statement that we are investing in an entrepreneurial Gothenburg. In 2015 the work involved securing finance and finding premises for the enterprise block. This will open in 2016. In 2015 the city also hosted the Junior World Entrepreneurship Forum and a New Company Day.

OBJECTIVE FOR 2021

By Gothenburg's 400th anniversary the city should set an international example through its entrepreneurial attitude and spirit. The city offers the tools to transform people's ideas into sustainable businesses. The enterprise block makes it easier to set up and grow companies. Initiatives in young enterprise are part of the entire education system.

PROJECT OWNER: BUSINESS REGION GÖTEBORG



THE JUBILEE PARK IN FRIHAMNEN



Many of the planned anniversary initiatives will be complete when Gothenburg celebrates its fourth centenary in 2021. But not The Jubilee Park in Frihamnen. The idea is that the park will continue to grow long into the future, as a meeting place created by everyone and for everyone. A great deal has already been done.

A MEETING PLACE FOR THE CITY

The desire to get closer to the water was one of the most requested ideas for the 400th anniversary and the RiverCity Gothenburg Vision. There is also a strong desire for a greener city where new ideas can be tested and developed. The park becomes a meeting place for the whole city. It should serve as a local park for people who live and work in the area. In 2016, construction work will begin on around 650 temporary homes at Kvillepiren, of which several blocks will be floating. By 2021, around 1,000 homes and 1,000 jobs will be created in the Frihamnen area, growing to a total of 15,000 homes and the same number of jobs in 2035. The park will continue to grow long into the future.



OBJECTIVE FOR 2021

The Jubilee Park in Frihamnen will open on the date of the 400th anniversary, on 4 June 2021. It will be a meeting place that promotes biodiversity and closeness to the water. The park is constantly developing and creates a legacy for the future.



INTERNATIONAL PARTNERSHIPS ARE THE NEXT STEP

The Jubilee Park will grow to become a new meeting place in Gothenburg where the city meets the water. This will happen gradually and in consultation with residents and experts. A further step in this process will be taken in 2016 in the form of an international invitation to project teams to submit tenders to develop, shape and plan parts of The Jubilee Park. A joint proposal will be presented at the start of autumn in consultation with residents of the city.

But a great deal has already been done, and the park will continue to develop into a meeting place for everyone in Gothenburg. An area was created for swimming in 2015, which quickly became popular. A sauna was also built and was soon booked up. The park also provides a playa, a roller derby arena, water art / water play area and urban allotments. The "Everyone can Sail" project, which is aimed at anyone who wants to sail, regardless of ability, was started in 2014 and has so far attracted 12,000 visitors.

PROJECT OWNER: SITE CONSTRUCTION, THE JUBILEE PARK, UNTIL 2017: ÄLVSTRANDEN UTVECKLING AND THE CITY PLANNING OFFICE IN CLOSE COLLABORATION WITH THE PARKS AND LANDSCAPE ADMINISTRATION.

PROJECT MANAGEMENT PHASE, FROM 2017: PARKS AND LANDSCAPE ADMINISTRATION





GOTHENBURG CITY TRIENNAL

The Gothenburg City Triennial was first held in 2015 and attracted business people and residents to discussions about our city's future.



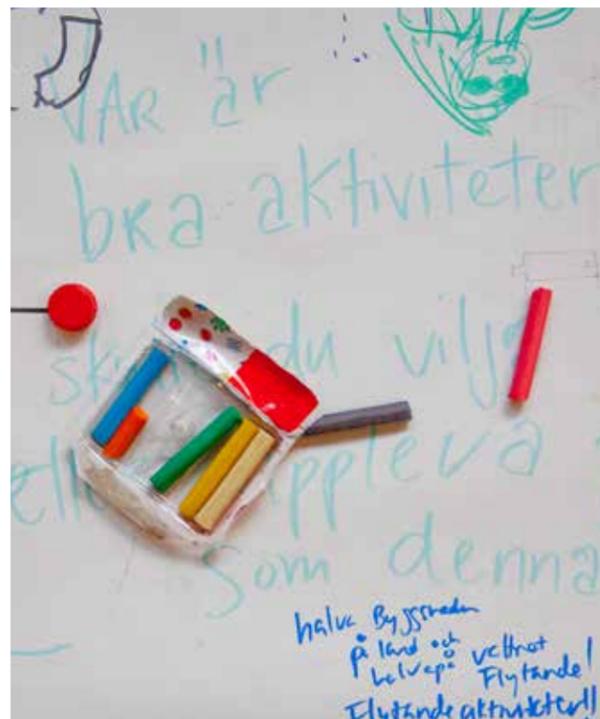
Gothenburg is on the brink of big changes. It is vital that everyone in the city feels engaged and involved if we are to push ahead with the task of urban development and everything it entails. The Gothenburg City Triennial will be a window on to the city of the future, a forum that invites contributions from businesses and the general public.

What will the cities of the future look like? This is the question the Gothenburg City Triennial aims to answer by creating an international arena that takes inspiration from around the world, showcases urban development in Gothenburg and involves the city's residents. The idea is based on a triennial that comprises three acts and builds up gradually. The first was held over three days, in Frihamnen in 2015, and attracted 1,300 visitors. The next act will be three weeks in 2018, and the final act, in 2021, will span three months and the whole of Gothenburg. Gothenburg City Triennial will also be a partner during Gothenburg Book Fair's urban development initiative in 2016.

OBJECTIVE FOR 2021

Residents of Gothenburg are actively engaged in discussions about the city's development, future housing, and opportunities to exert influence in our city. Businesses and residents are used to debating urban development with each other, to make the city even better.

PROJECT OWNER: CITY PLANNING AUTHORITY



THE BUILDING SITE AS ARENA



OBJECTIVE FOR 2021

The goal is for the city to develop building sites as platforms for involving residents, visitors and trade & industry in urban development. In 2021, building sites around the city are perceived as adding value, and it is easy to navigate through them.



Can building sites be turned into places we can enjoy during the construction process? How can the perceived benefit overcome the obstacles? These are the questions this anniversary initiative will answer.

A method will be developed that can be used by all the stakeholders involved. Several big development projects will be underway in Gothenburg in the near future. One model the city is exploring is to turn building sites into places that we can also enjoy, while also explaining what is happening, what is being built and why, and ensuring that access through the area is not obstructed. Big and small building sites will be used as arenas to make the city open and welcoming. Two pilot projects in Rosenlund and on the main boulevard, Avenyn, have already been completed. These experiences can help us understand how the city and the various projects can collaborate, to turn the Building Site as Arena into a working method.

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY



Gothenburg is a great place to live, but we need to improve Rosenlund to make the city safer; we need more lighting, and cafés for example, to liven up the area.

SOMITA, IDEA CONTRIBUTOR

CREATIVE ZONE AT RINGÖN



In Gothenburg there is a space between the establishment and sub-cultures that has its own unique character. It is collective, creative and authentic. The music scene is just one example.

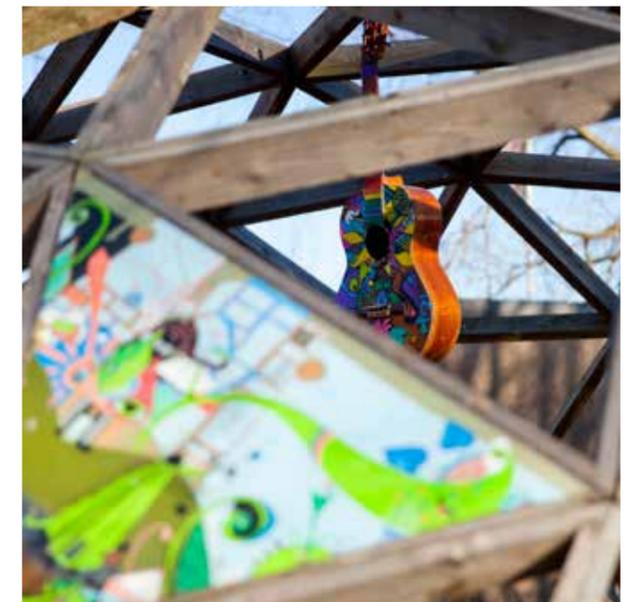
The creative zone at Ringön initiative aims to stimulate creative activities in the space between sub-cultures and the establishment. Ringön will be a haven for all the important and exciting things that happen in the margins. These will co-exist in symbiosis with what is already happening in Ringön at present. There is a unique opportunity in Ringön to establish the first creative zone in Gothenburg, and in Sweden. The area will gradually change, but no one is sure exactly how or when. The goal is to extract as much benefit, joy and energy as possible from this transition. If it succeeds it will create momentum that will reach far beyond the district's borders, and a sense that the city is moving in a new direction.

PROJECT OWNER: BUSINESS REGION GÖTEBORG



Preserve Ringön as a cultural oasis.

SAMMY, IDEA CONTRIBUTOR



OBJECTIVE FOR 2021

More people live in Ringön, which has become a focus of creativity and employment. A vital district, Gothenburg's first creative zone.

2021 INSPIRES MORE AND MORE OF US

In addition to the anniversary initiatives set up by the city there are many other initiatives that have become part of the 400th anniversary. And more are on the way. Companies, administrations, trade & industry and associations have come up with initiatives that support the same vision in consultation with their employees, members and the public.

THE PARKS AND LANDSCAPE ADMINISTRATION's internal activities are shaped by the vision of Gothenburg 2021.

RIVERCITY GOTHENBURG has a vision of becoming Open to the World, and 2021 is a clear step towards that vision.

The feasibility of an industrial and shipyard history centre is being explored by the **CULTURAL AFFAIRS ADMINISTRATION**.

REGION VÄSTRA GÖTALAND will hold a consultation on participation starting in the focus year of culture.

SWEDAVIA intends to highlight the visions of the city and airport in various ways, including a Preview Centre.

CITY DISTRICT ADMINISTRATION OF VÄSTRA GÖTEBORG aims to become a socially sustainable district by 2021.

CITY DISTRICT ADMINISTRATION OF ÖSTRA GÖTEBORG has formulated a vision for the district that focuses on 2021.

The Trade & Industry Group at **GÖTEBORG & CO** is engaging its member companies in a joint anniversary project.

SLOTTSSKOGSVÄLLEN STADIUM, which was created for the 300th anniversary, will be renovated by 2021.

LISEBERG AMUSEMENT PARK is gathering resources for its 100th anniversary.

CANOEING AND ECOTOURISM IN VÄTTLEFJÄLL are being developed by Angered district committee in consultation with the Parks and Landscapes Administration.

LIFE SCIENCE. There is strong support from several quarters to develop Medicinareberget and Sahlgrenska into a unique Life Science cluster. The vision points to a construction start date in autumn 2017 and completion in 2021.

SKANSKA aims to put social sustainability into practice for the whole city.

ALFIE ATKINS CULTURAL CENTRE intends to mirror each of the focus year themes leading up to 2021.

NORRA HISINGEN YOUTH COUNCIL is drawing up a plan to make Gothenburg the world's leading city for young influence and participation by 2021.

SUSTAINABLE GOTHENBURG is continuing to work for Gothenburg as a sustainable destination.

NYA HOVÅS has set its sights on 2021 for the development of the new residential area.

The city is supporting an initiative to make Gothenburg a **LEADING CENTRE FOR FILM PRODUCTION**.

PAINTING CONTRACTORS ASSOCIATION are working on the "Let's color Gothenburg" project to create a world-record-breaking, 21-km art trail that provides jobs and ties the city together by 2021.

THE CITY PLANNING ADMINISTRATION is developing a 3D map called "Min Stad" (My City), that enables everyone to add their own suggestions for the city based on their dreams, interests and ideas, and to exchange dreams with others.

THE SOCIETY OF KUNGSHÖJD want to preserve our shared cultural heritage and support improvements in the historical, architectural and tourism values of Kungshöjd in the run-up to the 400th anniversary.

THE CULTURAL AFFAIRS COMMITTEE aims to revitalise cultural institutions. A number of pilot studies are already underway.

KARRIÄR-KRAFT GRAFISKA, a social enterprise that works to provide occupational training and a pathway to employment for people with disabilities, wants to recreate the 1923 anniversary exhibition as part of the 400th anniversary in 2021.

THE JEWISH COMMUNITY IN GOTHENBURG wants to highlight the Jewish cultural heritage and renovate Stampen cemetery as part of the 400th anniversary.

CITY FOOTBALL TEAM IFK GÖTEBORG is committed to rejoining the Champions League before the 400th anniversary.

HIGAB's heritage properties and sites will be significant assets by 2021.

THE GOTHENBURG HOME GUARD BAND is planning to host the Gothenburg International Military Tattoo in 2017, 2019 and 2021.

THE GÖTEBORGSVARVET half marathon will be held for the 42nd time in 2021 and will celebrate with a special marathon event in the anniversary year.

THE MUNICIPAL PARKING COMPANY will be involved in the year of culture 2016.

Many **RELIGIOUS COMMUNITIES** are setting their sights on 2021.

GREFAB is taking steps to make it easier for people to get closer to the water.

FRÖLUNDA CULTURAL CENTRE and **THE CITY PREMISES ADMINISTRATION** are creating a green roof as a meeting place for the general public.

GAMLESTADEN JAZZ FESTIVAL has set itself the goal of establishing an international jazz festival in time for the anniversary year.

BOPLATS intends to create space for an anniversary initiative of 7,000 new homes during its BoNytt exhibition.

FRAMTIDEN AB is accelerating the construction of thousands of new homes and gathering support for social initiatives such as youth employment.

THE SPECIAL TRANSPORT ADMINISTRATION aims to develop a new flexibus service to simplify transport for more people by the 400th anniversary.

THE HISING BRIDGE (Götaälvbron) will become a new icon for the city.

In 2016 the city is hosting a year of green events, **GOTHENBURG GREEN WORLD**, as a continuation of the Gardens of Gothenburg exhibition. The long-term goal is that this initiative will contribute to green urban development in the city and region, and create attractive places to live, work and visit. The ambition is to return in 2021.

THE ROYAL GOTHENBURG YACHT CLUB (GKSS) wants to make sailing sport accessible to more people by creating a national arena for water sport in Långedrag. The vision is that the centre should be ready by 2021 at the latest.

BUSINESS ASSOCIATION AVENYN and **SAFE, BEAUTIFUL CITY** are investing in reinstating Kungssportsavenyn as the main boulevard in the city by 2021.

Campus Näckrosen is setting its sights on 2021, and development is managed by the **UNIVERSITY OF GOTHENBURG**.

GÖTEBORGS JUBILEUMSLOPP, THE GOTHENBURG ANNIVERSARY RACE took place for the first time in 2013 and is intended to be an annual event right up to 2021, thus highlighting urban development in Gothenburg.

GREENHACKGBG uses social media to encourage residents to switch to a greener life style and highlight green initiatives to make the city sustainable. In 2016 GreenhackGBG supported the anniversary year of culture by highlighting how culture can support the green transition.

Collaborative efforts to attract **GLOBAL CONGRESSES AND EVENTS** are continuing. These include Volvo Ocean Race 2018, the FEI World Equestrian Games 2017 and Europride 2018.

2021 INSPIRES MORE – EXAMPLES

ASSOCIATION

MORE THAN 12,000 RESIDENTS OF GOTHENBURG HAVE ALREADY TRIED SAILING IN FRIHAMNEN

The “Everyone can sail” initiative was set up in the Jubilee Park in Frihamnen in 2014 with the aim of bringing residents closer to the water. It offers everyone the chance to try sailing, regardless of age, skill level or physical ability. It was set up by the Passalen association and GKSS AccessAbility. The initiative has been very popular with residents. In 2014, around 3,850 people tried sailing, and in 2015 that figure rose to 8,800. The initiative will continue in 2016 from May onwards.



FOUNDATION

STRONG COMMITMENT TO RESEARCH CENTRE FOR ANNIVERSARY

“We want to put Gothenburg on the international map as a city of knowledge. This is the biggest initiative ever for Gothenburg City of Knowledge. Our goal is that the centre should be completed by 2021 at the latest.”

This is how Göran Bengtsson, chairman of Gothenburg – City of Knowledge, presented the major news that a kidney research centre will be built at Sahlgrenska Academy in time for the 400th anniversary. Gothenburg – City of Knowledge is an association made up of representatives from foundations, the city and academia. The goal is to support Gothenburg-based research projects that will leave a legacy for the future. The kidney research centre is the biggest initiative so far, and the association is continuing its efforts to encourage more foundations to set their sights on 2021.



TRADE & INDUSTRY

7,000 ADDITIONAL HOMES BY THE 400TH ANNIVERSARY

Gothenburg is growing, and so is our population. To meet housing needs, the City of Gothenburg and property companies have committed to a unique initiative that will create 7,000 homes that are ready to move into by 2021. The homes will be built at

several sites in Gothenburg, based on the City of Gothenburg’s expansion strategy. There will be a mix of rented and shared ownership properties. The planned start date for this anniversary initiative is 2018.

HOW YOU CAN PLAY A PART IN THE ANNIVERSARY

Everyone who lives and works in our city can get involved and contribute to the celebrations – this is the central goal of the anniversary. It is open to individuals, companies and organisations alike.

The anniversary organisation regularly meets residents, companies, associations and other stakeholders in various contexts, and is keen to hear your thoughts. Together, this allows us to keep the

process open and dynamic. Each year more and more people want to get involved and set their sights on 2021. You can be part of the celebrations too!



HOW YOU CAN SET YOUR SIGHTS ON 2021

There are many ways to be part of Gothenburg's 400th anniversary.

- You can come along and add your thoughts when consultations take place.
- Tell us about your idea by contacting the anniversary staff.
- Support the anniversary initiatives that are already underway.
- Start something entirely new.
- Follow the anniversary focus year and contribute in whatever way you can.

POINTERS

To meet the aim of the anniversary and its vision and goals, anniversary initiatives should all feature:

- Open dialogue – to engage more people.
- Unique and innovative thinking – to achieve international reach.
- Sustainability in action – socially, ecologically and economically.
- The road to 2021 is just as important as the anniversary year itself. Start now!

SUSTAINABILITY IN ACTION

Sustainability – economic, social and ecological – is an issue that is central to our shared future and to everyone who is involved with the anniversary. Everything we do must contribute to a sustainable society that will work today and tomorrow.

This is about building a city where dreams are taken seriously, where everyone who lives and works here has a feeling of participation and belonging. A city that is also attractive to others. This is the way we want to celebrate our city, together, and make a global impression. Each anniversary initiative should therefore reflect all three aspects of sustainability and consider them as a whole.



ANNIVERSARY INITIATIVES SHOULD BE ABLE TO ANSWER THE QUESTIONS:

- Is the initiative inclusive, accessible and does it welcome everyone? **The social element**
- Is the initiative as green and environmentally friendly as possible? **The ecological element**
- Can it be based on something that already exists? Is the initiative economically feasible? Are there any alternative solutions for financing it? **The economic element**



THE ANNIVERSARY WILL CREATE A LEGACY FOR THE FUTURE

The anniversary initiatives are being developed and implemented, and dreams are becoming reality. New initiatives are always welcome. Our hope is that everyone in the city, trade & industry, academia and associations will set their sights on 2021 and build on their own activities. As with the preparations for the city's 300th anniversary, many different contributors are needed to create a lasting legacy for the future. And it all began with an assignment set by the City Executive Board.



From words into action, the official start in 2013. The City Executive Board thanks everyone for their involvement and invites everyone to contribute to the initiatives to mark the 400th anniversary in 2021.



Inclusiveness is a strong feature of the anniversary preparations, and more and more people are getting involved on the road to 2021.



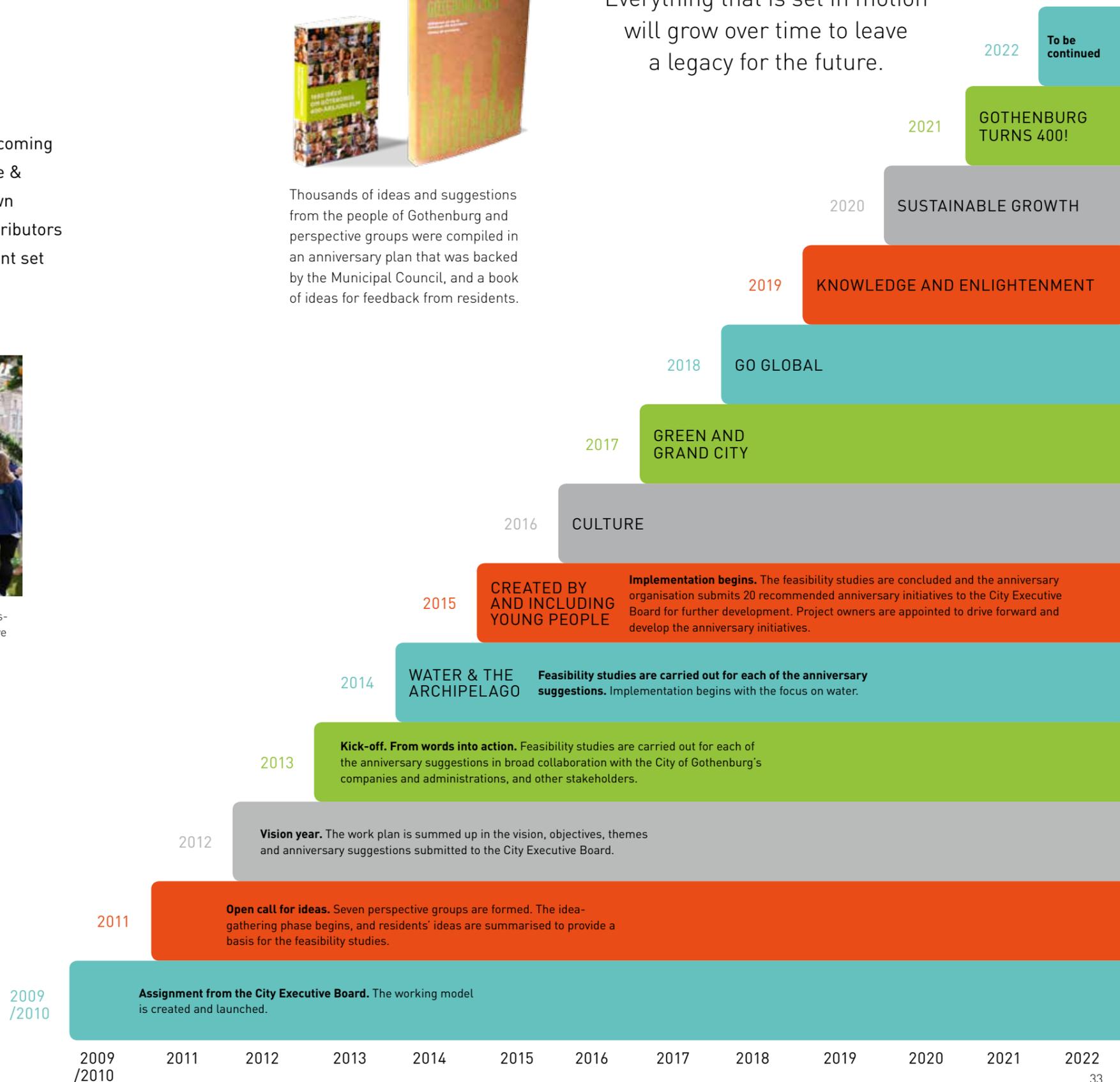
The Open City was one of seven perspective groups that contributed to the idea-gathering process. The suggestions and reports of the groups are presented in the Anniversary Plan at goteborg2021.com



Thousands of ideas and suggestions from the people of Gothenburg and perspective groups were compiled in an anniversary plan that was backed by the Municipal Council, and a book of ideas for feedback from residents.



Everything that is set in motion will grow over time to leave a legacy for the future.





A GREAT DEAL HAS ALREADY HAPPENED!

Preparations for the anniversary really took off in 2015. After thousands of ideas and suggestion had been gathered from residents and the feasibility studies had been completed, an anniversary plan was put before the Municipal Executive Board. It contained 20 concrete anniversary initiatives, which were then allocated to the city's administrations, companies and stakeholders for implementation.

FOCUS THEME FOR 2015 – CREATED BY AND INCLUDING YOUNG PEOPLE



Gothenburg will be a city for children and young people, where the young have a voice and influence. In 2015 a youth reference group was therefore set up to help shape the anniversary initiatives. A "Democracy and young influence" initiative was set up, and the Side by Side by El Sistema music camp in summer drew 3,000 children and young people from around the world to Gothenburg. Other initiatives in 2015 included the "Götaplatsen Takeover", when young people took over Götaplatsen square for a few days during the Volvo Ocean Race, and showed off their musical talents at the "Youth Stage" festival of sport and music, while an invitation of Leisure Activities to Frihamnen resulted in 1,000 children joining in the celebrations. The opening concert during Volvo Ocean Race was also part of the focus year, and Gothenburg Symphony Orchestra performed with 400 children and young people from Side by Side by El Sistema.



Big things happen when people meet.

SANDRA DANIEL, YOUTH REFERENCE GROUP

SWIMMING IN THE CITY CENTRE A BIG SUCCESS

Getting closer to the water was one of the biggest wishes of residents in the run-up to the 400th anniversary, and many people dreamed of being able to swim right in the city. The answer was the creation of a public swimming area in Frihamnen in 2015, which proved a big success. There were long queues at the entrance during the summer, and the public sauna also attracted large numbers of people. The swimming area was soon widely talked about, not just in Sweden but abroad.



Thanks to residents for the idea. Now we are planning a cable car in Gothenburg.

PER BERGSTRÖM JONSSON, TRAFFIC & PUBLIC TRANSPORT AUTHORITY



CABLE CAR ACROSS THE RIVER

The anniversary initiative of a cable car across the river took shape during the year. What began as a crazy idea is now part of the city's infrastructure plans and the potential of further crossings is being assessed. We look forward to the next stage in the development of our future public transport in 2016.

MEETING SPACE BY THE CANAL

Artists' impressions for the canalside meeting space on Stora Hamnkanalen were presented, and a temporary floating jetty became the focus of conversation, dialogue with residents and entertainment by young cultural summer workers. Instead of being a thoroughfare, as the area is for many today, it became a meeting place that was filled with people during the week. It became clear that dialogue with residents not only enhances the anniversary and Gothenburg as an open city, but is also something that the people of Gothenburg want.





THE SECOND HALF IS STARTING

We have made good progress in realising the plans for the anniversary year, and with several anniversary projects behind us we are now ready to step up a gear together.

THE FOLLOWING ARE PRIORITIES FOR 2016:

- Halfway to 2021 – a dialogue on expectations for the anniversary year.
- The anniversary initiatives are being developed and implemented step by step.
- Increased participation by the districts, associations, young people and trade & industry.
- Communication will bring us closer to the anniversary goals.
- Culture 2016 – a focus year theme that generates new meetings.

HALF-TIME DIALOGUE

To ensure that resources are used wisely over the next few years we will hold a "half-time dialogue" in August 2016, when the city's leading politicians will report on where we are headed and invite residents to discuss the next step. The ideas, comments, thoughts and expectations of residents will make an important contribution to future development work. Progress will be reviewed during Gothenburg Culture Festival in August, at a meeting that is open to everyone and an exhibition of all the anniversary initiatives.

ONGOING DEVELOPMENT AND IMPLEMENTATION OF ANNIVERSARY INITIATIVES

This phase involves ensuring that the anniversary initiatives continue to develop towards the 400th anniversary. They originate from ideas submitted by the people of Gothenburg and have been tested against the anniversary values in feasibility studies.

Each anniversary initiative has a project owner who is responsible for developing and implementing the initiatives, including investment and operation. In 2016, the objectives and project plans will be refined to create the basis for implementation, step by step. This open process is continuing to develop, and the anniversary staff manage the process centrally in partnership with the project owners, monitoring progress and organising meetings to pass on knowledge and inspiration.

TARGETED INVITATIONS TO MORE PEOPLE

The openness of the process is a key priority for the anniversary. This means continually involving more people in the work. Even more people from the ten districts of the city will be involved and represented in 2016.

The anniversary organisation will also focus on greater involvement from trade & industry. The aim is to invite in and match up representatives from trade & industry with the anniversary initiatives. This will be done by first identifying the opportunities and needs of the initiatives and then linking them to stakeholders in trade & industry. This work

takes place in partnership with Business Region Göteborg and with help from its specialists. Trade & industry will be invited in through targeted measures for each anniversary initiative and an open invitation to get involved based on their individual initiatives and ambitions.

MORE COMMUNICATION

As well as developing the anniversary initiatives, it is important to report what is happening, why, and how people can be part of the celebrations. It is only when people learn about what is happening that it really acquires value, and to do this they must know what is being done. Communication plays a vital role here, and one of the challenges ahead is to reach out to a wider audience, through traditional channels and, for example, through cultural activities that centre on the story of how we are developing the city.

INSPIRATION FROM THE LAST CENTURY

The aim is to make the 400th anniversary a milestone in the city's history. In the same way that the 300th anniversary is still visible in the shape of Liseberg amusement park, Götaplatsen square, Gothenburg Botanical Garden, the Natural History Museum and Slotsskogsvallen, the 400th anniversary should be something we can enjoy long after 2021. It is not just about building new landmarks. It is about uniting the city and working together to make the anniversary a catalyst for the positive development of Gothenburg and the region. We therefore intend to draw on the achievements and experiences of the previous century as we plan the route ahead.



MORE CULTURE FOR MORE OF US

More culture for more of us! This was a frequent request during the planning of Gothenburg's 400th anniversary. Another of the city's priority goals is that "Culture should be more accessible." The goal of the focus year is to continue the process of opening up and engaging the whole city so that more people meet. Several of the anniversary initiatives also have culture as a common denominator. In 2016 the anniversary preparations will therefore have a special focus on culture.

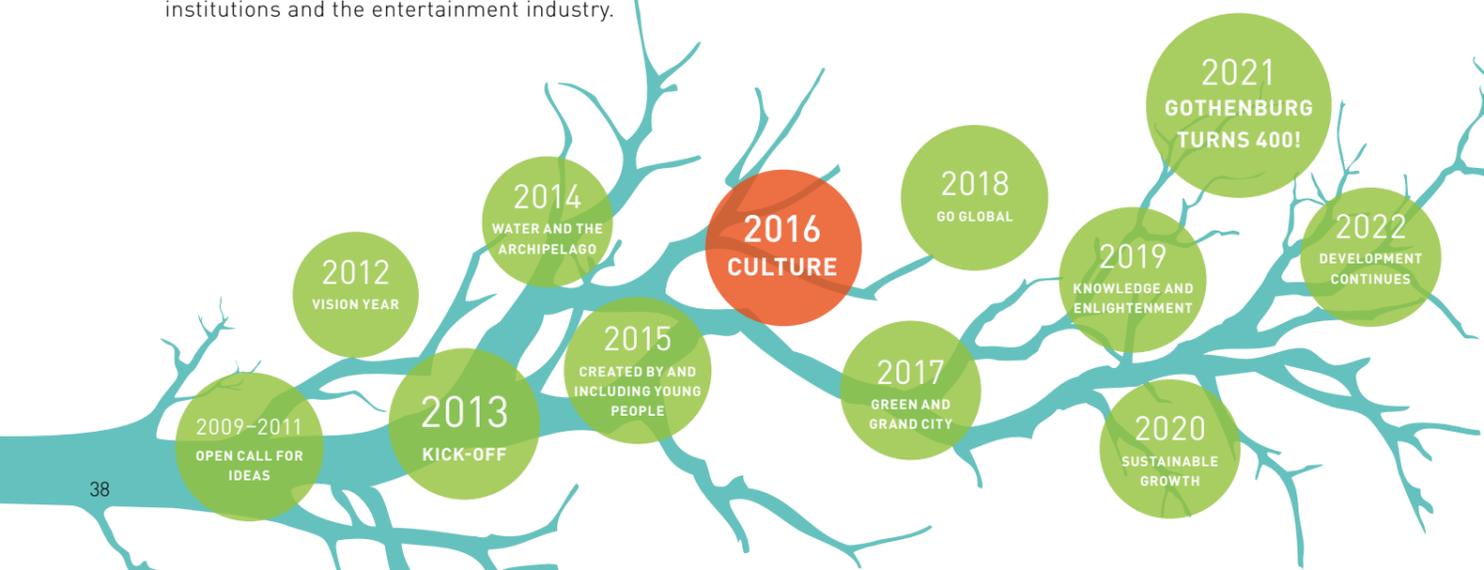


CULTURE BUILDS BRIDGES BETWEEN PEOPLE

Many projects have already started, and the ambition is that more opportunities will open up during the year in partnership with the culture scene, organisations, associations, districts, companies, administrations and many other stakeholders. The anniversary organisation has appointed a process leader for the focus year, and the work will follow four main themes:

- Official start of Culture 2016**
 The anniversary is something that affects the whole of Gothenburg, and the official start of the focus year took place over two days during Kulturnatta Culture Night 2016 on 22–23 January.
- New networks**
 All the activities that take place during Culture 2016 are in response to needs identified by the culture scene itself. In 2016, demand for a trade initiative will be met by four network meetings for the entire culture scene. These will bring together administrations, independent practitioners, institutions and the entertainment industry.

- Support from the entire city**
 Ten districts are combining resources and investing in events such as Artscape, a street art exhibition that will hopefully inspire more people to explore creative expression and even provide an outlet for their own. In autumn 2016 there will also be an initiative for schools. Gothenburg Green World promotes new encounters through culture, art and experiences in the city's green spaces.
- Digital platform**
 The broad palette of culture that already exists can be seen at goteborg.com/kultur. The web page lets you browse events in various categories, while guest editors highlight their own favourites from the city's culture scene.



A YEAR OF EVENTS FOCUSING ON CULTURE

ARTSCAPE

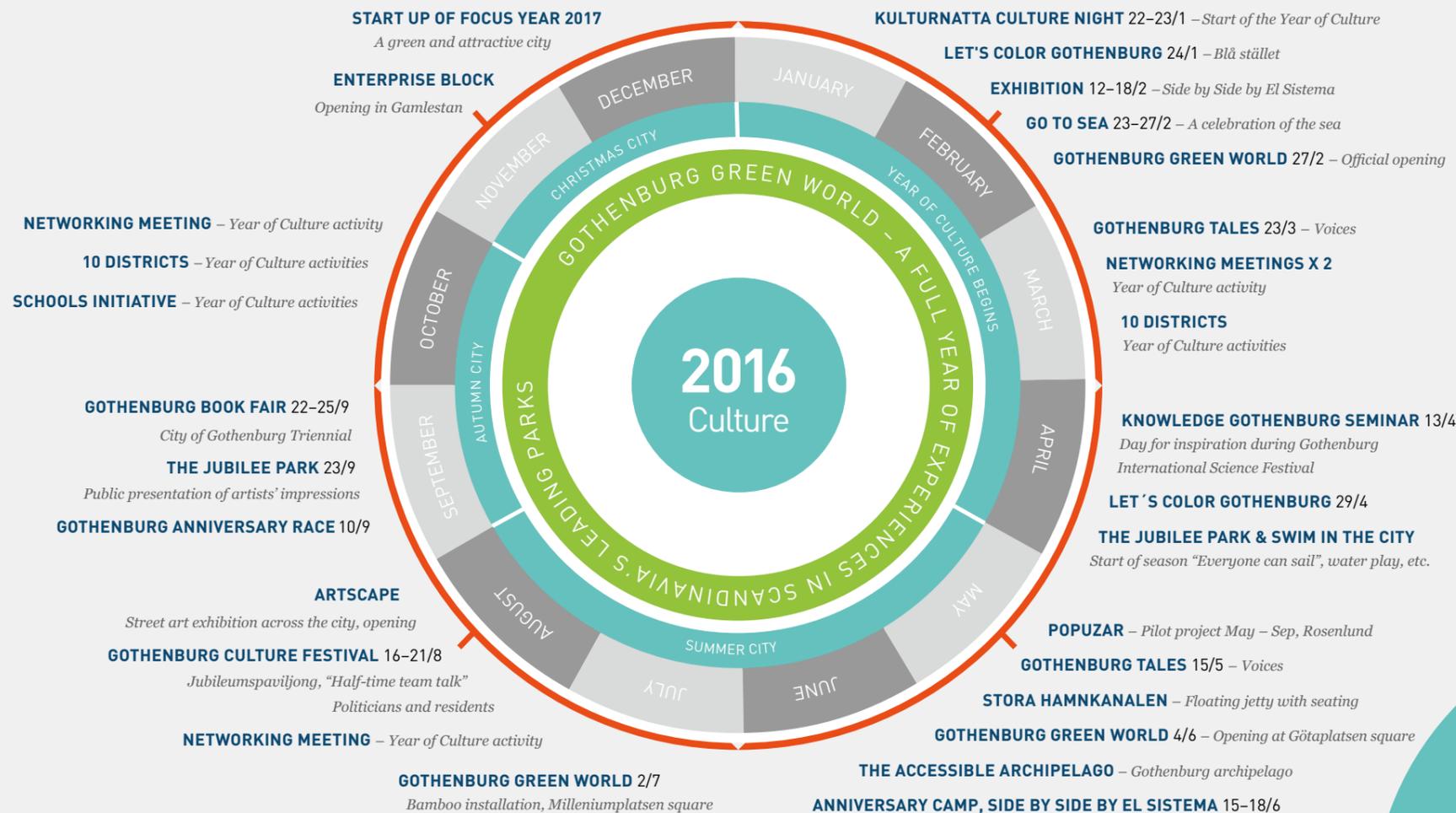


Artists from all over the world will create 20 outdoor artworks in each district of the city, which is unique in itself. This will help to build bridges between us and make art and culture more accessible to more people.

This initiative is taking place in close collaboration with all the districts and is co-ordinated by Urban Art at the Cultural Affairs Administration.

GOTHENBURG CULTURE FESTIVAL 16-21/8

To ensure that resources are used wisely over the next few years we will hold a "half-time team talk" in August 2016, when the city's leading politicians will report on where we are headed and invite residents to discuss the next step.



The anniversary is something that affects the whole of Gothenburg, and the official start of the focus year took place over two days during the Kulturnatta Culture Night on 22-23 January.

GOTHENBURG GREEN WORLD

Gothenburg Green World will take place in 2016, as a continuation of the Gardens of Gothenburg exhibition.



The long-term goal is that this initiative will contribute to green urban development in the city and region, and create attractive places to live, work and visit. The ambition is to return for Gothenburg's 400th anniversary in 2021.



The anniversary initiatives are constantly developing. Keep updated at goteborg2021.com or follow developments on social media.
goteborg2021

OBJECTIVES FOR 2021

With barely half the time left until the anniversary year it is time to make the city's anniversary ambitions even more concrete. The half-time team talk in 2016 will provide the foundation for the strategic Gothenburg Legacy Plan 2021, which will be formulated in 2017. This plan will summarise what the city can achieve through the anniversary, and how Gothenburg and its surroundings can make a lasting impression for the future.

2017 – STEPPING UP A GEAR

2017 is about preparing the ground to step up a gear at national and international level. A great deal of experience can be gathered from Gothenburg City of Events, and from other cities such as London, Vancouver and, equally important, the European capitals of culture.

2017 also marks the transition between the idea and development phase, and the start of programme planning in 2018 and the years leading to the anniversary itself in 2021.

The anniversary organisation continues to manage, co-ordinate, communicate and monitor progress towards the anniversary.

A GREEN AND GRAND CITY

The focus theme for 2017, "A green and grand city" will be an extension of Gothenburg Green World. This will confirm Gothenburg's position as a sustainable, green and attractive city for everyone. Through a range of initiatives at different levels we are investing in green meeting places, green roofs and filling spaces in the city with urban allotments. The hope is that closeness to greenery will not only benefit our health, but also create new open spaces where we can build bridges between people. Initiatives such as the Jubilee Park and the Oases, Greenways & Blueways will be vehicles for the year's focus theme. The concept of "A green and grand city" will be developed further in 2016.



2018-2020 – TOWARDS THE ANNIVERSARY IN 2021

In 2018 a programme committee will join the anniversary organisation to prepare for the anniversary year itself. Work will continue in line with the plans, including:

- Discussions and negotiations about the programme for the anniversary. International guest performances and shows are planned in co-operation with cultural stakeholders from the city and region.
- The open process will continue to develop.
- A collective urban development centre for meetings, exhibitions and talks between the city, academia, industry and residents will be created in the city space.
- The entire city will be engaged in the initiatives. A new way of working across geographical and organisational boundaries will be established.
- Gothenburg – a sustainable city that is open to the world – will welcome the Volvo Ocean Race 2018 to Frihamnen.
- In 2018 it will be 100 years since Sweden held its first exhibition in Gothenburg.
- Activation of the Gothenburg Legacy Plan 2021 begins.



The door will always be open to encourage dialogue, meetings and conversation.

PROPOSED PAVILION, TAKEN FROM
WORK PLAN FOR GOTHENBURG 2021 (2012)



COLLABORATION AND COMMUNICATION GIVE RESULTS – MORE PEOPLE ARE GETTING INVOLVED

The working model and the open process that is centred around residents' ideas have ensured that the whole city is involved in some way with the anniversary. Together, we have created an entirely new form of collaboration across borders. This model has led a growing number of people to get involved in the anniversary who understand that the anniversary initiatives have made a mark on the city and attracted international attention.

ENGAGING THE ENTIRE CITY

The anniversary organisation regularly meets residents, associations, academia, businesses, administrations and companies in various contexts, and encourages them to contribute through their own projects and initiatives.

Further measures will be taken in 2016 to involve the ten districts in the city even more closely in four aspects of the anniversary activities: collaboration, anniversary initiatives, focus themes for each year, and their own initiatives.



TOGETHER WE ARE CREATING THE STORY

There are many advantages to joining forces and doing things together, rather than individually. Or in other words: one plus one equals three, and this is especially true of communication. If everyone who is involved with Gothenburg's 400th anniversary talks about our various contributions to the city with the same voice, the result and impact will be very powerful. We should talk proudly about what we are doing, how things will be, where the ideas come from, and about the benefits of these initiatives to the people of Gothenburg. We use communication as a tool to drive this work forwards, and to ensure that as many people as possible know about it. It is through this process that what we are doing becomes valuable. The anniversary organisation is drawing up guidelines and tools so that more people can contribute to our communication activities and dialogue about the city's future.

Collaboration
The districts are represented on steering and collaboration teams.

Focus years
The districts are encouraged to work together on the focus themes for each year, starting in 2016, by appointing a representative, developing action plans and allocating extra funds from the anniversary budget.

Anniversary initiatives
Each district is involved and has influence on at least one initiative, and assigns a young person and an association representative to the initiatives.

Own initiatives
Everyone is encouraged to take part, based on their own activities.

WHAT DO THE PEOPLE OF GOTHENBURG THINK?

Every two years a survey of attitudes and awareness is conducted in line with the monitoring plan. The number of residents who are engaged and involved grows each year, and the attitude and awareness surveys show a positive upward trend. Seventy-two per cent feel that the anniversary is helping to make Gothenburg an even better city; 76 per cent of them have a positive attitude towards the anniversary; and 89 per cent feel that the anniversary is for the people of Gothenburg. We are on the right track.

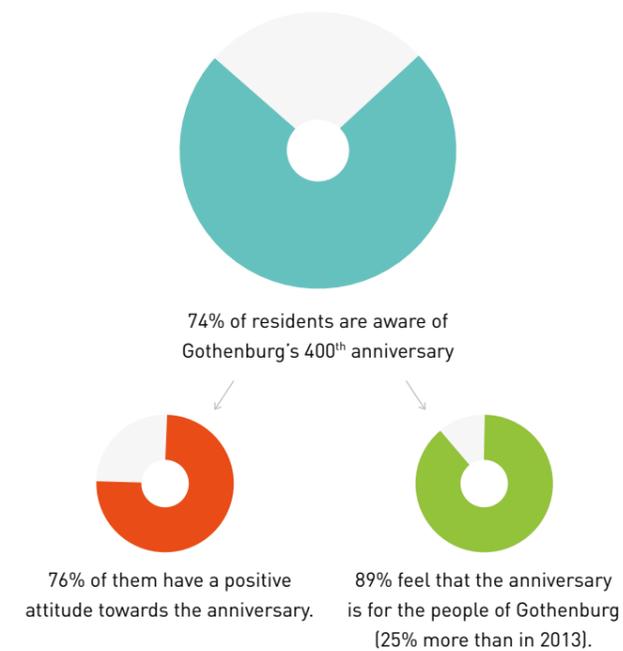


I think it's brilliant that we are investing in connecting the city together, that Hisingen will be linked to the city by a cable car for example, I think it will make the whole district more vibrant.

MIKAEL, IDEA CONTRIBUTOR

WHAT IS THE MEDIA SAYING ABOUT THE ANNIVERSARY?

The anniversary initiatives are attracting growing publicity, and analyses show a rise in coverage in 2015 over previous years. This includes wider coverage outside the Gothenburg region. Many articles and features are about activities that have been completed and anniversary initiatives that have already started. There have also been reports about the city's total commitment to the 400th anniversary and how this united effort could make Gothenburg an even better city. Discussions and coverage on digital channels have also risen sharply in 2015 as a result of the ongoing improvements in our new digital platform and interaction between traditional and social media.



Consultation activity on Stora Hamnkanalen, 2015

WHO IS RESPONSIBLE FOR WHAT?

The idea for Gothenburg's 400th anniversary is based on involving the whole city. From residents and organisations to trade & industry and administrations. But to ensure that the anniversary activities are implemented and that as many people as possible are involved along the way, there is also a dedicated organisation with various responsibilities.

ANNIVERSARY STAFF

The anniversary staff at Göteborg & Co act as the operational hub and drive the entire process forward in line with the vision. The staff manage, co-ordinate, communicate and monitor the work, and promote new forms of partnerships, networks and contacts. Perhaps the most important aspect of this work is simplicity, ensuring that there is an "open door" and encouraging more people to get involved in the anniversary.



We are working on this:

- Therese Brusberg, project manager
- Johanna Frejme, market communications
- Emma Rygielski, process leader, Culture 2016 (part-time)
- Sofia Berntsson, development leader
- Carola Weidenholm, communication officer
- Beatrice Törnros, image editor and photographer (part-time)
- Malin Widehammar, co-ordinator, youth reference group (part-time)

PROJECT OWNERS

The project owners are responsible for developing initiatives and for investment, operation and maintenance. Experience gained during the feasibility studies and project planning process will be incorporated and used in the future.

2021 COUNCIL

The 2021 council is the anniversary committee and is responsible for driving forward the anniversary initiatives and the city's ambitions for the anniversary in the right direction. The council ensures that the values are followed and produces annually updated anniversary plans, including budget information.

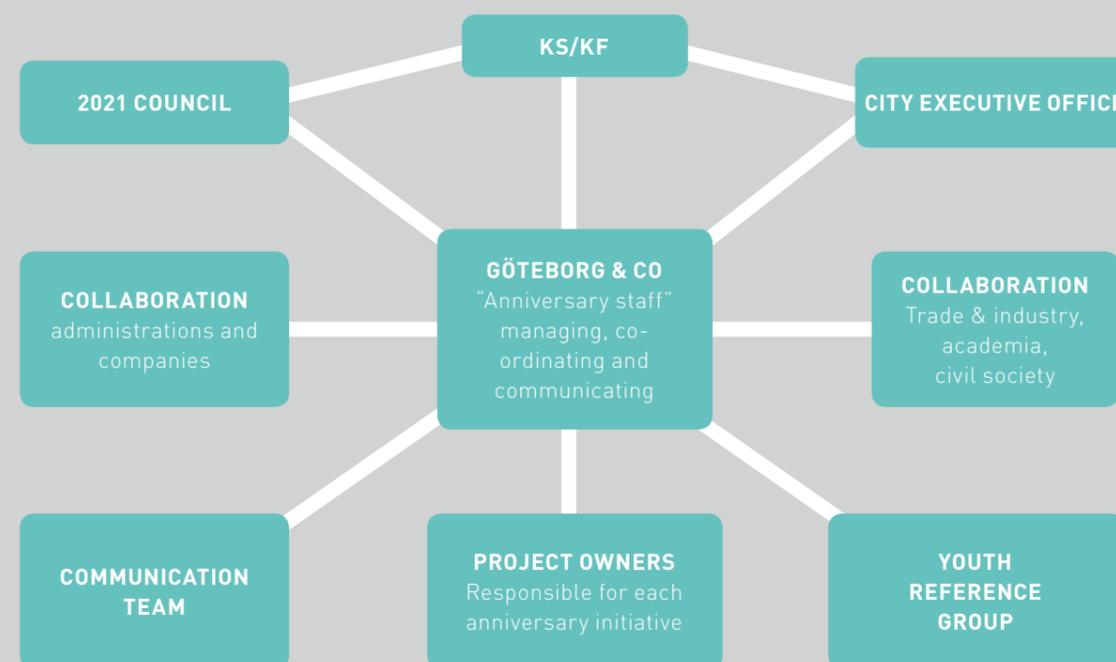
We are working on this:

- Agneta Hammer, City Planning Office
- Anna Rosengren, Cultural Affairs Administration
- Camilla Nyman, Göteborg & Co, convener
- Cornelia Lönnroth, City Executive Office
- Helena Bjarnegård, Parks and Landscapes Administration
- Helena Mehner, City Executive Office
- Marika OGRELIUS, Älvstranden Utveckling
- Michael Ivarson, Social Resources Administration
- Patrik Andersson, Business Region Göteborg
- Stefan Eglinger, Traffic & Public Transport Authority
- Thomas Segenstedt, District Administration Majorna-Linné (representing all ten district administrations)
- Ylva Löf, City Executive Office

YOUTH REFERENCE GROUP

A youth reference group was formed in 2014, made up of 15 members in the age range 15–30, from several districts. In 2016 the group will gain more influence by having a say in organisation, recruitment, content and issues to be considered.

There are clear links to other groups, such as the regional and national youth councils, Young Influence and Team Gothenburg – Hospitality for Everyone.



MISSION OF GÖTEBORG & CO – MUNICIPAL COUNCIL DECISION 06/09/2012

The Municipal Council has instructed Göteborg & Co to manage, co-ordinate, publicise and monitor the preparations for Gothenburg's 400th anniversary. In September 2012 the Municipal Council gave unanimous support for the proposal and gave Göteborg & Co a new assignment to annually update the work plan for the anniversary.

1. The Municipal Council adopts the structure, vision, objectives and themes for the city's 400th anniversary in accordance with the official statement of the City Executive Office.
2. The Municipal Council endorses the "Opportunities on the way to Gothenburg's 400th anniversary, Draft Work Plan", in accordance with appendix 1, as the basis for continued planning of the city's 400th anniversary.

3. The Municipal Council instructs Göteborg & Co to continue working on plans for the city's 400th anniversary as outlined under the heading "Proposal from Göteborg & Co for continued work and assessments of City Executive Office" in the official statement of the City Executive Office.
4. The Municipal Council invites the relevant committees and boards to assist Göteborg & Co with the task described in point three above, taking into account "Opportunities on the way to Gothenburg's 400th anniversary, Draft Work Plan" in their future planning and implementation activities.

Gothenburg will celebrate its 400th anniversary in 2021.
We are celebrating this by working together to make our city an
even better place. All the way up to the anniversary year.
And well beyond.

**YOU CAN BE PART OF
THE CELEBRATIONS TOO!**

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**Göteborgs
Stad**

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