

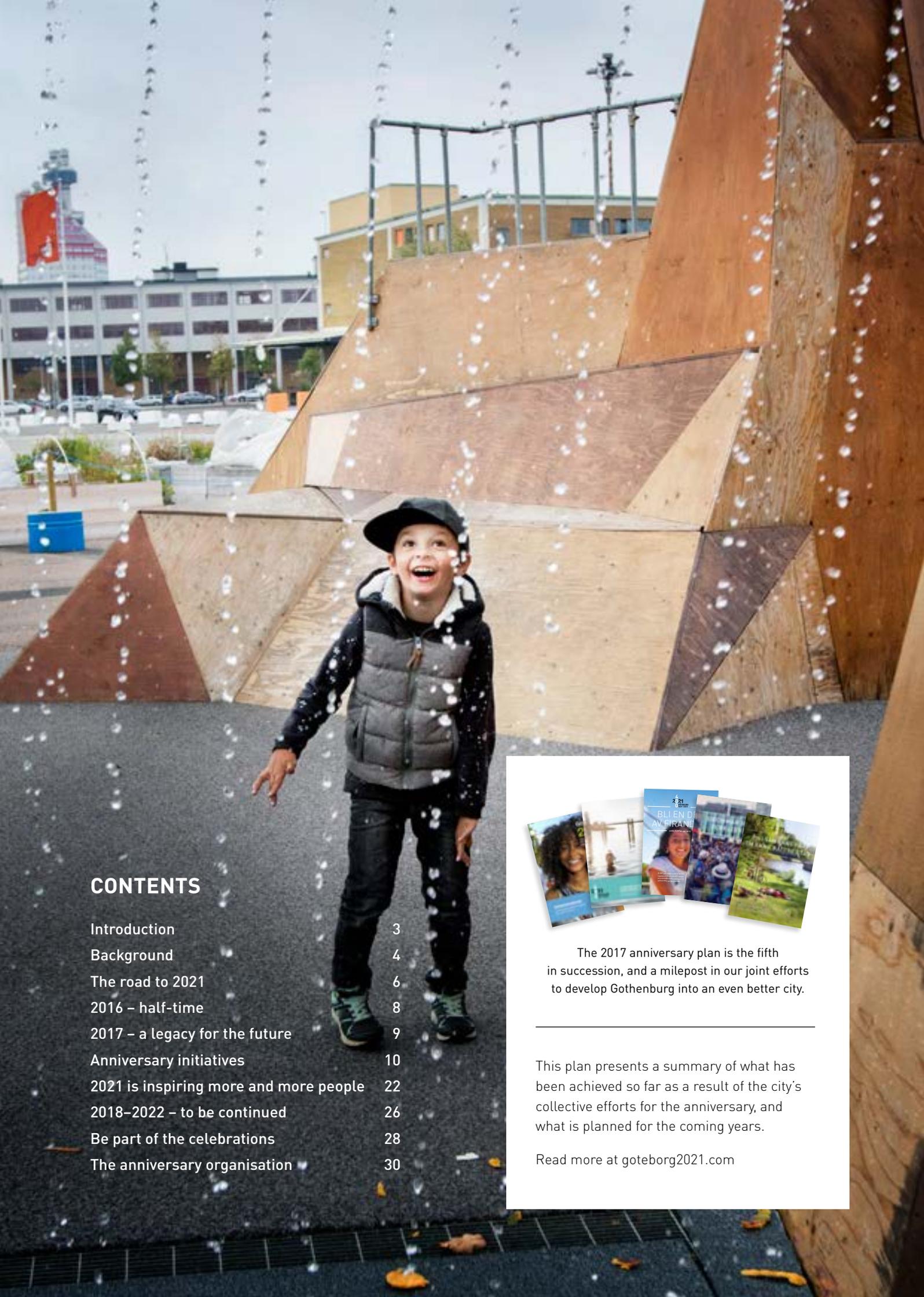
4
2021
0 GÖTEBORG
1621-2021

TOGETHER FOR AN EVEN BETTER CITY

ANNIVERSARY PLAN 2017

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.
And well beyond.





CONTENTS

Introduction	3
Background	4
The road to 2021	6
2016 – half-time	8
2017 – a legacy for the future	9
Anniversary initiatives	10
2021 is inspiring more and more people	22
2018–2022 – to be continued	26
Be part of the celebrations	28
The anniversary organisation	30



The 2017 anniversary plan is the fifth in succession, and a milepost in our joint efforts to develop Gothenburg into an even better city.

This plan presents a summary of what has been achieved so far as a result of the city's collective efforts for the anniversary, and what is planned for the coming years.

Read more at goteborg2021.com



Together for an even better city!

Gothenburg is building for the future. Right now employment is rising, business is growing and the city is developing in a way that is attracting attention at home and abroad. For most people, Gothenburg is also a good city to live in, but there are wide disparities in living conditions and health between different groups and areas.

No isolated effort can rectify this situation, but together we are creating the conditions for sustainable development. Our commitment to Gothenburg's 400th anniversary should therefore be seen as a united effort to create a more socially sustainable city, for example by offering new models for collaboration between social stakeholders and consultation with residents. The anniversary initiatives can also be linked more closely to the city's goal to improve equality in Gothenburg, for example by giving children a good start in life, providing the right conditions for employment and creating sustainable and healthy places to live.

Our approach to the anniversary and the focus years leading up to 2021 allows us to mobilise and set up processes across the city that have the opportunity to develop and grow with time.

During 2017 we can see how our anniversary efforts are steadily taking concrete shape and many of the ideas of the people of Gothenburg are becoming a reality. During the year we are also placing greater emphasis on green and grand initiatives and experiences throughout the city.

One important area of focus for 2018 is to start planning for the anniversary year itself in 2021.

Gothenburg is on a fantastic journey of development. In parallel with ongoing and planned urban development and infrastructure projects we are now aiming to create a package for the anniversary year that will infuse our city with energy and confidence, and help us meet the city's goals.

In this way we can make Gothenburg an even better city!

Camilla Nyman

CEO, Göteborg & Co



The anniversary initiatives are constantly developing.
Keep updated at goteborg2021.com

This is Gothenburg's 400th anniversary

On 4 June 1621 Gothenburg was awarded city status. 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. But what does this actually mean?

The mission

Göteborg & Co has been instructed by the City Executive Board to develop plans for the anniversary on a yearly basis. Back in 2009 the City of Gothenburg decided to use the 400 year anniversary as a milestone and catalyst for the city's development.

Engaging the entire city

Thousands of ideas and suggestions from the people of Gothenburg and perspective groups were compiled in an anniversary plan that was approved by the Municipal Council, and in a book of ideas to provide feedback for residents. The anniversary enables the ideas of residents to shape the development of the city. Without the anniversary there would, for example, be no plans for a cable car across the river or somewhere to swim in the middle of town.



The work has been undertaken as a public process inspired by the ideas of the residents of Gothenburg. The intention is to enhance the existing attractions of the city and contribute to lasting values.

Sustainability in action

The anniversary efforts build on all three elements of sustainability: social, ecological and economic. Ultimately it is about building a city where dreams are taken seriously, where everyone who lives and works here feels a sense of participation and belonging, and more people are attracted to the city. This is the way we want to celebrate our city, together, and make a global impression. The sustainability efforts are in line with the City of Gothenburg's agreed policies and guidelines to manage and implement this work to meet the best interests of residents.

A legacy for the future

Thousands of ideas, dreams and suggestions form the basis for the themes and goals that will lead towards our vision. Right up to the anniversary and well beyond. These are the values that the anniversary builds on for the development of Gothenburg.

One vision

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

Three themes

By the Water, Building Bridges, and Open Spaces are strategies for keeping the vision on track and encouraging participation all the way to 2021.

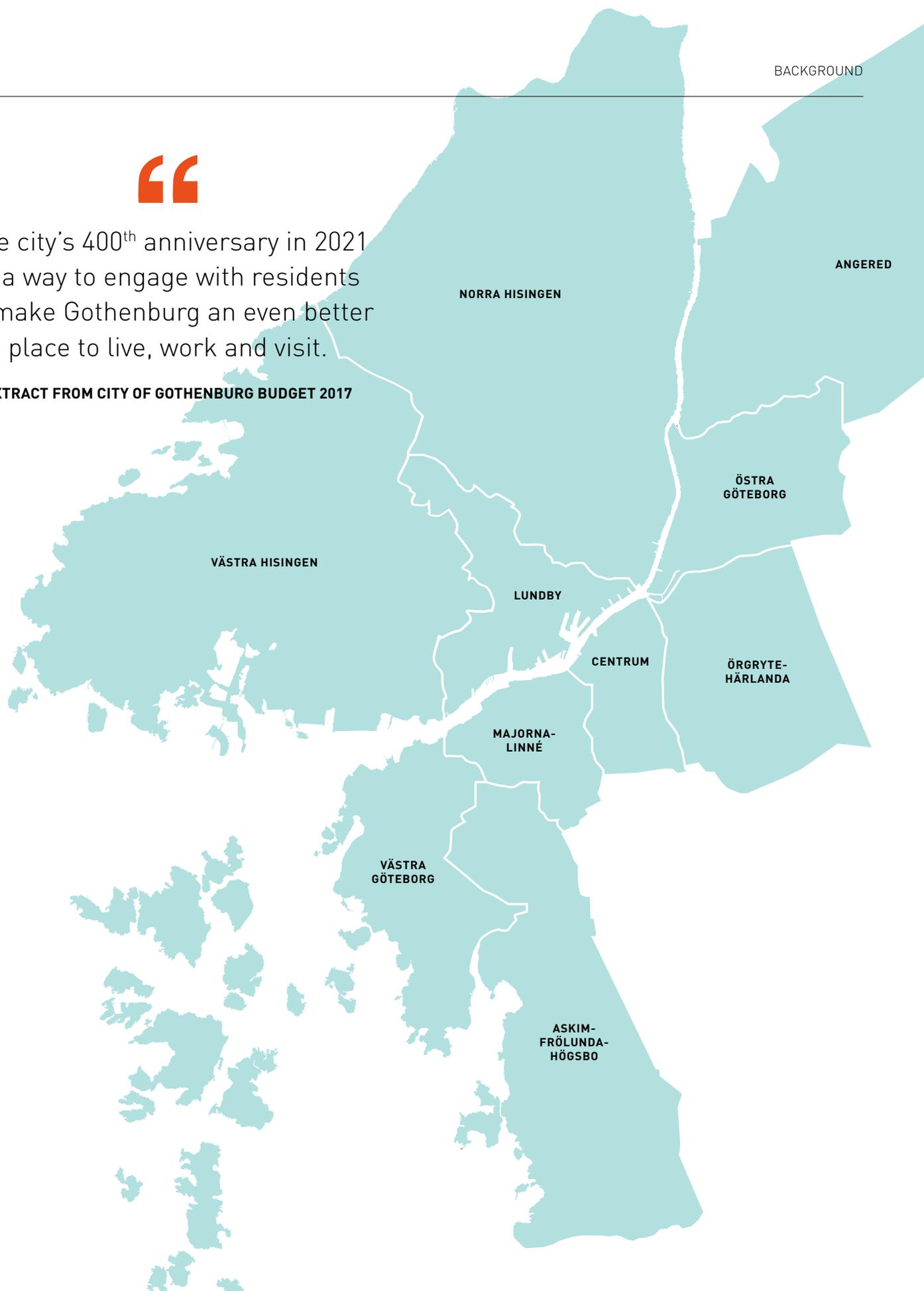
Five goals

- 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 city's 400th anniversary in 2021 is a way to engage with residents to make Gothenburg an even better place to live, work and visit.

EXTRACT FROM CITY OF GOTHENBURG BUDGET 2017



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.

Uniting efforts on 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 road is guided by the ideas of residents and the desire to get closer to the water, to build bridges and open spaces, and to engage the entire city in the celebrations.

2009–2011: OPEN CALL FOR IDEAS

2009: The task is set by the City Executive Board. A political reference group is formed.
2010: The working model is created. Seven different perspective groups are formed for the anniversary preparations.
2011: Idea gathering begins, and thousands of ideas are submitted by residents and expert groups to provide the foundation for the anniversary.

2014: WATER AND THE ARCHIPELAGO

The anniversary suggestions are assessed through feasibility studies. Implementation begins with the focus on water.



2012: VISION YEAR

The work plan is summed up in the vision, objectives, themes and anniversary suggestions. The Municipal Council gives approval on 6 September 2012. The ideas of residents are compiled in a book



2013: KICK-OFF

From words into action. Feasibility studies are carried out on the anniversary suggestions in broad collaboration with the City of Gothenburg's companies and administrations, and other stakeholders.



2015: CREATED BY AND INCLUDING YOUNG PEOPLE

The feasibility studies are concluded and the anniversary organisation submits 20 recommended anniversary initiatives to the City Executive Board for further development. Project owners are appointed to drive forward and develop the anniversary initiatives. Volvo Ocean Race marks a milestone and a meeting place for the RiverCity Gothenburg project and the anniversary.

2018: GO GLOBAL

The ambition is that the whole city should be engaged in the celebrations. We prepare to welcome the world to Gothenburg and the Volvo Ocean Race. Gothenburg City Triennial provides a three-week consultation period. Planning begins for the anniversary year programme.

2021: GOTHENBURG TURNS 400 YEARS!

The celebrations signal a brighter future. The goal is to inspire pride, confidence and memories that will leave lasting impressions. The year should offer something uniquely special as a symbol of the city's anniversary efforts and the vision to create a sustainable city that is open to the world.

2016: CULTURE

The anniversary preparations reached the half-time mark and residents were invited to a new consultation process asking "How do you want to celebrate 2021?" The anniversary initiatives took a big step forwards and special emphasis was placed on culture.

2016
CULTURE

2018
GO GLOBAL

2021
GOTHENBURG
TURNS 400
YEARS!

2019
KNOWLEDGE AND
ENLIGHTENMENT

2017
GREEN AND
GRAND CITY

2022
TO BE CONTINUED

2020
SUSTAINABLE
GROWTH

2017: GREEN AND GRAND CITY

More anniversary initiatives are realised. Business, academia, associations and the region are encouraged to get involved. The city combines forces to create an even greener and grander Gothenburg.

2020: SUSTAINABLE GROWTH

Gothenburg unites efforts to reduce divides. The Hising bridge is expected to be ready for car traffic, the Västlänken rail link is under construction, the Marieholm tunnel is completed and the cable car across the river will soon be finished. The port of Gothenburg reaches its 400th anniversary. The start of the anniversary year is celebrated on New Year's Eve.

2019: KNOWLEDGE & ENLIGHTENMENT

The focus is on innovation, research and skills provision. Construction work begins on the west jetty on Stora Hamnkanalen. An international water conference is organised for the third time. Part two of the four-part Wagner's Ring is performed at the Göteborg Opera. The UN Convention on the Rights of the Child celebrates its 30th anniversary.

2022: TO BE CONTINUED

The anniversary work has helped to make Gothenburg an even better city; development continues and progress is evaluated. Preparations are made to celebrate the city's centenarians in 2023: Liseberg amusement park, Gothenburg Botanical Garden, the Natural History Museum and Gothenburg Museum of Art, among others.

**Work on the anniversary is constantly developing.
Keep updated at goteborg2021.com**

2016 – half-time, and a year that generated new meetings

The anniversary preparations reached the half-time mark and residents were invited to consult on the question “How do you want to celebrate Gothenburg’s 400 year anniversary in 2021?” The anniversary initiatives took a big step forwards and special emphasis was placed on culture.

Following approval by the Municipal Council, planning proceeds for a cable car between Järntorget, Lindholmen, Lundby and Wieselgrensplatsen, which will tie both sides of the city together across the river. The design proposals for the first stage of the Jubilee Park in Frihamnen harbour were prepared for a decision in early 2017. Frihamnen harbour won the planning prize for the year from Architects Sweden for setting an inspiring example. The Jubilee Park attracted over 37,000 visitors to its pool, sauna and sailing activities, etc. Development plans for Stora Hamnkanalen are being prepared and the anniversary camp, Side by Side by EL Sistema, has created meaning and opportunities to meet for thousands of young people over the last three years. At the end of the year the Democracy and Young Influence initiative organised a forum created by and including young people, in collaboration with around 30 associations. The first issue of the community magazine Ö-Posten, about the development of Ringön, was published in December.



@Göteborgs Stad

Residents’ ideas about the celebrations will provide valuable input.

A half-time consultation on the anniversary was kicked off at the anniversary pavilion during the Culture Festival, by asking residents “How do you want to celebrate Gothenburg’s 400 year anniversary in 2021?” The consultation was extended to the districts in autumn and will continue during spring 2017. Among other things, more than 7,000 people enjoyed a virtual cable car trip across the river. All the ideas, comments, thoughts and expectations will provide an important foundation for the ongoing development.

Focus theme for 2016 – more culture for everyone

The focus year was launched in January, at twelve locations around the city. This was a clear signal that Gothenburg’s 400th anniversary involves everyone. Culture has a magical power, and the combined effect of everyone’s efforts and open attitudes has helped to build bridges and reduces divides between people.

The Artscape street festival was a unique initiative that left a lasting impression thanks to 20 works of street art in all 10 districts of Gothenburg.





2017 – a greener and grander Gothenburg

Good progress has been made on the anniversary preparations and many ideas are starting to be realised. Some are making a more visible mark on the city, such as the Jubilee Park, the cable car across the river and BoStad21, while others, such as the anniversary camp – Side by Side by El Sistema, Gothenburg Tales and Democracy and Young Influence, are contributing more through their social impact. Read more about the development of the anniversary initiatives on pages 10–21.

Attention was turned on green Gothenburg during the year, with the goal of uniting efforts in the city, achieving lasting values and giving people opportunities to meet. The focus theme for the year covers a diverse mix of parks, nature, LandArt, art, food, urban cultivation, the environment, health, light and security. More green and grand initiatives are encouraged. Representatives of associations, academia, business and the region are invited to submit initiatives that will support and be part of the focus theme. The anniversary pavilion will be a green oasis during Gothenburg Culture Festival on 16–20 August and will be well worth a visit.



Be part of Gothenburg's 400th anniversary!

Collaboration is vital, and during the year there will be further consultation with companies, organisations, associations and individuals that want to be involved in the anniversary. Read more about the stakeholders who have got involved so far and are setting their sights on 2021, on pages 22–25. If you or your organisation want to be part of the anniversary, see pages 28–29.

2017

2018

2019

2020

2021

2022 >>

Anniversary initiatives contribute to the development of the city

The city's anniversary initiatives are based on the ideas of residents and contribute towards the goals and vision of the 400 year anniversary. They also bring value to the city thanks to unique solutions and events that are sustainable in the long term. The initiatives differ in nature and show considerable diversity and breadth. The initiatives are believed to have the potential to create a lasting legacy for the future.

The city's anniversary initiatives are presented on the following pages.



THE JUBILEE PARK IN FRIHAMNEN 12



SWIMMING IN THE MIDDLE OF TOWN 13



ANNIVERSARY INITIATIVE ON STORAHAMN CANAL 13



ACCESSIBLE ARCHIPELAGO 14



THE BEST CITY IN THE WORLD WHEN IT'S RAINING 14



GO TO SEA 15



THE DOCKS AT ERIKSBERG 15



SIDE BY SIDE BY EL SISTEMA 16



SMART TRAFFIC 16



CABLE CAR ACROSS THE RIVER 17



GOTHENBURG TALES 18



OASES, GREENWAYS AND BLUEWAYS 18



POPUZAR 19



DEMOCRACY AND YOUNG INFLUENCE 19



ENTREPRENEURSHIP CENTRE 20



GOTHENBURG CITY TRIENNIAL 20



THE BUILDING SITE AS ARENA 21



CREATIVE ZONE AT RINGÖN 21



Photography: Julia Sjöberg

BoStad2021

BoStad2021, which will create 7,000 new homes, is a clear answer to many people's wishes for more housing. This initiative is testing new forms of collaboration between the city and business. The City of Gothenburg has set up a special organisation with the task of implementing anniversary initiatives in parallel with existing plans for urban development. The need for more housing and especially rental apartments is an issue that has been highlighted by many residents in the run-up to the 400 year anniversary.

bostad2021.se

OBJECTIVE FOR 2021

When Gothenburg celebrates its 400th anniversary in 2021, around 7,000 new homes will have been built in addition to the regular building programme.

The Jubilee Park in Frihamnen harbour

Work on the Jubilee Park and construction in Frihamnen harbour are leading to the creation of an urban park with a blue heart that is surrounded by a series of green spaces. Facilities today include a swimming area, sauna, sailing school, urban cultivation and various activity areas that attracted more than 37,000 people to the park in 2016. Now it is time for the next step! Construction of the first phase is expected to start at the turn of the year 2017/2018 and will be launched during Gothenburg's 400th anniversary.

alvstaden.goteborg.se/jubileumsparken

PROJECT OWNER OF "THE GREEN PARK": PARKS AND LANDSCAPE ADMINISTRATION



OBJECTIVE FOR 2021

Part of the Jubilee Park in Frihamnen harbour 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.



Swimming in the middle of town

Being able to swim in the middle of town has long been high on the wish list of residents, and since 2015 there has been a swimming area for everyone, complete with pool and sauna, in the Jubilee Park in Frihamnen harbour.

The next stage is to extend the opportunities for swimming to parts of the harbour basin. Swimming in the river Göta älv is currently prohibited as it is not possible to guarantee the water quality or safety of swimmers. The design proposals for the Jubilee Park that were presented in 2016 form the basis for ongoing efforts to complete the swimming facilities by the anniversary year in 2021.

OBJECTIVE FOR 2021

More opportunities have been provided for swimming in or close to the river, including a blue park and places to meet by the water. The swimming initiative in the Jubilee Park has contributed to more "Swimming in the middle of town" projects around Gothenburg.

alvstaden.goteborg.se/jubileumparken

PROJECT OWNER OF "THE BLUE PARK": ÄLVSTRANDEN UTVECKLING



Team Mareld and Atelier le Balto, Team Topotek1 and Landskapsgruppen, Team Spridd, Studio Elin Strand and Lovely Landskap



Anniversary initiative on The Stora Hamn Canal

For centuries, Stora Hamnkanalen has been a meeting place in the heart of the city, where boats moored up and traders did business. Today, the area has increasingly become a thoroughfare and place to catch trams and buses.

To give residents better access to waterways in the city an initiative has been taken to create a "low-line" by the water that will allow people to get as close to the water as on Lejontrappan stairs. For a couple of years a temporary pontoon with seating for several people has been trialled as a meeting place for residents and tourists.

At the start of 2017, consultations will be held with local residents and there are plans to build a jetty with seating and lighting on the east side of Stora Hamnkanalen in 2018–2019, and on the west side in 2020.

goteborg2021.com

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY

OBJECTIVE FOR 2021

A harbour promenade runs alongside Stora Hamnkanalen, offering activities on and along the water. The area will meet the desire of residents to get closer to the water and recapture the history and heritage of the city.

The best city in the world when it's raining – water as a sustainable resource

This initiative will set Gothenburg up as an example to the world of how to deal with climate change and its effects.

In 2017 a handbook of ideas and methods will be launched, with advice on how to build a city so that it can handle a lot of rain. Together with the building industry, creative individuals and water experts we will discuss how rain can be incorporated as an element in planning. The aim is to arrive at new and creative surface water solutions that can be integrated into the city. The International Water Association conference, Embrace the Water, takes place in June 2017, and the EU project BEGIN – Blue Green Infrastructure through Social Innovation – is also being set up this year.

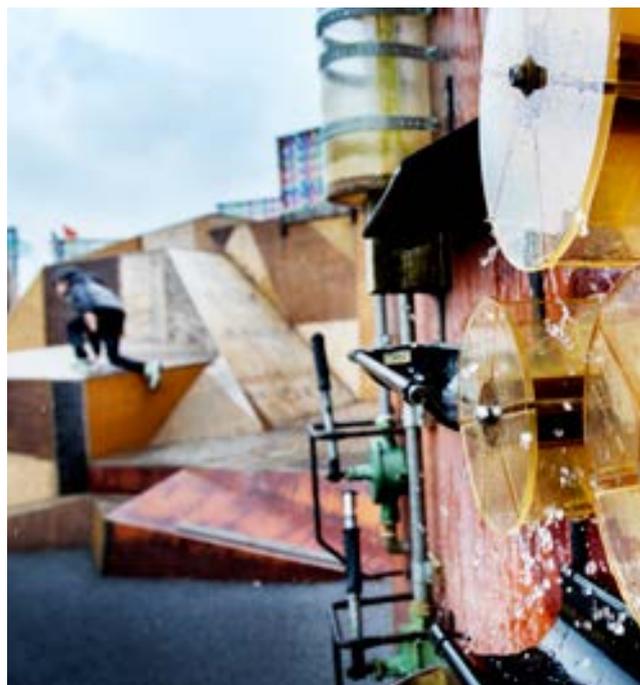
A rainwater playground is planned for 2018 following a consultation exercise. The first group to be consulted are high-school students, who will be asked to define what makes a rainwater playground. Plans for coming years include the installation of art works that are linked to the water.

goteborg2021.com

THE BEST CITY IN THE WORLD WHEN IT'S RAINING – WATER AS A SUSTAINABLE RESOURCE: THE CITY EXECUTIVE OFFICE, BUSINESS REGION GÖTEBORG, PARKS AND LANDSCAPE ADMINISTRATION, AND ECOCYCLING AND WATER.

PROJECT OWNER FOR WATER ART / WATER PLAY: PARKS AND LANDSCAPE ADMINISTRATION.

PROJECT OWNER FOR INTERNATIONAL CONFERENCE: ECOCYCLING AND WATER.



OBJECTIVE FOR 2021

Gothenburg has taken significant steps to become 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.

Accessible archipelago

This initiative for the 400 year anniversary is about improving communication links between the city centre and the archipelago, and promoting the Gothenburg archipelago. The concept was launched in 2014 in partnership between the City District Administration of Västra Göteborg, the municipality of Öckerö and Göteborg & Co. One of the results of this work is more frequent departures from the city centre to the ferries that serve

OBJECTIVE FOR 2021

By 2021 it will be easy to reach the sea and the archipelago. Archipelago boats run regularly from Stenpiren and more people have access to the archipelago thanks to increased collaboration.

This generates opportunities and growth in tourism and other areas of trade.



the Gothenburg archipelago, and there are plans to add further services in 2017. The City of Gothenburg is also working on the sustainable development of tourism in this area.

goteborg2021.com

PROJECT OWNER: GÖTEBORG & CO



goteborg2021.com

PROJECT OWNER: ÄLVSTRANDEN UTVECKLING

The docks at Eriksberg

Gothenburg has a strong heritage of trade and shipping, as well as a long history of shipbuilding that many people want to preserve.

This forms the basis for the work with docks at Eriksberg, which began in 2014, when the piers, berths and wind protection were reinforced. The ambition is to use the four existing piers to establish a safe, permanent harbour for heritage boats. Another possibility that is being examined is to add barriers that would lessen currents in the river and reduce the impact of westerly gales.

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. This is where heritage meets daily life, by the water in Gothenburg.

Go to 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 what a city by the sea can offer all year round.

Go to Sea was created to build on Gothenburg's appeal to tourists and as a place to meet during the winter season. The appeal of the sea and seafood were highlighted around the city using the motto: taste, experience and learn. Go to Sea has arranged various activities around the city, including try-fishing sessions, oyster-opening competitions, restaurant stalls serving fish soup, a cod festival and archipelago experiences.

After three years the project, which sprang from the idea-gathering phase, has led to widespread participation and engaged many people. Residents have shown that they understand the project and take pride in the archipelago, and have therefore made a big contribution to the content. Interest in taking over the established Go to Sea brand, and developing it in line with



OBJECTIVE FOR 2021

People take pride in the unique appeal of the coast around Gothenburg and the anniversary initiative raises awareness of what and how we should eat to ensure our own health and that of the sea.

the long-term goal, is currently being assessed. Ambition and a sustainable concept are needed to take it on to the next level.

gotoseagoteborg.com

PROJECT OWNER: UNTIL 2016, GÖTEBORG & CO
DISCUSSIONS ARE UNDERWAY WITH POTENTIAL PROJECT OWNERS.

Anniversary camp – Side by Side by El Sistema

This anniversary initiative puts Gothenburg on the world map by giving children from all over the world opportunities to meet, break down barriers and promote participation and confidence in the future through music. Members of Gothenburg Symphony Orchestra act as coaches at the camp and at the final concert. The chief conductor is Santtu-Matias Rouvali, who will be accompanied by Gustavo Dudamel at the final concert, which will be attended by all participants.

In 2017 the camp will be extended to enable all participants to play in an orchestra or sing in a choir that matches their ability. The aim is to increase participation from 2,650 in 2016 to 6,000 in 2017, and form six orchestras and four choir levels. There are also plans for more concerts and an open stage, and to move parts of the camp into other districts.



OBJECTIVE FOR 2021

When Gothenburg reaches its 400th anniversary Side by Side by El Sistema will be a world-leading international music camp. The camp puts Gothenburg on the world map by enabling children and young people from around the world to meet and gain a sense of involvement and confidence through music.

By using the power of music we will counter segregation and build bridges between people, cultures and continents.

gso.se

PROJECT OWNER: GOTHENBURG SYMPHONY ORCHESTRA

Smart traffic

Residents of Gothenburg want more sustainable transport that links the city together. The aim of this anniversary initiative is to highlight and identify such solutions and to position Gothenburg as an innovative arena for smart transport. Examples of smart traffic include the cable car and electric vehicles of various types.

OBJECTIVE FOR 2021

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



goteborg2021.com

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY

Cable car across the river

Plans for a cable car across the river are steadily taking concrete shape. In autumn the Municipal Council gave the go-ahead to continue planning of the cable car in Gothenburg, with the aim of opening for traffic in summer 2021.

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.

In 2017 there are plans for an international architectural competition to add a new dimension to the city and ensure it has a clear identity.

The project is still awaiting political approval. The precise route and locations of the stations will be decided during the detail planning process.

For more information about the project, visit the cable car website. Information is updated regularly on the website.

forlivochrorelse.se/linbana

PROJECT OWNERS: TRAFFIC & PUBLIC TRANSPORT AUTHORITY

OBJECTIVE FOR 2021

The cable car is in service and running smoothly. Residents of Gothenburg like the cable car system, take pride in it and are pleased that it brings people across the city closer together.



Tomorrow/Traffic & Public Transport Authority



goteborg2021.com

PROJECT OWNER: PARKS AND LANDSCAPE ADMINISTRATION

OBJECTIVE FOR 2021

By 2021 Gothenburg will have several interlinked greenways and blueways with access to the water and green spaces. There will also be several inviting oases and meeting places along these routes.

Oases, Greenways and Blueways

In 2016 work began on developing more safe and accessible spaces along the route through Kvillebäcken. In 2017, green oases will be created along Kvillebäcken, between the Göta älv and Nordre älv rivers. A design concept is being prepared to promote Kvillebäcken as a natural area for recreation, outdoor activities and nature experiences in Gothenburg.

By 2021 the Oases, Blueways and Greenways initiative will develop additional sites in the city and provide them with new functions and activities, to create social, cultural and ecological meeting places. The blueways and greenways will develop into places where people can exercise, meet, relax and enjoy culture and nature. This anniversary initiative will make Gothenburg into a more enjoyable place for residents to live, while also benefiting the ecosystem.

Gothenburg Tales

Gothenburg Tales will gather and pass on the experiences and stories of the people of Gothenburg, to increase understanding of different living circumstances, and reduce divides and prejudices.

A hundred in-depth interviews will be conducted with residents, chosen to reflect the people who live in the city today. The material will be saved for the future and provide the basis for other works, such as a book, a series of walking exhibitions, and songs written especially about life in Gothenburg. The project will also aim to encourage the various district to stage local plays in 2021 that portray the city from different perspectives.

In preparation, Gothenburg Tales will create models for exchanging experiences that will help people to meet, relate and hear about each other's experiences.



goteborg2021.com

PROJECT OWNER: CULTURAL AFFAIRS ADMINISTRATION



OBJECTIVE FOR 2021

The anniversary year will be a year when people in and outside Gothenburg get an opportunity to share the stories, experiences, perspectives and dreams of the people of Gothenburg, which will highlight the fantastic diversity and potential of the city. Gothenburg Tales will encourage us to listen to each other and realise that the city is made up of – and belongs to – everyone who lives here.

Popuzar

Popuzar has two main purposes – to support sites under development and provide a platform for future small-scale trade. In summer 2016 a pilot Popuzar (pop-up bazaar) was tested on a small scale at Esperantoplatsen.

For a period of four months, 23 entrepreneurs involved in interior design, fashion, design and art were given an opportunity to use the pop-up stores.

OBJECTIVE FOR 2021

By 2021 the Popuzar will be a teeming market place for local and international companies. It is an attractive tourist destination and a natural meeting place for residents of Gothenburg. The Popuzar 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 and products.



The pilot project will be evaluated in 2017 in preparation for upgraded Popuzars in other locations in the city.

popuzar.se

THE WEST SWEDEN CHAMBER OF COMMERCE WAS RESPONSIBLE FOR THE FEASIBILITY STUDY AND PILOT PROJECT.

Democracy and young influence



goteborg2021.com

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

Work continues on determining the form of a future democracy centre. The ideas revolve around how Gothenburg can extend democracy and help to make this an open and inclusive city for everyone.

In 2016 a democracy forum called “Flytta på er” (Move on) was set up by and for young people at Frilagret cultural centre, where young people’s opinions were gathered and made into a film called “Gothenburg – the city I call home”.

This project will be followed up in 2017 and development work will continue on the democracy centre. This initiative focuses on the citizens’ budget and an international conference will be held in 2021.

OBJECTIVE FOR 2021

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



OBJECTIVE FOR 2021

When Gothenburg reaches its 400th anniversary the city will set an international example through its entrepreneurial attitude and spirit, and by providing the tools to turn people's ideas into projects. An entrepreneurship centre has made it easier to set up and grow companies. Initiatives in young enterprise are part of the entire education system.

Entrepreneurship Centre

The ambition is to create structures in the city that facilitate innovation, entrepreneurship and new enterprise. In 2017 a meeting place was established in Gamlestaden to improve opportunities and make things easier for anyone who wants to start and run a company.

The aim is to gather various organisations with a range of skills in enterprise and innovation in a single location to exploit synergies. This meeting place will be known as the Entrepreneurship Centre and will serve as a powerful symbol for the entrepreneurial Gothenburg.

Citizens dialogues have been conducted in collaboration with the Vacation Entrepreneurs concerning the entrepreneurial quarter's offer and content. The goal is to open the centre in 2017 and provide knowledge and contacts to anyone who wants to develop their entrepreneurship.

businessregiongoteborg.se

PROJECT OWNER: BUSINESS REGION GÖTEBORG

Gothenburg City Triennial

Gothenburg is on the brink of big changes. It is vital that the whole city feels engaged and involved if we are to push ahead with urban development. The Gothenburg City Triennial is 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 harbour in 2015. The next act will cover three weeks in 2018, and the final act, in 2021, will span three months and the whole of Gothenburg. To keep the conversations going between the three acts, intermediate events are planned in 2017, 2019 and 2020.

goteborg2021.com

PROJEKTÄGARE: STADSBYGGNADSKONTORET



OBJECTIVE FOR 2021

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

The building site as arena

Gothenburg is about to start major urban development projects that will affect availability and accessibility for several years to come.

The building site as arena initiative, in collaboration with the construction projects, encourages communication, dialogue and activities at different construction sites, so that they become an asset in the urban environment rather than an obstacle.



The Building Site as Arena concept has now been formulated. Gamlestaden is one of the projects that has chosen to use this concept to bring added value to the site even during the construction period.

The focus is to set up channels for collaboration with several stakeholders, as well as schools, local businesses and property owners.

goteborg2021.com

PROJECT OWNER: TRAFFIC & PUBLIC TRANSPORT AUTHORITY

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 in the city will be perceived as adding value, and it will be easy to navigate around them.



OBJECTIVE FOR 2021

The Ringön area has attracted an exciting mix of light industry and diverse creative businesses. This is a warm and energetic place that is vibrant during both day and night.

Creative zone at Ringön

The strategy for developing Ringön can be summed up in three points: preserve the buildings, support the companies that are already on the island, and attract creative new businesses to vacant sites.

This work starts with the people who currently work on the island. It is about promoting collaboration and a sense of unity. The big Ö-Festen street party was organised in September 2016 in partnership with 25 companies on the island, and attracted 10,000 visitors to Järnmalmsgatan. The first issue of Ringön's own magazine, Ö-Posten, was published in December.

There is growing interest in Ringön, not just in the media. The emphasis of the initiative is to make things easier for people who want to be based on Ringön and to optimise the use of premises on the island. Many areas are still under-utilised. Better public transport, better lighting, urban cultivation and a new detail plan are important practical priorities for facilitating and speeding up this work.

In 2017 a Ringön Swap Meet and a second Ö-Festen festival will be held on site with support from companies.

saltet.org

PROJECT OWNER: BUSINESS REGION GÖTEBORG



2021 is inspiring more and more people

In addition to anniversary initiatives based on the ideas of residents there are many other initiatives that have become part of the 400 year anniversary. And more are on the way. Companies and administrations, industry, academia and associations are all contributing to the anniversary.

ALFIE ATKINS' CULTURAL CENTRE aims to mirror and support each of the focus year themes leading up to 2021.

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

BERGSJÖN 2021 is an initiative that aims to unite all landlords in Bergsjön behind a vision of creating 700 new homes.

BOPLATS GÖTEBORG is highlighting the BoStad2021 anniversary initiative, which will create 7,000 new homes, in its BoNytt exhibition.

CAMPUS NÄCKROSEN has set its sights on 2021, with a project that is managed in broad collaboration with the University of Gothenburg.

CITY PARTNERSHIP is an initiative under which the inner city, the main boulevard Avenyn, Nordstan shopping centre and the Haga-Linné area are stepping up their joint efforts to win the title of city centre of the year 2021.

ELOF HANSSON is developing the Global Business Gate 2021 by the river at Masthuggskajen.

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

FRÖLUNDA CULTURAL CENTRE AND THE CITY PREMISES ADMINISTRATION are creating a green roof as a public meeting place.

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

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

GOTHENBURG GREEN WORLD is a collaborative project between the city and the region that aims to make a long-term contribution to green urban development. The ambition is to return in 2021.

GREENHACKGBG encourages residents to switch to a greener lifestyle and highlights green initiatives in the city.

GREFAB aims to make it easier for more people to get close to the water.

GÖTEBORG & CO is using world congresses and events as milestones and publicity platforms, such as Volvo Ocean Race 2018, the FEI European Championships in 2017, and Europride 2018.

GÖTEBORG BAROQUE is taking historical music to new heights.



BIRTH OF GOTHENBURG is a new exhibition at the Museum of Gothenburg on 17th-century Gothenburg that opened in March 2017. It marks a clear start and home base for the historical element of the anniversary preparations in close collaboration with the Cultural Affairs Administration, City Planning Administration, Visual Arena by Lindholmen Science Park and various interest groups.

THE PORT OF GOTHENBURG is making preparations for its 400th anniversary in 2020.

GOTHENBURG HERITAGE ASSOCIATION is combining forces in the city with its members and around a hundred other associations.

GOTHENBURG'S HISTORY IN A THOUSAND PHOTOS is a collaborative project set up by Kristian Wedel.

GÖTEBORG INTERNATIONAL ORGAN ACADEMY

The vision is to develop and reinforce Gothenburg's status as an internationally established organ city through interdisciplinary collaboration.

GOTHENBURG CULTURAL AFFAIRS ADMINISTRATION has created a new permanent exhibition on the birth of Gothenburg, at the Museum of Gothenburg.

THE ROYAL GOTHENBURG YACHT CLUB has a vision to make sailing accessible to more people by creating a national arena for water sport in Långedrag, to be completed by 2021.

GÖTEBORGS STADS LEASING AB is working to promote the electrification of the city's vehicles and machinery. The goal is that the City of Gothenburg should have 600 green electric vehicles in operation by 2021.

THE UNIVERSITY OF GOTHENBURG is contributing knowledge and commitment to the anniversary preparations.

THE GÖTEBORGS GIROT BIKE RACE has a vision to more than triple the number of registered competitors by 2021, from the current figure of 6,000 to 21,000.

CULTURE IN GOTHENBURG 1621-2021

GPS 400 is a joint project between researchers from the Centre for Digital Humanities at the University of Gothenburg.

GÖTEBORG OPERA (GÖTEBORGSOPERAN) is staging climate-friendly performances of Wagner's Ring, with one opera each year from 2018 until the anniversary year in 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.

HIGAB has set itself the goal for 2021 to bring new life to heritage sites and carry out anniversary projects that leave a legacy for the city.

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

THE FEASIBILITY OF AN INDUSTRIAL AND SHIPYARD HISTORY CENTRE is currently being assessed by the Cultural Affairs Administration.

JERNHUSEN – the company is marking the anniversary by driving through the first phase of the new Region City commercial centre.

GÖTEBORGS JUBILEUMSLOPP – the first Gothenburg Anniversary race was held in 2013 and it will return each year until 2021 to promote public health and support brain research.

THE JEWISH COMMUNITY OF GOTHENBURG wants to highlight Jewish cultural heritage and renovate Svingeln cemetery as part of the 400 year anniversary.

KARRIÄR-KRAFT GRAFISKA is a social company for employees with special needs that is developing a digital 3D model of the 1923 anniversary exhibition.

BACKAPLAN CULTURAL CENTRE is an initiative by Lundby District Administration to make the centre in Backaplan a central hub in the celebrations.

CULTURAL CENTRE IN BERGSJÖN – the centre is expected to be completed by 2021. Discussions are underway with the City District Administration of Östra Göteborg on how the centre can be publicised and included in the celebrations.

MASTHUGGSKAJEN CULTURAL QUARTER – a modern cultural quarter will be created by the river in preparation for 2021.

HERITAGE SITES that keep the heritage of the city alive thanks to a shared desire and collaboration between HIGAB, the Cultural Affairs Administration, the National Property Board of Sweden and the City Executive, convened by the anniversary organisation.

THE CULTURAL AFFAIRS COMMITTEE aims to renovate cultural institutions. Work is already underway on a number of pilot studies and projects.

THE SOCIETY OF KUNGSHÖJD wants to preserve the city's cultural heritage and support improvements in the historical, architectural and tourism values of Kungshöjd in the run-up to the 400 year anniversary.

GOTHENBURG – CITY OF KNOWLEDGE is a platform for collaboration between foundations, academia and the city that encourages and supports research based in Gothenburg.

LIFE SCIENCE aims to develop Medicinareberget and Sahlgrenska into a unique Life Science cluster, with construction expected to start in 2019.



LISEBERG ANNIVERSARY INITIATIVE

Liseberg amusement park is making its biggest investment ever by building a water park and family hotel, which it aims to complete in time for Gothenburg's 400th anniversary in 2021 and its own 100th anniversary. The City Executive Board approved the project this year and if everything goes to plan the project will break ground in early 2019.

MASTHUGGSKAJEN – a new district in RiverCity Gothenburg, with the first phase targeted for completion in 2021. The area offers excellent opportunities to create a showcase for culture, art and design linked to global business interests, at one of the best riverside locations in Gothenburg. Plans for this cultural quarter include a visitor centre for the East India trading ship "Götheborg".

THE METHODIST CHURCH is planning a World Congress in 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.

THE NEW HISING BRIDGE should become a new landmark in the city by the anniversary year.

NYA HOVÅS – a new residential area is under development, including offices, retail premises and 1,300 new homes, for completion by 2021.

THE TRADE & INDUSTRY GROUP AT GÖTEBORG & CO is engaging its member companies in a joint anniversary project.

THE EAST INDIA TRADING SHIP "GÖTHEBORG" will provide an incentive to visit the cultural quarter at Masthuggskajen.

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



PASSALEN community association provides meaningful recreation opportunities for everyone, including the "Everyone can Sail" initiative in Frihamnen harbour and "Confidence in the water" classes.

RELIGIOUS COMMUNITIES are setting their sights on 2021.

SERNEKE is building Karlatornet, the tallest building in the Nordic region, with a height of 240 metres, at Lindholmen.

THE MARITIME MUSEUM AND AQUARIUM – the Cultural Affairs Administration aims to renovate and extend the museum to create a completely new aquarium and new entrance.

SKANSKA aims to support the focus year themes through its own construction activities and is putting social sustainability into action throughout the city.

IS YOUR ORGANISATION
MISSING?

Get involved in
the celebrations at
goteborg2021.com



SKANSKA NYA HEM has chosen to stake out the journey to the anniversary by working on each of the focus year themes. Following the innovative decision by the industry during Culture 2016 to introduce art into the construction process by announcing a competition and involving residents, the company is now moving on to the next theme and contributing to a Green and Grand City 2017.

SLOTTSSKOGSVALLEN STADIUM was built for the city's 300th anniversary and will be renovated for 2021.

THE SOCIAL RESOURCES ADMINISTRATION is mobilising on the theme "the city where we read to our children".



THE CITY WHERE WE READ TO OUR CHILDREN With the aim of becoming "The city where we read to our children" Gothenburg is investing in promoting reading to and with children early in life. This initiative is part of the City of Gothenburg's efforts to create a more equal city. In 2021 we will celebrate 400 years of stories through a story festival. In the run-up to the anniversary year, measures will be taken to improve children's vocabulary and encourage them to read more, among other things.

THE NATIONAL PROPERTY BOARD OF SWEDEN is collaborating with city stakeholders to develop heritage sites in Gothenburg.

SUSTAINABLE GOTHENBURG works to make Gothenburg a sustainable destination.

SWEDAVIA is committed to publicising the 40-year-long history of Landvetter Airport. Its vision focuses on future sustainability and international accessibility.

THE SWEDISH EXHIBITION & CONGRESS CENTRE has set its sights on being an innovative meeting place for the anniversary exhibition in 2021.

THE SWEDISH PHILATELIC SOCIETY aims to create a unique exhibition in Gothenburg in 2021.

VISUAL ARENA at Lindholmen Science Park is putting special emphasis on promoting and supporting the development of Gothenburg through visualisation technology.



LET'S COLOR GOTHENBURG now has several years of experience behind it as well as funding from the ESF Council and the Swedish Inheritance Fund, and is ready to begin work on a 21-kilometre art trail from Röda Sten Art Centre to Blå Stället cultural centre. The project is based on broad collaboration and creates jobs for young people who are excluded from the labour market. The work is carried out by the Painting Contractors' Association.

REGION VÄSTRA GÖTALAND is getting involved, with the focus on culture.

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

THE WEST SWEDEN CHAMBER OF COMMERCE is a platform for consultation with business stakeholders on the development and attractiveness of the city and region.

THE WEST SWEDEN MILITARY HERITAGE SOCIETY (Västsvenska Militärarvet) wants to be involved in the preparations and celebrations for Gothenburg's 400th anniversary.

WALLENSTAM will begin developing the Kallebäcks Terrasser area as part of the Green and Grand City theme in 2017.

ÄLVSTRANDEN UTVECKLING is realising the vision "RiverCity Gothenburg – Open to the World" with clear interim targets in 2021 for areas such as Frihamnen harbour, Skeppsbron, Lindholmen and Masthuggskajen.

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

2018 – work begins on the programme

Starting in 2018, preparation of the anniversary programme will begin in close collaboration with existing platforms, established contacts and networks. Work on the anniversary initiatives will continue at the same time, with special emphasis given to “Go global” during the year.

Gothenburg City Triennial will take place over three weeks and it is expected that the east jetty will be constructed on Stora Hamnkanalen, complete with seating and lighting.

The best city in the world when it’s raining will open a rain playground for everyone. Construction work is also about to start on the cable car. The Accessible Archipelago will increase traffic between Stenpiren and Hönö, and the anniversary camp – Side by Side by El Sistema – will hold a music camp for children from around the world. In addition, the Swedish Exhibition & Congress Centre will celebrate its 100th anniversary, Europride will be held in Gothenburg and Göteborg Opera will stage the first of four parts of Wagner’s Ring, with sights set on 2021.

Focus 2018 – the entire city welcomes the world to Gothenburg

The ambition is that the whole city should get involved in the celebrations and welcome the world to Gothenburg. Volvo Ocean Race will be a milestone and an international platform that allows us to show off urban development in Gothenburg and welcome visitors to a sustainable city that is open to the world.

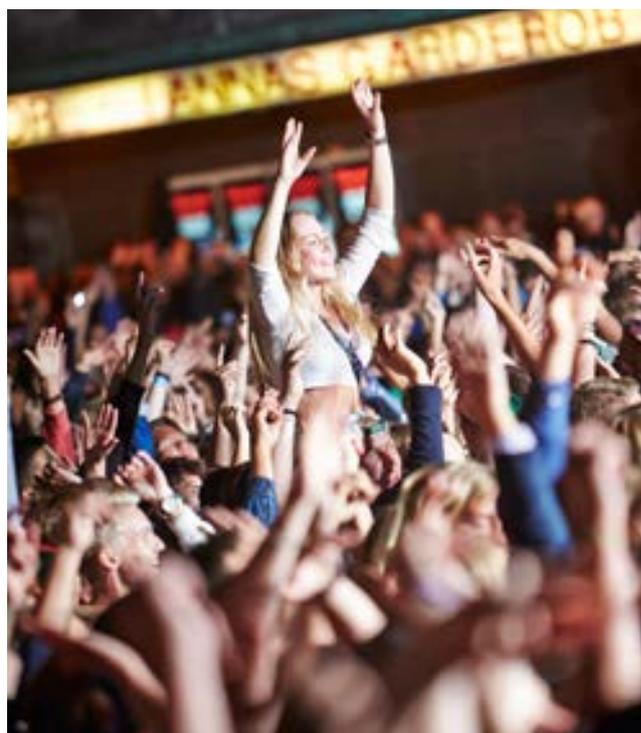
2019–2022 – the opportunities grow

Good progress is being made on the programme, the organisation is developing and the city prepares itself as if for a coming world event. Endurance and determination will be important factors for success in delivering according to plan and meeting expectations.

Ten years after the Municipal Executive Board gave the assignment to Göteborg & Co, the ideas have been translated into reality.

Focus 2019 – knowledge and enlightenment

Academia, Science Parks, the Universeum Science Centre and Gothenburg International Science Festival play a more active role in the anniversary preparations. Foundations in Gothenburg – City of Knowledge combine forces; emphasis is placed on skills provision; and the city and region build on the effects of EuroSkills. Construction work begins on the west jetty on Stora Hamnkanalen. The third international water conference is held and further international congresses bring researchers from all over the world to Gothenburg. The UN Convention on the Rights of the Child also celebrates its 30th anniversary this year.



Focus 2020 – sustainable growth

Gothenburg unites efforts to reduce divides and thus improve economic and social sustainability in the city. Employment needs, sustainable living environments for residents and assessments of social impact are all important considerations as the city grows. In 2020 the new Hising bridge is expected to be ready for car traffic, the Västlänken rail link will be under construction, the Marieholm tunnel will be completed and the cable car across the river will soon be completed. The port of Gothenburg reaches its 400th anniversary, which makes an apt introduction to Gothenburg’s anniversary – as Sweden’s gate to the west. The anniversary year begins on New Year’s Eve, by the water, in the heart of RiverCity Gothenburg.



2021, the anniversary year – more than just a centenary celebration

The celebrations of Gothenburg's 400-year history signal a brighter future. The goal is to inspire pride, confidence and memories that leave lasting impressions, just as the city's politicians decided several years ago. The year should offer something uniquely special as a symbol of the city's anniversary efforts and the vision to create a sustainable city that is open to the world.

We celebrate what we have achieved on the journey to Gothenburg's 400th anniversary, through the anniversary initiatives and focus year themes. And in combination with the ongoing development initiatives in the city, region, academia, industry and associations, this provides a foundation for the celebrations during the anniversary year, to which the world is invited.

A selection of the ideas submitted by residents for the 2021 celebrations

- Open up cultural institutions to everyone and showcase historically important sites in the city. Get everyone to dress in clothing from different centuries, walk around the city and stage historical plays from the period 1621 to 2021.
- Decorate the city with lots of greenery and flowers, use the canals, harbour and river for walks, activities and open-air bars/cafés.
- A giant Culture Festival, a 400-metre-long cake on the main boulevard, Avenyn, food from different countries, a candy fountain and fireworks, topped off with a concert by Håkan Hellström and other international performers at Götaplatsen square.
- It is important that there is something for every age and that everyone can take part.
- Provide free public transport and free rides at Liseberg amusement park!



Ten years ago we decided to use the 400 year anniversary as a catalyst for development in the city in partnership with residents. Now we welcome the world here to meet and continue to learn from each other for the future.

QUOTES 2021

2022 – to be continued

The anniversary work has helped to make Gothenburg an even better place, and development continues. It is also time to prepare for several 100th anniversaries in 2023: Liseberg amusement park, Gothenburg Botanical Garden, the Natural History Museum and Gothenburg Museum of Art, among others. The result of these collective efforts for Gothenburg's 400th anniversary will be celebrations that never end.



2017

2018

2019

2020

2021

2022 >>

SIGNPOSTS – HELPING US KEEP ON THE RIGHT TRACK

The signposts add an extra dimension. They give us guidance as we plan and implement all forms of anniversary initiatives. To meet the aim of the anniversary and achieve its vision and goals, anniversary initiatives should all feature:

- Open dialogue** to engage more people.
- Whole city perspective.**
- Sustainability in action** – socially, ecologically and economically.
- Unique and innovative ideas**, to create an international impression.
- Start now** – the road to 2021 is just as important as the year itself.



We have chosen to link various construction projects to the focus themes for the 400 year anniversary, and hope that others in the industry do the same.

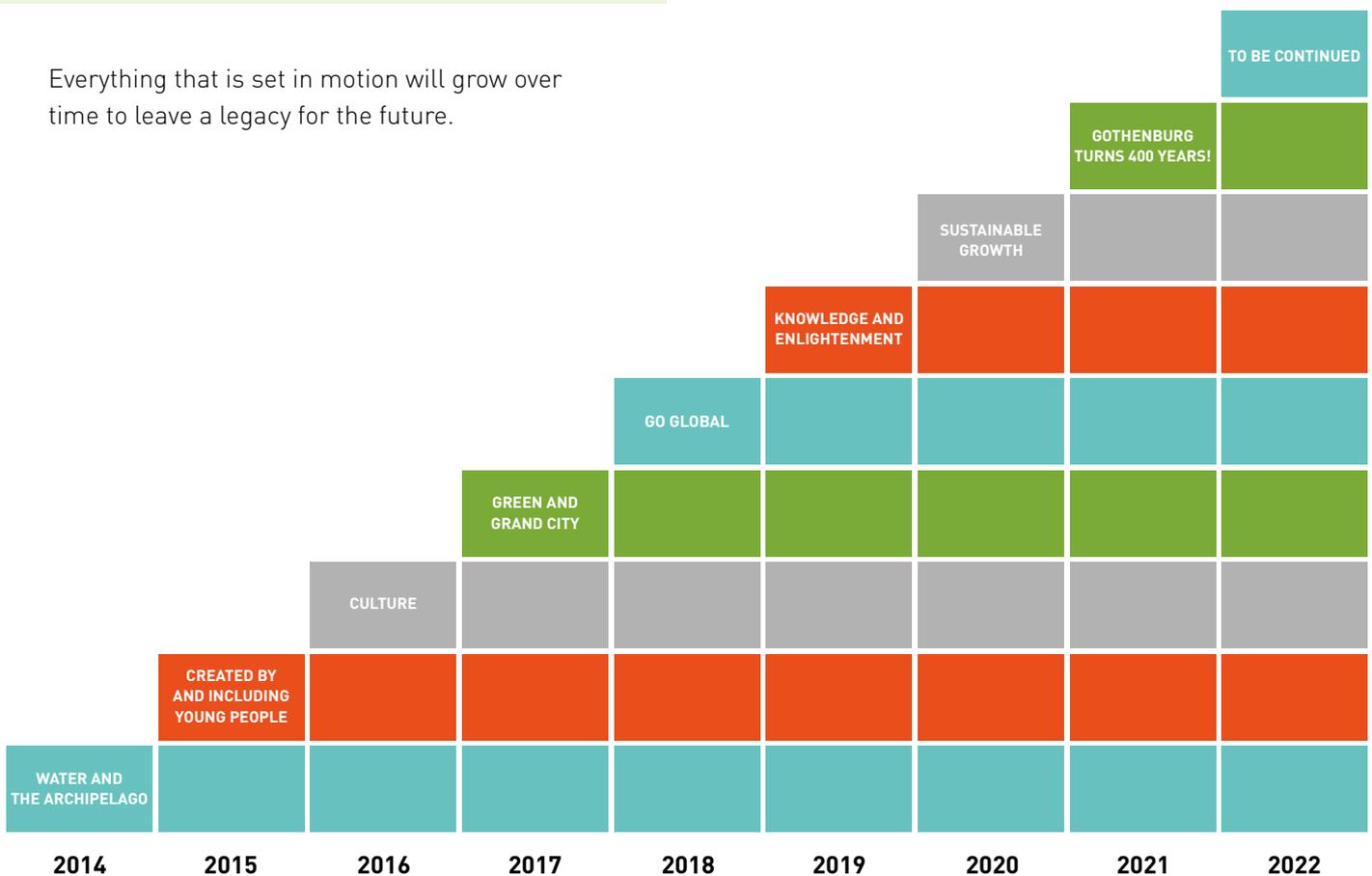
CHRISTINA INGELSTEN, MARKET DEVELOPER, SKANSKA SVERIGE AB



The heart of our project, which will run until 2021, is to add colour to Gothenburg and reduce unemployment.

ERLING ZANDFELD, PROJECT MANAGER, LET'S COLOR GOTHENBURG, PAINTING CONTRACTORS' ASSOCIATION

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



The anniversary organisation

Göteborg & Co has the task of leading, coordinating, communicating, monitoring and refining the anniversary preparations through broad collaboration, in accordance with the instructions of the City Council.

Anniversary staff

The anniversary staff act as an operational hub and drive the process forward in line with the vision. The staff are responsible for ongoing development of the organisation, communications, plans, tools, guidelines and for evaluating anniversary preparations in close collaboration with everyone involved.



New forms of collaboration, networking and contacts are developed daily. Perhaps the most important task is to be receptive and to listen, to highlight others, see connections and possibilities, link businesses together and encourage new collective solutions.

The anniversary organisation will appoint a programme committee in 2018.

We are working on this (from the right):

- Therese Brusberg, project manager
- Birgitta Bergerlind, process leader Green and Grand City (part-time)
- Carola Weidenholm, communication officer
- Johanna Frejme, communications manager
- Henrik Jutbring, anniversary strategy
- Sofia Berntsson, development leader
- Cecilia Liljedahl, content evaluation A Green and Grand City (part-time)
- Malin Widehammar, co-ordinator, youth reference group (part-time)

Collaboration groups

The anniversary preparations and collaboration in the city use existing structures and groups, such as the forum for managers of administrations and companies, the city district sectors and the communication network. New forms of collaboration have also been developed. In addition to their project teams, several of the anniversary initiatives also have steering committees to ensure they stay on the right track and to ensure sustainable solutions, collaboration and sound finances. Even the focus year for a Green and Grand City has a steering committee, with representatives from the Parks and Landscape Administration, the Environmental Administration and Göteborg & Co.



Each anniversary initiative has a project owner, an appointed project manager and communicators. Read more under the relevant anniversary initiatives on pages 10–21.

Youth reference group

The group was set up in 2014 and is made up of members from several districts. Its purpose is to give young people more opportunities to participate, share their views and exert influence, as well as offer support and give a young perspective on the entire anniversary process.

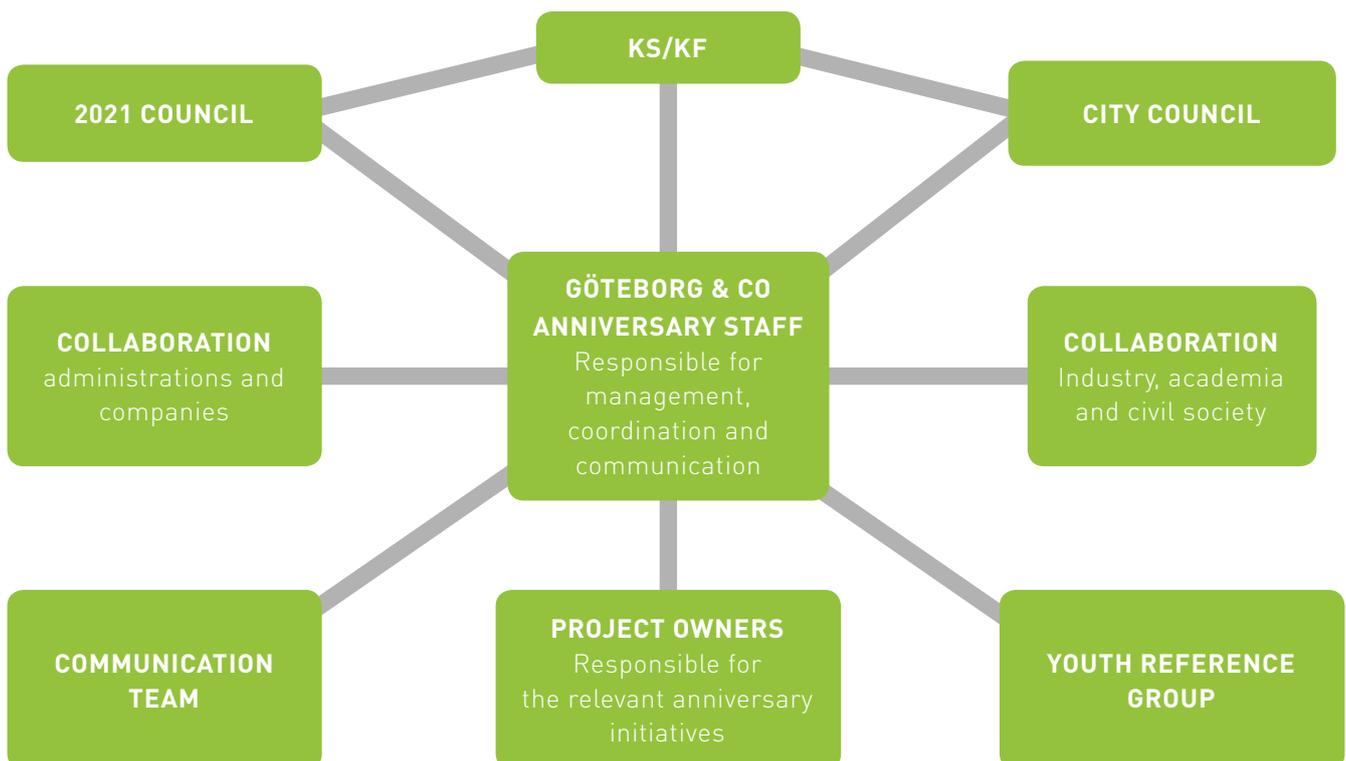


2021 council

The 2021 council is the steering committee for the anniversary, and is responsible for the progress of the anniversary initiatives and the city's anniversary ambitions. They ensure the right direction, make sure the anniversary values are followed and produce annual anniversary plans, including a budget report.

We are working on this:

- Agneta Hammer, Björn Siesjö, City Planning Authority
- Anna Rosengren, Cultural Affairs Administration
- Camilla Nyman, Göteborg & Co, convener
- Cornelia Lönnroth, City Council
- Helena Bjarnegård, Parks and Landscape Administration
- Helena Mehner, City Council
- Magnus Sigfusson, City Council
- Marika OGRELIUS, Älvstranden Utveckling
- Michael Ivarson, Social Resources Administration
- Patrik Andersson, Business Region Göteborg
- Stefan Eglinger, Traffic & Public Transport Authority
- Thomas Segenstedt, District Administrations
- Ylva Löf, City Council



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. And well beyond.

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

goteborg2021.com
+46 (0)31-368 40 00
2021@goteborg.com

A SUSTAINABLE CITY – OPEN TO THE WORLD!

**4
2021
0**
**GÖTEBORG
1621–2021**



**Göteborgs
Stad**

The anniversary organisation, Göteborg & Co, Mässans gata 8,
Box 29, 401 20 Göteborg | 2021@goteborg.com | goteborg2021.com

Photography: Superstudio D&D, Beatrice Törnros, Dick Gillberg, Nyréns Arkitektkontor, Jennie Smith, Frida Winter, Asbjörn Hanssen, Tomorrow/Traffic & Public Transport Authority, Tony Meyer, Julia Sjöberg, Rasmus Richter, Kistone, Steampipe, Museum of Gothenburg, Team Mareld and Atelier le Balto, Team Topotek1 and Landskapsgruppen, Team Spridd, Studio Elin Strand and Lovely Landskap



5041 0242
PRINTED MATTERS