

ANNIVERSARY PLAN

2018

WELCOME TO GOTHENBURG

Gothenburg celebrates its 400 year anniversary in 2021. We will celebrate by working together to make Gothenburg an even better place, all the way up to the anniversary year – and well beyond.

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2021
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GÖTEBORG
1621–2021



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The 2018 anniversary plan is the sixth in succession and a milepost in our joint efforts to make Gothenburg 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

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A launching point for the next hundred years and an even better Gothenburg.

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TOGETHER FOR AN EVEN BETTER CITY

The countdown has started: only three years left of the journey towards Gothenburg's anniversary. Of course the anniversary is something to be celebrated, but it should also be seen as a launching point for the next hundred years.

In this Anniversary Plan, we consolidate the direction previously established, where Gothenburg's 400 year anniversary is seen as a united effort to create a more socially sustainable city. The ambition is to engage the whole city and its residents in order to achieve the maximum possible participation. This achievement can be quite a challenge with such a long-term project. It requires sensitivity, humility and, above all, persistence. In 2017, we reviewed all the projects that are based on residents' ideas in order to evaluate how Gothenburg's anniversary can contribute to the city's future development.

In 2018 we will focus on the global perspective and start planning the programme for Gothenburg's anniversary year in 2021. The first phase of the programme organisation is in full swing and there are plenty of ideas. The anniversary preparations so far have generated many cross-boundary contacts, projects and new ideas which will create many long-term benefits for Gothenburg's residents. It is empowering to see so many people pooling resources to make a difference and create lasting values – for an even better city.



Camilla Nyman
CEO, Göteborg & Co

THIS IS GOTHENBURG'S 400 YEAR ANNIVERSARY

On the 4th of June 1621 Gothenburg was awarded city status. We are celebrating it by working together to make our city an even better place. But what does this actually entail?

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 Gothenburg residents and perspective groups were compiled in an anniversary plan that was adopted by the Municipal Council, and in a book of ideas that provides feedback for residents. The anniversary marks an opportunity for residents to shape the city's development with their ideas. Without the anniversary there would, for example, be no plans for a cable-car over the river or somewhere to swim in the middle of town. The work has been carried out through a public process aimed at putting ideas into practice and generating lasting values for Gothenburg. All these ideas, dreams and suggestions provide the basis for the themes and goals that will lead towards the anniversary vision, right up to 2021 and well beyond.



The work is being undertaken through a public process inspired by ideas from Gothenburg's residents. The ambition is to enhance the city's existing attractions and create lasting values. The Book of Ideas and the Work Plan are available on goteborg2021.com.



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.

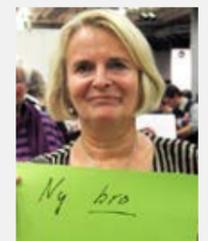


Building Bridges
Building bridges between people and reducing divides.



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

“GOTHENBURG RESIDENTS’ DREAMS, IDEAS AND SUGGESTIONS FORM THE BASIS FOR THE THEMES AND GOALS THAT LEAD TOWARDS THE VISION”





COLLECTIVE EFFORTS GET RESULTS

The working model and the public process centred around residents' ideas have ensured that the whole city is involved in the anniversary in some capacity. Together we have created new forms of collaboration, and our collective efforts are bringing results. This model is encouraging a growing number of people to get involved in the anniversary. The first wave of anniversary initiatives has made its mark on the city and attracted international attention. There are many advantages in joining forces and doing things together rather than individually. Above all, it sets the direction towards a more innovative, more open and even better city.

SUSTAINABILITY IN ACTION

The anniversary efforts build on all three aspects of sustainability: social, ecological and economic. Ultimately, the aim is to build a city where dreams are taken seriously, where everyone who lives and works feels a sense of participation and belonging, and which attracts more people. This is how 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 for managing and implementing the anniversary initiatives in residents' best interests.

CONFIRMING THE ANNIVERSARY DIRECTION

During 2017, the anniversary preparations and initiatives were thoroughly reviewed to confirm and clarify the direction of the work and ensure that the anniversary vision, themes and goals match the City of Gothenburg's overarching goals. The process is linked to several of the city's governing documents including the City of Gothenburg budget, the Equality in Gothenburg programme, the RiverCity Gothenburg Vision, the Culture Programme, the Communication Programme, the City

of Gothenburg Innovation Programme 2018–2023 and the proposed hospitality industry development programme through 2030. Since the work started, issues regarding social sustainability in Gothenburg have gained an increasingly central role. As a consequence of this, the Equality in Gothenburg 2018–2026 programme, adopted by the Municipal Executive Board in November 2017, has become a priority governing document for the city's activities including the anniversary efforts.

AN EQUAL CITY IS A BETTER CITY

The Equality in Gothenburg programme stakes out the direction in which Gothenburg aims to work in collaboration with residents, industry, regional and state stakeholders, civil organisations and academia to improve social sustainability. This direction includes promoting equal living conditions and opportunities for Gothenburg's residents in order to ultimately create a city where everyone enjoys a high quality of life. No isolated effort can achieve this goal, but together we can create the right conditions for sustainable development. The anniversary process should be seen in this light.



BE PART OF THE CELEBRATIONS!

There are many ways in which you can participate in the city's anniversary initiatives. By being part of the celebrations, you and your business can help find new forms of development and collaboration while contributing to an even better city.

Thousands of ideas and dreams have been gathered together. A vision, goals and themes have been formulated based on the suggestions put forward during the public process. Engaging in broad collaboration across boundaries results in fruitful exchanges, new ideas and valuable opportunities. More and more people want to take part in building Gothenburg's future. The aim is for the 400 year anniversary to be a milestone in the city's history in which everyone can participate.

What are your ideas for making Gothenburg an even better city? You and your business or organisation are welcome to contact us to discuss how you can help prepare for 2021 and be part of the celebrations.

HOW CAN I PARTICIPATE IN THE ANNIVERSARY?

- By joining in and contributing your ideas when dialogues are held.
- Put forward your idea by contacting the anniversary staff at Göteborg & Co.*
- Support the anniversary initiatives that are already underway.
- Start something entirely new.
- Join in with the focus year themes and contribute in any way you can.

*Contact us by e-mail: 2021@goteborg.com

SIGNPOSTS – HELPING US KEEP ON TRACK

The signposts add an extra dimension. They guide us as we plan and implement the various anniversary initiatives. To be in keeping with the anniversary's vision and goals, all anniversary initiatives should feature:

1. **Open dialogue to engage more people**
2. **Whole city perspective**
3. **Sustainability in action – socially, ecologically and economically.**
4. **Unique ideas to achieve international impact**
5. **Start now – the journey to 2021 is just as important as the year itself.**

THE JOURNEY TO 2021

The journey to 2021 is just as important as the anniversary year itself. Each year has a special focus theme, an idea to unite behind and talk about. This will keep the process alive every year, right up to 2021 – and far beyond. The journey is guided by the ideas of residents and the desire to get by the water, to build bridges and open spaces, and to engage the entire city in the celebrations. On these pages you can see all the focus years, and on the following pages you can read about the whole process up until 2021 and well beyond.

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 perspective groups are formed for the anniversary preparations.
2011: The ideas gathering process 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 a 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 the 6th of September 2012. Residents' ideas are compiled in a book

2013: KICK-OFF

2013: KICK-OFF

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

2015: CREATED BY AND INCLUDING YOUNG PEOPLE

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

2016: CULTURE

The anniversary preparations reach the half-time mark and residents are invited to a new consultation process asking "How do you want to celebrate 2021?" Extra focus is given to culture, resulting in experiences and permanent street art throughout the city as part of the Artscape 2016 project.

2016: CULTURE

2017: GREEN AND GRAND CITY

More anniversary initiatives are realised. Gothenburg combines forces to create an even greener and grander city with projects such as Land Art and art in nature. The foundations are laid for planning the anniversary programme in 2018 and the anniversary vision is adopted.

2017: GREEN AND GRAND CITY

2019: KNOWLEDGE AND ENLIGHTENMENT

The focus is on innovation, research and skills provision. The third international water conference is organised. Part two of Wagner's four-part Ring Cycle is performed at the Göteborg Opera. The UN Convention on the Rights of the Child celebrates its 30th anniversary.

2018: GO GLOBAL

The ambition is to engage the whole city and region in the anniversary. We welcome the world to Gothenburg with the Volvo Ocean Race. The anniversary programme for 2021 starts being planned and everyone is invited to the exhibition "The Urban Gallery of Gothenburg".

2018: GO GLOBAL

2020: SUSTAINABLE GROWTH

Gothenburg combines forces to reduce divides. The Hisingen 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 completed. The port of Gothenburg has its 400 year anniversary. The start of the anniversary year is celebrated on New Year's Eve.

2019: KNOWLEDGE AND ENLIGHTENMENT

2020: SUSTAINABLE GROWTH

2021: GOTHENBURG TURNS 400 YEARS!

The celebrations are a launching point for the future. The goal is to inspire pride, confidence and memories that leave a lasting impression. The year should offer something unique as a symbol of the city's anniversary efforts and the vision of creating a sustainable city that welcomes the world.

2021: GOTHENBURG 400 YEARS!

2022: TO BE CONTINUED

2022: TO BE CONTINUED

The anniversary process has helped to make Gothenburg an even better place; development continues and progress is evaluated. Preparations are made to celebrate the city's 100-year-old institutions in 2023, which include Liseberg amusement park, Gothenburg Botanical Garden, the Natural History Museum and the Gothenburg Museum of Art.

The anniversary efforts are in constant development. Read more at goteborg2021.com

400

400 YEARS – A CELEBRATION THAT NEVER ENDS

The celebration of Gothenburg's 400-year history is a launching point for the future. The goal is to inspire pride, confidence and memories that leave lasting impressions, as the city's politicians decided several years ago. Here you can read about the whole process up until 2021. If you want more information on what has been done so far, you can find our five previous anniversary plans and much more at goteborg2021.com

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2017 – IDEAS BECOME REALITY

In 2017 good progress was made on the anniversary preparations and many ideas began to be realised. Some ideas had a physical impact on the city, such as the Centenary Park and BoStad21, while others, such as the anniversary camp – Side by Side by El Sistema, Gothenburg Stories and Democracy and Young Influence, contributed more through their social impact. Many people want to be part of the preparations, and 2017 saw an increased number of initiatives developed by stakeholders from the city, region, industry, associations and academia.

A few of the anniversary-related events in 2017:

- The Entrepreneurship Centre in Gothenburg opened Yesbox, a meeting place for entrepreneurs, innovators and new businesses with a business concept to develop.
- The fourth Side by Side by El Sistema international music camp for young people was held in collaboration with the Gothenburg Symphony Orchestra and world-famous conductors.
- The Centenary Park and the new swimming complex in the middle of town had more than 60,000 visits. Trees and plants were planted on a trial basis in preparation for the project to create an even greener park.

- More year-round ferry trips to the southern archipelago were added to the timetable, bringing the Accessible Archipelago project closer to its goal.
- The rain playground in Rain Gothenburg began taking shape in dialogue with residents, generating lively social media engagement.
- Creative zone at Ringön issued Ringön's own magazine, Ö-Posten, and organised the Ö-festen street party for the second year, drawing nearly 13,000 visitors.

FOCUS 2017: GREEN AND GRAND CITY

The focus year covered a diverse mix of parks, nature, art, food, urban cultivation, environment, health, light and security. More green and grand initiatives were encouraged. Representatives of associations, academia, business and the region were invited to support and be part of the focus theme.

The whole city joined forces in LandArt, a public art project in symbiosis with nature. These efforts have resulted in new green public spaces for residents and visitors to explore. Read more about all the new spaces and artworks at goteborg2021.com.



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2018 – GOTHENBURG INVITES THE WORLD

In 2018, the city will prepare to invite to world to the 400 year anniversary of Gothenburg – a city that welcomes the world.

During the year, the city will intensify its international partnerships and prepare to invite the world to the 400 year anniversary. The anniversary programme is being planned, and the Volvo Ocean Race will offer a first taste of what is to come.

At the same time, work on the anniversary initiatives continues. The Gothenburg City Triennial is carried out. Rain Gothenburg opens a rain playground for everyone. 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. Moreover, the Swedish Exhibition & Congress Centre will celebrate its 100th anniversary, EuroPride will be held in Gothenburg and the Göteborg Opera will stage the first of four parts of Wagner's Ring Cycle,

with sights set on 2021. Let's colour Gothenburg is a painting project that aims to unite the city and create jobs for young people who are excluded from the labour market. Moreover, in 2018 high quality local and international artworks will be painted on building façades along a 21-kilometre art trail from Röda Sten art centre to Blå Stället cultural centre.

AN INTERNATIONAL PERSPECTIVE

As a maritime city, Gothenburg has constantly been enriched with influences, ideas and knowledge from all over the world. With three years to go until the 400 year anniversary in 2021, the city aims to use 2018 as a milepost in developing Gothenburg and the local region from an international perspective – and welcoming the world to the city's anniversary.

The ambition for 2018 is to utilise experiences from previous focus years, for instance Culture 2016 and Green and Grand City 2017, while continuing to involve the whole city in the celebrations together with all the city districts and the surrounding region.

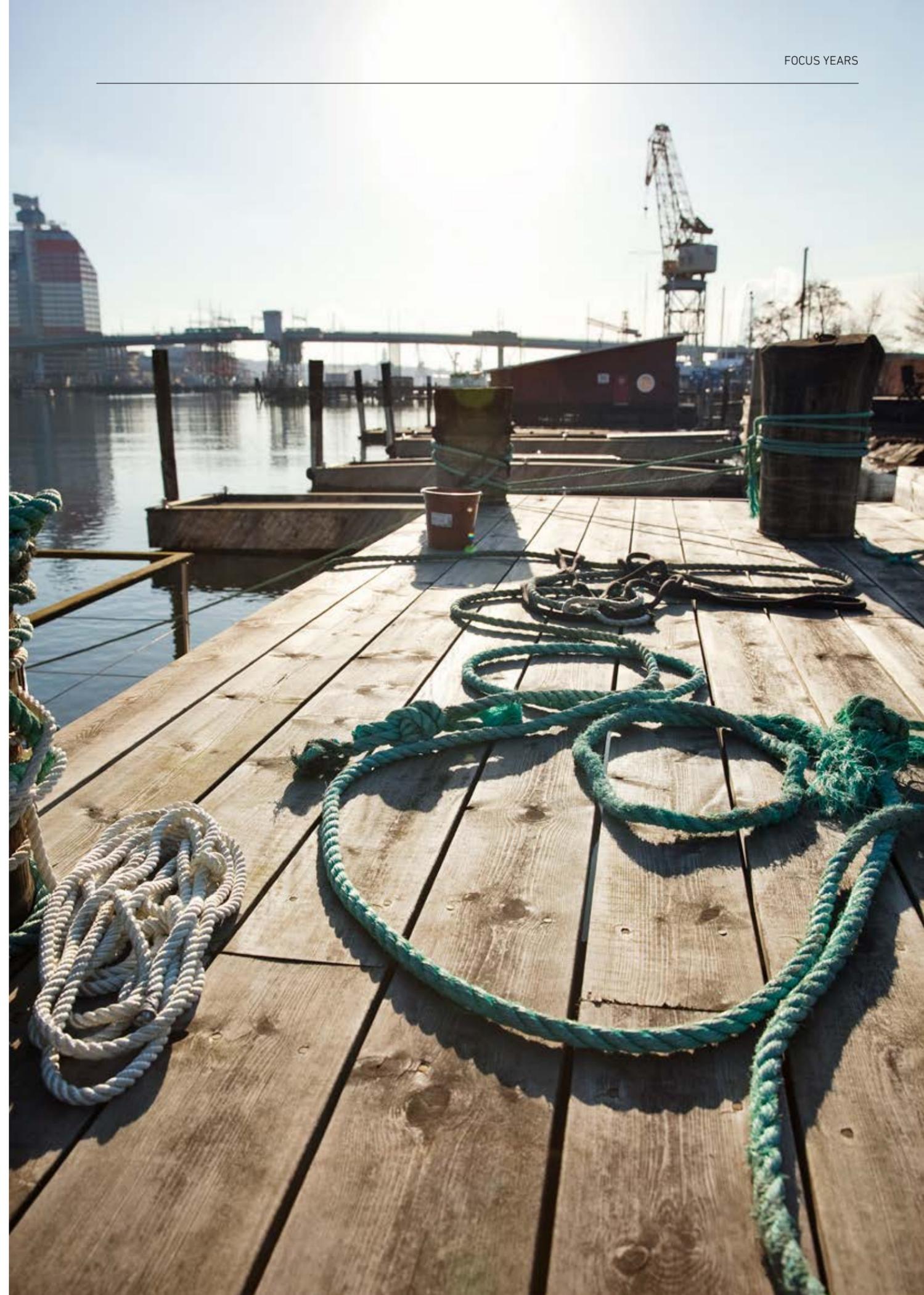
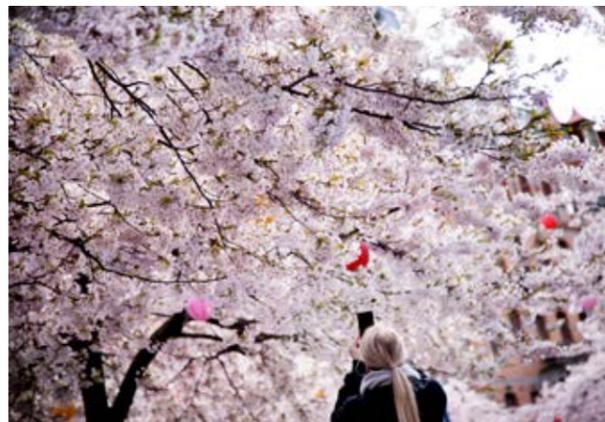
MAKING GOTHENBURG ACCESSIBLE IN NEW WAYS

The international perspective will be highlighted during the year, and the city's businesses will be encouraged to find new ways of making Gothenburg more accessible. With the help of language tools, new digital solutions and new technology, we will find ways to share Gothenburg's story with more people.

Initiatives will include:

- Adding an international dimension through collaborations and content.
- Promoting Gothenburg internationally with the help of innovations, awards and stories about Gothenburg.
- Inviting a wider public by increasing accessibility with the help of language tools, digital solutions and a welcoming attitude.

In parallel with this, we will continue working on initiatives that involve the whole of Gothenburg, its urban districts and its residents.





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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. Emphasis is placed on skills provision, and the city and region build on the effects of EuroSkills. The third international water conference is held, and further international congresses attract researchers from all over the world to Gothenburg.

In 2019, several historical events will be highlighted which the city can refer to further in its ongoing processes and initiatives. Among other things, to mark the anniversary of the first moon landing in 1969, a brand new space exhibition will open at Universeum Science Centre. Moreover, in 2019 it will be 30 years since the UN General Assembly adopted the Convention on the Rights of the Child, which establishes equal rights for all persons under the age of 18.



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2020 – SUSTAINABLE GROWTH

Gothenburg combines forces to reduce gaps in order to improve economic and social sustainability in the city. Employment opportunities, sustainable living environments for residents and evaluation of social impact are all important considerations as the city grows. Several infrastructure projects will be carried out in 2020. The port of Gothenburg reaches its 400th anniversary, which makes an apt introduction to Gothenburg's anniversary – as Sweden's gateway to the west. The anniversary year begins on New Year's Eve, by the water in the heart of RiverCity Gothenburg.



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2021 – GOTHENBURG TURNS 400 YEARS!

It's time to celebrate! The celebrations are a launching point for the future. The goal is to inspire pride, confidence and memories that leave a lasting impression. The year should offer something unique as a symbol of the city's anniversary efforts and the vision of creating a sustainable city that welcomes the world.

Gothenburg's 400 year anniversary will be celebrated with a year-long stream of inaugurations and events throughout the city. The anniversary initiatives will be carried out in a myriad of spaces throughout the city, and the programme will include many development projects organised by the city, region, academia, industry and associations. The celebrations will centre around the city's official anniversary date, on the 4th of June, and the entire weekend can be incorporated into the celebrations. The anniversary programme will comprise a wide range of large and small events, some new and some already established. Events that have already existed for a few years will serve as platforms that reinforce the initiatives and generate international publicity.



Everyone is invited! The whole city will take part in the celebrations and guests will arrive from near and far. Some visitors may be returning to Gothenburg for the first time since their ancestors emigrated over a century ago. The focus years with their specific themes and initiatives have gradually built up awareness of the anniversary among residents, and large crowds now flock to festivities all over the city.



A CELEBRATION THAT NEVER ENDS

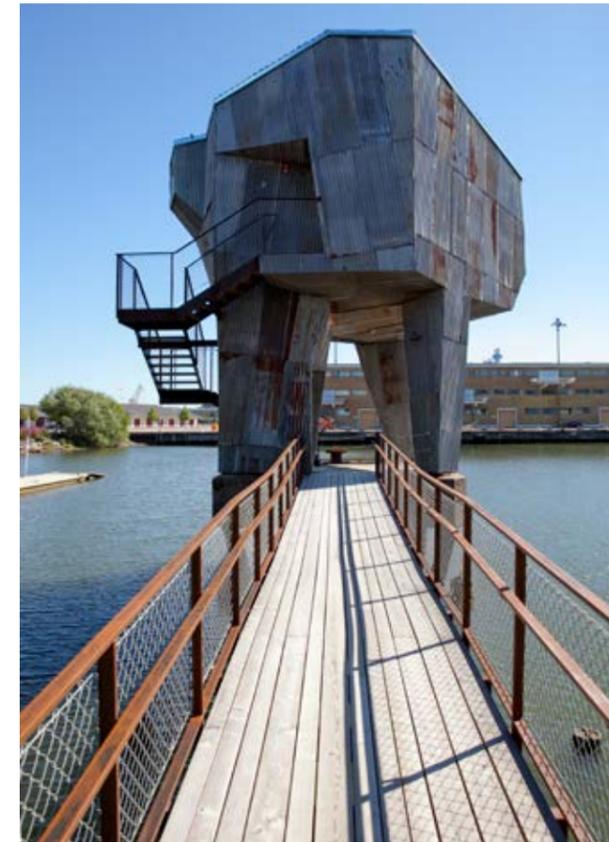
Right from the start, the purpose of the anniversary process has been to get people working together to make Gothenburg an even better city, right up to the anniversary year and well beyond. For this reason, in the years following 2021 it will be important to review the work carried out, reap the benefits and learn from it. It's also time to start preparing for the several institutions celebrating their 100 year anniversary in 2023: Liseberg amusement park, Gothenburg Botanical Garden, the Natural History Museum and the Gothenburg Museum of Art. The collective efforts for Gothenburg's 400 year anniversary will create a celebration that never ends.



ANNIVERSARY INITIATIVES CONTRIBUTE TO THE CITY'S DEVELOPMENT

The city's anniversary initiatives are based on the ideas of residents and contribute to achieving the 400 year anniversary goals and vision. They bring value to the city through unique solutions and events with long-term sustainability. They are varied and diverse in character. The initiatives have potential to create a lasting legacy for the future. The city's anniversary initiatives are presented on the following pages.

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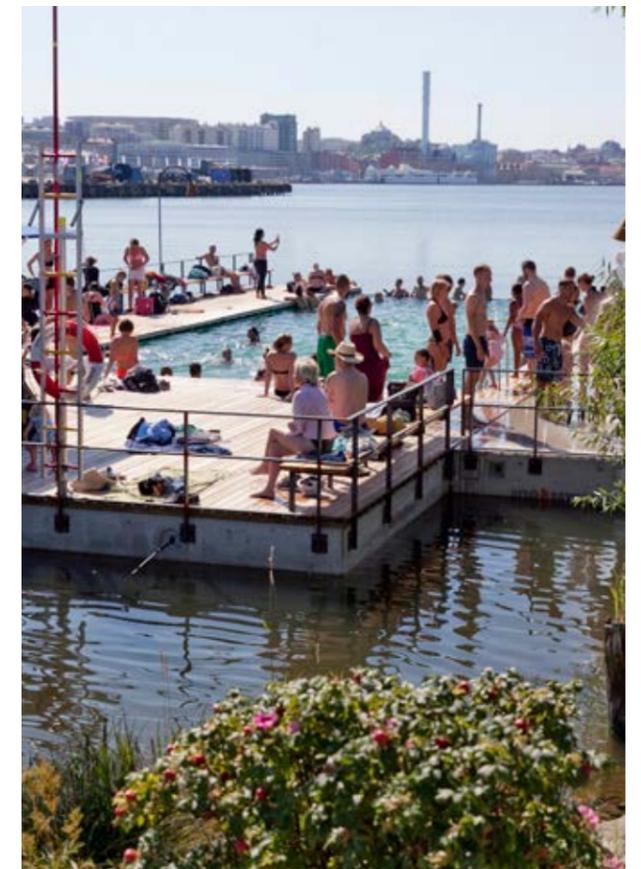
• THEME BY THE WATER

THE CENTENARY PARK IN FRIHAMNEN

A city park near the water immersed in greenery will be built in Frihamnen by 2021. The park will remain open to visitors while the Frihamnen district is being developed, and Gothenburg's residents will be invited to help build it. In planning the construction of Frihamnen and the Centenary Park, the City of Gothenburg has piloted a new method of urban planning and development. The development work includes management of facilities such as a swimming area, sauna, sailing school, roller derby rink and urban cultivations managed by residents. The process of building the park in collaboration with residents will kick off with a joint project between Älvstaden and the Passalen voluntary community association. In connection with this, a "Blue Certificate" has been introduced where young people without prior skills are employed and taught to manage the various activities and tend to the park. More than 60,000 people took part in the activities in 2017. Through the water activities and collaboration, Gothenburg has introduced a new method of urban planning and established a new meeting place that transcends social, gender, ethnic and geographical boundaries within the city. The goal for the Centenary Park for 2021 is to extend the park down to the water and create open spaces that help bring people together. The park will be built in phases in close collaboration with clubs, associations and schools.

PROJECT OWNERS

Parks and Landscape Administration, Älvstranden Utveckling



• THEME BY THE WATER

SWIMMING IN THE MIDDLE OF TOWN – MORE SWIMMING FACILITIES IN THE CITY

More swimming facilities in the city has long been high on residents' wish list. In 2015 a public swimming complex opened in the Centenary Park in Frihamnen harbour, with two new pools and a sauna. The City of Gothenburg is now evaluating the possibility of installing more swimming facilities in the city. Read more on page 21.

THE CITY EXECUTIVE OFFICE IS EVALUATING THE POSSIBILITY OF INSTALLING MORE SWIMMING FACILITIES IN THE CITY.



• THEME BY THE WATER

STORA HAMNKANALEN

For centuries, Stora Hamnkanalen has been a meeting place in the heart of the city, where boats were moored and traders did business. Today, the area has increasingly become a thoroughfare and a place to catch trams and buses. A temporary pontoon with seating has been installed in the area to test it as a public space for residents and visitors. The aim is to make Stora Hamnkanalen into a harbour promenade with activities on and along the water, where people can meet and relax in a historic environment. The area will meet residents' desire to get closer to the water while recapturing the city's history and heritage.

PROJECT OWNERS

Traffic & Public Transport Authority



• THEME BY THE WATER

THE DOCKS AT ERIKSBERG

Gothenburg has a long and fascinating history of trade, shipping and maritime activity, and many people would like to preserve this heritage. This forms the basis for the work at the docks at Eriksberg. Improvements made in 2014 included installation of piers with mooring spaces, installation of electrics and reinforcement of wind barriers. The harbour has already made Eriksberg an attractive destination where people of all ages and cultures with an interest in boats can meet and share knowledge and experience. This is one more way in which the harbour can bring benefits to the city. The ambition is to use the four piers to establish a permanent, safe harbour for heritage boats. The initiative aims to make Eriksberg a popular destination where residents and visitors can meet and contribute to the maintenance of the heritage boats docked in the harbour.

PROJECT OWNERS

Älvstranden Utveckling



• THEME BY THE WATER

THE ACCESSIBLE ARCHIPELAGO

The Accessible Archipelago is an anniversary initiative aimed at improving communication links between the city centre and the archipelago and promoting the Gothenburg archipelago. The concept was launched in 2014, and one of the results is that ferries now depart from the city centre to the Gothenburg archipelago, with further services added at the turn of 2017/2018. The City of Gothenburg is also working on sustainable tourism development in this area. The work continues in collaboration between various stakeholders such as Västtrafik and StyrSöbolaget to make the archipelago even more accessible. The extra initiatives carried out in 2016 to build bridges within the city also led to a collaboration with the Integration Centre, which resulted in guided tours being organised in the archipelago for visitors, employees and associations. The aim of the initiative is to make it easy to reach the sea and the archipelago. Frequent departures of archipelago boats from Stenpiren and increased collaboration will give more of Gothenburg's residents access to the archipelago. This will generate growth and opportunities in tourism and other industries.

PROJECT OWNERS

Göteborg & Co



• THEME BY THE WATER

RAIN GOTHENBURG

On average, it rains about 152 days a year in Gothenburg. This means that every three days, an enormous opportunity falls straight out of the sky. Or from the side. The rain challenges Gothenburg to find creative ways of coping with climate change and flood risk. Rain Gothenburg is a social equality initiative encompassing the whole city, carried out in a collaboration between Business Region Göteborg, the City Planning Office, the Traffic & Public Transport Authority, the Parks and Landscapes Administration and other stakeholders. Rain Gothenburg has three main focus areas: individuals, innovative surface water management and art/design. The aim of the initiative is for Gothenburg's residents to proudly show off the city in the rain. Besides a myriad of projects and installations offering innovative surface water management solutions, Rain Gothenburg includes two world-class projects with potential to attract considerable international publicity.

PROJECT OWNERS

Ecocycling and Water





• THEME BUILDING BRIDGES

SIDE BY SIDE MUSIC CAMP

Over a few intensive summer days, children and young people from all over the world aged 6 to 26 meet in Gothenburg to make music in choirs and orchestras that are organised in different levels. Exciting conductors, musicians and teachers lead workshops and rehearsals, and the camp ends with magnificent concerts performed with the Gothenburg Symphony Orchestra. 2018 will be the fifth year that the Side by Side by El Sistema music camp is held. This will be celebrated with a big concert at the Scandinavium arena where all the camp's participants demonstrate the power of music together. Side by Side aims to give children and young people opportunities to thrive and grow by playing music and singing together. The camp is a meeting place where participants can discover the joy and beauty of music, inspire each other and pursue their personal path towards their dreams and goals. Through the power of music, the project aims to counter segregation and build bridges between people, cultures and continents.

PROJECT OWNERS

Gothenburg Symphony Orchestra



• THEME BUILDING BRIDGES

THE CABLE-CAR OVER THE RIVER

The cross-river cable car between Järntorget and Wieselgrens-platsen in Gothenburg is scheduled for completion in time for the city's 400 year anniversary. In 2018, the City of Gothenburg and Västtrafik will conduct a feasibility study which will provide the basis for the Municipal Council's final decision on the investment in 2019. The plan is to integrate the cross-river cable car service into Gothenburg's public transport network. It will be a fast, high-capacity and environmentally friendly transport option that binds together the city.

PROJECT OWNERS

Traffic & Public Transport Authority



• THEME BUILDING BRIDGES

SMART TRAFFIC

The City of Gothenburg is involved in various innovation projects regarding traffic systems, vehicles and mobility. The aim is to meet the future challenges faced by the city in the areas of mobility and transport. The city, academia and industry are working together to build knowledge and develop new, workable solutions for sustainable traffic systems. This anniversary initiative presents a systematic work model for innovation and testing in real environments. The initiative contributes to a more sustainable city by, on the one hand, carrying out innovation projects for sustainable travel and transport and, on the other hand, offering use of spaces in the city as test environments. New innovative solutions will become part of everyday life for everyone visiting, living and working in Gothenburg.

PROJECT OWNERS

Traffic & Public Transport Authority



• THEME BUILDING BRIDGES

GOTHENBURG STORIES

Gothenburg Stories aims to help people feel a stronger sense of belonging, identity and connectedness in Gothenburg – whether they have recently moved here or lived here for generations. In this project, a large number of stories will be collected that offer insight into residents' experiences and lives. In-depth interviews will be conducted with residents, specially chosen to reflect the diversity of Gothenburg's residents today. In 2016, the first story was published on the website and in the app MinStad (My City), where anyone can share their Gothenburg story directly via their mobile phone. The collected material will be saved for the future and will be a valuable complement to the large quantity of material collected for Gothenburg's previous anniversary 100 years ago. The collected material can be used as a basis for publications and exhibitions. In 2018, a number of storytelling cafés will be set up at the Museum of Gothenburg and around the city. In the 2021 anniversary year, Gothenburg's residents will really get the chance to meet and exchange their knowledge and experiences of Gothenburg.

PROJECT OWNERS

Cultural Affairs Administration



• THEME BUILDING BRIDGES

BLUEWAYS, GREENWAYS & OASES

The aim of this anniversary initiative is to create social, cultural and ecological meeting places in the city. The blueways and greenways will develop into places where people from different parts of the city can mix, meet, relax and enjoy culture and nature. The initiative will help make Gothenburg a more enjoyable place to live in, while making use of the city's ecosystems. In 2018, the process of creating a single walking route through Kvillealdalen will continue, where residents can walk in a green oasis from Frihamnen to the Hökälla nature reserve. The Kvillestråket walking route will be made more accessible and equipped with signage. Kvillestråket will connect the city from the Centenary Park to the farmland and nature areas in the north, allowing people to walk from a modern city environment to wild countryside. At the request of young girls in the city district Lundby, a platform for open air dancing events was installed at Kvilleplatsen along the route. In 2018, a feasibility study will be carried out for creating a similar walking route along the Mölndalsån and Sävveån rivers. The study will examine how these routes can be developed, made more accessible and bring Gothenburg's residents closer to the water. The possibility will also be evaluated of installing quiet walkways through the city where residents can enjoy peace and relaxation. A feasibility study will be carried out for renovating the entrance to Slottsskogen park from Linnéplatsen. Färjenäsparken, a city park of rich historic value, will be developed and extended all the way to the river.

PROJECT OWNERS

The Parks and Landscapes Administration





• THEME OPEN SPACES

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. Two large festivals were held in 2017: the Ringön Swap Meet and Ö-Festen. These festivals attracted over 16,000 visitors and were organised in collaboration with 50 businesses on Ringön. There is a growing interest in Ringön, particularly among creative professionals. New requests for business premises arrive every day. There is a strong drive among new businesses to develop Ringön alongside the area's existing business. In 2018, the possibility will be examined of starting a ferry service to Ringön in collaboration with local businesses. One ambition for 2018 is for Ringön to become a more socially functional area where people support each other and derive benefits from the area's diversity. Ringön will be developed into an exciting mix of light industry and various creative businesses. This is a warm and energetic place that is vibrant both in the daytime and the evening.

PROJECT OWNERS

Business Region Göteborg



• THEME OPEN SPACES

GOTHENBURG CITY TRIENNIAL

Gothenburg is on the brink of big changes. It is vital for the whole city to feel engaged and involved if we are to push ahead with urban development. The Gothenburg City Triennial is a window towards the city of the future, a forum that invites contributions from businesses and the 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 draws inspiration from all over the world, showcases urban development in Gothenburg and engages the residents. The concept is to create three triennials, each building on the previous one. The first triennial was held over three days in Frihamnen harbour in 2015. The 2018 triennial will invite people to engage in further dialogue in preparation for the anniversary year in 2021.

PROJECT OWNERS

City Planning Office



• THEME OPEN SPACES

THE BUILDING SITE AS ARENA

Building sites will be transformed from temporary obstacles into valuable assets in collaboration between various projects, building companies, contractors, the City of Gothenburg and local businesses. Stronger local links will be created by inviting residents to participate in the initiative. This will put urban development into a new perspective while involving local activities in the process of creating a new Gothenburg. The building site as arena initiative will contribute to social, ecological and economic sustainability by enhancing the city's attractiveness through participation and collaboration. The method will initially be tested at Selma Lagerlöfs Torg square. This location is undergoing its biggest transformation since being built in 1971. Several building projects will affect residents and business around the square. For instance, the route to Skälltorpsskolan school will be obstructed, meaning that students must walk further to school and pass noisy construction sites. The plan is to install hoarding along the area where the tree-lined path is being built. The hoarding will be used for an art project in which the school children will be involved. Ideas are being gathered from the students, and the project will be carried out in 2018 by students aged 12-13 years old and their art teachers. The aim is to use the building sites as platforms for engaging residents, visitors and local industry in the urban development process.

PROJECT OWNERS

Traffic & Public Transport Authority



• THEME OPEN SPACES

DEMOCRACY AND YOUNG INFLUENCE

This project aims to increase residents' participation and influence, with a special focus on children and young people. The ambition is to raise awareness about the concept of democracy and the introduction of universal suffrage in Sweden 100 years ago. The project aims to promote active citizenship by strengthening citizens' influence and engagement in their local community. Several of Gothenburg's administrations are involved in this democracy initiative.

In 2018, the city will evaluate different types of public spaces and how they can be made more accessible to all Gothenburg's residents, especially children and young people. Conferences, research and information meetings regarding public spaces will take place on an ongoing basis. Democracy and Young Influence aims for Gothenburg to create more public spaces that favour democracy, and citizens' influence and engagement. The initiative focuses particularly on children's and young people's influence. To achieve this aim, awareness needs to be raised about democratic meeting places and children's and young people's participation.

PROJECT OWNERS

City Executive Office



• THEME OPEN SPACES

THE ENTREPRENEURSHIP CENTRE OF GOTHENBURG

When Gothenburg reaches its 400 year anniversary, the city aims to set an international example through its entrepreneurial spirit and by providing tools for turning people's ideas into projects.

To help achieve this aim, the city has started building structures that support innovation, entrepreneurship and new enterprise. One example is Yesbox – Home of entrepreneurs, which was established in Gamlestaden in September 2017. Yesbox is a meeting place set up to improve opportunities and support for entrepreneurs starting and operating businesses. Here organisations with various skills and expertise are gathered together in a single place, allowing them to pool and share their expertise, knowledge and contacts.

Besides providing a natural meeting place for entrepreneurs and innovators, Yesbox will be a symbol for The Entrepreneurship Centre of Gothenburg. The initiative will contribute to improved conditions, a better climate and a higher survival rate for new businesses. It will also encourage young enterprises and increase students' drive and motivation by informing students in schools about the resources available for entrepreneurs.

PROJECT OWNERS

Business Region Göteborg



• THEME OPEN SPACES

POPUZAR

Popuzar has two main purposes – to support locations under development and to provide a platform for future small-scale trade in cultural and creative industries. During 2018, the city will draw on experiences and lessons from earlier pilot projects.

This initiative will gradually be developed and expanded to make room for more exhibitors and a wider variety of businesses, and to attract more residents and visitors. It can be used as a basis for developing new concepts including business models, roles, responsibilities, ownership and Popuzar's role in the city's future development. Suggestions will be evaluated for linking this initiative with other anniversary projects. Possible locations and content will also be evaluated. Popuzar will be a teeming marketplace for local and international enterprises, an attractive destination for visitors and a natural meeting place for Gothenburg's residents. It will also serve as an inexpensive and flexible commercial space that makes it easier for entrepreneurs to invest in ideas and products.

PROJECT OWNERS

Discussions are in progress with Business Region Göteborg

2021 IS INSPIRING MORE AND MORE PEOPLE

In addition to anniversary initiatives based on residents' ideas, many more initiatives have been included in the 400 year anniversary preparations. And more are being added all the time. Companies, administrations, industry, academia and associations are all contributing to the anniversary.

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

Gothenburg 400 years in 2021 @goteborg2021

4GOOD BUSINESS NETWORK GOTHENBURG

4good Business Network has the task of organising Sweden's largest networking meeting for influential women, with a focus on sustainable business development and new enterprise. We want to exchange experiences, and we see exciting potential in working with diverse cultures.

ALFIE ATKINS' CULTURAL CENTRE

Alfie Atkins' Cultural Centre in Gothenburg aims to be a leading children's cultural centre where ALL children feel at home. On the way towards 2021 we encourage playing, reading, theatre and culture early in life for ALL children regardless of ethnicity, language, social background and ability.

BUSINESS ASSOCIATION AVENYN

The Business Association Avenyn is investing in reinstating Kungssportsavenyn as Gothenburg's main boulevard by 2021.

BERGSJÖN 2021

Bergsjön 2021 is a collaborative project between ten property owners with the aim of improving the quality of life of everyone in Bergsjön through new building projects. Bergsjön 2021's primary task is to achieve sustainable and attractive renewal in Bergsjön in close symbiosis with local residents. The project's core values are employment, security and children's future prospects, and its vision is to learn from others, gain new ideas and develop Bergsjön together.

BOPLATS GÖTEBORG

With the BoNytt exhibition, Boplats Göteborg highlights the BoStad 2021 anniversary initiative, which will create 7,000 new homes.

BOSTAD 2021

BoStad 2021 is building 7,000 new homes. The need for more housing, especially rental apartments, is an issue that has been raised by many residents in connection with the 400 year anniversary. This initiative tests new forms of collaboration between the City of Gothenburg and various building companies. The City of Gothenburg has set up a special organisation for implementing anniversary initiatives in parallel with existing urban development plans. The whole project kicked off

in 2017. All of the 31 project phases are expected to start in 2018 over the whole city, from Angered in the north to Frölunda in the south. The homes are scheduled for completion in 2021.

GOTHENBURG BOTANICAL GARDEN

The construction of new public greenhouses at Gothenburg Botanical Garden will strengthen Gothenburg's position as a horticultural tourism destination. The greenhouses are scheduled for completion by the Botanical Garden's 100th anniversary in 2023.

CHALMERS UNIVERSITY OF TECHNOLOGY

Chalmers University of Technology is contributing knowledge and commitment to the anniversary preparations.

CITY PARTNERSHIP

City partnership is an initiative under which the inner city, the main boulevard Avenyn, Nordstan shopping centre and the Haga-Linné area are intensifying their joint efforts to win the title of city centre of the year in 2021.

COMEDY ART THEATRE

400 years of history are crammed into one year and presented by figures from the past.

ECORIDE

EcoRide is developing the Gothenburg anniversary bicycle for 2021. The company contributes to a better environment by choosing electric bicycles above fossil-fuelled vehicles.

ELOF HANSSON

Elof Hansson Fastigheter and Alecta jointly operate Global Business Gate, a hub and meeting place for international businesses. Global Business Gate aims to strengthen Gothenburg's position as an international city of trade and commerce.

FRAMTIDEN AB

Framtiden AB is accelerating the construction of thousands of new homes and gathering support for social initiatives including employment projects.

FRÖLUNDA CULTURAL CENTRE

Frölunda Cultural Centre and the City Premises Administration are planning to create a green roof as a public meeting place.

SPECIAL TRANSPORT ADMINISTRATION

The Special Transport Administration aims to develop a new flexibus service to simplify transport for more people by the 400 year anniversary.

NORDEN ASSOCIATION

In 2021, the Norden Association will organise a number of Nordic meetings focusing on culture, industry, tourism and interdisciplinary collaboration. The Association has initiated a collaboration with northern Germany which will culminate in a visit to Gothenburg in 2021.

GAMLESTADEN JAZZ FESTIVAL

The Gamlestaden Jazz Festival aims to establish an international jazz festival in time for the anniversary year.

GREENHACKGBG

GreenhackGBG inspires and encourages Gothenburg residents to lead more sustainable lifestyles. Through positive collaboration, we drive forward sustainable development in Gothenburg.

GREFAB

Grefab aims to get more of Gothenburg's residents closer to the water.

GÖTEBORG & CO

Göteborg & Co is using world congresses and events as milestones and publicity platforms, such as the International Film Festival, the Volvo Ocean Race 2018 and EuroPride 2018.

GÖTEBORG BAROQUE

In 2018, Göteborg Baroque will start collaborating with two Chinese ensembles to prepare a production for 2021.

GOTHENBURG FILM FESTIVAL

In 2021, in addition to celebrating Gothenburg's 400 year anniversary, we will celebrate the fact that the Gothenburg Film Festival is Scandinavia's most relevant film event. Our ambition is to be ranked among Europe's five leading film festivals. The Go Global focus year was launched during the Gothenburg Lilla Film Festival assisted by 2,000 children.

THE PORT OF GOTHENBURG

With a focus on sustainable growth, we will develop the Port's role as a logistics hub by extending it with new terminals and logistics areas. This will also boost employment in the long term. We give our customers the world through all our words and actions. One example of this is our marketing, which perfectly captures the 'Go Global' vision: "We give you the world, every day."

GOTHENBURG HERITAGE ASSOCIATION

The Gothenburg Heritage Association is preparing for Gothenburg's anniversary with a wide range of activities for members and cultural history associations. The activities include programme events focusing on Gothenburg's history and the role of workforce immigration in the city's development.

GOTHENBURG INTERNATIONAL ORGAN ACADEMY

The GIOA's vision is to develop Gothenburg as an international organ city with a world-class festival, the Gothenburg Outdoor Organ sculp-

ture and a unique pool of organs including a new organ which will be installed at the Gothenburg Concert Hall by 2021.

GOTHENBURG CULTURAL AFFAIRS ADMINISTRATION

In 2017 the Gothenburg Cultural Affairs Administration 2017 created "The Birth of Gothenburg", a new permanent exhibition about 17th century Gothenburg, at the Museum of Gothenburg. The new exhibition provides a clear home base for the historical element of the anniversary preparations in close collaboration with the Cultural Affairs Administration, City Planning Administration and various interest groups. In preparation for the Go Global focus year in 2018, work has started on providing foreign language translations for exhibitions at the Museum of Gothenburg.

THE ROYAL GOTHENBURG YACHT CLUB

The Royal Gothenburg Yacht Club's vision is to make sailing accessible to everyone by giving many more people the opportunity to try sailing. Our ambition is to create a national arena for water sports in Långedrag, to be completed by 2021. We are proud to be one of the organisers of the 2018 Volvo Ocean Race. We also organise other international competitive events.

GÖTEBORGS SPÅRVÄGAR

Göteborgs Spårvägar is evaluating the possibility of applying to organise the European Tram Championship in 2021.

CITY OF GOTHENBURG HUMAN RIGHTS AND NATIONAL MINORITIES

National minorities are an important part of Gothenburg's history, and we work together to promote a sustainable future for everyone. The City of Gothenburg creates opportunities for exercising influence through dialogue and consultation.

GÖTEBORGS STADS LEASING AB

Göteborgs Stads Leasing AB is working to promote the electrification of the city's vehicles and machinery. The goal is for the City of Gothenburg to have 600 green electric vehicles in operation by 2021.

UNIVERSITY OF GOTHENBURG GPS 400

GPS 400 is a digital collaboration resource at the Centre for Digital Humanities at the University of Gothenburg. It promotes and facilitates collaboration between researchers, civil society and local, regional, national and international colleagues, institutions and authorities. Establishing international contact networks between researchers and faculties worldwide will enrich Gothenburg's global efforts in 2018 in various ways.

GÖTEBORGS GIROT

Göteborgsgiroten aims to increase the number of cyclists taking part in its annual cycling event from today's 6,000 to 21,000. The Göteborgsgiroten cycling event will take place in May. Göteborgsgiroten's vision is for Gothenburg to be the cycling capital of Sweden.

GOTHENBURG WOMEN'S MOVEMENTS

Gothenburg women's movements will spotlight the importance of women's movements in Gothenburg in a book, lectures, meetings and cultural events in several public venues before and during the anniversary year.

GÖTEBORG OPERA

Göteborg Opera (Göteborgsoperan) is staging climate-friendly performances of Wagner's Ring Cycle, with one opera to be performed each year from 2018 until the anniversary year in 2021.





GOTHENBURG INTERNATIONAL PIANO FESTIVAL

The Gothenburg International Piano Festival plays a key role in Gothenburg's cultural life, offering excellent piano music. We create wonderful opportunities for children and young people to participate, experience, gain inspiration, develop and learn the art of piano playing through masterclasses, activities and concerts.

GOTHENBURG REGION ASSOCIATION OF LOCAL AUTHORITIES

Future Skills is a new meeting place created by the Gothenburg Region Association of Local Authorities (GR) in preparation for the Knowledge and Enlightenment focus year in 2019. It provides young people with opportunities to meet companies and industry representatives, try out jobs and find out which skills will be in demand in the future employment market.

GÖTEBORGSVARVET HALF MARATHON

Göteborgsvarvet will celebrate Gothenburg's anniversary with a unique marathon event in September 2021. Thousands of starting places are earmarked for international runners.

HIGAB

Higab is conducting a collaborative project to develop Västra Nordstan, the historic heart of Gothenburg, into a safe and vibrant area attractive to residents, visitors and local industry by 2021.

HISTORIEVERKET

Göteborg Humaniora is a project organised by the Historieverket economic association. The project will spotlight Gothenburg's cultural heritage before and during the anniversary year by portraying historic events and characters in historic locations and buildings throughout the city.

HÄRRYDA MUNICIPALITY

Härryda Municipality will conduct activities during the anniversary year, celebrate with Gothenburg and help make our strong local region even stronger.

SPORTS AND ASSOCIATIONS ADMINISTRATION

The Sports and Associations Administration is developing the Slotsskogs-vallen stadium and the adjacent park into an attractive and vibrant meeting place for leisure activities and international events.

IFK GÖTEBORG

The IFK Göteborg sports club is determined to win the Swedish football championship and qualify to play in the Champions League.

INFOGLOB – GLOBALA HUSET

Gothenburg's 400 year anniversary in 2021 will be a global event celebrating diversity and human expression in a myriad of art forms. The Globala Huset economic association will play a coordinating role in the celebrations.

JERNHUSEN

Jernhusen – the company is marking the anniversary by driving through the first phase of the new RegionCity commercial centre. The first phase of the project comprises a tower, a hall, a terrace and a public area. In 2018, we will take RegionCity beyond Sweden's borders. In Sweden we will create more space for children and pay tribute to some of the Europeans who contributed to the Scandinavian concept for RegionCity.

GOTHENBURG ANNIVERSARY RACE

The Gothenburg Anniversary Race was first held in 2013, and will

return every year until 2021 to promote public health and support brain research.

JEWISH COMMUNITY OF GOTHENBURG

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

Karriär-Kraft Grafiska is a social company for employees with special needs that is developing a digital 3D model of the 1923 anniversary exhibition.

HERITAGE SITES

Heritage sites in Gothenburg are kept alive thanks to a shared ambition and collaboration between HIGAB, the Cultural Affairs Administration, the National Property Board of Sweden and the City Executive. The initiative is convened by the anniversary organisation.

SOCIETY OF KUNGSHÖJD

The Society of Kungshöjd works to preserve Gothenburg's cultural heritage. In collaboration with the city, we aim to protect and promote the historic and architectural values of Kungshöjd to delight residents and visitors now and in the future.

LIFE SCIENCE

Life Science aims to develop Medicinareberget and Sahlgrenska into a unique Life Science cluster. Construction is scheduled to start in 2019.

LISEBERG

Liseberg amusement park is making its biggest investment ever by building a water park and family hotel, scheduled for completion in time for Gothenburg's 400 year anniversary in 2021 and Liseberg's 100th anniversary in 2023. This anniversary initiative will benefit Gothenburg's residents and visitors and strengthen Liseberg's position as one of Europe's most visited parks. It marks an important investment in Liseberg's long-term future in the global market.

LUNDBY DISTRICT ADMINISTRATION

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

GOTHENBURG MARITIME EXPERIENCE CENTRE

Gothenburg Maritime Experience Centre (Maritiman) is planning to create a maritime centre called Maritmans Hus, which will house a unique interactive permanent exhibition celebrating exchange across borders and boundaries. Maritmans Hus will be a constantly evolving interface between past and present, storytelling and facts, with a focus on maritime activity.

NORRA HISINGEN YOUTH COUNCIL

The Norra Hisingen Youth Council is formulating a plan to make Gothenburg the world's leading city for young influence and participation by 2021.

NYA HOVÅS

Nya Hovås is developing a new residential area with offices, retail premises and 1,300 new homes, planned for completion by 2021.

TRADE & INDUSTRY GROUP, GÖTEBORG & CO

The Trade & Industry Group is engaging its member companies in a joint anniversary project and following the focus years in its communication and projects. In 2019 the Trade & Industry Group will focus on the theme Knowledge and Enlightenment.

THE EAST INDIA TRADING SHIP “GÖTHEBORG”

The East India trading ship “Götheborg” will provide an incentive to visit the cultural quarter at Masthuggskajen.

PARKS AND LANDSCAPES ADMINISTRATION

The Parks and Landscapes Administration is actively participating in the city’s anniversary preparations and will initiate green projects leading up to 2021.

PASSALEN

The Passalen community association provides meaningful recreation opportunities for everyone, including the “Everyone can Sail” initiative in Frihamnen harbour and “Confidence in the water” classes.

RÖDA STEN ART CENTRE

The Röda Sten Art Centre will organise high quality exhibitions and programmes and display artworks around the city before and during the 400 year anniversary, via its art centre and the Gothenburg International Biennial for Contemporary Art (GIBCA). The Röda Sten Art Centre presents leading edge international art in Gothenburg.

SERNEKE

Serneke is building Karlatornet, the tallest building in the Nordic region, in Karlastaden at Lindholmen. Standing 240 metres tall, Karlatornet will contain hotels, offices and apartments. The building will be completed by the 400 year anniversary and ready for occupancy in the second quarter of 2021.

THE MARITIME MUSEUM AND AQUARIUM

The Maritime Museum and Aquarium (Sjöfartsmuseet) will be renovated and extended to include a brand new aquarium and a new entrance. The reopening is planned for the autumn of 2021.

SKANSKA NYA HEM

Skanska Nya Hem will carry out one anniversary initiative per year until 2021. Each initiative will be located in a different urban quarter and inspired by the relevant year’s focus theme. In 2016, the Year of Culture, an art competition was organised involving the city and the residents of the Örgryte area. During Green and Grand City 2017, green innovations were implemented in Lindholmshamnen and the Brf Solgränd housing cooperative in Nya Hovås gained an extra green and grand yard. In 2018, we will look outside Sweden and use international ideas to enrich housing projects in Gothenburg.

SOCIAL RESOURCES ADMINISTRATION

The Social Resources Administration is conducting an initiative on the theme “The city where we read to our children”. The initiative is part of Equality in Gothenburg. It pays homage to storytelling and aims to help more young people get into high school, higher education and employment. In 2021 we will celebrate 400 years of stories. The foundations have been laid for making Gothenburg a city where we read to our children, so that children can fulfil their dreams.

NATIONAL PROPERTY BOARD OF SWEDEN

The National Property Board of Sweden is collaborating with local stakeholders to develop heritage sites in Gothenburg.

SUSTAINABLE GOTHENBURG

Sustainable Gothenburg works to make Gothenburg a sustainable destination.

SWEDAVIA, GÖTEBORG LANDVETTER AIRPORT

Landvetter Airport provides a gateway to the rest of the world and

promotes meetings between people. We will support the city’s growth by developing the airport for the future and contributing to sustainable growth. We will provide international access to the rest of the world in response to the growing region’s need for air travel for trade and industry, tourism, meeting family and friends, academia and culture. We will add more international direct destinations in 2018 and are planning the construction of a new airport hotel next to the terminal.

SWEDISH EXHIBITION & CONGRESS CENTRE

The Swedish Exhibition & Congress Centre (Svenska Mässan) has set its sights on being an innovative meeting place for the anniversary exhibition in 2021.

LET’S COLOUR GOTHENBURG

Let’s colour Gothenburg is an initiative that creates real jobs for unemployed youths while decorating the city with public artworks. In 2018, high quality local and international artworks will be painted along a 21-kilometre art trail from Röda Sten art centre to Blå Stället cultural centre.

GOTHENBURG’S HISTORY IN A THOUSAND PHOTOS

Gothenburg’s history in a thousand photos is a collaborative project initiated by Kristian Wedel.

TILLT

TILLT leads and develops art projects with a focus on sustainable integration that contributes to a more creative, inclusive and meaningful urban culture. In Borderline Offensive, a project under the Go Global theme, TILLT works with art, integration and humour – in Gothenburg and 11 countries in Europe and the Middle East.

TRAFFIC & PUBLIC TRANSPORT AUTHORITY

The Hisingen Bridge is not just a bridge. It provides a link between people and urban districts and plays a pivotal role in the city’s overarching development plan. The bridge will replace the existing Götaälvbron bridge and is scheduled for completion in 2021.

TUKAN FÖRLAG

The publishing company Tukan Förlag will create a beautiful photographic book that looks back over Gothenburg’s 400-year history while offering a glimpse of what is to come.

UNIVERSEUM SCIENCE CENTRE

Based on an idea that emerged during the Open City process in 2012, Universeum plans to educate more than 30,000 children in the UN Global Objectives as well as health, democracy and human rights issues. The children will receive diplomas after completing the programme. The programme will be carried out in an open dialogue and will contribute to social, ecological and economic sustainability in daily actions and, not least, to improving equality in Gothenburg. The content is part of the national curriculum. Applied systematically over time, this initiative offers strong possibilities for increasing children’s engagement, skills and prospects for a positive future. The aim is to establish a long-term working method which will be celebrated in 2021 and then continue into the future.

WALLENSTAM

Wallenstam is developing the Kallebäcks Terrasser area, which has around 2,000 new homes and large commercial areas, into a new vibrant area close to nature with the city within cycling distance and the world within reach.

**REGION VÄSTRA GÖTALAND**

Region Västra Götaland is carrying out initiatives focusing on culture.

CITY DISTRICT ADMINISTRATION OF WESTERN GOTHENBURG

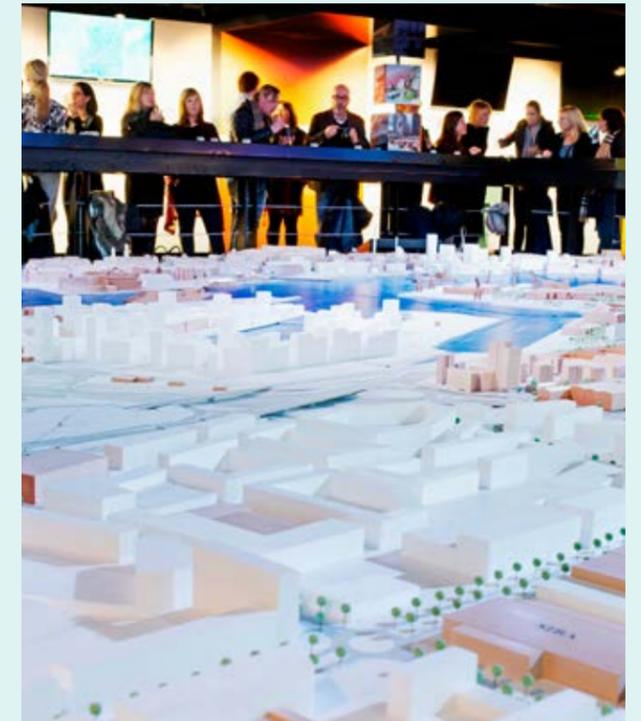
The City District Administration of western Gothenburg aims to become a socially sustainable district by 2021.

WEST SWEDEN CHAMBER OF COMMERCE

The West Sweden Chamber of Commerce is a platform for consultation with business stakeholders on the development and attractiveness of the city and region.

WEST SWEDEN MILITARY HERITAGE SOCIETY

The West Sweden Military Heritage Society wants to be involved in the preparations and celebrations for Gothenburg’s 400 year anniversary.

**ÄLVSTRANDEN UTVECKLING**

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.

CITY DISTRICT ADMINISTRATION OF EASTERN GOTHENBURG

The City District Administration of eastern Gothenburg has a vision for the district leading up to 2021. The World Literature House will open in 2018, and the cultural centre in Bergsjön will be completed by 2021. Discussions are in progress with the City District Administration of eastern Gothenburg on how the centre will be promoted and included in the celebrations.

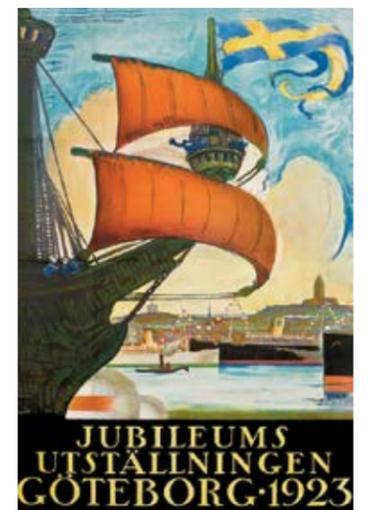


THE WINGS OF HISTORY HELP US FLY

Gothenburg's 300 year anniversary left its mark both locally and internationally. Götaplatsen square, Gothenburg Museum of Art, Liseberg amusement park, Gothenburg Botanical Garden, Slottsskogsvallen stadium, the Swedish Exhibition & Congress Centre and Sweden's first civil airport were all built for the occasion.

Major investments were made in architecture, streets, parks and urban spaces in preparation for the slightly delayed Anniversary Exhibition in 1923. The whole nation took part in the celebrations. 193 registered meetings were organised during the year. The New York Times dedicated a whole supplement to the anniversary, and the celebrations attracted 41,000 visitors from abroad. The exhibition lasted five months and received a total of 4.2 million visits, an enormous number for a city with only 230,000 inhabitants at the time. It is hard to imagine what our city would be like today without these initiatives. Gothenburg's history

shows what can be achieved by mobilising initiatives, resources and political decisions. 2021 presents a similar opportunity. The 400 year anniversary isn't about living up to the 1923 Anniversary Exhibition. But we can still draw on the previous anniversary's experiences in preparation for Gothenburg 2021. They clearly demonstrate how a celebration can be much more than a party. Gothenburg already has well-established experience and traditions of organising anniversary initiatives that benefit a city and region from a long-term perspective.



ANNIVERSARY ORGANISATION AND COLLABORATION

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. 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. The council ensures that the anniversary values are followed and the right direction is maintained, and produces annual anniversary plans including a budget report.

MEMBERS OF THE 2021 COUNCIL

- Patrik Andersson, Business Region Göteborg
- Helena Bjarnegård, Parks and Landscape Administration
- Babbs Edberg, District Administrations
- Stefan Eglinger, Traffic & Public Transport Authority
- Michael Ivarson, Social Resources Administration
- Henrik Kant, City Planning Office
- Ylva Löf, City Executive Office
- Cornelia Lönnroth, City Executive Office
- Helena Mehner, City Executive Office
- Camilla Nyman, Göteborg & Co, chairwoman of the board
- Marika Ogrelus, Älvstranden Utveckling
- Birgitta Roos, Ecocycling and Water
- Anna Rosengren, Cultural Affairs Administration
- Magnus Sigfusson, City Executive Office

- Therese Brusberg, project manager
- Sofia Berntsson, development leader
- Birgitta Bergerlind, process leader Go Global 2018 (part-time)
- Eva Henricsson, process leader Knowledge and Enlightenment 2019 (part-time)
- Johan DePaoli, digital communications officer, stand-in (Emma Backman, parental leave)
- Johanna Frejme, communications manager
- Henrik Jutbring, anniversary strategist
- Pauline Pontois, communications and PR (part-time)
- Anki Sande, programme manager
- Mia Samuelsson, artistic director/programme producer
- Malin Widehammar, co-ordinator, Youth Reference Group (part-time)

YOUTH REFERENCE GROUP – POWER TO THE YOUTH 2021

The youth reference group was formed in 2014 for the By and with Young People focus year. The group has since been developed and is now called Power to the Youth. The group works to increase young peoples' influence over the development of Gothenburg's anniversary initiatives, and to get young people's needs met in Gothenburg, up until and after 2021. The youth reference group is comprised of 15 members aged 15 to 20, from various districts of Gothenburg. The group is evolving in stages, and now decides its own working methods and focus areas. The youth reference group is already in the process of developing a project plan for young democracy consultants in collaboration with Youth As Change Agents, in order to continue its work after 2021. This initiative contributes to the City of Gothenburg's goal of increasing youth influence and participation.

ANNIVERSARY STAFF

The anniversary staff act as the operational hub and drive the entire process forward in line with the anniversary vision. The staff are responsible for the ongoing development of the organisation, communications, plans, tools, guidelines, and for evaluating anniversary preparations in close collaboration with all stakeholders involved. A programme committee joined the anniversary organisation in 2018.

New forms of collaboration, networking and contacts are developed daily. Perhaps the organisation's 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.



2021 COUNCIL



Patrik Andersson, Business Region Göteborg



Helena Bjarnegård, Parks and Landscape Administration



Babbs Edberg, District Administrations



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ANNIVERSARY STAFF



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



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