

GOTHENBURG'S 400TH ANNIVERSARY

Anniversary magazine 2020

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Looking forward to

ANNIVERSARY YEAR 2021

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**ANNIVERSARY
INITIATIVES**

For an even better city

Page 10

This year's focus:

**SUSTAINABLE
GROWTH**

Promoting
Gothenburg together
read Peter Grönberg's
diary on page 47
CEO, Göteborg & Co

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2021
0 GÖTEBORG
1621-2021

This magazine describes the work involved
with Gothenburg's 400th anniversary.

ONE VISION

By 2021, Gothenburg will be internationally recognised as a brave role 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.



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 distances.



OPEN SPACES

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

FIVE GOALS

1

TO MAKE AN INTERNATIONAL MARK by working to make Gothenburg a city where residents enjoy life 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.

GOTHENBURG IS TURNING 400 AND MAKING THINGS HAPPEN

Gothenburg's 400th anniversary is rapidly approaching. Here, you can find out more about how we are developing the city ahead of this milestone, with effects that will be felt for many years to come. Stay updated at goteborg2021.com and via social media.

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ANNIVERSARY YEAR 2021

The 2021 anniversary year will be an entire year of experiences. Three highlights link the year's events: the opening ceremony which kicks off the celebrations, the anniversary weekend in June, and a week in December when we look to the future.



'Shining Examples' at Stora Teatern.
NB: artist's impression.

LAUNCHING GOTHENBURG'S 400TH ANNIVERSARY

GOTHENBURG'S ANNIVERSARY YEAR will begin on New Year's Eve 2020 at 20:21. This will be a historic 360° celebration of Gothenburg on the square Gustaf Adolfs torg. There will also be many events in the surrounding area. The opening celebrations will shine a light on people, our history and locations around the city.

The vision is that Gothenburg will be lit up at 20:21, as a lighting concept project 'Shining Gothenburgers' can be seen on buildings, squares and other locations around the city. We want to light up the city, with the involvement of businesses, organisations, property owners and industry. If you want to be part of these celebrations and have a 'shining example' shown on the façade of your building, please get in touch with the Anniversary Organisation.

The launch of the anniversary year will include many programme events, and will last for several weeks.



THE ANNIVERSARY WEEKEND JUNE 4-6, 2021

GOthenBURG'S TOWN CHARTER WAS SIGNED by King Gustav II Adolf on June 4, 1621. So on this weekend we will be celebrating our 400th birthday! We will be doing so in a number of locations around Gothenburg, and in many different ways.

Find out more at goteborg2021.com



June 4 – we celebrate our official birthday



Come to the historic area around the square Gustaf Adolfs torg, and don't miss the exhibition of 400 years of history at the Museum of Gothenburg.



Celebrations for the 300th anniversary also took place on Gustaf Adolfs torg, and once again a historic parade will make its way through the city.



June 5 – we pay tribute to the river and meet at the water



The park Jubileumparken and bathing spot are opened.



Culinary and musical experiences throughout the city.



The bridge Hisingsbron joins the city together.



Sweden's National Day.



Gothenburg Symphony Orchestra in Slottsskogen city park.

Illustration: Tomorrow AB

Photography: Erik Mofjell

LOOKING TO THE FUTURE

FOR A WEEK IN DECEMBER, we will focus on sustainable growth, human rights, democracy and equality. This will be an international forum for cutting-edge knowledge, research and innovation. We will showcase Gothenburg's history and future.



Celebrating a century of democracy.



Nobel Week Dialogue



The city where we read to our children.



AN ENTIRE YEAR OF EXPERIENCES

This is just a small selection. The anniversary calendar will be launched in August 2020 at goteborg2021.com.



Göteborg Film Festival
Jan 29–Feb 8, 2021



21 km of art from Blå stället
cultural centre to the Röda
Sten Art Centre



Gothenburg Tales
launches 25 April on
Gustaf Adolfs torg



Side by Side
by El Sistema – concert
June 22 at Scandinavium



Special anniversary edition
of the International Science
Festival Gothenburg,
spring 2021



New archipelago trips from
Stenpiren throughout the
summer



European Karate
Championships
May 12–16, 2021



UEFA Women's Champions
League Final, May 16, 2021



Anniversary Festival
at Frihamnspiren
June 4–13, 2021



Gothenburg Culture Festival
August 2021



'Kärlek skonar ingen'
musical featuring the music
of Håkan Hellström at the
Göteborg Opera



Ö-festen on Ringön
September 2021



Opening of the park
Färjenäsparken,
autumn 2021



Göteborgsvarvet Marathon
September 19, 2021



Yesbox celebrates
4 years in October



Genealogy Days
Aug 28–29, 2021



Göteborg International
Biennial for Contemporary Art,
autumn 2021



Ice Hockey World
Junior Championships
Dec 26, 2021–Jan 8, 2022



Gothenburg City Triennial
June–November 2021,
find out more on page 21

This is just
a small selection.
An anniversary calendar
will be launched in
August 2020 at
goteborg2021.com

GOTHENBURG HAS A NEW ANNIVERSARY SONG!

A young woman with long, wavy blonde hair is singing into a microphone on a stage. She is wearing a black turtleneck sweater and a colorful patterned scarf with red and green floral designs. The background is dark with blue stage lights.

When Gothenburg turned 350, Lasse Dahlqvist wrote one of his most popular songs: 'Välkommen till Göteborg'. As the 400th anniversary approached, the idea of a new official anniversary song to represent the city came about. A competition was therefore announced in 2019, giving the public the chance to submit their own contributions. We spoke to the talented young Katarina Hemlin, who wrote and recorded the winning entry: 'Vi vill leva, vi vill dö i Göteborg'.

The song competition was first launched back in autumn 2019, and was arranged in partnership with The Brewhouse Award. The anniversary song was one of the categories in the Brewhouse Award – Music Innovation. Professional and amateur musicians had until the end of October to submit their entries, with the winner being voted on by the public and a jury. Following a tough battle between 70 entries, Katarina Hemlin was eventually crowned the winner during the final gala. In an exclusive collaboration with Gothenburg Symphony Orchestra, Katarina will now record two versions of the winning entry which will be released on Spotify. The orchestra will also accompany her when she performs the song at Slottsskogen city park on Sweden's National Day, June 6, 2020.



CONGRATULATIONS KATARINA! HOW DID YOU HEAR ABOUT THE COMPETITION, AND WHAT MADE YOU APPLY?

It was actually by chance. I've always loved writing. I've started a number of poems, songs and novels, but never really finished anything. When I graduated from high school, I set myself the goal of completing one of my creative projects, and after searching a little online I came across the competition!

WHAT WAS YOUR THOUGHT PROCESS WHEN WRITING THE SONG?

The song is based on my own memories of Gothenburg, but when writing an anniversary song for an entire city the challenge lies in not making those memories too personal. The solution was to come up with specific events and favourite locations that everyone knows about and has a relationship with. That way, the song becomes personal to everyone. Another aspect was that people should be able to sing along to it, which brings its own challenges.

THE SONG REALLY CAPTURES THE SPIRIT OF THE CITY. DID YOU GROW UP IN GOTHENBURG?

I've lived in Guldheden for most of my life, and I love the city. I'm fascinated by culture in all its many forms, and Gothenburg has an excellent cultural offering. We've had a strong musical scene here for a long time, and it continues to thrive, so there's always an exciting band to go and listen to. Apart from that, I enjoy just walking around and enjoying the city, which I always find very inspiring.

NAME: Katarina Hemlin

AGE: Just turned 21

JOB/EDUCATION: Studying creative music and songwriting

BEST THING ABOUT GOTHENBURG: Just being able to walk around the city

CURRENTLY LISTENING TO: Gothenburg band Terra



POWER TO THE YOUTH

The anniversary's young reference group was formed in 2014 ahead of the focus year *Created By and Including Young People*. The group has since evolved, and is now called Power to the Youth. It works to ensure the influence and participation of young people when developing Gothenburg's anniversary initiatives. Together, the group makes sure that the needs of young people are taken into consideration, all the way through to 2021 and beyond. The group consists of around 15 youngsters aged 16 to 27 from around the city. The group has evolved in stages, and its members are currently deciding how to work and what to focus on.

During 2020, the group will devote most of its time to preparing for the anniversary year. The ambition is therefore to document and package the working model developed by Power to the Youth. Several different working methods have been devised over the years. During 2020 and 2021, the group will use methods focused mainly on execution and implementation.

To highlight sustainable growth – the focus year for 2020 – Power to the Youth is also planning a project that aims to illustrate issues relating to young influence and participation in connection with sustainable urban development.

Power to the Youth has developed four services to offer within the city's anniversary efforts:

- **Advice** Provide guidance and support for working with young people's involvement and influence. Provide training to strengthen the city's anniversary efforts in connection with these issues.
- **Response** Arrange and take part in workshops, and respond to the work of the anniversary initiatives from a youth perspective.
- **Implementation** Carry out projects and activities to promote young people's influence and involvement.
- **Work** Help with the anniversary efforts. This includes providing information about Gothenburg's 400th anniversary during various activities, engaging in dialogue with the people of Gothenburg, or staffing the anniversary pavilion during Gothenburg Culture Festival.

FOCUS YEAR 2020: SUSTAINABLE GROWTH



► Every year leading up to the anniversary has a particular focus. This creates something to gather around, to talk about and to invite people to in the lead-up to 2021. The focus for 2020 is Sustainable Growth.



The focus year Sustainable Growth brings together and sums up the process, draws upon the effects of previous focus years, and shines a light on everything that has been done as part of building momentum ahead of the anniversary in 2021. The youth perspective is central, and activities will be coordinated and highlighted in cooperation with Power to the Youth. The perspective groups, which were created at an early stage of the anniversary process, have been invited to map and analyse this work. Looking back enables us to see ahead.

The initiative, whereby students became Future Ambassadors within the global goals, was launched in connection with the Knowledge and Enlightenment focus year in 2019. The work will continue during 2020.

One focus for the district administrations is the Gothenburg's Anniversary Map joint initiative together with Göthenburgo, in which visual art is created together with the inhabitants of every district.

The school and education administrations within the City of Gothenburg (the Preschool Administration, the Compulsory School Administration, the Education Administrations and the Labour Market and Adult Education Administration) have begun developing a unique knowledge chain for lifelong learning. This work will continue during 2020 and towards the anniversary.

The focus year's initiatives within the fields of *skills supply* and *attractiveness* are also being coordinated with the city's Industry and Commerce Strategic Development Programme, in partnership with Business Region Göteborg. Together, concrete, inclusive activities are being identified to strengthen the city's attractiveness and skills supply.



Future Ambassadors

DURING 2020, WORK IS BEING STEPPED UP to train students to become Future Ambassadors. Even more compulsory school students (preschool to year 9) will be working this year with digital tools on various concepts based on the UN's Sustainable Development Goals. The aim is for more students to qualify as Future Ambassadors by strengthening their learning and improving their subject knowledge within science, technology and maths. The Future Ambassadors scheme is being run by Gothenburg's Compulsory School Administration, Universeum, the Göteborg & Co Trade and Industry Group and Gothenburg's 400th anniversary.

Did you know that...

Gothenburg has been named European Capital of Smart Tourism 2020? The initiative was launched by the European Commission to recognise cities that excel through smart, innovative and inclusive tourism solutions. It also aims to show how tourism can contribute towards sustainable development. The city that is awarded the title must stand out within four categories: sustainability, accessibility, digitalisation and cultural heritage/creativity.



GOTHENBURG'S ANNIVERSARY MAP

DURING THE SUSTAINABLE GROWTH FOCUS YEAR, the district administrations will be displaying Gothenburg's Anniversary Map at the Urban Gallery of Gothenburg. The aim is to show that every district has many exciting things to offer residents and visitors alike.

The map takes the form of an art exhibition staged by the non-profit association Göthenburgo, subverting the idea that a map only shows the central parts of a city. All the content for Gothenburg's Anniversary Map is being created by the city's residents. Ideas are being gathered in the city's districts, with local illustrators depicting the most interesting locations and buildings in each area. This will result in an exhibition of around a hundred works from various places around Gothenburg, to be unveiled during Gothenburg Culture Festival in August 2020. Giving the people of Gothenburg the opportunity to showcase the places that mean the most to them will expand the view of what is interesting and exciting in the city. More people will thereby have the chance to discover new landmarks and activities in their own city.

Find out more about Gothenburg's Anniversary Map on page 12.



GOTHENBURG'S ANNIVERSARY MAP AND THE URBAN GALLERY OF GOTHENBURG

What exactly is a destination? And what are the fascinating tales behind the city's buildings and locations?

Many tourist maps of cities focus on the central, popular thoroughfares, completely overlooking the rest of the city. This influences tourists' and locals' perceptions of the city, meaning that they miss out on many of the landmarks and activities that the city has to offer. Göthenburgo plans to change all this with the Gothenburg's Anniversary Map project.

Gothenburg's 400th anniversary and the non-profit association Göthenburgo will be working together with the people of Gothenburg to create an exhibition featuring one hundred illustrations of locations and buildings from all around our wonderful city. The concept is based on the content and illustrations coming from and being created by the city's residents themselves, with ten buildings, land-

marks or locations in every part of the city being drawn by an illustrator from each district. From August 2020, the exhibition will be on display at the Urban Gallery of Gothenburg in several locations around the city. To mark the 2021 anniversary year, the one hundred illustrations will be combined to create a map of Gothenburg.

Find out more about Göthenburgo at gbgo.se

To mark the 2021 anniversary year, the one hundred illustrations will be combined to create a map of Gothenburg.



Exhibiting one's art in the city centre creates a sense of pride.



The 'My journey' exhibition.



The 'Rich in Years' exhibition.



The unveiling of Young Art during Culture Night 2019.



The world's leading region for street art

All 13 municipalities in the Gothenburg Region, together with the cities of Gothenburg and Borås, will be taking part in a joint focus on art in urban and rural settings. Together, they aim to become world leaders in street art.

As part of the anniversary celebrations, the city and the countryside have been filled with exciting new artworks, and more are on their way. *Artscape*, *ArtMadeThis*, *Land Art* and *21 km of Art* have all boosted the number of artworks in the city ahead of the anniversary. The ambition is to create the world's leading region for street art – a geographical area and a cohesive concept offering a better quality and a higher number of artworks than any other corresponding metropolitan region in the world. Additional initiatives are therefore being planned in broad cooperation in order to ensure a combined approach to street art throughout the city, linking together all the region's various initiatives. Make the artworks your destinations, and discover the city along the way!



Gender Revolutions,
Irene Lasivita, Argentina.



ANNIVERSARY INITIATIVES FOR AN EVEN BETTER CITY



The vision for the 400th anniversary is based on the wishes of the people of Gothenburg, and involves Gothenburg being an innovative, open and inclusive city where all citizens feel a sense of meaningfulness and involvement. For example, the city's anniversary efforts are contributing towards new meeting places, experiences, jobs, historic values, sustainability and a living city.

▶ On pages 15–20, you can read about the city's anniversary initiatives, which have evolved from ideas into sustainable solutions for the future.

▶ On pages 21–37, you can find out more about the initiatives from more than 140 partners contributing towards the anniversary and the city's development.



JUBILEUMSPARKEN IN FRIHAMNEN

A WATERSIDE CITY PARK, surrounded by greenery, is emerging in Frihamnen. The ambition is that the park Jubileumsparken should be open to visitors throughout the expansion of the surrounding area, and that it should be built in partnership with locals, schools, associations and industry.

Ahead of the city's 400th anniversary, the people of Gothenburg have expressed a desire to come closer to the water and Jubileumsparken will allow them to do precisely this. The emerging park offers facilities and activities for swimming, saunas, a sailing school, summer camps and vegetable growing boxes. These activities and the operation of the park are being run in cooperation with the non-profit association Passalen, creating jobs for around 30 young people every year.

During 2019, Jubileumsparken attracted more than 105,000 visitors – an increase of over 25,000 compared to the previous year. Schools and preschools also visit the park regularly.

The planning of Frihamnen and Jubileumsparken has been a pilot project for a new way of working with urban development. The work has a focus on involving citizens, on everyone being able to participate regardless of their functional ability, and on young people having significant influence. The vision is that Jubileumsparken should be a meeting place for everyone, across social, gender, ethnic and district boundaries.

Construction of the first stage of the permanent park began in 2020, with new bathing and recreation areas. This is planned to be completed by June 5, 2021.

Outdoor classroom

An outdoor classroom and a water play area were built in 2019. Here, children can have fun in the rain and investigate how water runs away and disappears, climb the climbing wall or shelter from the elements. The outdoor classroom was built by hundreds of volunteers of all ages, under the direction of architects Recetas Urbanas. The water play area can be used by members of the public, schools and preschools.

Public bathing area

Many Gothenburgers have expressed a strong desire to be able to swim in the heart of the city. A bathing area alongside Kvillepiren in Frihamnen opened in 2015. This area is part of the river, and is approximately 20 metres long, 8 metres wide and 1.8 metres deep. Jubileumsparken also operates a training swimming school for learners who want to improve their swimming skills together with skilled staff.

Public sauna

The public sauna in Jubileumsparken is a spectacular building made from recycled materials. Anyone can use this free facility, which offers beautiful views of the river. The sauna was built in 2014 by the people of Gothenburg together with architects from Raumlabor Berlin. The sauna will be renovated in 2020, making it a permanent feature of the park.

'Lilla Salt'

There has been a saltwater basin next to the

public sauna in Jubileumsparken since 2018. The water comes directly from the river's salt-water wedge beneath the freshwater, which flows all the way in to Frihamnen. The water is pumped in, and circulates constantly.

Sailing school

A sailing school opened in Frihamnen in 2014, and has been a great success. The sailing school is free, and uses dinghies that can be sailed by anyone, whatever their previous experience or functional ability.

Vegetable growing

You can grow vegetables and other foodstuffs in your own box in the park. Anyone who wants to do so must apply to join an association, and can then be assigned a growing box subject to available space.

Vision: Jubileumsparken embraces the water, and offers open spaces and builds bridges between people. This is a meeting place that features biological diversity and proximity to the water. The park is gradually being developed in close cooperation with businesses, schools and the people of Gothenburg. Water from the river's salt-water wedge is channelled up, providing a clean, sustainable bathing facility in the heart of the city.

Project owners: Älvstranden Utveckling and the Parks and Landscapes Administration





An accessible archipelago

GOTHENBURG HAS A FANTASTIC ARCHIPELAGO. This anniversary initiative involves increasing links from the city centre to the archipelago, while also putting the archipelago firmly on the map. As a result, there are now more departures to and from the city centre, both during the summer and all year round. This work is being carried out in partnership between various different players, including Västra Göteborg district administration, Öckerö Municipality, Göteborg & Co, Västtrafik and Styröbolaget.

Vision: By 2021, it will be easy to reach the sea and the archipelago. Archipelago boats depart frequently from Stenpiren. Increased cooperation gives more Gothenburgers access to the archipelago, and those who live in the archipelago have more transport options to the city centre. This creates opportunities and growth for tourism and other industries.

Project owner: Göteborg & Co



THE DOCKS AT ERIKSBERG

GOTHENBURG HAS A LONG and fascinating history within trade, shipping and shipbuilding. Many people want to preserve this heritage, hence the anniversary initiative relating to the docks at Eriksberg. The aim of this initiative is that Eriksberg should become a natural destination for the city, where locals and visitors can meet and find out about historic vessels and the city's maritime heritage.

The focus on the docks at Eriksberg began in 2014, when quay-side improvements saw the addition of piers featuring moorings with electricity and water. The harbour has now made Eriksberg a place where people from different backgrounds with an interest in boats come together to share their knowledge.

The ambition for 2021 is to establish a permanent and secure harbour for historic boats, based on the four piers.

Vision: Eriksberg is a destination for the city, where locals and visitors can learn about the preservation of historic vessels, both docked at the quayside and out on the water. Here, people from different cultures come together as part of a learning process. There is easy access by bus or boat. Walking around the area is a way to learn about Gothenburg's history and its various times of greatness, thanks to the harbour's boats and buildings. This is where history and culture come together, close to the water.

Project owner: Älvstranden Utveckling

BOSTAD2021 – AN EXTRA FOCUS ON HOUSING

THE NEED FOR MORE HOUSING is a perennial issue raised by many of the people of Gothenburg ahead of the 400th anniversary. In response, the BoStad2021 project was launched – a unique collaboration between the City of Gothenburg and industry to increase the pace of housing construction.

The aim is to build 7,000 extra homes in Gothenburg, over and above regular housing construction. BoStad2021 will trial new forms of collaboration between the City of Gothenburg and construction companies, with the aim of building build more homes, more quickly. One solution involves drawing up detailed development plans in parallel with preparing for the implementation phase and through close dialogue with local residents at an earlier stage. Ground was broken on the project in 2017, with the final residents expected to move in during 2022–2023.

Vision: 7,000 additional homes in connection with the 400th anniversary

Project owner: The Property Management Administration in broad cooperation



BLUEWAYS, GREENWAYS AND OASES

IT SHOULD BE EASY to get around and meet others from different parts of the city, and to relax and enjoy culture and nature. As requested by the people of Gothenburg, blueways, greenways and oases are therefore being developed around the city. The ambition is to create social, cultural and ecological meeting places in the city by the time of the anniversary.

There was a focus on Kvilleleden in 2018, with the creation of the Kvillestråket greenway (2016–2018). Here, an outdoor gym and a dance floor were created in consultation with young girls in the city. Studies show that the facilities provided for spontaneous sport mainly attracted young lads. This has allowed girls to create a space and directly influence the cityscape.

Between now and 2021, the initiative involves developing the city park Färjenäsparken. This is one of the city's two city parks alongside the river, and is rich in history – for example, it was here that King Karl IX first established Gothenburg in the 17th century. The initiative will help to provide more waterside meeting places and natural and cultural experiences, as well as making use of ecosystem services.

Vision: By 2021, Gothenburg will have more connected blueways, greenways and oases with access to the water and greenery. Along the way, there will also be more inviting oases and meeting places.

Project owner: The Parks and Landscapes Administration



Kulturhuset Bergsjön, artist's impression from the square Rymdtorget towards the main entrance. Illustration: Sweco Architects

HIGAB – DEVELOPING AND BRINGING AREAS TO LIFE

HIGAB IS MARKING Gothenburg's 400th anniversary in 2021 by working in partnership to develop Västra Nordstan, the park Seminarieparken and the cultural centre Kulturhus Bergsjön into three of the city's most attractive meeting places and destinations. The aim is to create attractive, accessible and vibrant environments, meeting places and destinations through cooperation.

Västra Nordstan

Ever since Gothenburg was established in 1621, this district has been at the centre of events and is the city's historic heart. The area is still characterised by the former division into plots, narrow streets and historically significant buildings. Higab has begun extensive development work based on the values of sustainability, innovation and tradition. The aim is to create a vibrant, safe district where the focus and the range of activities feature sustainability and complement the offering of Nordstan shopping centre. This development involves bringing the area to life through public events, raising the profile of the thoroughfare and adapting ground-floor level premises to create cafés, restaurants and other facilities. The project has been christened Västra Nordstan Revival.

Seminarieparken

The park Seminarieparken in Annedal was originally a school garden dating from the 1860s. Higab will combine history, tradition and innovation, creating a park that is attractive all year round – even

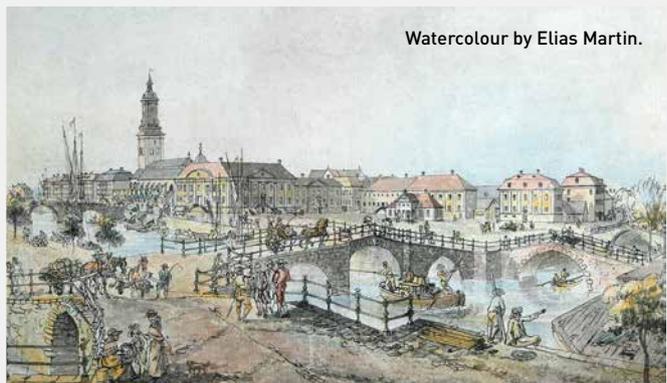
when it rains. The ambition is to achieve this in cooperation with Ecocycling and Water as part of their Rain Gothenburg anniversary project, which aims to make Gothenburg the world's greatest city when it rains.

Kulturhuset Bergsjön

In 2013, Gothenburg City Administration decided to build a cultural centre in Bergsjön. The initiative is part of the Bergsjön Programme, which has been devised by the City Planning Administration and focuses on social sustainability and integration. Higab has been commissioned to build and own the cultural centre, which will be completed in 2022. In addition to the construction work, the objective is to work in partnership with other local players to create a cultural thoroughfare from the tram stop to the new cultural centre.

Vision: As part of the 2021 anniversary initiative, Higab has chosen to highlight three projects that represent different periods, different locations and different activities in Gothenburg: a new build (Kulturhus Bergsjön), a park (Seminarieparken) and bringing the city's historic heart back to life (Västra Nordstan). The aim of the initiative is to create attractive, accessible and vibrant environments, meeting places and destinations through cooperation.

Project owner: Higab



Watercolour by Elias Martin.



Illustration: Tomorrow AB

HISINGSBRON – JOINING THE CITY TOGETHER

THE WORK ON THE NEW HISINGSBRON is in full swing, and the bridge is now emerging from either side of the river Göta Älv. The project has made such good progress during spring 2020 that the rail surface is being cast for Arpeggio which crosses the river and the steel is being mounted onto the public transport bridge which runs down to Nordstan and Östra Hamngatan. The plan is to open the bridge to pedestrians, cyclists and drivers in spring 2021, and to trams

in the autumn. There will be extra special celebrations for the bridge during the anniversary weekend on June 5.

Vision: In 2021, the bridge Hisingsbron will be commemorated as 'More than just a bridge' during the anniversary weekend on June 5.

Project owner: The Urban Transport Administration

Did you know that...

Gothenburg is currently undergoing a historic growth spurt?



Gothenburg Tales – writing new stories

GOTHENBURG TALES AIMS TO CONTRIBUTE towards a greater sense of context, identity and belonging in Gothenburg – whether residents have moved here recently or lived here for generations.

A large number of personal stories about Gothenburgers' experiences and lives have been collected. The interviewees have been carefully selected to reflect the diversity of people living in the city today. The material will be saved for the future, providing a rich complement to the material gathered a century ago to mark Gothenburg's 300th anniversary. Making the material available

gives a voice to people who might not otherwise be heard in the public debate. Work on the material will continue during 2020, in preparation for an exhibition to be displayed in various locations around the city in 2021.

Vision: The 2021 anniversary year will be the year when the people of Gothenburg truly have the opportunity to meet each other and share their knowledge about the city with each other.

Project owner: The Cultural Affairs Administration



Side By Side inspires the young people of the world.

SIDE BY SIDE - THOUSANDS OF YOUNG PEOPLE COME TOGETHER IN MUSIC

IN 2020 SIDE BY SIDE WILL BE STAGED for the 7th time – five busy summer days when children and young people from all over the world converge on Gothenburg to play in orchestras and sing in choirs. The camp brings young people together to discover the joy and beauty of music, to be inspired by each other, and to encourage them to strive towards their own dreams and goals.

In orchestras and choirs at different levels, participants of all ages can find their own context and their musical inspiration.

Inspiring conductors, musicians and teachers lead workshops and rehearsals, and the camp concludes with magnificent concerts together with performers from the Gothenburg Symphony Orchestra and the Gothenburg Symphony Vocal Ensemble.

In 2020, participants can choose between eight orchestra tracks and six choir tracks, including two open tracks for participants with functional variations. There will also be a track for folk and world music, and one with a focus on the renaissance. United by

music, the camp will combat segregation and build bridges between people, cultures and continents.

Vision: Sights have been set on 2021, ambitions are high, and many people will have the opportunity to take part in Side by Side – an international, world-leading choral and orchestral camp.

Project owner: Gothenburg Symphony Orchestra





Find out more
(in Swedish) at
stadsutveckling.
goteborg.se.

Gothenburg City Triennial

THE CITY TRIENNIAL TAKES PLACE EVERY THREE YEARS, and began in 2015 with a three-day event. The aim is to investigate new ways together in which to take, give and create space in the city, and to help promote Gothenburg as a city of design and architecture, both nationally and internationally. In 2021, the Gothenburg City Triennial will last from June to September, culminating in a 2 kilometre long urban exhibition with many programme points around the city. With the aim of keeping the discussion alive during the intervening years, the City Triennial has made its presence felt in smaller formats during 2016, 2017 and 2019, and will also do so in 2020.

Vision: In 2021, the intention is for the Gothenburg City Triennial to act as a national and international platform for discussing and jointly building the city. It will be a forum for discussions and debates about urban planning issues, with a focus on Gothenburg's development, to which industries and the public will be invited. Together, new ways in which to take, give and create space in the city will be investigated.

Project owner: The City Planning Administration



SMART TRANSPORT – FOR A SUSTAINABLE CITY

THE AIM OF SMART TRANSPORT is to promote and demonstrate new solutions for more sustainable travel and transport in Gothenburg, including reduced emissions, improved road safety, better traffic flows and less noise.

Smart Transport has driven cooperation and developed systematic working methods for innovation and pilot projects in real environments. The City of Gothenburg is now involved in several collaborations with industry, academia and other players, in order to build knowledge and come up with new mobility solutions that can be part of everyday life for those who live, stay, travel and work in Gothenburg. One example of successful cooperation is ElectriCity, which has paved the way for the city's current rapid and extensive changeover to electric buses.

Smart Transport will enable Gothenburg to make an international impression. Before and during the anniversary year, we will work together to highlight the solutions resulting from the collaboration project, to show the social benefits that they bring, and to publicise Gothenburg's strengths within sustainable mobility. Smart Transport will be hosting a major international traffic conference in 2021, and a large Smart Transport event alongside the river is planned for the anniversary weekend.

Vision: In 2021, transport and mobility players will have a joint vision and clear working methods for collaboration in connection with innovations and demonstrations in the city. Through development projects, ideas have resulted in products and services being launched, and the people of Gothenburg have adopted smart new ways of moving around the city. Innovative vehicle and mobility solutions will be demonstrated at the city's test arena, and Gothenburg will have an international reputation for sustainable mobility. Those of us who live, stay, travel and work in the city take pride in this!

Project owner: The Urban Transport Administration



Pop-up GBG

POP-UP GBG IS AN ANNIVERSARY INITIATIVE whereby Gothenburgers have requested creative forums and arenas or for small-scale activities. As the city grows, Pop-up GBG takes advantage of temporary opportunities that arise and creates market places, destinations and vibrant meeting places for the people of Gothenburg.

The concept aims to provide spaces with temporary planning permission for cultural and creative industries, such as craftsmanship, small-scale design, handicrafts, culinary arts, etc. There is currently a lack of simple production and sale spaces for artistic

creative activities in central locations at a low price. The rebuilding work being carried out in Gothenburg creates temporary opportunities to do so. Another aim of a pop-up solution is to contribute positive features in the cityscape during the current rebuilding processes.

Vision: To establish pop-ups in the city by 2021.

Project owner: Business Region Göteborg



YESBOX – HOME OF ENTREPRENEURS

A VIBRANT MEETING PLACE WAS ESTABLISHED in the Gamlestaden district in 2017: Yesbox – Home of Entrepreneurs, which provides advice, training and inspiration, and has continued to flourish and thrive ever since. The ambition is to make innovation, entrepreneurship and new enterprise easier. The aim is to bring together organisations with different skills within new enterprise and entrepreneurship under one roof, to offer knowledge and contacts to all those who want to develop themselves and their businesses.

As well as providing a meeting place for entrepreneurs, innovators and new business owners, Yesbox is also a strong symbol of entrepreneurial Gothenburg. Creating better conditions for more new companies, a higher business survival rate and a better business climate will pave the way for more sustainable enterprise in Gothenburg.

Vision: Yesbox makes it easy to start up and develop businesses. When Gothenburg turns 400, the aim is that the city should be an international role model thanks to its entrepreneurial attitude and atmosphere which includes the tools needed to realise people's ideas for sustainable businesses. A focus on young enterprise will be ensured by informing the Compulsory School Administration about the resources available for getting started and boosting students' drive and motivation.

Project owner: Business Region Göteborg



DEMOCRACY AND YOUNG INFLUENCE

THIS ANNIVERSARY INITIATIVE has a particular focus on children and young people, and on creating the right conditions for increasing citizens' involvement and influence – a basic requirement for public health and a socially sustainable city. The focus creates a more democratic society in which citizens' opportunities to participate in societal development are strengthened.

During 2020, work will continue to support young people's initiatives in Gothenburg with a focus on disseminating knowledge about and commitment in connection with young influence. The report produced in 2019 will provide valuable data for this. The focus will also continue the work to draw up a charter for democracy in schools, with democracy days for civil society, employees and officials, and training relating to young people's own dialogue work. The cooperation with academia will continue through research into

young people's involvement in the city's cultural institutions, and by monitoring democracy and participation via the SOM Institute.

Vision: In 2021, Gothenburg is a city with inclusive forums that contribute towards participation and equality. The democracy initiative will aim to ensure that the city creates more open spaces with a clear focus on democracy, influence and activities driven by citizens, in which the influence of children and young people is particularly important. In order to achieve this, knowledge about participant-driven forums and children's and young people's involvement must be enhanced.

Project owner: The City Executive Office

SALTET ON RINGÖN

THE ORGANISATION SALTET WORKS TO develop Ringön into a mixture of small-scale industry and various creative businesses. The area should be a vibrant place both during the day and at night, and more people should be able to experience it. As a result, people are now talking about Ringön differently. The Ö-Festen festival has opened up many people's eyes to the area, and last year's event grew to include an evening festival. The Vega Bryggeri restaurant will also be opening in 2020, with more establishments coming. The Ö-Posten newspaper has increased knowledge about and interest in what is happening in the local area, by reporting on Ringön's history and new establishments. The vision is that all Gothenburgers should feel welcome to Ringön, and that this should be a natural location for various types of creative businesses, alongside existing businesses.

Vision: Ringön has evolved into an exciting mixture of small-scale industry and various creative businesses. This is a warm, energetic place that is vibrant both during the day and at night, with new businesses thriving in close cooperation with existing businesses that have been on the island for generations.

Project owner: Business Region Göteborg





Bea Szenfeld's rain artwork on Esperantoplatsen.



Torslanda School. NB: artist's impression.



Manhole cover poetry by Lina Ekdahl.

RAIN GOTHENBURG – THE WORLD'S GREATEST CITY WHEN IT RAINS

TAKING RAIN AS OUR STARTING POINT, we will work together to make our city an even more attractive place to live, run a business in and visit.

On average, it rains every three days in Gothenburg – to the displeasure of some.

When the city's inhabitants were asked how they wanted to celebrate Gothenburg's 400th anniversary, they expressed a desire to come closer to the water, and for rain to be seen as a resource. The city listened, and the vision of being the world's greatest city when it rains became one of the city's anniversary initiatives.

Greater knowledge about the climate, our lifestyles and their consequences have ensured that the climate is high on the agenda within all aspects of social development. By taking a creative approach that can

inspire more people, the initiative aims to build more robust, more attractive surface water and precipitation solutions, while also changing our view of the rain, highlighting the link to our climate and adding value.

Rain Gothenburg is unique in that it always highlights rain together with architectural, social, cultural and climate-related perspectives when developing the city's underlying functions. One example is Torslanda School, where the City Premises Administration chose to use this vision and create 'the world's greatest school when it rains'. The manhole cover poetry which can now be found around the city is an example of an initiative with rain at the centre.

RAIN PLAYGROUND AND RAIN ART

Another example is the rain playground.

Children and adults contributed ideas for its design in summer and autumn 2017, and the playground was then opened the following year.

In spring 2019, artist Bea Szenfeld created a rain artwork on the square Esperantoplatsen. The artwork focuses on climate change, and is only visible in the rain.

Vision: Taking rain as our starting point, we will work together to make Gothenburg an even more attractive place to live, run a business in or visit. Through this work, Gothenburg will be seen internationally as a successful, creative city.

Project owner: Ecocycling and Water



YOUR PLACE IN THE CITY

YOUR PLACE IN THE CITY provides temporary meeting places through flexibility and initiatives to create places in public spaces. The initiative uses the website stadsutveckling.goteborg.se as a platform to invite people to take part in the journey towards the new city. By demonstrating how matters of attractiveness, security and participation can be addressed in a city in constant change and during a period of intensive construction, Gothenburg will become a bold role model which is well worth visiting.

Playa Skeppsbron proved a success, bringing locals and visitors closer to the river. *Gothenburg's flying carpet*, which

landed on several of the city's local squares, was another very popular initiative that brought people together across generational boundaries. Other popular activities included *parklets* and *pop-up parks*, small parks in parking spaces and other temporary locations.

Vision: The aim is to create added value in public spaces in a changing city, and by involving locals, visitors and businesses in urban development in a creative, engaging manner.

Project owner: The Urban Transport Administration

► On the following pages, you can find out about anniversary initiatives from more than 140 players within areas such as academia, industry, the public sector, organisations and associations. They are all contributing in some way towards Gothenburg's 400th anniversary. Do you want to get involved, too? Get in touch with the Anniversary Organisation.

400 PLACES, 400 SONGS

YOU ARE HERE – A mobile song game about 400 locations in Gothenburg. The work is a tribute to Gothenburg and all its many details and contradictions, and tells the story of the city and its people through a combination of the past, the present and the future. It includes real locations – both famous landmarks and tucked-away corners. Citizens and spectators are included, along with their memories, their thoughts and their stories. Words, songs and audio recordings form an archive, from which a series of shifting, changing performances emerges. Instead of clichés about the typical Gothenburger, the work presents a desire to convey the city's true wealth. This is an educational project in dialogue with life in the city's various districts.

AGECAP – THE UNIVERSITY OF GOTHENBURG

How has the ageing process changed in Gothenburg over the course of 400 years? In 2021, AgeCap – the Centre for Ageing and Health at the University of Gothenburg – will be holding events about ageing in the past, the present and the future. The H70 study examined older Gothenburgers over the course of 50 years, enabling researchers to talk about how to live to be 100.



The Alfie Atkins Cultural Centre

The Alfie Atkins Cultural Centre encourages children's development through play and learning. In 2021, we want to promote play, reading, theatre and culture from an early age and for all children, regardless of where they come from, their language, their social situation and their functional ability. We are working to promote reading in conjunction with the project *The city where we read to our children*. We are strengthening our work with the Convention on the Rights of the Child, focusing on children's right to have an influence. We are continuing to develop our major pedagogical project in cooperation with Chalmers University of Technology and the University of Gothenburg, thanks to donations from foundations. Our ambition for 2021 is to be a leading children's cultural centre, where all children feel a sense of belonging.

ANNES HUS

The Annes Hus hotel will be staging an exhibition in seven rooms, each of which presents one of seven different principles of life for creating joy and harmony, and encouraging responsibility. The exhibition is a tribute to life, and aims to show what is important in life: gratitude for everything nature offers (including other people), saving resources, self-awareness, cooperation and knowledge. Colour and form are used to promote a fair, sustainable world.



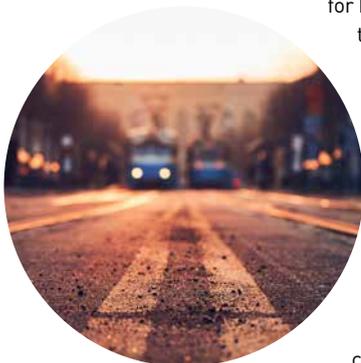
Illustration: Okidoki Arkitekter.

Avenyfamiljen

Avenyfamiljen – 'the Avenyn family' – creates new meeting places and areas in Gothenburg by developing new restaurants and thoroughfares in the city. Spurred on by the anniversary, we are planning to develop the restaurant at Tyska Bron, which will become a waterfront meeting place for both locals and visitors.

AVENYFÖRENINGEN

Avenyn 2.0 – an anniversary gift to the people of Gothenburg. The Avenyförningen association works to enhance the image of the areas surrounding the main boulevard Avenyn for both locals and visitors. Our ambition for 2021 is to begin refurbishing Avenyn, Sweden's most famous street and one of Gothenburg's strongest brands. Avenyn will then be just as attractive throughout the year and around the clock, by virtue of being lighter during the winter months and greener in the summer. The refurbishment work will be complete by 2023, when the full length of Avenyn and Götaplatsen celebrates its centenary.



BERGSJÖN 2021

Bergsjön 2021 is a collaboration that aims to develop excellent living environments for everyone in Bergsjön. One milestone in this work is the creation of a safe and attractive new thoroughfare with 700 homes between the Komettorget and Rymdtorget squares. A number of publicity activities will be carried out during 2021.

BERGSLAGERNAS RAILWAY SOCIETY

Bergslagernas Railway Society was founded in 1972. During the anniversary year, we will be working together with other associations to arrange a technology history weekend on August 28–29, 2021. This will include a parade of trams, trains and boats. On summer weekends, we will also be operating vintage trains, steam engines and older carriages between Gothenburg Central Station and Skandiahamnen.



GÖTEBORG BOOK FAIR

Göteborg Book Fair is the Nordic region’s biggest cultural event. We want to make the world a better place by promoting education, reading and the role of literature in society. We are setting our sights on 2021, promoting Gothenburg as a literary city in connection with the 400th anniversary.



BINGOLOTTO

Thanks to Gert Eklund’s entrepreneurship and 30 years of TV history, one of Sweden’s strongest brands has raised a staggering SEK 16 billion for associations. The non-profit lottery from Folkspel in Gothenburg continues to deliver, with the 2019 Christmas and New Year programmes alone raising SEK 75 million for Swedish associations. In 2021, Folkspel aims to raise more than SEK 200 million for associations, and on October 16, 2021 Bingolotto will celebrate its 30th anniversary with a gala programme on TV4.

BOPLATS GÖTEBORG

Boplats Göteborg will be highlighting the BoStad 2021 anniversary initiative with 7,000 extra homes at its annual Bonytt exhibition. The role of Boplats is to inform the public about the housing market in Gothenburg and the surrounding municipalities within commuting distance.



Chalmers University of Technology

Chalmers University of Technology will be working in the same spirit throughout the 400th anniversary, carrying out annual activities that enable the public to discover what we do, such as the International Science Festival Gothenburg and the AHA! Festival. As we prepare for 2021, we will invite the people of Gothenburg to find out about the exciting projects and initiatives within sustainable development that are visualised and communicated on campus. Chalmers carries out research and education within technology and science at an advanced international level. The university has 3,100 employees and 10,000 students, and trains engineers, architects and maritime officers. With a foundation of scientific excellence, Chalmers develops competence and technical solutions for a sustainable world. Through global commitment and an entrepreneurial spirit, we create innovation in close cooperation with the rest of society. Chalmers was founded in 1829, and has the same motto to this day: Avancez! ('Forwards!')

GOTHENBURG BOTANICAL GARDEN

Gothenburg Botanical Garden is helping to ensure that the city is a strong destination for horticultural tourism by building new public greenhouses that will be ready for the botanical garden’s 100th anniversary in 2023. The new greenhouses will form a cohesive building, with careful positioning at the current site and a smaller annexe on the ridge, connected by a bridge link. The total area is expected to be around 6,500 m². The greenhouses will be built in stages, in view of the plants that will need to be moved. The first stage is expected to begin in 2021.



Artist's impression from Gothenburg Botanical Garden.



CHALMERS STRUCTURAL DESIGN CHALLENGE

Chalmers students build the bridges of the future! Building bridges is important, both for connecting people and for bridging physical divides. Now, Chalmers students are planning to build an actual bridge across the moat by 2021.

COMEDY ART THEATRE

From King Gustav II Adolf to the present day. Four hundred years of history, narrated by those who were alive at the time. Join us as we take a trip through Gothenburg's exciting – and sometimes spooky – history. We have managed to summon up a few highly reluctant ghosts, who will describe how they lived. Kings, executioners, witches, washerwomen, noblewomen, scientific geniuses, nurses and many more...

ECORIDE

Ahead of Gothenburg's 400th anniversary, Pronordic Group will be developing a unique, limited edition EcoRide electric bicycle. The bicycle will be designed and equipped to clearly show that it is an electric bicycle for and from Gothenburg. This project feels entirely natural, as EcoRide was born in Gothenburg and is a Gothenburg-based company. To involve the end-customer, we want the people of Sweden to help by suggesting a name for this model.



Illustration: Global Business Gate Architects



ELOF HANSSON PROPERTIES AND ALECTA

Together with the Alecta office project Global Business Gate, Elof Hansson Properties will be running a hub and meeting place for companies with a focus on international business. Global Business Gate will further strengthen Gothenburg as an international trading city, and will make a clear contribution towards Gothenburg's 400th anniversary celebrations.

THE HOUSE OF EMIGRANTS IN GOTHENBURG

The House of Emigrants in Gothenburg has worked in partnership with the music group Wavemakers to create the musical narrative 'Drömmen om ett bättre liv' ('The dream of a better life'). It describes the massive emigration from Gothenburg more than 100 years ago, and Swedes who then arrived in our sister city of Chicago as immigrants. Performances will mainly be staged during Gothenburg's 400th anniversary year, but also the year before.

EUROPEAN KARATE CHAMPIONSHIPS

During the anniversary year, the European Karate Championships will be held in Gothenburg on May 12–16, 2021. The championships include women, men and para-athletes, and various activities will be arranged around the city alongside the competitions.



EMPATICUS

Empaticus will be arranging Conscious Talks and a Conscious Conference during the 2021 anniversary year, to provide a forum for the important discussions on sustainable social development in Gothenburg based on greater awareness of a culture of compassion.

EXLABS AB

ExLabs will arrange Yogagames and the Prana Festival during the 2021 anniversary year, to bring the people of Gothenburg closer to each other and to reinforce social sustainability.



GOTHENBURG ASSOCIATION OF AUTHORIZED GUIDES

Gothenburg Association of Authorized Guides provides guided tours of Gothenburg and the surrounding area. In connection with Gothenburg's anniversary celebrations, we will be offering guided tours of some of Gothenburg's historical districts, focusing on different centuries in the city's history up until 2021. Come with us on a trip through time, through history, through the city's development and towards the future!

FRAMTIDEN AB

Framtiden AB builds BoStad2021. The Framtiden Group is involved in the unique BoStad2021 initiative, whereby the City of Gothenburg will be working with a number of municipal, private-sector and cooperative construction companies to build 7,000 new homes, over and above the ordinary homebuilding to meet the need for housing.

FREDSAM GOTHENBURG

The Fredsam network is working with peace organisations in Gothenburg and the surrounding area to recreate the Nordic Peace Meeting of 1982, a manifestation that aimed to prioritise human security over military security. A full day in 2021 will be devoted to various activities, seminars, exhibitions and contact with people on the streets and in the town squares.

FRÖLUNDA KULTURHUS AND THE CITY PREMISES ADMINISTRATION

The roof of the cultural centre Frölunda Kulturhus turns green. During 2020, the 15,000 m² will be transformed from grey to green, from dead to living. In connection with the roof refurbishment, 1,500 m² of solar cells will also be installed on part of the green roof. In the long term, Frölunda's green roof will become an educational and socially sustainable resource, as both a testing ground and a meeting place.

THE NORDEN ASSOCIATION IN GOTHENBURG

During 2021, the Norden Association in Gothenburg will be hosting Nordic meetings and activities relating to culture, industry, tourism and cross-border collaboration. In 2018, we began discussions with the Norden Association in Västra Götaland, Norway, Denmark, Finland and Northern Germany about their visits to us in 2021 to celebrate Gothenburg's 400th anniversary in September. In autumn 2020, we will come together for our first planning meeting for a large joint conference in Gothenburg in 2021. Music and culture will set the tone.

FRONTSIDE

FRONTSIDE Gothenburg International Chamber Music Festival aims to move listeners with magnificent chamber music performed in new and captivating formats. Our goal is to present a delightful musical meeting place for all the senses, based on an ambition to offer audiences the best of well-loved classics while also highlighting forgotten, previously unknown works. From 2019 to 2021, we are building a full-scale festival with innovation.

GOTHENBURG KNOWLEDGE ASSOCIATION

The Gothenburg Knowledge Association has worked to support Gothenburg-based research, with the aim of putting the city on the map as a city of knowledge in connection with its 400th anniversary. One major initiative involves building a renal research centre within the Sahlgrenska Academy at the University of Gothenburg, with the aim that this should be ready by 2021. A book was published in 2019, presenting the association's operations and examples of its research and knowledge dissemination.

THE WEST SWEDEN MILITARY HERITAGE SOCIETY

The association will coordinate the production of a city tour based on King Gustaf II Adolf's visit to the area on March 6–13, 1619. Cooperation is under way with Higab and the restaurant owner who rents the soldier's cottage at Skansen Kronan to use this as a starting place for the tour.

THE SWEDISH ARMED FORCES

During the anniversary year, the Swedish Armed Forces will be marking 400 years in Gothenburg, with the involvement of Sweden's army, navy and air force.

THE WRITERS' CENTRE IN SWEDEN – WEST

'Min gata i Göteborg' ('My street in Gothenburg') is the title of a series of writing workshops for children and young people during the anniversary year, together with a digital anthology. The results of the workshops will be presented on UNESCO's World Poetry Day on March 21, and will be published digitally before the end of the anniversary year.



Frihamnen Arena

Frihamnen Arena will be arranging the Anniversary Festival at Frihamnspiren on June 4–13, 2021. Visitors and actors will come together in the heart of Gothenburg for a celebration of experiences, innovations, the past and the future.



The Preschool Administration

With the aim of elevating preschool children's place in the city, the Preschool Administration will carry out a number of activities before 2021 relating to social sustainability and preschools. A preschool summit was arranged in 2019 on the theme of children's place in the city.

GAMLESTADEN JAZZ FESTIVAL

Gamlestaden Jazz Festival aims to create an international festival that will be sufficiently well established in time for the anniversary year.

GOT EVENT

Got Event looks forward to 2021 and the opportunity to provide experiences and meeting places for both the people of Gothenburg and visitors. Particularly exciting events during the anniversary year include the European Karate Championships, world cup finals in dressage and show jumping, and the World Junior Ice-hockey Championship. There are also bound to be a few extra surprises.

GOTHENBURG HORSE SHOW

From March 31 to April 5, the Gothenburg Horse Show and Scandinavium will once again host the world cup finals in dressage and show jumping, and a world-class equestrian event will be arranged.

GOURMÉGOTT

GourméGott will be commemorating the city's 400th anniversary with a series high quality chocolate and confectionary products, as well as attractive boxes and tins of chocolates on the theme of Gothenburg then and now. The range will include delicious pralines featuring famous symbols of the city such as King Gustav Adolf, the Gothenburg Museum of Art and Liseberg. These will make excellent gifts for those who want a souvenir of the anniversary. The products will be on sale at selected shops and online.

GÖTEBORG & CO

Göteborg & Co is leading the work relating to the 400th anniversary in broad cooperation. The company is also using the anniversary as a milestone for the destination's long-term development towards 2030, in partnership with tourism businesses such as hotels, transport, commerce, culture and restaurants.

GÖTEBORG BAROQUE

Göteborg Baroque will be providing a 17th century musical picture for Gothenburg 2021.

GOTHENBURG CITY COOPERATION

Gothenburg City Cooperation is an initiative whereby Innerstaden Göteborg, Avenyn and Nordstan are stepping up their cooperation with the City of Gothenburg to take a position on efforts to be named City Centre of the Year by 2023.

GOTHENBURG ON FOOT – GÖTEBORG TOWN TRAILS

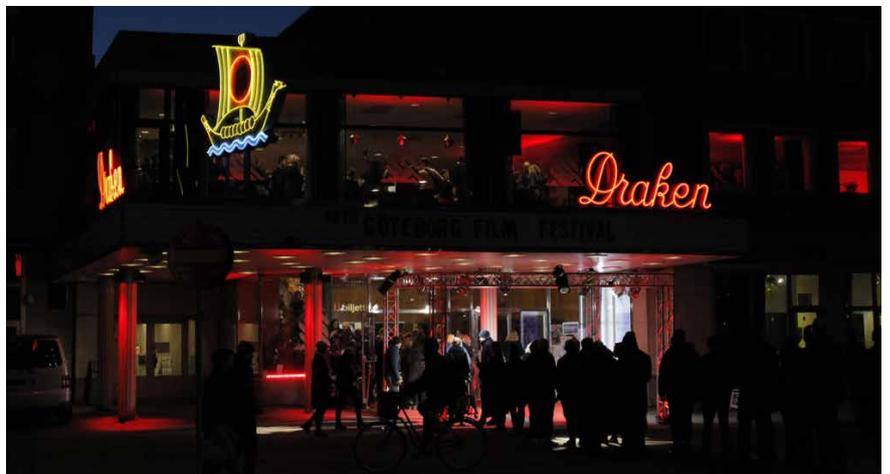
The guidebook 'Göteborg till fots – trottoarturism och spårvägssafaris' ('Gothenburg on foot – pavement tourism and tram safaris') contains 15 tours by foot, tram, boat and bus, carefully described with text, maps and images. It is available in Swedish, and remains up-to-date for the 2021 anniversary. Our vision is to produce an updated edition in English in time for the anniversary.

GREENHACKGBG

GreenhackGBG is the City of Gothenburg's channel for sustainable lifestyles, with a focus on co-creation. Here, people can be inspired by others, accept challenges for a more sustainable everyday life, share their own ideas and engage with others for a more sustainable city ahead of Gothenburg's 400th anniversary.

GREFAB

Grefab aims to make proximity to water more accessible for more people. This work is being carried out in partnership with several other players. On Saltholmen, the Parks and Landscapes Administration has arranged accessible bathing jetties and a number of barbecue spots. Several benches and bicycle parking have also been provided. When creating new jetties and breakwaters at its harbours, Grefab will take opportunities for recreation in the harbour areas into account.



Göteborg Film Festival

In 2021, we will be celebrating not only Gothenburg's 400th anniversary but also the fact that Göteborg Film Festival is the Nordic region's most relevant film event, with an ambition to be one of Europe's five most important film festivals.



GÖTEBORG WIND ORCHESTRA

Göteborg Wind Orchestra is the professional wind orchestra for Gothenburg and the whole of Västra Götaland. We are a regional musical force that boosts cultural life and offers musical experiences of the highest quality to residents of all ages, using new initiatives to take wind music into the future!

GOTHENBURG CATHEDRAL PARISH

The Church of Sweden is and always has been an integral part of the city, and on Gothenburg's oldest preserved maps the towers of the Cathedral and the German Church are clear landmarks. During the anniversary year, the city centre congregations will be offering music, talks, guided tours, brighter environments, activities for all ages and special services. The German Church will also have new floodlighting, and the churchyard will become an even greener oasis as a gift to the people of Gothenburg.

GOTHENBURG ESPERANTO ASSOCIATION

Gothenburg is a multicultural city. We want to spread information about the opportunities of Esperanto as a lingua franca. Esperanto has global ambitions. With speakers in around 120 different countries and the Pasporta Servo address book, Esperantists in around 70 countries offer overnight accommodation and guided tours of their home towns. For the 2021 anniversary year, we will be arranging history walks and summer courses, and will be publishing four bilingual evening newspapers on the theme of Gothenburg's history and what Esperanto has meant for the city.

GOTHENBURG LOCAL HERITAGE ASSOCIATION

In cooperation with the Museum of Gothenburg, Gothenburg Regional Archives, Region Västra Götaland, Higab, the University of Gothenburg, Studieförbundet Vuxenskolan, Gothenburg Genealogy Research Association and around sixty cultural heritage associations, Gothenburg Local Heritage Association continues the work it has been doing since 1950. We want to increase knowledge and improve cohesion in connection with the Gothenburg region, and to encourage an interest in preserving the city's historically, topographically or artistically valuable cultural and natural heritage. Our commitment to the region is driven by an interest in cultural heritage, bringing together all generations.

GÖTEBORG INTERNATIONAL BIENNIAL FOR CONTEMPORARY ART (GIBCA)

The framework for GIBCA 2021 relates to how time and events are woven together, and the biennial will feature close links to the 400th anniversary. Taking the Danish ship *Havmannen* – which sank near Gothenburg in the 17th century – as a starting point, GIBCA will explore the city's past, present and future. The working title is *The Ghost Ship & The Sea Change*.

GOTHENBURG'S CULTURAL AFFAIRS ADMINISTRATION

In 2017, Gothenburg's Cultural Affairs Administration created *The Birth of Gothenburg*, a permanent exhibition at the Museum of Gothenburg about the city in the 17th century. This is a natural home for the historical element of the anniversary work, in close cooperation with the Cultural Affairs Administration, the City Planning Administration and various special interest associations. In June 2021, the Museum of Gothenburg will open a new permanent exhibition about 20th century Gothenburg.



THE PORT OF GOTHENBURG

A gateway to the world for 400 years – the port during four centuries! In 2021, we will be bringing the port to the people of Gothenburg, offering visitors of all ages a historical tour through the port of the past and concluding with boat trips to showcase today's large, modern port.



GÖTEBORG INTERNATIONAL ORGAN ACADEMY
GIOA's vision is to develop Gothenburg as an international organ city, with one of the world's leading organ festivals and a unique organ landscape, which will grow by 2021 with the addition of a world-class concert house organ. We want to offer everyone access to a world of tactile passion and new sounds.

THE ROYAL GOTHENBURG YACHT CLUB (GKSS)

GKSS's vision is to make sailing accessible to all by offering more people the opportunity to try it. We aim to create a national arena for water sports in Långedrag by 2021. In 2021, GKSS will be the leading sports association for sailing and boating by arranging the best competitive sailing events. We will arrange social activities to build a sense of community for all members and interested parties, and we will maintain our position as the most successful sports and competitive sailing society. GKSS will create sustainable solutions and take responsibility for future generations.



GÖTEBORG NATURAL HISTORY MUSEUM

Göteborg Natural History Museum is the city's oldest museum, with unique collections that make it an excellent centre for resources and knowledge. The museum is owned by Region Västra Götaland. Our public collections and premises will be given a facelift. The renewal process will be complete by 2023, when we will celebrate 100 years of educating the public in our current building. This work will be carried out in stages, with the first stage expected to be completed during 2021.

GÖTEBORGS NYA BRYGGERI

By Gothenburgers, for Gothenburgers and everyone who wishes they were a Gothenburger. King Gustav II Adolf may not have felt that way about the city in our hearts or about beer, but we certainly do. Ahead of and during the 2021 anniversary year, we will pay tribute to the importance of the city with a range of 1621-branded beers.

GOTHENBURG PIANO FESTIVAL

Gothenburg Piano Festival is an important part of Gothenburg's cultural life for all ages. Our goal is to make the piano a more accessible instrument in a broader format for everyone to access and discover. We create excellent conditions and opportunities for children and young people to get involved and be inspired by each other, and to develop and learn the art of playing the piano. We are focusing sharply on putting the festival on the world map by 2021, by attracting national and international musicians to Gothenburg and highlighting exciting composers with a connection to the city.

THE CITY OF GOTHENBURG – the Preschool Administration, the Compulsory School Administration, the Education Administration and the Labour Market and Adult Education Administration

The Preschool Administration, the Compulsory School Administration, the Education Administration and the Labour Market and Adult Education Administration, together with the City of Gothenburg's district administrations, will be involved in planning the focus year Sustainable Growth ahead of 2021.

GÖTEBORGS STADS LEASING AB

Göteborgs Stads Leasing AB is working to electrify the city's vehicles and machinery. The aim is to have 400 environmentally friendly electric cars in the City of Gothenburg's 2021 financial year.

THE CITY OF GOTHENBURG'S TEN DISTRICT ADMINISTRATIONS: Angered, Askim–Frölunda–Högsbo, Centrum, Lundby, Majorna–Linné, Norra Hisingen, Västra Göteborg, Västra Hisingen, Östra Göteborg, Örgryte Härlanda

Work on the Urban Gallery of Gothenburg is continuing in cooperation with all ten district administrations, focusing on encounters between young and old, and looking towards 2021.

THE CITY OF GOTHENBURG HUMAN RIGHTS AND NATIONAL MINORITIES

Jews, Roma, Sami, Swedish Finns and Tornedalers are Sweden's national minorities. They are an important part of Gothenburg's history. Together, we are working for a sustainable future for everyone, where human rights are respected. The City of Gothenburg creates the right conditions for influence through consultation.



The City of Gothenburg – The city where we read to our children

The City of Gothenburg is striving to become *The city where we read to our children*. This initiative is part of the city's equality work, and is a tribute to storytelling. In a city where we read to our children, more children will qualify for upper secondary education, more will go on to further education, and more will find it easier to get jobs. In 2021, we will be celebrating 400 years of stories and narratives. The foundations have been laid for Gothenburg as a city where we read to our children, so that children can realise their dreams.

Did you know that...

The Port of Gothenburg celebrated 400 years in 2020? Congratulations!



GOTHENBURG CITY THEATRE

Gothenburg City Theatre's vision is that the rebuilt theatre building on Götaplatsen should open in autumn 2021, if work goes to plan. Three permanent stages, a new restaurant and new bars will help to ensure that, after a hundred years, Götaplatsen is finally the natural meeting place it was intended to be when it was built for the city's 300th anniversary. Restoring various public spaces to their original appearance will enable the building to recapture much of its former glory. The autumn opening season will feature a broad repertoire, including both in-house productions and exciting guest performances.

GOTHENBURG SYMPHONY ORCHESTRA

With support from the Stena Foundation, the Gothenburg Symphony Orchestra will be holding the Point Music Festival for the second time on May 15–18, 2020. As well as Beethoven's classical works, the festival also features exciting new narratives about the masters of our own time, performed by a number of highly talented orchestras, ensembles and soloists. The Point Music Festival 2020 explores music, art and our senses, taking audiences on a journey from melancholy to euphoria – for those who dare to go blindfolded. Together with its involvement in the anniversary weekend at Slottsskogen city park in 2021, the Point Music Festival is one of the Gothenburg Symphony Orchestra's initiatives for Gothenburg's 400th anniversary, and the third festival will take place on May 6–9, 2021.

THE UNIVERSITY OF GOTHENBURG

In 2021, GPS400 will present empirically based collaborative research into visual culture and visual cultural heritage in urban spaces, with memorial and cultural institutions, and via new digital technology. Together with the city and the region, GPS400 continues its long-term work to improve knowledge about visual media and information skills.

GÖTEBORGSGIROT

To mark the 2021 anniversary year, Göteborgsgiroet will stage a unique 210 km anniversary race. Anyone who wants to cycle is welcome to take part!

GOTHENBURG WOMEN IN ACTION

Gothenburg Women In Action reveal the importance of Gothenburg's women's movements in a book and through talks, meetings and cultural events at various public locations during the anniversary year.

THE GOTHENBURG REGION

The Gothenburg region will be addressing the Sustainable Growth focus year 2020 with the Future Skills meeting place. Here, young people can meet businesses and industries, try their hand at professions and learn more about the opportunities offered by the labour market of the future.

GÖTEBORGSLOKALER

Our goal for 2021 is a sustainable and open city. During 2020, we will be working as a property management company to ensure that more of our events on the city's local town squares – from Hjällbo to Linné – are sustainable events. In 2021, Göteborg-sLokaler will be linking back to what we wrote in the book of ideas many years ago: "Everyone should have been to every district in the city at least once in their life."

THE GÖTEBORG OPERA

Västra Götaland's opera house pays tribute to the city of Gothenburg with the new musical 'Kärlek skonar ingen' (based on the music of Håkan Hellström), the new opera 'Mytomania' about a deceitful star surgeon, the final instalment of Wagner's Ring Cycle, and a number of fantastic concerts.



Göteborgsvarvet Marathon

Göteborgsvarvet will be celebrating the anniversary year with a full marathon on September 19, 2021. One race, and a unique chance!



THE HASSELBLAD FOUNDATION

The Hasselblad Foundation has taken the initiative for a multi-year photographic history research project. In 2021, this will result in an exhibition, an anthology of photographic and film history, and a number of public events. We want to showcase photography and film from the 1920s and 1930s, based on research into the international photographic exhibition at Göteborgs Konsthall in 1929.

GOTHENBURG GENEALOGY RESEARCH ASSOCIATION

Gothenburg Genealogy Research Association will be hosting the national Genealogy Days 2021, a two-day conference and fair on August 14–15, bringing together people with an interest in personal history and family research – in other words, an interest in people. Not only in Gothenburg and the rest of Sweden; we will also be offering our emigrants' descendants the chance to search for, and maybe even meet, their relatives – primarily here in Gothenburg, but also around the country in partnership with local associations. DNA tests have revolutionised the opportunities within genealogical research to make contact, and new e-mail contacts are made every day – now we can meet up in real life!

HISTORIEVERKET

During the three days of the anniversary weekend, Historieverket will be recreating Gothenburg's historic appearance with a site-specific programme of plays, music, dance and circus acts in the Västra Nordstan area. The aim is to entertain visitors and to highlight the area's cultural heritage and its importance for the city.

HJÄRTA GÖTEBORG

The city's challenges are encountered by most churches every day. Through Hjärta Göteborg, the churches want to contribute towards a united city. With a celebratory evening, inspiration for increased cooperation and new cooperation, and long-term fundraising, the aim is to contribute towards a fairer city.

HOPPET

Sweden's first fossil-free construction project Hoppet aims to encourage innovation, generate knowledge and create better conditions for fossil-free construction. The initial goal is to build a preschool that will be complete by 2021, using fossil-free materials and methods wherever possible.

HÄRRYDA MUNICIPALITY

Härryda Municipality will be planning activities during the anniversary year, celebrating with Gothenburg, and helping to develop a strong region.

INFOGLOB – THE GLOBAL HOUSE

Gothenburg's cultural heritage is based on human diversity, and the 400th anniversary will be celebrated in the same spirit, through cultural expressions, various art forms and dialogue. The Global House aims to play a coordinating role.

INNERSTADEN GÖTEBORG

District centre management company Innerstaden Göteborg aims, with a view to 2021 and in collaboration with various players, to create the right conditions for unique experiences in the historic city centre of Sweden's most welcoming meeting and trading place.

INTERNATIONAL SCIENCE FESTIVAL GOTHENBURG

In 2021, the International Science Festival Gothenburg will host an opening ceremony unlike any other – a scientific summit – featuring leading international names within research and innovation. The aim is to create an experience that welcomes thousands of locals and attendees from the entire Nordic region and the rest of the world.

JUBILEUMSLOPPET

The Jubileumsloppet race was first run in 2013 and will be held every year until 2021, to promote public health and support neural research. The race is 10 km long, alongside the water at the city's harbour entrance. The race raises money for research into physical activity and neural health, and is arranged by Göteborgsvarvet.

Did you know that...

Luleå, Piteå, Sundsvall and Borås are also celebrating their 400th anniversaries in 2021?

THE SPORTS AND ASSOCIATIONS ADMINISTRATION

The Slottsskogsvallen stadium was built for Gothenburg's 300th anniversary. To mark the city's 400th anniversary, the Sports and Associations Administration is developing the stadium's entrance park into a vibrant, attractive meeting place that can be used for both events and everyday activities.



Artist's impression from Jernhusen.
Illustration: Tomorrow AB

Jernhusen

Jernhusen is carrying out its anniversary initiative through the first stage of RegionCity at Gothenburg Central Station. The first stage includes a tower, a hall, a terrace and a square. The idea was first presented in 2016, and has since become a unifying intermediate goal for the development project. The square Jubileumsplatsen was opened in 2018 alongside platform 16. Jubileumsplatsen is the start of something big, and an open test arena for RegionCity. 2019 saw a focus on strengthening and spreading the innovative culture from which RegionCity was born, while also developing the thoroughfare to and from the square. In 2020, Jernhusen and the city are focusing their energies on getting all the permissions in place so that the physical expansion can begin here in 2021. A presentation on site on June 4, 2021 will describe how the northwest of RegionCity meets the old city, the bridge Hisingsbron and the West Link, and last but not least what comes next: a Scandinavian downtown, more urban development and a stronger western Sweden.

THE JEWISH COMMUNITY

The Jewish community plans to refurbish the burial ground at Svingeln to highlight Jewish contributions to commerce, industry, culture and society in Gothenburg, and to showcase Gothenburg as a city of immigrants.

KAFFERÄVEN PER NORDBY

To mark the 2021 anniversary year, Kafferäven Per Nordby will develop four different coffees to pay tribute to and symbolise the four centuries of Gothenburg's history.



KARLSTADEN UTVECKLING AB

The new district of Karlstaden is emerging on Lindholmen. This is a true mixed-use district, including homes, offices, shops, restaurants and a cultural centre, covering a total of eight blocks. The skyscraper Karlatornet will be the Nordic region's tallest building at 245 metres tall, adding a new silhouette to the city's skyline.

KLIPPAN WORKBOAT ASSOCIATION

Ahead of 2021, Klippan Workboat Association is preparing to showcase its vessels dating from the mid-19th century onwards in the historic harbour setting at Klippans Ångbåtsbrygga. To bring the history of these boats and the location to life for visitors, information boards and exhibition materials will be prepared in readiness for the 400th anniversary.

KONSTRA

As Gothenburg turns 400, we will be celebrating diversity with performing arts collective Konstra's stage production, which has been co-created by the entire collective, from initial idea through to the première. The performers stand side by side, showing how Gothenburg can be a city where everyone can not only participate but can also contribute, whatever their functional ability.

KORTEDALA MUSEUM

During 2021, Kortedala Museum will arrange an open house in our museum apartment and a city and art tour in northern Kortedala. With a journey back in time to the Gothenburg that was built in the 1950s, when the future was wide open and everything seemed possible, we will offer a programme to showcase post-war ideas about homes, architecture and public art.

KULTURGRUPPEN FÖR RESANDEFOLKET

Kulturgruppen för resandefolket will be celebrating the fact that 2021 marks 400 years since travellers first made Gothenburg their city. We want to do this by marking the existence of travelling people's history, from the beginning to the present day, and everything that involves in terms of the rollercoaster of entrepreneurship and persecution. We want to tell the story of one of the almost forgotten minorities who lived and died in Gothenburg from the founding of the city, and to provide a review of the artistry, theatre and entertainment formed by this journey. We want to explain why Gothenburg has now become the Swedish centre of travelling activism.



CENTRAL CULTURE FESTIVAL

Each year, the Central Culture Festival offers the city centre's senior citizens a two-week festival programme during the dark November days. Staff and senior citizens are already involved in the arrangements, but by 2021 the aim is for much of the festival to be produced by the target group themselves, ensuring an even sharper focus on their interests and experiences.

THE CULTURAL SCHOOL

We are celebrating Gothenburg's 400th anniversary by ensuring that children and young people can be seen, heard and take their place in the heart of Gothenburg. The Cultural School is a natural place for young people's creativity. We occupy the city and show the way towards the future with all creative art forms.

THE ROYAL SOCIETY OF ARTS AND SCIENCES IN GOTHENBURG

This is where those in power today meet their counterparts of tomorrow. Young people and decision-makers came together within the International Youth Think Tank, with a focus on standing up for democracy and an open society – a unique focus in which young people's opinions can be heard. The launch is planned for 2021, and the first youth conference was held in connection with the 2019 Quality Fair. The project is being supported by Global Business Gate and the Royal Society of Arts and Sciences in Gothenburg.



FRIENDS OF KUNGSHÖJD

Friends of Kungshöjd: protecting Gothenburg's cultural heritage. We work in consultation with the city to promote Kungshöjd's historic and architectural value to the delight of locals and visitors, now and in the future. The improvements being carried

out mean that, by the time of the 2021 anniversary year, visitors will have a clearer image of Kungshöjd as a central part of historic and contemporary Gothenburg. During 2020, ongoing environmental improvements regarding preservation and accessibility at Kungshöjd will continue.

LAPPHEXORNA

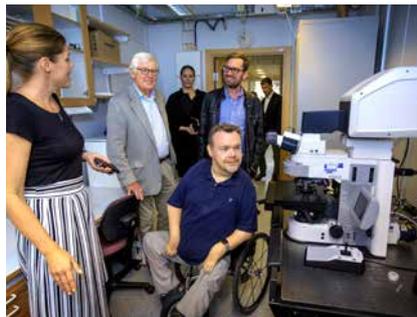
Lapphexorna is a non-profit association of women from different cultures who are working on a textile piece based on the city, which will be presented during the 2021 anniversary year.

**Liseberg**

Liseberg is making its biggest ever investment with the construction of a waterpark and a themed family hotel, aiming to complete this for Liseberg's centenary in 2023. The anniversary project will bring significant added value for both locals and visitors, and will reinforce Liseberg's position as one of Europe's leading entertainment parks. It also represents a major investment in Liseberg's future.

THE LUNDBERG RESEARCH FOUNDATION

The IngaBritt and Arne Lundberg Research Foundation donated SEK 27 million towards a new nationally leading renal research laboratory at the Sahlgrenska Academy in Gothenburg. The opening of the lab in August 2018 marked the start of a process of building up technical equipment, which is expected to be complete in time for the City of Gothenburg's 400th anniversary.

**LÖDÖSE MUSEUM**

Lödöse Museum will be celebrating the 400th anniversary by contributing new knowledge about Lödöse, Gothenburg's mediaeval predecessor! 2021 will see the launch of our new permanent exhibition, featuring new and old tales about the people who lived, laboured and dreamed in the mediaeval city, up until the move to New Lödöse in modern day Gothenburg in 1473.

LERUM

Lerum is part of the city's 400th anniversary, and is working to develop our strong region. Lerum Municipality is taking part in the anniversary celebrations with exhibitions, events and different activities on the theme of 'Nääs: part of the world, then and now!'

LINDHOLMEN SCIENCE PARK

Lindholmen Open Day – packed with innovation for Sweden. Lindholmen Open Day will take place in September 2021 – a day for networking, inspiration and launching new innovations! This event has grown year on year, giving the people of Gothenburg an opportunity to find out about the dynamic area and the innovation environment that Lindholmen Science Park has become. Many businesses from the wider area will be exhibiting on the day, which will also include short talks about new initiatives, coffee breaks, the Lindholmen Relay and after-work sessions. The Collaborator of the Year award will be presented to an individual or a team that has supported creative ideas. During Gothenburg's 400th anniversary, all Gothenburgers are welcome to attend this inspiring day!

THE COUNTY ADMINISTRATIVE BOARD

The County Administrative Board will be marking the anniversary by increasing the number of guided tours of the official residence during the year. On November 6, 2021, the County Governor will be hosting an anniversary party at the official residence. We also want to work together with other historic buildings along the Stora Hamnkanalen canal and help to promote the city's historic heritage, as well as highlighting the state's effects on the city over the centuries in a book and a podcast.

THE DUTCH EMBASSY IN SWEDEN

Four hundred years ago, Dutch town planners were commissioned to build Gothenburg. We therefore want to celebrate our 400-year-old link with you! During 2021, we are planning to organise seminars on various themes, such as town planning, innovation, the circular economy, water and sustainability. This will enable us to commemorate our shared history while also planning for future cooperation.



NEXT STEP

Next Step is an urban and property development company based in Gothenburg, with the vision of creating environments where people feel a sense of pride, closeness and involvement. The company is currently running three of Gothenburg's biggest urban development projects: Nya Hovås, Wendelstrand and GoCo Health Innovation City.

NOBEL WEEK DIALOGUE

Nobel Week Dialogue will be a full day of lectures and panel discussions on December 9, 2021. The aim is to bring together Nobel Laureates and a group of selected leading researchers, decision-makers and thinkers from around the world for a series of seminars on topical scientific and multi-disciplinary subjects. Through this event, the Nobel institutions aim to contribute towards deepening the dialogue between the research community and the rest of society on issues that are important from a global perspective.

NORRA HISINGEN DISTRICT ADMINISTRATION

Norra Hisingen will look to 2021 by protecting urban and natural landmarks. Gothenburg's largest district administration by surface area includes everything from countryside and agricultural land to densely populated and mixed-use urban areas, from the shore of the Nordre Älv river in the north to the peak of Arördsberget in the south. New landmarks will be created in the district for Gothenburg's 400th anniversary.

GÖTEBORG & CO'S TRADE AND INDUSTRY GROUP

The Trade and Industry Group is involving member companies in the Future Ambassadors anniversary project, and is following the communication and projects of the focus years. In 2019, the group focused on the Knowledge and Enlightenment theme by process managing the focus year in broad cooperation within the field of knowledge. In 2020, the group will continue its commitment to the focus year by process managing the Sustainable Growth theme.

THE PARKS AND LANDSCAPES ADMINISTRATION

The Parks and Landscapes Administration is actively involved in the city's anniversary work, reinforcing and initiating green initiatives along the way between now and 2021.

PENSIONERS' ORGANISATIONS (PRO, RPG, SKPF, SPF SENIORERNA)

During 2021, we will be helping to reduce loneliness in Gothenburg. Through cooperation with healthcare centres, we will provide a basis for people looking to make new contacts. We can attend our libraries at regular times and create opportunities for dialogue. We will use various projects to make it easier for people to cope by developing welfare technology. We will also be contributing towards a symposium on ageing with AgeCap.



Passalen

Passalen is a non-profit association that aims to create inclusion for people with functional variations, within leisure, culture and recreation. Passalen will be involved in the operation of the park Jubileumsparken, working for a meaningful future for all with projects such as a sailing initiative. There will be updates on Passalen's work in the park on social media.



THE GÖTA ÄLV PILGRIM'S TRAIL

Let's walk the city together! We walk through history along the Old Gothenburg Path, seeing the city take shape and enriching our minds all year round. Every step leaves us healthier, happier and more knowledgeable about the city's history. We make a difference for others, and walk together for charity. The city tour is part of the Göta Älv Pilgrim's Trail – one of Sweden's biggest and most sustainable adventures. It is our tribute to the river and the city. Come and walk with us!

Did you know that...

7,000 additional homes are being built in Gothenburg thanks to a unique initiative for the 400th anniversary?

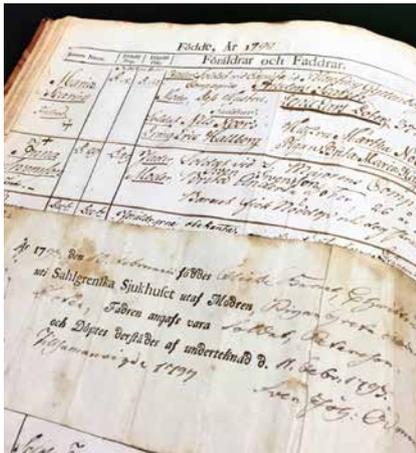
PLAYGROUND FESTIVAL

The Playground Festival aims to create a sense of community among pupils in Gothenburg. We want to show that even children can make a difference. We will have artists and games. Everything will be free and arranged during school time so that everyone can come. The target group is children aged up to and including school year 6. For Playground 2021 we will be expanding to include the whole world, inviting pupils from all Gothenburg's partner cities and twin towns, including Chicago, Shanghai and Turku.



The Röhsska Museum

The Röhsska Museum of Fashion, Design and Decorative Arts plans to reopen its baroque chamber, featuring objects from the 17th century – when Gothenburg was founded. During the 2021 anniversary year, there will be a programme reflecting the time of Gothenburg's establishment based on the museum's profile. The museum also plans to carry out programme activities in cooperation with the City Planning Administration in connection with the Gothenburg City Triennial.



THE NATIONAL ARCHIVES OF SWEDEN

The Regional Archives are part of the National Archives of Sweden, managing miles of shelves of unique archive information about the history of Gothenburg. By 2021, we aim to promote and highlight sources that enable us to bridge knowledge gaps and challenge previous historical depictions with new perspectives.

RÖDA STEN ART CENTRE

During the 400th anniversary, Röda Sten Art Centre will present a programme of exhibitions inspired by how Gothenburg has been shaped and continues to be shaped by people and cultures from around the world. The programme is being put together in creative encounters between contemporary art, music and other art forms. Here, multifaceted and hybrid creativity thrives.



SKANSKA

The areas, buildings, roads and bridges that we develop and build should create value for many years to come. This requires us to understand and deal with future challenges today. Together with our customers, politicians and investors, we ensure that this happens. Together, we build for cohesion and faith in the future. Whatever the area, everyone should have the right conditions for a good life. Together, we lead society's climate adaptation. The whole of society needs to raise its ambitions, and we can show the way. Taking the global development goals as our starting point, we see social, environmental and economic sustainability as being intertwined. So we ensure that what we create today generates value tomorrow. Through urban development projects such as the bridge Hisingsbron, Citygate, Kviberg and many, many others, we are building a better society. Gothenburg's 400th anniversary is an excellent driving force for our goal.

Did you know that...

106,000 people swam at the park Jubileumsparken in 2019?



SOIC

The Swedish Ship Götheborg is sailing again, meaning that she is a living ship for all who visit during Gothenburg’s anniversary celebrations when she is docked in the city. On the quayside, she is a fantastic destination and makes an active contribution to Gothenburg and Västra Götaland being known as a bold role model for sustainable growth, both culturally and industrially. Through innovation, openness, learning and inclusion, we show the links between city’s history and the future.

THE SOMALI DISTRICT ASSOCIATION IN VÄSTRA GÖTALAND

The 14th Somali Research Conference will be held on August 10–14, 2021. This is the first time this conference has been held in Sweden, and we are pleased that the Somali National Association in Sweden and the Somali District Association in Västra Götaland have been chosen as the hosts for this international event, which will draw students and researchers from around the world to Gothenburg during its anniversary year.

THE CITY PLANNING ADMINISTRATION

The City of Gothenburg will have a digital twin: Virtual Gothenburg. A digital model will make it easier to understand, steer and plan the city. This work is being led by the City Planning Administration, and involves all the administrations that work with urban planning. The idea is that Virtual Gothenburg should be completely ready by 2021, when the city celebrates its 400th anniversary.



THE LANGUAGE CENTRE, CITY OF GOTHENBURG

On International Mother Language Day, which will be celebrated at the Museum of World Culture in February 2021, the Language Centre’s students’ work during the 2020/21 academic year will be presented through: Photos with captions presenting 400 students’ dreams for the future, which will also be published as a book. The theme ‘A completely ordinary day – today and in 20 years’, in which pupils have created their own narratives using free forms of expression. Another book will be published during the anniversary year, featuring 400 student narratives on the theme from 2019: ‘Our Gothenburg – as described by the Language Centre’.

SPOTCITY

KOM – Art and Medicine. The KOM project will result in a permanent outdoor exhibition to be launched in spring 2021 at Konstepidemin on Linnéplatsen. KOM takes as its starting point the former epidemic hospital’s history (1886–1970) and its architecture. Artists, poets, film-makers, musicians and other creatives will be contributing specially produced works.



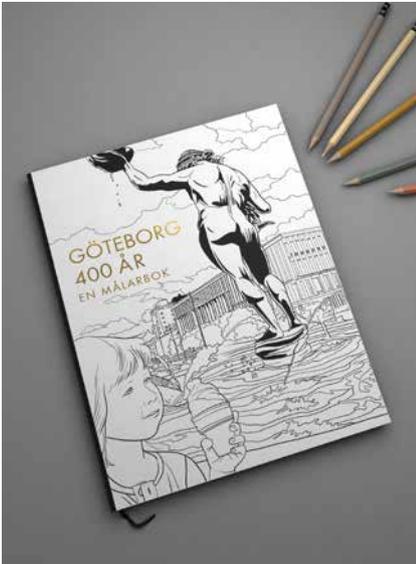
CENTRAL GOTHENBURG DISTRICT, GÖTEBORGSLOKALER AND VALAND ACADEMY

Ruben Östlund’s The Square on Landala Torg. The Square is a 9 m² demarcated piece of land which is designated as a sanctuary of trust and caring. This is the fourth such installation in the world, and was inaugurated on Landala Torg on December 1, 2018 in cooperation between Central Gothenburg District, GöteborgsLokaler and Valand Academy. Until 2021 and beyond, The Square will be filled with significant events for a more human world.

THE SWEDISH NATIONAL PROPERTY BOARD

At the Swedish National Property Board we administer our national cultural heritage, including Skansen Kronan, Skansen Lejonet and New Älvsborg Fortress. The board will be contributing to Gothenburg’s 400th anniversary with a long-term development of the city’s historic attractions. We have initiated a development plan for the fortified city of Gothenburg in partnership with

Göteborg & Co, Higab and five of the city’s administrations. The aim is to enhance ten of the 17th century environments which laid the foundations for Gothenburg’s origin and development. Before 2021, we will be focusing on developing Skansberget and Skansen Kronan, a designated celebration location during the anniversary year. We will also be commemorating the city’s 400th anniversary in our magazine and on social media.



STORYBOARD

The idea behind Patrik Berg's 'Stockholm – a colouring book' was to depict the city as it feels to live in, not only to show iconic buildings. Published in 2018, it contains 44 drawings of everything from graffiti artists in an industrial area to Drottningholm Palace Theatre and the Skroten café on Djurgården. Now comes 'Gothenburg 400 years – a colouring book'. Patrik has drawn up a preliminary list of themes, including everything from the Japanese Glade at Gothenburg Botanical Garden, the tram sheds at Majorna, Långgatorna and Gullbergs strandgata to the Market Hall and the Göteborg Opera. Naturally, there will also be views of the coast – Särö, Tjörn and Smögen. All these locations will be filled with everyday details – people, encounters and festivities. Then, it's up to locals and visitors to add colour and atmosphere. Perhaps you'll draw a night sky above the District Court? Maybe you'll set fire to the theatre Stora Teatern? Will you reel in an enormous catch from a cliff on Vrångö? Or maybe UFOs will land on Avenyn? This is where the magic happens in a colouring book – where the printed image meets your imagination.

SWEAGBG

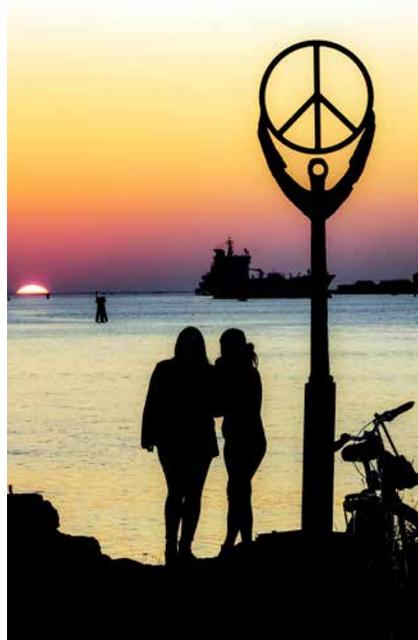
With a wealth of language skills and extensive experience both in Sweden and internationally within industry, academia, research, health, international organisations, associations and education, SWEA's members in Gothenburg can contribute towards Gothenburg's 400th anniversary as volunteers and ambassadors.



Illustrations: Wingårdhs

SWEDAVIA, GÖTEBORG LANDVETTER AIRPORT

Göteborg Landvetter Airport is Western Sweden's gateway to the world – this is where we meet, create, work, travel and experience, just a step between the towns of Western Sweden and the metropolises of the world. We are now preparing for the future of travel, building a large, more accessible and more modern airport. This will result in increased capacity, easier travel, better communications, more trade and attractive meeting places, creating a driving force for the development of Western Sweden. The airport is a global meeting place, where the region is linked to the world and creates the ideal conditions for future growth. Intermodality and sustainability are key words in this development. In 2021, we will be opening a hotel right next to the terminal – a hotel that is open to the world. By 2021, we will also have achieved our goal of becoming fossil-free in terms of Swedavia's ownership and operation of the airport. We will be the first airport group in the world to achieve this goal by 2021.



THE SWEDISH PEACE AND ARBITRATION SOCIETY GOTHENBURG

A Nordic peace and security conference will focus on the climate and nuclear arms. The peace movement, the Swedish Peace and Arbitration Society, the Swedish chapter of the Women's International League for Peace and Freedom and local environmental groups will hold a conference in Gothenburg in 2021 on climate threats, nuclear weapons and culture, to show how Nordic cooperation, tolerance and peaceful co-existence can create a more secure society.

THE SWEDISH ICE HOCKEY ASSOCIATION

The anniversary year will conclude with the World Junior Ice Hockey Championships being held at Scandinavium and Frölunda Borg on December 26, 2021–January 5, 2022.

THE CHURCH OF SWEDEN

The Church of Sweden will be contributing to Gothenburg's 400th anniversary with the 'Heliga rum' ('Holy Spaces') exhibition and the 'Ögonblick' ('Moments') project. The exhibition aims to improve relationships between people of different faiths. The 'Moments' project is a collaboration between the Museum of Gothenburg, the newspaper Göteborgs-Posten, Innerstaden Göteborg and the Church of Sweden, with the aim of creating term-long photographic documentation of inner-city Gothenburg.

THE SWEDISH EXHIBITION & CONGRESS CENTRE

The Swedish Exhibition & Congress Centre and Gothia Towers' vision is to be Europe's most attractive meeting place, by providing the best overall experience. Here, visitors will be offered everything from hotels, restaurants, shows and spas to trade fairs and various meeting arenas – all under one roof. The Swedish Exhibition & Congress Centre was founded in 1918, is owned by an independent foundation, and contributes more than SEK 3 billion in tourism effects to Gothenburg every year.



LET'S COLOUR GOTHENBURG

Let's Colour Gothenburg helps unemployed young people to find real jobs as professional painters, while also producing art in public spaces. In 2019, the focus was broadened to include the entire Gothenburg region and additional professions. In Gothenburg, award-winning international artworks continue to be painted in '21 km of art', running between the Blå stället cultural centre in Angered and the Röda Sten Art Centre in Klippan.

THOMASO DESIGN

ThomasO Design will expand its collection of retro-inspired Gothenburg motifs with a unique image to pay tribute to the city's 400th anniversary. The image will be used by both the company itself and its partners to showcase the city's iconic locations.



GOTHENBURG HISTORY IN A THOUSAND PHOTOS (GOTHENBURG THROUGH THE AGES)

This research project will investigate images of Gothenburg, inventorying and digitising them before making them available via an exhibition, a database and a book. In 2021, the results will be presented at an exhibition produced by the Museum of Gothenburg.



TEXTALK MEDIA AB

Preserving cultural heritage and promoting culture are key drivers for more sustainable and democratic societal development. We will therefore work with local schools to enable children to talk about their Gothenburg, and will publish these narratives in an accessible format, for everyone, both today and in the future.

TILLT

TILLT manages and develops artistic projects linked to sustainable social issues that contribute to a more creative, inclusive and meaningful urban life. During the Sustainable Growth focus year, TILLT will address climate adaptation issues in the Cultural Adaptations project with artists in Gothenburg and three other European countries. At the same time, Gothenburg will be hosting the final conference for the Borderline Offensive, in which TILLT has worked with sustainable integration together with 20 artists in 12 European and Middle Eastern countries.

THE URBAN TRANSPORT ADMINISTRATION: GOTHENBURG MOBILITY SERVICE

Gothenburg Mobility Service's vision for 2021 is that those who need our services can travel via a combination of special public transport (our green vehicles) and more accessible general public transport. Everything from payment to the design of vehicles and transport stops should be adapted for accessibility, and should be based on the traveller's need for mobility and participation.

TUKAN FÖRLAG

Via a beautiful book of photos, Tukan Förlag will look back and remember the city's 400-year history, while also looking ahead and giving the reader a glimpse into the Gothenburg of the future.



UEFA WOMEN'S CHAMPIONS LEAGUE

The UEFA Women's Champions League Final will take place on May 16, 2021 at Gamla Ullevi in Gothenburg. This will be the first ever Champions League Final in Sweden.



Universeum

Universeum will mark 2021 and Gothenburg's 400th anniversary with three key initiatives for the future: a visualisation dome with world-class visualisation technology, a unique public visualisation lab and the Future Ambassadors collaboration project, which will reinforce learning and deepen subject knowledge within science, technology and maths. In 2021, we will be a science centre for the next generation. Knowledge for a sustainable future is our gift for Gothenburg's 400th anniversary.

WALLENSTAM

Wallenstam is developing Kallebäck's Terrasser with around 1,800 homes and large commercial properties, to create a vibrant new area with nature around the corner, the city within cycling distance and the world within reach. In the popular Majorna district, Wallenstam is also building 138 modern rental apartments for those who want to live close to the action. The ground floor will feature attractive premises to welcome appropriate businesses to the area.

VASAKRONAN, PLATINAN

Platinan – welcome to a different kind of building! Vasakronan is now building on Lilla Bommen's outward-looking history with Platinan – a forum for new, exciting and unusual encounters. The building will be complete by the end of 2021, including 60,000 m² of offices, co-working space, restaurants and a new Scandic hotel. Platinan will be the first new property to be built in the area, and the small harbour on the edge of the city will once again become the place where diversity comes together.



REGION VÄSTRA GÖTALAND

Region Västra Götaland will be carrying out initiatives linked to the anniversary within the framework of its cultural activities, including the Gothenburg Symphony Orchestra's world-famous Side by Side youth camp. Gothenburg Botanical Garden is part of Region Västra Götaland. It has been tasked with helping to strengthen Gothenburg as a destination for horticultural tourism, and is planning to build new public greenhouses. The total area is expected to be around 6,500 m². The greenhouses are being built in stages, with an anticipated start date during the 2021 anniversary year.

WEST SWEDEN CHAMBER OF COMMERCE

West Sweden Chamber of Commerce is a politically independent private business organisation with 3,000 member companies from the whole of West Sweden. We work to create growth and to develop the West Sweden of the future. We do this by helping companies to do more and better business, and by influencing political decisions.

VIC SHIPBUILDING AND INDUSTRIAL HERITAGE CENTRE

Gothenburg, the Nordic region's biggest industrial region and its industrial history should be described through the establishment of a Shipyard and Industrial History Centre in Gothenburg. The centre should reflect the needs of the region, both now and in future industrial development. Work should begin in connection with Gothenburg's 400th anniversary in 2021.



WEST PRIDE

West Pride's vision is for an equal and inclusive world that is free from prejudice and discrimination. Every year, we arrange a festival of art and culture that creates safe meeting places and highlights the living situation of LGBTQI people through norm criticism. West Pride also educates businesses, organisations and school pupils from pre-school to upper secondary level about LGBTQ issues all year round. We contribute towards a more open social climate in Gothenburg through our operations, and in 2021 we aim to enjoy an even more inclusive city together with the people of Gothenburg.

ÅNGPANNEGATAN PROCESSES

During 2021, the Ångpannegatan Processes project will be presented as an exhibition on Backaplan. We will hereby promote other values and issues that create a context where narratives and experiences – both individual and collective – have a greater significance than the value of the land and the potential for development.

ÄLVSTRANDEN UTVECKLING

Älvstranden Utveckling will realise the Älvstaden Vision together with Gothenburg's city administrations and companies. Ahead of the 2021 anniversary, we will be working with the park Jubileumsparken in Frihamnen and the docks at Eriksberg.

ÖSTRA GÖTEBORG DISTRICT ADMINISTRATION

Gothenburg's new cultural centre is being built on Rymdorget in Bergsjön. This will be a new everyday meeting place and an arena for unique events; a hub for creativity and curiosity, with low thresholds for practising and experiencing culture in different forms.

New anniversary partners are being added all the time. Stay updated at goteborg2021.com. You can get involved, too! Please do not hesitate to get in touch with the anniversary organisation.

GOTHENBURG'S 400TH ANNIVERSARY IS MAKING THINGS HAPPEN

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.

2009-2011: COMMISSIONS AND OPEN DIALOGUE

2009: The commission is received from the Municipal Executive Board. A political reference group is formed.

2010: The working model is created. Seven different perspective groups are formed.

2011: The process of gathering ideas begins, resulting in thousands of suggestions from locals and expert groups which form the basis for the anniversary.



2012: THE VISION YEAR

The working plan is established with a vision, goals, themes and anniversary proposals. The City Administration makes a decision on the working plan on September 6, 2012. Gothenburgers' ideas are collected in a book.

2013: KICK-OFF

From words to action. The anniversary suggestions are assessed in pilot studies in broad cooperation with the City of Gothenburg's companies and administrations, together with other players.

2014: WATER AND THE ARCHIPELAGO

The anniversary suggestions are assessed in pilot studies. An advance start is made on implementation, with a focus on water. The anniversary's young reference group is formed.

2015: CREATED BY AND INCLUDING YOUNG PEOPLE

Implementation begins. The pilot study work is concluded, and the anniversary organisation submits 20 recommended anniversary initiatives to the Municipal Executive Board for continued development. Project owners are appointed to run and develop the anniversary initiatives. The Volvo Ocean Race is a milestone and a meeting place in the work relating to Älvstaden and the anniversary.

**2016:
CULTURE**

The anniversary work reaches the halfway point and citizens are invited to a dialogue on how to celebrate 2021. There is a particular focus on culture, resulting in experiences and permanent street art throughout the city via Artscape 2016.

**2017:
GREEN AND GRAND CITY**

More anniversary initiatives are realised. The city gathers strength to achieve an even greener, more attractive Gothenburg, including via land art and art in nature.

**2018:
GO GLOBAL**

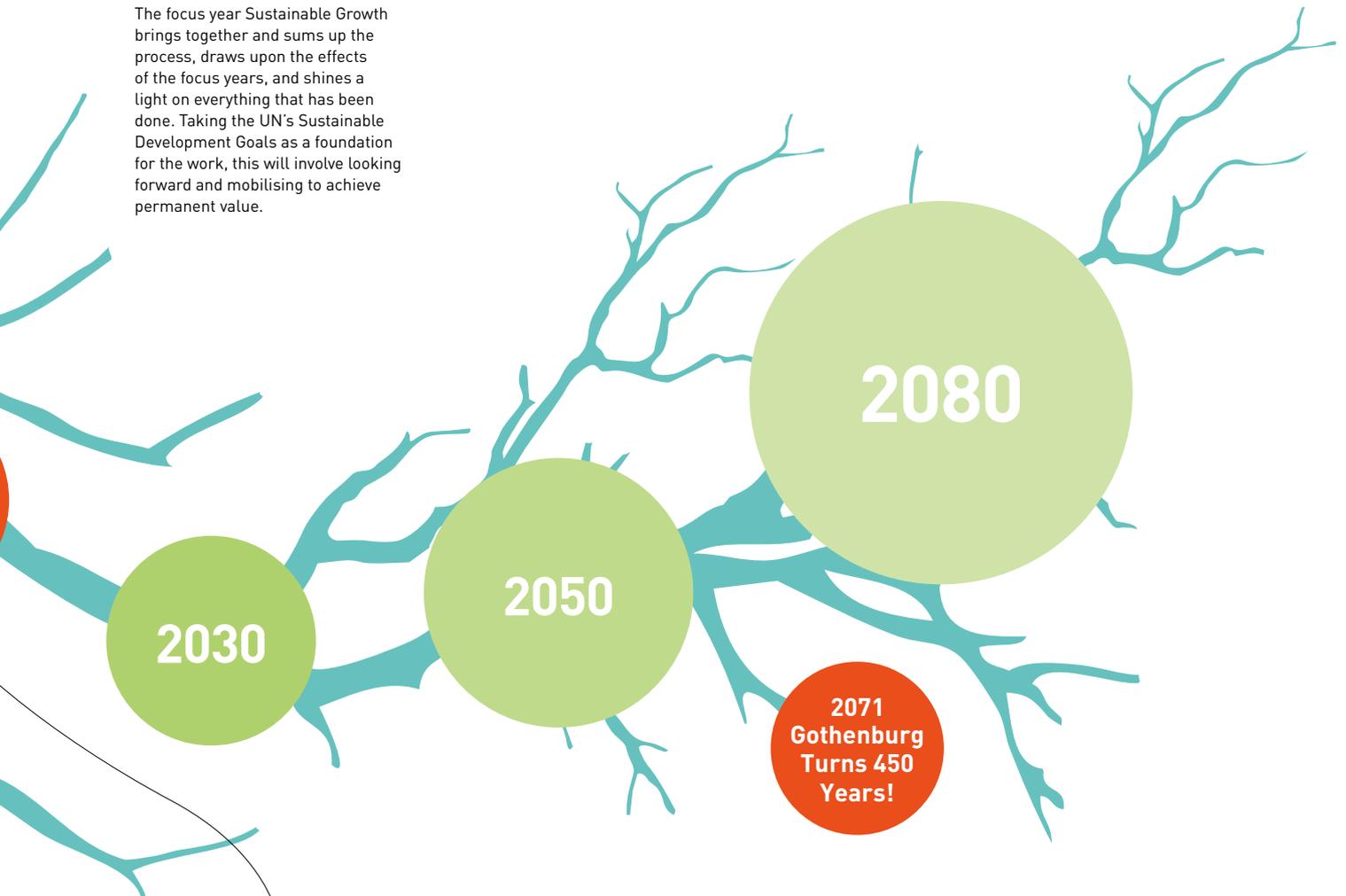
The ambition is that the city and the region should be involved in the anniversary. The world is welcomed to Gothenburg at the Volvo Ocean Race. Several anniversary initiatives are realised, programme planning for the 2021 anniversary year begins, and everyone is invited to the Urban Gallery of Gothenburg.

**2019:
KNOWLEDGE AND
ENLIGHTENMENT**

There is a focus on innovation, research and skills provision. The Future Ambassadors project is launched. The 30th anniversary of the Convention on the Rights of the Child and the 50th anniversary of the moon landing are observed. The Urban Gallery of Gothenburg showcases young art in cooperation with the Cultural School.

**2020:
SUSTAINABLE GROWTH**

The focus year Sustainable Growth brings together and sums up the process, draws upon the effects of the focus years, and shines a light on everything that has been done. Taking the UN's Sustainable Development Goals as a foundation for the work, this will involve looking forward and mobilising to achieve permanent value.

**2021:
GOTHENBURG'S
400TH ANNIVERSARY!**

The celebrations are a springboard for the future. The aim is to generate pride, faith in the future and memories that will leave a lasting impression. The year will offer something very special as a symbol of the city's anniversary work and its ambition to achieve a sustainable city – open to the world. Find out more about the anniversary year on pages 4–7.

**DEVELOPMENTS
CONTINUE**

The anniversary organisation works on how the city can learn and benefit from more than a decade of methodical work. Working methods shall be described. The anniversary model shall be concretised to form a foundation which can be activated after the 400th anniversary in existing operations and innovation projects.

GOTHENBURG'S 400TH ANNIVERSARY - HOW WE WORK TOGETHER

On 4 June 1621 Gothenburg was awarded city rights. We are celebrating this 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 through their ideas. Right from the start this has been a public process aimed at putting ideas into practice and generating lasting values for Gothenburg. All these ideas, dreams and sugges-

“Through the anniversary, residents' ideas become part of the city's development.”

tions provide the basis for the themes and goals that will lead towards the anniversary vision, right up to 2021 and well beyond.

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.

MORE AND MORE PEOPLE ARE INVOLVED

The working model and the public process have ensured that the whole city is involved in the anniversary in some way. Together, we have created new forms of collaboration, and our collective efforts are bringing results. This model



Book of Ideas and Work Plan

The Work Plan, which was agreed on by the City Council in 2012, is the starting point for the annual development of the anniversary work for the entire city. The Book of Ideas and the Work Plan are available at goteborg2021.com.



Anniversary plans

A summary of what the 400th anniversary has achieved to date and what is planned for the future can be found in the anniversary magazine for 2020. Read all the anniversary plans at goteborg2021.com.





The dialogue and meetings will continue at the anniversary pavilion during Gothenburg Culture Festival in August 2020.



Cooperation between the city, academia, organisations and associations is central to the anniversary year.

is encouraging a growing number of people to get involved in the initiatives. 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 charts our course towards a more innovative, open and even better city.

AN EQUAL CITY IS AN EVEN BETTER CITY

The Equality in Gothenburg programme stakes out the direction in which Gothenburg aims to work in collaboration with residents, the business community, 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.



Guides – a way of maintaining our direction

In order to achieve what the anniversary stands for and to accomplish the vision and goals, the anniversary work should always be characterised by:

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. **The road to the anniversary is just as important as the year itself.**



The anniversary organisation and collaboration

Göteborg & Co has been tasked with leading, coordinating, implementing, communicating and following up on the anniversary work in broad collaboration, in accordance with Gothenburg City Council's decision.

The anniversary organisation at Göteborg & Co acts as an operational hub, driving the work involved in the anniversary process along the way, planning and implementing the actual anniversary year, and following up on and evaluating the initiatives. The company is constantly developing the organisation for the assignment, drawing up plans, tools and communication support, and working together with all those involved.

New forms of cooperation, networks and contacts are created every day. Perhaps the most important tasks are to be open and listen, to lift each other up, to see connections and opportunities, to link activities together, and to encourage new joint solutions. **Please do not hesitate to get in touch with the anniversary organisation! You can find us at goteborg2021.com.**

THE 2021 CONSULTATION is the anniversary's steering group, and is responsible for the city's ambitions in connection with the anniversary and the progress of the city's anniversary initiatives. It ensures that the anniversary's values are adhered to and that the work sticks to the guidelines, and prepares annual anniversary plans and budgets.

PROJECT OWNER AND PROJECT MANAGER

Each anniversary initiative has its own organisation appointed as project owner. The project owners appoint the project management, and are responsible for the initiatives being developed in accordance with visions, funding and implementation.

YOUNG REFERENCE GROUP – POWER TO THE YOUTH

The young reference group was formed in 2014 ahead of the focus year Created By and Including Young People. The group has since evolved, and is now called Power to the Youth. It works to ensure that young people have more influence in the development of Gothenburg, and specifically in how the anniversary initiatives have been devised. Together, the group makes sure that the needs of young people are taken into consideration, all the way through to 2021 and beyond. Find out more about Power to the Youth on page 9.

COLLABORATION AND STEERING GROUPS

The work and collaboration involved in the anniversary year involve many different groupings. In addition to their own project teams, several of the anniversary initiatives also have their own steering groups, for example Democracy and Young Influence, Side by Side and Rain Gothenburg.

Promoting Gothenburg together

At the time of writing – April 2020 – life is far from normal. Cities around the world that should be full of people and life are virtually deserted. People everywhere have been affected, and the consequences will be felt for many years to come. We hope to get back to normal again, but no one knows exactly when that might be. This uncertainty is a major challenge in all future-oriented work.

Since 2009, when Göteborg & Co was commissioned to lead the planning for Gothenburg’s 400th anniversary, the anniversary has been a driving force that has achieved results in the city’s development. This is a long-term task that now, perhaps, is more important than ever.

Gothenburg is currently undergoing a historic growth spurt. The city is growing as we build for the future and more people move here. This is creating new jobs and helping to make Gothenburg an even better city. A city where more people want to live and work. A city where people want to build their future.

For almost ten years, headed up by the 2021 consultation, we have ensured that the anniversary’s values are followed and that the work adheres to the guidelines in the anniversary plan, as established by Gothenburg City Council. The great commitment from the city, its citizens and all those involved has been crucial for this. The anniversary work has created new networks and working methods within the city itself, and within academia, industry, organisations and associations. Together, we will promote Gothenburg’s development and future challenges.

Welcome to a full year of experiences as Gothenburg turns 400.



Peter Grönberg,
CEO, Göteborg & Co

MEMBERS OF THE 2021 COUNCIL



Patrik Andersson,
Business Region
Göteborg



Babbs Edberg,
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A SUSTAINABLE CITY – OPEN TO THE WORLD

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Göteborgs
Stad



The Anniversary Organisation, Göteborg & Co,
Mässans gata 8, Box 29, 401 20 Göteborg
2021@goteborg.com | goteborg2021.com
Göteborg & Co is part of the City of Gothenburg