



# City of Gothenburg

## Environment Diploma for Events

Many events in Gothenburg have reduced their environmental impact thanks to the Environment Diploma for Events, a certification managed by the City of Gothenburg. The method is used by other organizations but originally developed by the City of Gothenburg that still having the largest number of awarded diplomas. In 2015 at least eight events will be certified, meaning that a number of environmental requirements must be met.

An example is "Göteborgs Kulturkalas" which takes place August 11 to 16, 2015, with 1.3 million visitors and 1,200 cultural activities. Their certification means firstly that a number of basic criteria for reducing the environmental impact must be met. It has also been decided that during the event, no bottled water are sold, instead water taps are placed out at party sites. Vegetarian options are to be offered at all food sales. Among other things, coffee, cleaning products, fish and seafood will be eco-labeled. The electricity will be eco-labeled as well and often LED lighting is used on stage. Visitors are encouraged to contribute themselves:

- Skip bottled water and fill up your own water bottle with tap water.
- Choose vegetarian food.
- Sort your garbage and throw it in any of our recycling points.
- Move on foot, by bike or use public transportation.

Events to be certified in 2015, except for "Göteborgs Kulturkalas", are The International Science Festival (70,000 visits), "Göteborgsvarvet" (half-marathon with 64,000 runners), Volvo Ocean Race Gothenburg (335 000 visitors), World Masters Orienteering Championships Gothenburg, Student Göteborg, The Gothenburg Award for Sustainable Development and Christmas City.

For example Volvo Ocean Race Gothenburg had a high environmental profile. The event was located in a future development area but great opportunities to travel sustainably were offered.

Gothenburg's new electric bus line, Electricity (see other action) stopped at the entrance with a bus stop indoors decorated like a library to illustrate the potential for quiet and exhaust-free public transport. Moreover, there were large bicycle parking spaces near the entrance and a temporary shuttle ferry crossed the river. Volvo's crew who went there got free public transportation card. Besides, bottled water was not offered and all cafeterias had vegetarian options as well as a lot of organic food. All electricity came from renewable sources.

It's not only events that are certified with The Environment Diploma, the certification is a simplified kind of Environmental management system offered to smaller businesses and organizations in general. More than 200 companies and 300 of the municipal activities are certified in Gothenburg. The certification involves environmental staff training and measures to reduce travel, transport and energy consumption etcetera.

*More information:*

About Environment Diploma (automatic translation available)

<http://goteborg.se/wps/portal/foretag/hallbart-foretagande/miljodiplomering/-eventdiplomering>

Göteborg & Co's web site in English (Gothenburg's organization for tourism and events)

<http://corporate.goteborg.com/a-green-city/green-meetings-events/?lang=en>