

Safe, Beautiful City - involves citizens in the local environment

Safe, Beautiful City is a collaboration between stakeholders in the city to improve the quality of public spaces. The collaboration includes many activities that create commitment among the citizens for the urban environment and makes it easier to live sustainably. Examples of activities is the annual outdoor spring cleaning with tens of thousands of children, development of functional waste sorting stations as well as green walls on municipal buildings. Three administrations in the City of Gothenburg have joint responsibility for Safe, Beautiful City (the Park and Landscape Administration, the City Planning Authority and the Traffic Department). Together they have created a flexible project organization with its own budget, which can quickly prioritize activities that create added value for citizens. In practice, work is often made in cooperation with other municipal companies and private actors.

Tens of thousands of children picks rubbish

Every year there is an outdoor spring cleaning for preschools and schools in Gothenburg. Besides that the local environment will be clean, it's a way to create sustainable attitudes about littering, waste separation and our shared outdoor environment. The spring cleaning set a new record in 2015 with 67 200 children picking rubbish around their schools and preschools. In five of the ten districts in Gothenburg 100 percent of all municipal schools and preschools attended. The participation of private schools and preschools also increases. The spring cleaning is by far the largest single cleaning activity in Gothenburg and has helped the City to win the award for municipalities called *Keep Sweden Tidy* for four consecutive years. New this year is that all participants got a cultivation kit, with three packets of seeds and soil from the city's own compost. The activity is a collaboration between the Environmental Administration, the City Premises Administration and the waste company Renova.

The THINK Campaign, functional waste separation and green roofs

The THINK campaign is conducted to influence people's attitudes and reduce littering in Gothenburg. The campaign can be seen in ads and billboards, but also in other contexts such as the Gothenburg Culture Festival and on football fields around the city. Since 2009 the number of trash on city streets is measured. The measurements show that the amount of trash is decreasing each year. Safe, Beautiful City has developed new functional waste sorting stations for the city. A station to be used outdoors in public places has been developed, as well as a station that can be used indoors in larger venues. Within Safe, Beautiful City a work is underway to develop green walls and roofs. The concept will be cost efficient and will be irrigated with rainwater. One example is the entrance to the municipal building "Traktören" in central Gothenburg that is surrounded by green walls nowadays.

More information:

Safe, Beautiful City web page (in Swedish):

<http://goteborg.se/wps/portal/enheter/ovrigaenheter/trygg-vacker-stad>