

SBR Sustainability Commitment in Tourism and Event

Stockholm is actively incorporating the principles of **Agenda 2030** and the **UN Sustainable Development Goals (SDGs)** into its tourism and event strategies. As a capital city known for innovation, green infrastructure, and cultural richness, Stockholm positions tourism and events as strategic instruments in its broader sustainability agenda, fully integrated into the city's implementation of **Agenda 2030** and environmental policy framework. Rather than treating tourism and events as isolated sectors, Stockholm sees them as platforms for achieving climate goals, social equity, and sustainable economic growth.

Our strategic approach

Collaborative innovation

We foster strong, cross-sector partnerships with venues, hotels, restaurants, event organizers, and transport providers. Together, we co-create sustainable visitor experiences and work to build a resilient and future-ready tourism ecosystem.

Integrated sustainability planning

Sustainability considerations are embedded across all planning, marketing, and development efforts. We ensure that the environmental, social, and economic impacts of tourism and events are assessed and addressed from concept to implementation.

Support for sustainable business transformation

We actively assist local tourism and event actors in transitioning toward sustainability by encouraging the adoption of recognized standards, supporting carbon footprint reduction, and promoting responsible practices throughout the value chain.



Our operating principles

Climate responsibility

All tourism- and event-related activities are aligned with the City of Stockholm's goal of becoming climate-positive by 2030 and the Glasgow Declaration on Climate Action in Tourism, reflecting our commitment to accelerated climate solutions.

Circular economy

We promote circularity in resource use, event logistics, procurement, and food systems, prioritizing waste reduction and efficiency at every level.

Accessibility and inclusion

We ensure that tourism and event experiences in Stockholm are designed to be inclusive, equitable, and accessible to all—residents and visitors alike.

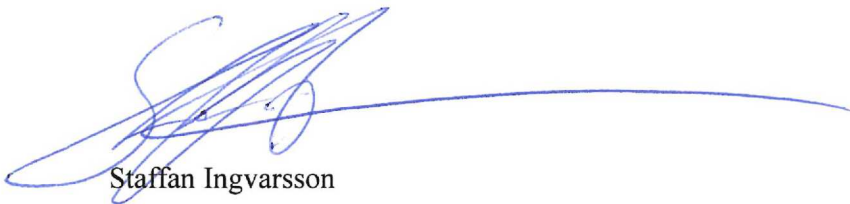
Transparency and impact measurement

We rely on data, indicators, and reporting tools to monitor sustainability performance, increase accountability, and continuously refine our approach.

Local Benefit and Community Engagement

Ensure tourism and events create shared value for local communities, small businesses, and cultural stakeholders.

By embedding sustainability into every facet of our work, we ensure that tourism and events in Stockholm are not just experiences for today but also investments in the well-being of future generations.



Staffan Ingvarsson

CEO, Stockholm Business Region



Stockholm Business Region AB

Stockholms stad

Fleminggatan 4, Box 12240, 102 26 Stockholm

stockholmbusinessregion.se / investstockholm.com / visitstockholm.com

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