

## Gothenburg selected new global UN hub for Sustainable Lifestyles

*The United Nations has designated **Gothenburg, Sweden**, as the new host city for its **Sustainable Lifestyle Hub**, further advancing the UN's mission to foster local innovation in support of the Sustainable Development Goals (SDGs) in tourism, events, and lifestyle. The announcement was made during the UN General Assembly in New York on September 24.*

**New York, 24 September 2025:** The hub positions Gothenburg as an international platform where global and local stakeholders – including businesses, academia, non-profits, and municipalities – will collaborate on scalable projects to accelerate the transition toward sustainable lifestyles. Events are now being planned for 2026, with the initiative representing a two-year commitment.

*"Local solutions can spark global transformation," said **Annemarie Hou**, Executive Director of the United Nations Office for Partnerships. "Together with Gothenburg, we will accelerate sustainable lifestyles and connect local action to global impact"*

Renowned chef **Marcus Samuelsson**, who grew up in Gothenburg, marked the occasion by highlighting sustainable food and serving Gothenburg's new sustainable signature dish, *Gothenburg Royale* in collaboration with [Visit Sweden](#). **Katarina Thorstensson**, Senior Strategist & Advisor, sustainability and destination development Göteborg & Co, also presented the city's latest sustainability initiatives.

*"Being at the UN Headquarters among world leaders and putting Gothenburg on the global map is both significant and historic. We now look forward to the coming two years as a sustainability hub,"* says Thorstensson.

*"Sweden is globally recognized for its progressive approach to sustainability, and Gothenburg brings that mindset to life. As the new UN hub, the city will be a place where real-world solutions to sustainable living can be developed and shared with the world. This initiative strengthens Sweden's role as a pioneer in sustainable travel and increases the country's appeal as a forward-thinking destination,"* said **Susanne Andersson**, CEO, Visit Sweden.

### About Gothenburg's Sustainability Work

Gothenburg has been ranked the **world's most sustainable destination** seven times by the Global Destination Sustainability Index. In the 2025 ranking, Gothenburg placed [first/second/third – to be confirmed]. The city integrates environmental, social, and economic sustainability across governance, culture, tourism, urban development, and business. Gothenburg has also been named **European Capital of Smart Tourism** and topped global rankings of sustainable travel destinations. As one of the EU's **100 Climate-Neutral and Smart Cities**, Gothenburg aims to reach climate neutrality by 2030.

### About the UN Sustainable Lifestyle Hub

The **UN Sustainable Lifestyle Hub** is an initiative within the **United Nations Fashion and Lifestyle Network**, created to foster collaboration between global and local actors around sustainable lifestyles. Its purpose is to promote innovation and solutions that advance the SDGs, while also testing and scaling new approaches to circularity and sustainable living. The United Nations Fashion and Lifestyle Network is a joint initiative of the United Nations Office for Partnerships, the Fashion Impact Fund, and the United Nations Department of Economic and Social Affairs.

### So why Gothenburg in 2026?

- In 2026, [Gothenburg](#) will become the **United Nations' new global hub for Sustainable Lifestyles**, making it one of the

most significant global stages for sustainability, tourism and culture.

- Gothenburg has been **ranked the world's most sustainable destination seven times** and is one of the EU's 100 Climate-Neutral Cities, aiming for net-zero by 2030.
- For visitors, this isn't just a title - it's an experience: [car-free archipelago islands](#) just 30 minutes from the centre, MICHELIN Green Star restaurant [Signum](#), and renewable-powered trams and ferries.
- In 2025, 96% of hotel rooms in Gothenburg were eco-certified (making it one of the most sustainable hotel cities in the world) while 95% of public transport runs on renewable energy.
- **In 2026, Gothenburg will set the global standard for sustainable travel.**

### Press Images

- A selection of destination [press images](#)
- [Photos from the UN](#)'s panel discussion with Gothenburg's Katarina Thorstensson and Marcus Samuelsson

**Cover Photo:** Let's Go Glocal! Photo credit: UN Partnerships / Kiara Worth ([Download](#))

### For more information, please contact:

Josefin Haraldsson, Head of PR at Visit Sweden US, [pressusa@visitsweden.com](mailto:pressusa@visitsweden.com)

*[Visit Sweden](#) is a marketing company owned by the Swedish government. It is a national tourism organization to promote the destination Sweden to increase the country's attractiveness that contributes to tourism consumption, export earnings and employment. Visit Sweden works together with the Swedish tourism industry to effectively reach the most desired target groups for long-term sustainable tourism. Visit Sweden is based in Stockholm with local representation in several foreign markets. This content may be confidential, please address the sender and delete the mail if it turns up where it shouldn't. [We act according to GDPR.](#)*

---

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/visitsweden/2025-09-25-Gothenburg-selected-new-global-UN-hub-for-Sustainable-Lifestyles>