

2017

Liseberg

SUSTAINABILITY REPORT

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ABOUT LISEBERG'S SUSTAINABILITY REPORT

This is Liseberg's first sustainability report. It covers all our operations and we intend to publish the report annually. The report has been prepared in accordance with GRI Standards at Core level. The contact representative for the report is Ylva Linder, ylva.linder@liseberg.se

Enjoy!



THE SUSTAINABILITY YEAR IN BRIEF

Safety



8300

The number of attraction inspections conducted in 2017 to maintain absolute ride safety for Liseberg's guest. These include daily, weekly, monthly and annual inspections. Each inspection may involve multiple checks.

Global Compact



WE SUPPORT

Liseberg has been a member of the UN Global Compact since 2010.

Awards



In 2017, Hotel Liseberg Heden, Lisebergsbyn and Lisebergsbyn Bed & Breakfast achieved the highest level – Platinum – in TripAdvisor's environmental leadership programme.

Employee survey



80%

OF LISEBERG'S EMPLOYEES AGREE WITH THE STATEMENT:

"Overall I would say that this is a very good place to work."

Source: Employee survey GPTW 2017

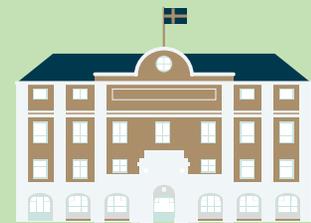
Social Support

16.5
MILLION



The value of Liseberg's social support initiatives in 2017.

Dividend



22%

of Liseberg's profits go back to the City of Gothenburg in the form of a dividend.

INTERNSHIP FOR ASYLUM SEEKERS

In summer of 2017, Jawed Madadi and Bashir Ahmadi, aged 18 and 17 respectively, gained work experience as restaurant assistants in the amusement park. Both are asylum seekers from Afghanistan. The aim of internship is to provide meaningful employment and enable the first step into working life in Sweden. The original four-week internship was extended to eight weeks.

"This is a great way for me to learn more Swedish," said Bashir, who did his internship at the Italian restaurant Trebello.

Jawed did his internship at Skeppsmagasinet, just a stone's throw from Trebello. Like Bashir, he did everything, from working at the counter to clearing dishes and serving. They each worked six-hour shifts.

"But I wanted to work more, preferably as much as possible. That way I get to talk to people and learn about country. Of course I want to know how things work in Sweden. I live on my own and don't have much to do apart from sleep otherwise. It means a lot to have something else to think about than wondering whether I can stay in the country," said Jawed.



LEARNING FROM OUR MISTAKES

Liseberg amusement park has three seasons each year – it opens in spring for the summer season, in autumn for Halloween and in winter for Christmas. Each opening is the result of a great deal of planning, hard work and more or less successful opportunities for innovation and creativity. This year's spring opening took place on a sunny, slightly chilly and extremely windy Saturday in April. The idea was to make this a special occasion for the guests who had queued in such windy weather to get in. Freja Nord Larsson, age 10, had been chosen on

Facebook to cut the blue and yellow ribbon and declare the 2017 season open. She stood there, with her hair freshly styled, just waiting for the go-ahead to cut the ribbon. Liseberg's staff were dressed in uniform and green rabbit ears, standing on either side of the red carpet that the guests would enter on. And there was lots of gold confetti that was meant to drift down theatrically among the guests and create a memory for life. But instead the wind grabbed the confetti and scattered it all over the neighbourhood. The news spread almost as quickly as the wind took

hold of the confetti, and there was an uproar on social media: What on earth was Liseberg thinking? Well, what can we say? Liseberg wanted to create a memorable experience. And we succeeded, but not quite in the way we had hoped. It should be added that Liseberg sent out its own staff to clean up the neighbouring area and willingly paid the bill for additional cleaning up by the City of Gothenburg. Liseberg will not be using weather-resistant gold confetti again, as it unfortunately contains plastic. You can definitely say that we learn from our mistakes.

A man with short blonde hair, wearing a dark blue suit jacket over a light blue button-down shirt, is smiling broadly while sitting on a white carousel horse. The horse is decorated with colorful patterns in blue, orange, and purple. The carousel has a red canopy with gold trim and a 'Liseberg' logo in the top left corner. Other carousel horses are visible in the background, including one with a red pom-pom on its tail.

Liseberg

—
IN
BRIEF
—

**ANDREAS
ANDERSEN**

Age: 46.

Job: CEO of
Liseberg.

**Favourite thing
at Liseberg:**
My colleagues.

»A PRIVILEGE TO HELP BUILD THE FUTURE OF LISEBERG«

Liseberg will celebrate its first centennial in 2023. It has been 100 years of happy memories, rides, dancing, popcorn and time spent together. Liseberg has helped to make Gothenburg a more attractive city; a place to meet for people who live nearby, and a destination for those who live further away.

It is my hope that this is just the first 100th anniversary that Liseberg will celebrate. I would like Liseberg to celebrate its 200th, 300th and 400th anniversaries. But in order for this to happen, those of us who are privileged to have the task of managing and developing Liseberg must think long term. What kind of Liseberg do we want to pass on to future generations? What legacy do we want to leave?

Thinking about questions like these and always looking further ahead than next year's bottom line – this is what sustainability means to me.

The purpose of this, our first sustainability report, is to give an insight into how we are tackling this challenge – to manage Liseberg with a long term perspective.

With over three million guests each year we have real opportunities to actually make a difference. But this also means big challenges; it is easy to toss a lot of balls in the air, but more difficult to catch them. The real challenge of our sustainability efforts is focusing on the right things. So it is good to know that this year we completed the materiality analysis (the basis for Global Reporting Initiative Sustainability Report) that we began a while ago. This provides a good starting point that we will guide our future course. Otherwise, it would be easy to get lost.

In 2017, we took a couple of important steps to improve sustainability. We now have an organizational set-up, that has the overriding responsibility for managing Lisebergs sustainability efforts. We have also completed training of our staff, covering several perspectives of the sustainability agenda.

The task of making Liseberg the best workplace in Sweden continued this year, and it is pleasing to see that our employee satisfaction level has increased by two percentage points to 74 percent. This puts us high on the

list of Sweden's best workplaces, although we still have a few places to go to reach the target we have set for ourselves. I am also pleased that we have continued to work on the challenging task of offering at least 50 percent organic food in our restaurants.

And, last but not least, we have combined our efforts to produce our first sustainability report.

Liseberg has been a member of the UN Global Compact since 2010 and we have reported our progress each year. We will continue doing so, as international collaboration is essential to achieve the really big changes.

I was therefore especially pleased to take over the chairmanship of IAAPA – the International Association of Amusement Parks and Attractions – in November 2017. Over the coming year I will meet representatives of all the world's amusement parks and tourist attractions. My ambition is to use my chairmanship to lay the foundation for cross-border international collaboration on sustainability issues in our industry. The plain truth is that although we may be world masters at building roller coasters, making candy floss and getting people to laugh, when it comes to sustainability we as an industry have a great deal to learn. From an international perspective, however, many of our Swedish parks are leading the way, so I hope that we will now take every opportunity to share our knowledge with others and inspire them to begin their sustainability journey.

As I mentioned earlier, this is our first sustainability report, and I am really curious to hear what you think. Are we focusing on the right issues? Is there anything we have overlooked? What would you like to read about in next year's report? Get in touch and let us know! You can reach me at andreas.andersen@liseberg.se and you can reach our sustainability manager, Ylva, at ylva.linder@liseberg.se.



Andreas Andersen, CEO

This is Liseberg

THE LISEBERG GROUP OPERATES Liseberg amusement park, in the centre of Gothenburg. The amusement park opened during Gothenburg's 300th anniversary exhibition in 1923, and has been owned by the City of Gothenburg ever since it opened.

Today, the amusement park has around 40 rides and attractions, as well as games, music stages, a dance floor, indoor arenas and a large number of restaurants and cafés – all set in green parkland.

There is Liseberg operated accomodation close to the amusement park, comprising of a hotel, cabins, camping and bed & breakfast. The accommodation facilities are open all year round, as is the Rondo show venue.

LISEBERG AMUSEMENT PARK has three seasons: the summer season, which runs from the end of April to the start of October; Halloween at Liseberg, when the park is

open from mid-October to the start of November; and Christmas at Liseberg, which runs from mid-November until New Year. Liseberg is also open for conferences and corporate events all year round.

Liseberg takes great pride in ensuring that the park offers something for all its guests. For the youngest, there is Rabbit Land, full of playful rides, and for older kids and brave adults there are Liseberg's challenging world-class world class thrill-rides.

LISEBERG IS ALSO a big concert organiser, and in summer offers almost daily live music in one form or another, from performers in niche genres to international superstars. At Polketten dance floor, guests can dance or attend dance classes almost every day of the week, and all music events are included in the admission price to the amusement park.

A STRONG BRAND

The Liseberg brand is one of the strongest in Sweden, with an awareness level of 90 percent in Sweden and 97 percent in Gothenburg. (Source: *Insight Distillery, August 2017 and Evimetrix Swedish Brand Award brand study, August 2016*). Most respondents to the brand surveys carried out have a positive view of the Liseberg brand, which they associate with joy, excitement and spending time together. Those who gave negative responses have often not visited the park in a long time or associate a park visit with long queues and high prices.



Strategic framework

PURPOSE

Liseberg is the heart of Gothenburg

Our heritage and roots originate from the traditional Swedish public park and the European Pleasure Garden tradition. Like other urban parks in Scandinavia, Liseberg is a mirror of its home city. For almost a hundred years Liseberg has been the pride of Gothenburg and a meeting place in the city. People come here to celebrate the all-too-short summer, and find a gleam of light in the all-too-dark winter. We are part of Gothenburg's history, its culture and its people. Together, they form the soul of Gothenburg, while its heart is Liseberg. Generation after generation.

VISION

The most-loved meeting place in Gothenburg

Lisebergs vision is to be the most-loved meeting place in Gothenburg and the most longed-for destination in Sweden. Gothenburg should be the most attractive city in Sweden to live, work and visit, and Liseberg should be the most enjoyable place in Gothenburg. Time after time we will give everyone who visits us lasting memories. Together, Liseberg and Gothenburg will always be the most attractive destination in Sweden.

BUSINESS IDEA

Liseberg creates experiences worth longing for

Liseberg is Gothenburg's most-loved meeting place, and Sweden's most attractive destination, combining entertainment, attractions, restaurants and accommodation. We create experiences that are constantly renewed with creativity and originality. Liseberg is for everyone – inclusive and secure. With the help of enthusiastic and motivated employees we build lasting relationships with our guests that lead to a robust business. The profitability of Liseberg is always balanced with our heritage, our cultural role and the importance of Gothenburg as a destination. We never act for the short term, as Liseberg is on loan to us from future generations.



LISEBERG CORE VALUES

To capture the principles that should guide us, Liseberg has set out five core values that describe the nature of our corporate culture. The same culture that shapes our relationships with colleagues and employees will shape our relationships with guests.

SAFETY • CONSIDERATION • QUALITY
JOY • CREATIVITY

LISEBERG'S BUSINESS GOALS BUILD ON FIVE DIFFERENT PERSPECTIVES

GUESTS

Our goal is to be the best-loved meeting place in Gothenburg, generation after generation.

EMPLOYEES

Our goal is to be one of the best workplaces in Sweden.

BRAND

Our goal is to be the pride of Gothenburg, enhancing it's brand.

SUSTAINABILITY

Our goal is to operate and develop Liseberg with a long-term view, as Liseberg is on loan to us from future generations.

FINANCE

Our goal is to be a fiscally strong company, that grows and innovates.

BUSINESS DESCRIPTION

Our objective

As a municipally owned company, Liseberg's objective is formulated by Gothenburg City Council. This takes the form of an ownership directive. The ownership directive states, among other things, that Liseberg shall be one of the leading amusement parks in Europe and aim to become a leading tourist attraction all year round, and that we should help to make Gothenburg an attractive city to live in and visit. It also states that we should have a pricing policy that allows everyone to visit the park; that we should be accessible to all residents of Gothenburg; and that we should be self-financing.

To give the ownership directive life, Liseberg has established a strategic framework that contains its mission, vision, goals and values. The vision formulated in the strategic framework states that: "Liseberg will be the most-loved meeting place in Gothenburg and the most longed-for destination in Sweden."

Our business model

Liseberg's focus, development and strategy are governed by four overarching governing documents:

LISEBERG'S OWNERSHIP DIRECTIVE is Liseberg's "constitution" and has been adopted by the politicians on Gothenburg City Council. (Time horizon: 20 years.)

LISEBERG'S STRATEGIC FRAMEWORK is a vision and concept document that interprets the ownership directive. (Time horizon: 10 years.)

LISEBERG'S LONG-TERM PLAN gives concrete form to the strategic framework. (Time horizon: 10 years.)

LISEBERG'S BUSINESS PLAN describes the business goals for the coming year. (Time horizon: 1 years.)

Liseberg guides and sets goals for its business based on five perspectives: guests, employees, brand, sustainability and finances. Each perspective has an overarching, visionary goal. These visionary goals are defined annually as measurable goals in the company's business plan. The goals and assignments in the City of Gothenburg's budget, which the Board of Liseberg considers to be applicable and relevant to Liseberg's operations, are also addressed in the business plan.

Corporate governance

Apart from two preference shares, Liseberg Group is a wholly owned subsidiary of Göteborg & Co Träffpunkt AB, which is wholly owned by Göteborgs Stadshus AB, which in turn is wholly owned by the City of Gothenburg. As a municipally owned company, Liseberg is indirectly owned by the people of Gothenburg and has a politically appointed board. The City Council also determines the principles for how the company will be governed, through the ownership directive. In addition to the ownership directive, operations are also governed by the articles of association and governing documents of the City Council. The City Council must also be consulted on issues that are of fundamental importance or of great significance to Liseberg.

Organisation

One key event during the past year was a review of the organisation. Sustainability is now a sub-division of the Communication Department.

<i>Multi-year overview</i>	2017	2016	2015
Number of employees	1,107	1,043	1,050
Net sales, thousand SEK	1,219,452	1,169,440	1,133,918
Balance sheet total, thousand SEK	1,673,957	1,603,434	1,564,518
Operating income after financial items, thousand SEK	90,751	100,089	121,881
Number of guests in the park, full year (millions)	3.1	3.1	3.1
Total number of guests, full year (millions)	3.4	3.4	3.5
Number of riders on Liseberg's attractions (millions)	15.9	16.5	16.9

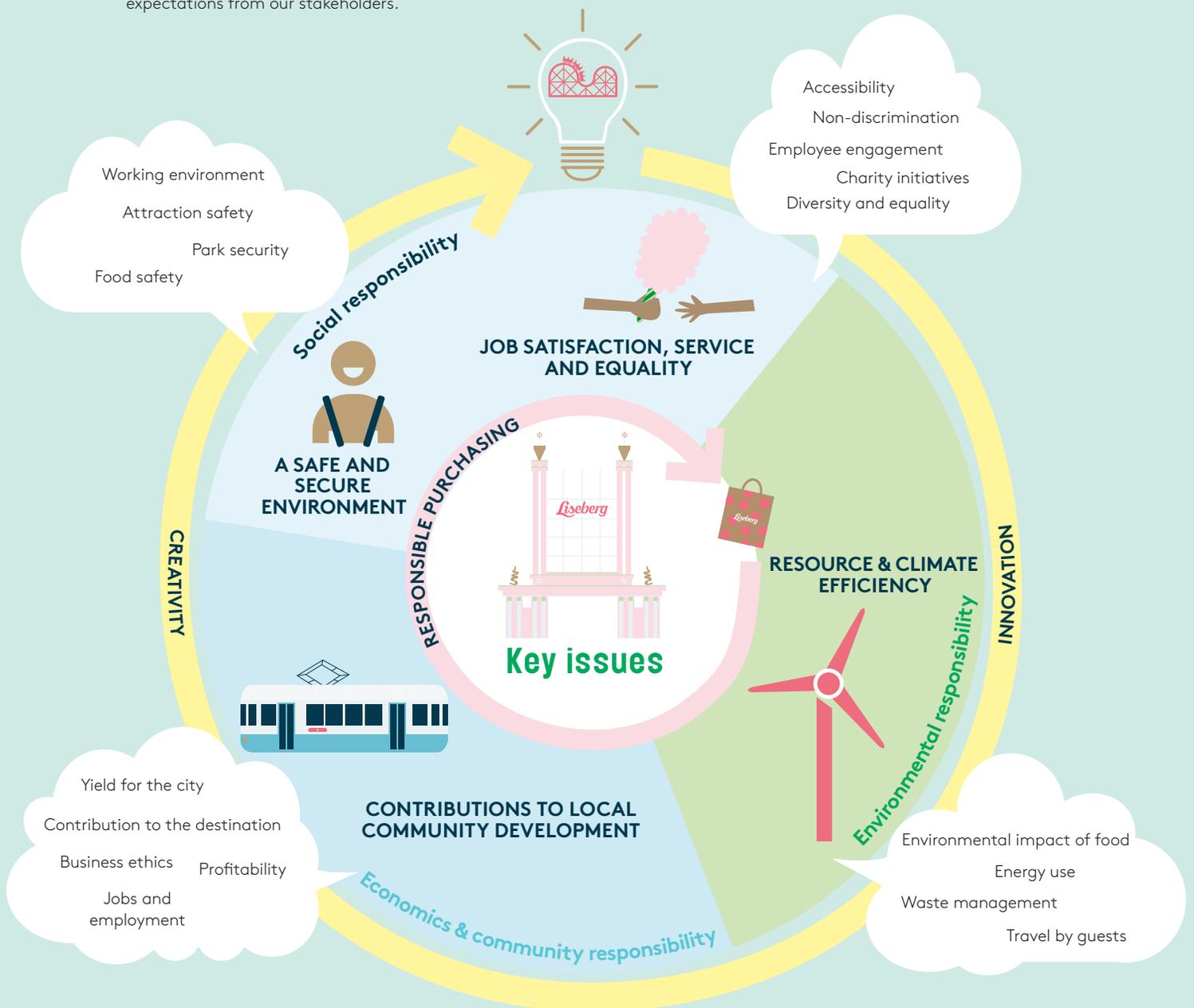
OUR MOST IMPORTANT MATERIAL TOPICS

We work from the principle that 'Liseberg is on loan from future generations', which means that we must act for the long term and manage the business so that it continues to thrive in the future. Sustainability is one of five elements of the business management, which means that all departments and business areas set annual goals for sustainability.

Everything is important, but what is most important?

Liseberg has carried out a thorough preparatory study in order to focus efforts on the right material topics in our work and communications. In spring 2017 we conducted a materiality analysis. This identified our most important material topics on the basis of Liseberg's impact on people, the environment and society, as well as the expectations from our stakeholders.

The results of our materiality analysis will be used to develop a sustainability strategy in 2018. Agenda 2030 and the Global Goals will also play an important part in this work. One challenge will be to define long-term measurable goals in the sustainability sphere.



OUR STAKEHOLDERS

Without our guests, employees and owners, Liseberg would not exist. Their perspectives and expectations are therefore central to the continuing development of our business. The materiality analysis that we used to determine the priorities for sustainability issues was based partly on the expectations of our stakeholders. Below, we give an overview of the key issues for our main stakeholders, with examples of how we engage with them.



RESIDENTS OF GOTHENBURG

- Engagement in the local community
- Job opportunities
- Environmental concern

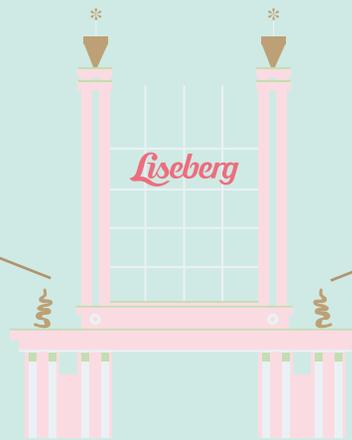


GUESTS

- Treatment and equality
- Atmosphere and experience
- Something for everyone
- Safety
- Queues

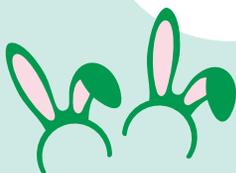
- Personal meetings and contacts
- Guest Services
- Guest survey
- Social media

- Through owner
- Through the media
- Guest Services
- Social media



- Employee survey
- Town Hall Meetings
- Career development talks

- Meetings with the board and owner



EMPLOYEES

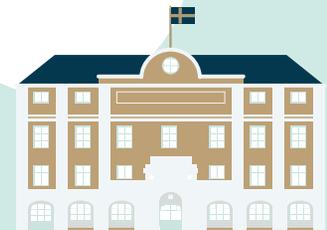
- Working environment and conditions
- Ethics and values
- Equality

- Purchasing and procurement



SUPPLIERS

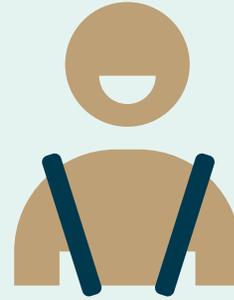
- A trustworthy business partner
- Relevant sustainability requirements



OWNER

- Profitability
- Contributions to the city
- Sustainable enterprise
- Resource efficiency
- Goal achievement

A safe and secure environment



GOOD FEEDBACK FROM THE SWEDISH WORK ENVIRONMENT AUTHORITY

A safe and healthy environment is important to Liseberg and we place great importance on preventive occupational measurements, in line with our health and safety at work directive. This year the Swedish Work Environment Authority focused on employers with many young employees, and Liseberg was among those chosen for inspection. The representatives from the Swedish Work Environment Authority were pleased with the performance of our systematic health and safety efforts and we were only asked to rectify a few points.

LESS ABSENCE DUE TO SICKNESS

One of Liseberg's health and safety goals for 2017 was that total absence due to sickness should be less than 3.5 percent (based on time absent as a percentage of hours worked), which we did not quite succeed in achieving. Systematic measures were taken throughout the year to follow up early signals that employees feel unwell, and in cases of frequent short-term absence or longer periods of absence due to sickness, the employee is invited to a rehabilitation discussion with his or her immediate manager. Occupational healthcare measures are then taken if needed.

BETTER FOLLOWING UP OF INCIDENT

We actively encourage our employees to report incidents so that preventive measures can be taken. Each year we receive around 450 reports of incidents, mainly from fast food outlets where many of our young employees have seasonal jobs. During 2018 a new digital IT system will be implemented for reporting incidents, work injuries and risk analyses, which will make it easier to follow up and deal with reports of incidents and work injuries.

ONE SERIOUS INJURY AT WORK

The total number of work injuries at Liseberg in 2017 was 53, and these included fall injuries, broken fingers and back strain during lifting. Generally the most common type of work injury is burns in the kitchen environment at restaurants and fast food outlets. In 2017 we had one serious workplace accident when an employee was run over by a vehicle that rolled backwards after parking on a slope. The Work Environment Authority was involved and we took quick action to prevent this type of accident happening again.

To improve safety while there are several large construction projects under way at Liseberg in 2017–2018, employees are now required to wear high-visibility vests when they move around the park outside opening hours. There are also new traffic mirrors at several locations, road markings for vehicles have been improved and we are focusing more on speed checks.

HALLOWEEN – A CHALLENGING WORKING ENVIRONMENT

Liseberg's commitment to Halloween, with new horror mazes and staff dressed as zombies, has created a health and safety challenge that we had not foreseen. Some guests have been so scared that they have physically attacked our actors. Staff have also become so immersed in their roles that they have incurred grazes and bruises when moving about the environment we have created in the maze. When these incidents began, we quickly moved security staff into the horror areas to have a calming effect on guests and give support to our actors in risky situations with guests. The actors were also instructed to abandon their characters if they felt vulnerable or threatened. We have learned a lot from the events of previous years and we were better prepared this year as we had used more effective risk analyses to safeguard the working environment.

SAFE AND SECURE IN THE PARK

Liseberg also works continuously with fire safety, perimeter protection and personal safety for our guests and staff, so that everyone can feel safe and secure when they visit Liseberg. We always have a large number of security staff and hosts moving among the guests outside. These patrols handle everything from lost children and guests who fall ill to thefts and restaurant guests who have over-indulged.

No serious security incidents occurred during the year. The need for risk analysis and preparedness has however increased in society as a whole, and Liseberg has invested more to prevent violence and prepare employees for possible crisis situations. Our security staff have received special training and now wear yellow vests to make them more visible and create a feeling of security.

We do not currently have precise figures for the number of interventions of a more serious nature by our security staff. In collaboration with the Swedish Amusement Park Association (Svenska nöjesparksföreningen), Liseberg plans to find a way to gather statistics on the security of the park environment. Another important issue for us is security outside the park, particularly in car parks, where car break-ins are unfortunately relatively common.



“When it comes to safety the most important aspect is daily checks to ensure that everything is in the right place and that there are no problems with items such as safety bars and bolted joints. We test-run the attraction, listen and take a proactive approach.”

NIKLAS KARLGREN, HEAD OF TECHNICAL SAFETY FOR ATTRACTIONS AT LISEBERG

ATTRACTION SAFETY

The safety of our attractions is absolutely fundamental to Liseberg and we comply with Swedish law regarding fairground equipment, including comprehensive routines for daily, weekly, monthly and annual inspections of our attractions. These routines are followed very carefully. We are proud of our safety efforts, which have resulted in a high level of technical availability up-time of our attractions this year, at 98.6 percent. The number of stoppages negatively impacts guest satisfaction, but is also a safety issue since situations can arise during a stoppage that are difficult to foresee. It often takes a while until a new attraction is fully operational, but Loke, our newest attraction, has performed very well, despite being a technically complex attraction. To improve the safety of guests Liseberg has also started introducing age restrictions in addition to our existing height restrictions, as it is important to have a certain level of maturity for some rides. To achieve a high level of safety it is important to ensure that attractions are run by well-trained staff. Liseberg provides an introduction course for new employees and another course for returning seasonal employees who will work in the attractions area. Many new employees are totally new to the job market and their training must ensure that they are well equipped to deal with guests and safety when they begin working in the park. This year we have invested in updating the training programme.

SYSTEMATIC APPROACH ENSURES FOOD SAFETY

Food safety is central to our business and we inspect all suppliers carefully. We require traceability and transparency, and ensure that restaurant routines are followed carefully. As part of this process we have increased the number of self-inspections in our restaurants this year and record this data digitally. We also have a monitoring system for refrigerators and freezers, which ensures that problems are dealt with rapidly. Inspectors from the municipal Environment Administration visit the park frequently and check our various appliances. This year we had one case where a potentially serious fault was found. A refrigerator drain had become blocked, which meant that food was not kept as cold as it should have been. The inspection by the Environment Administration was reported in the media.

Absence due to sickness, work injuries and incidents

	2017	2016	2015
Absence due to sickness, % (time absent as a percentage of hours worked)	4.48	4.56	4.90
Number of work injuries incl. seasonal staff	53	26	42
Number of incidents involving incl. seasonal staff	578	450	298

Safety incidents

	2017	2016	2015
Serious incidents on attractions (number)*	0	0	0
Reportable incidents on attractions (number)**	5	9	12
Safety incidents relating to safety and security in the park	Performance indicator is being investigated	–	–
Inspection visits for food safety (number)	4	5	3
Serious remarks from food safety inspection visit (number)	3	4	3

* Injury that leads to a hospital stay longer than 24 hours, for reasons other than just medical observation, or which results in death (IAAPA definition).

** Other attraction incidents that lead to injury (not serious) requiring medical treatment other than routine first aid (IAAPA definition).



Job satisfaction, service and equality

EMPLOYEE ENGAGEMENT

Job satisfaction among our employees is essential to provide good service to our guests. New employees join us every season and it is important to ensure that everyone gets a good introduction. We gather all new seasonal employees together to “kick-start” the work and provide them with information about the season’s news, offer a taste of Liseberg culture, and above all show how important everyone is to the Liseberg experience – that everyone is part of and contributes to.

At the autumn Liseberg Party we celebrate the efforts of our employees by highlighting individuals who have distinguished themselves through their positive contribution during the year, and we bring them on stage to honour them. Prizes are awarded in six categories – three individual and three team prizes. The winners of the individual prizes are awarded a training trip to an amusement park somewhere in the world, while the winners of the team prizes get to do something fun and instructive at home along with their team. One of the individual prize categories is for the Idea of the Year. All the ideas that have been posted in Liseberg’s suggestion box during the year – 65 of them in 2017 – are judged in the Liseberg prize category for their creative potential to improve the business.

AIMING TO BE THE BEST WORKPLACE IN SWEDEN

It is Liseberg’s goal to become one of the best workplaces in Sweden. For the third consecutive year we were assessed against the Great Place To Work Index, and came 12th in our category, which covers around 25 organisations with more than 250 employees each. Our goal is to reach 10th place, and preferably even higher. This year’s employee survey shows that Liseberg’s overall Trust index, which is a collective rating of employee satisfaction, has risen by two percentage points since 2016, from 72 to 74 percent. Among the questions, 80 percent of respondents agreed with the statement: “Overall I would say that this is a very good place to work.” The survey for this year showed that employees would like more company related information and that wage levels ought to be reviewed, which is a challenge as wages are generally low in the visitor industry. At the same time we score highly on values such as thoughtfulness, and our employees feel that Liseberg is a friendly place to work. Based on these results each department prepares its own activity plans, with the aim of creating an even better workplace through participation and shared responsibility.

LISEBERG HAS SOMETHING FOR EVERYONE

We want everyone to feel welcome at Liseberg, regardless of gender, ethnicity, age, religion, language, sexual orientation or disabilities. Through diversity and a tolerant climate among employees we encourage creativity and the conditions to greet our guests in the best possible way. There is no effective way to ensure or measure ethnic diversity among our staff today. During recruitment, Liseberg tries instead to assess applications on more than linguistic ability and carry out specially targeted information initiatives in geographic areas that are ethnically diverse.

Through collaboration with the Angered Challenge (Angeredsutmaningen), an initiative to build bridges between schoolchildren, business and the public sector, students from Angered high school are offered work experience twice a year. This led to a work experience internship for one student at Liseberg this year. Under the Jobbswinget project, in partnership with the Swedish Public Employment Service, 18 young people with varying ability levels were offered work in the amusement park in 2017.

In this year’s employee survey, 85 percent of employees agreed with the statement “I can be myself here”. This is a high score in comparison with other organisations in the visitor industry. The survey does not currently include any other questions to find out why 15 percent of our employees do not agree with the statement that they can be themselves.

In autumn, in connection with the global Me Too movement, we used our intranet and a management forum to remind our managers and employees about our zero tolerance of harassment at Liseberg and what they should do if they encounter such treatment. In connection with this, employees have reported some earlier events and the HR department has dealt with these in line with existing routines.

In spite of our ambitions and guidance on equality issues, Liseberg is occasionally not totally successful. The most recent case in which Liseberg was reported to the Swedish Equality Ombudsman was a number of years ago, when someone objected to Liseberg’s decision to abandon the age restriction for free admission and instead introduce a height restriction.

The most publicised case of discrimination against Liseberg was from a job applicant who wished to wear a veil, a garment that was not part of our uniform back in 2006.



<i>Employee satisfaction</i>	2017	2016	2015
Percentage of employees who rated us 4 or 5 in the Great Place to Work employee survey (on a scale of 1–5), %			
Trust index	74	72	75
Overall I would say that this is a very good place to work	80	77	84



“The fact that you get to meet so many people and being able to receive and spread happiness yourself. It feels like you are part of a big family; you work towards the same goals and you always feel welcome.”

“The cooperation between employees, the team spirit and the sense of family. You get close to your colleagues and work together as a team.”

EMPLOYEES

The best thing about working at Liseberg is

HAVE THEIR SAY

“The fact that you get to work with such a mix of people, most of them incredibly friendly and positive! It makes you really happy to go to work. Employees are given a lot of responsibility, which makes you grow with the job. I’ve developed a lot as a person since I started working at Liseberg.”

“I’ve never experienced such warmth and engagement in any other workplace as I have here right from day one. I felt at home immediately and I have always felt that I am welcome whatever the situation and location. The warm and tolerant climate that exists here and the way that everyone is welcomed creates an absolutely fantastic culture at work. The variety of people who work here also makes a big contribution to the atmosphere; the mix of ages, genders and ethnicities also makes Liseberg a progressive workplace.”



ACCESSIBILITY AND EQUALITY

From an accessibility perspective an amusement park such as Liseberg is a challenging environment. The park is hilly, has lots of paving and is rebuilt for each season by adding or removing props and decorations. And then there are all the attractions with their various safety precautions. Nevertheless we are still known for our accessibility and for looking after guests who need special assistance during their visit. Much of this good reputation is down to Liseberg's employees, who are skilled at looking after guests who need extra help – they are happy to go the extra mile. Because the safety precautions on rides place certain requirements on those who ride them, such as leg strength or the ability to brace with their arms, some attractions at Liseberg will never be accessible to all guests. Safety always comes first. Our philosophy is that “not everyone can go on all the rides, but we have rides for everyone”.

We have also worked to make things as accessible as possible at Liseberg's concert stages. Next to Stora Scenen are two raised ramps with space for guests in wheelchairs, and every year there are several performances with narration and signing for guests with visual and hearing impairments. The entire park, as well as Lisebergbyn, is mapped and reported in the Gothenburg Accessibility Database, which allows people with disabilities to search for information themselves.

An internal analysis of the current situation was carried out in 2016–2017 and concluded that our accessibility work focused on the accessibility of attractions, while neglecting other areas. A new organisational setup was implemented in autumn 2017, giving accessibility issues a formal place in the organisation, which is the first step towards tackling accessibility more systematically.

SOMETHING FOR EVERYONE

Liseberg's basic philosophy is that the amusement park should have something for everyone. This means that the park should offer a varied range of attractions, stage performances and other experiences. Regardless of who you are, Liseberg should be an attractive and relevant place to visit. This idea of inclusiveness is part of everything we do, whether it is creating a performance programme for the summer season or investing in a new ride.

SOCIAL SUPPORT INITIATIVES

There can be many reasons why every child and young person in Gothenburg does not have the opportunity to visit Liseberg. This is the reason we have chosen to direct our social support initiatives to the children and young people of the city. In order to reach out we have several local partners and our ambition is to build partnerships with organisations with a long-term perspective. The organisations we support must meet three specific criteria:

- They should in some way support children and young people who are disadvantaged economically, socially or in terms of health and prevents them from visiting the park.
- They must be established locally and act in line with Liseberg's overall values.
- They should be a public non-profit association, foundation or part of municipal operations.

The form of support may vary, but it usually involves admission tickets, ride passes or other Liseberg products. All the organisations that Liseberg supports are required to keep a complete list of allocations and all initiatives are regulated by formalized agreements.

In 2017, Liseberg collaborated with the following organisations:

- Queen Silvia's Children's Hospital
- Special schools in Gothenburg and neighbouring municipalities
- The Social Resource Administration
- The Social Welfare Boards
- The Parks and Landscape Administration
- Gothenburg Rescue Mission
- The Citizenship Ceremony

WONDERFUL ATMOSPHERE IN THE PARK

Liseberg wants to be the most-loved meeting place in Gothenburg and the most longed-for destination in Sweden. To achieve this we systematically measure guest satisfaction and make improvements based on the results. While the park is open, we use digital questionnaires to ask our guests what they enjoyed about their Liseberg experience. Many guests want to take part and we have a response rate of over 70 percent. On the whole our guests are very satisfied, and in summer of 2017, 91 percent responded that

they were happy with their experience. Many guests feel that the atmosphere and mood in the park are fantastic, but our staff also get high marks. The biggest challenges are queues on popular days. One major area for attention in the future is to improve flow and logistics, with the help of digital developments in e-commerce and effective information and communication before guests visit. Each department uses the results of the guest survey to identify and prioritise improvements.

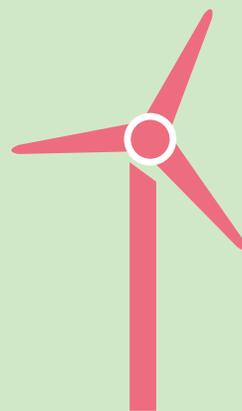
<i>Age distribution</i>	<i>WOMEN</i>	<i>MEN</i>	<i><24</i>	<i>25-39</i>	<i>40-54</i>	<i>55-59</i>	<i>>60</i>
Executive Team	6	6	0	2	8	2	0
Board of Directors	4	6	0	3	6	0	1
Permanent, full-time	191	229	4	133	205	43	35
Permanent, part-time	15	13	4	7	11	3	3
Seasonal employee, temporary	1,839	1,119	1,849	901	152	52	27

<i>Discrimination and equality</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>
Number of cases with equality ombudsman	0	0	0

Number of employees who rated us 4 or 5 in the Great Place to Work employee survey (on a scale of 1-5), %

Employees are treated equally regardless of age	81	80	79
Employees are treated equally regardless of gender	87	85	87
Employees are treated equally regardless of ethnic origin	93	92	94
Employees are treated equally regardless of sexual orientation	95	94	95

<i>Satisfied guests</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>
Guest satisfaction index (rating 4 or 5), full year, %	90	91	93



Resource and climate efficiency

ENVIRONMENTALLY CERTIFIED OPERATIONS

Liseberg tackles environmental issues pro-actively, systematically and with a long term perspective. Our entire operations have been environmentally certified for several years. To become environmentally certified, an environmental management system must first be implemented. An environmental management system is a tool for organising environmental activities and helps to reduce the environmental impact of a business. We are especially proud of this year's training initiative – the Environmental Journey (Miljöresan) – which used a combination of films, presentations to managers, challenges and competitions to inform employees about our environmental focus areas.

ENERGY SURVEY

Running the amusement park, hotels and camping sites requires a lot of energy. In 2016 and 2017 Liseberg conducted extensive energy surveys of both the amusement park and Lisebergsbyn to get a clearer picture of energy use and where we can make improvements. Buildings proved to be one of our biggest users of energy, and we are trying to review possible energy efficiency improvements in conjunction with refurbishments. Even small efforts can make a big difference, and we highlighted this during this year's training initiative on the theme

of energy, when we challenged everyone to make more of an effort to switch off lights, appliances and equipment after themselves. In the future we need to take a more systematic approach to improving energy efficiency, based on the results from the energy survey.

A large proportion of the energy we use is electricity, but we also use other sources of energy, such as district heating and cooling. The electricity we use is one 100 percent renewable and comes from wind power. We also own a wind turbine which provides around five percent of our total electricity requirement.

LOKE RECYCLES ENERGY

Rides are normally seen as big energy-consumers, but our new ride this year, Loke, is unique. Liseberg is the first amusement park in the world to invest in technology that allows us to recover energy from this particular type of attraction. This energy is fed back into the grid and can be used to drive other attractions. Over the past year Loke has run 6,700 times and generated 1.2 kilowatt hours each time. In total, Loke has returned 10 percent of the energy that the ride requires.



Energy use	2017	2016	2015
Electricity* (MWh)	22,358.1	23,098.5	23,510.7
District heating** (MWh)	6,300.2	6,282.9	6,047.9
District cooling** (MWh)	934.2	1,122.8	623.6
Natural gas (MWh)	426.3	402.9	375.9
Heating oil*** (MWh)	191.1	554.0	489.0
Total energy use (MWh)	30,210	31,461	31,047

Energy intensity	2017	2016	2015
Amusement park (MWh per hour open)	15.3	16.0	16.3
Amusement park (kWh/visitor)	8.5	8.9	8.8
Hotel (kWh/rented unit)	43	41	46
Cottages & camping (kWh/rented unit)	28	27	28

* 100% renewable wind power

** Generated and supplied by Göteborg Energi AB

*** Calculated from volume (litres) and energy density (9.96 kWh/litre)

TRAVEL BY GUESTS HAS THE BIGGEST IMPACT

A study conducted in 2016 showed that travel by guests has the biggest climate impact of all activities linked to our business. In 2017 we therefore expanded our guest surveys to gather more data about how guests travel to and from Liseberg. We will process these results to find out what opportunities we have to encourage our guests to travel more sustainably. On our website we highlight various travel alternatives, such as climate-smart public transport and trains.

WASTE MANAGEMENT

Each year, Liseberg disposes of around 2,000 tons of waste generated by operations and by guests. Most of this is recycled. In the park and at our camping sites we provide recycling facilities for our guests. In total, we recycle around 60 different types of waste. In 2017 we introduced the City of Gothenburg’s Tage system, which is a tool for reusing furniture and other items. If for example we have a sofa that we no longer use, we can advertise it on Tage and reach out to other administrations and companies in the city, which can then collect our sofa instead of buying new.

HEALTHY FOOD ON THE MENU

Liseberg wants to serve good food to its guests. However it is a real challenge to combine guests’ expectations with our desire to serve healthy, organic meals. We are committed to serving a high proportion of green and locally produced food. The Green Room is our totally vegetarian restaurant, but we also ensure that we have at least two vegetarian dishes on our other restaurant menus. Wherever possible we try to serve pork from Swedish pigs. Other types of meat must come from Swedish animals or certified animals (traceable to the farm) from Germany.

We aim to meet the City of Gothenburg’s goal in its 2018 budget that “The proportion of organic food should reach 50 percent by the end of 2018”. Although the purchased volume of organic produce increased during the year, its share was lower than expected. The likely explanation is that our Fast-Food sales rose by around 20 percent, and there is limited organic choice from our FastFood outlets. But we have made other important improvements. To reduce the climate impact of fast food sales we have chosen to partner with Max Burgers this year, which has a strategic sustainability policy for reducing its climate impact.

TRAVEL BY GUESTS TO/FROM THE PARK IN 2017



The graph shows how roughly 15, 000 guests who completed Liseberg’s guest survey answered the question “How did you travel to Liseberg?”

MORE KRAV*- AND MSC-CERTIFIED RESTAURANTS

We are very proud of our commitment to certifying our restaurants and cafés in the park. We were one of the first businesses in Sweden to be certified by the Marine Stewardship Council (MSC), which supports certified sustainable fishing. More of our restaurants were certified during the year, which means that every outlet that serves fish or shellfish in the park is now MSC-certified. This year we also gained our first one-star** KRAV-certified restaurant. Next year we are committed to gaining a second star*** for this restaurant and adding another two KRAV-certified outlets.

* The KRAV-label is a well-known symbol in Sweden for organically produced food – www.krav.se

** At least 25% of the total value of produce purchased is KRAV-labelled, EU organic or MSC-labelled. Alternatively, at least 15 items of produce are replaced with produce that is KRAV-labelled, EU organic or MSC-certified.

*** At least 50% of the total value of produce purchased is KRAV-labelled, EU organic or MSC-labelled.

STEPS TO REDUCE FOOD WASTE

Reducing food waste is a big challenge for our society. During the year we took steps to reduce food waste by adjusting portion sizes and prices, and offering a wider selection so that all guests can find a dish they like and therefore waste less food. We take continuous measures to inform guests and staff, and next year the compost bin in the staff canteen will be placed on scales to show how much is wasted and raise awareness of the need to reduce waste.

Amount of waste	2017	2016	2015
Total amount of waste (tons)	1,877	1,977	1,959
Waste per guest (kg/guest)	0.5	0.6	0.6
Waste converted to biogas (% of total waste amount)	13	12	11
Hazardous waste (% of total waste amount)	0.5	1	1
Recycled cans/ bottles for charity (number)	101,273	63,022	62,010

Source: Annual statistics from Renova AB and the Sustainable Waste and Water administration, City of Gothenburg

Recycling	2017	2016	2015
Recycled materials (%)	52	50	52
Energy recovery (%)	33	35	32
Recycled at Renova facilities (%)	8	10	11
Biological treatment, digestion and composting (%)	6	4	4
Processing of hazardous waste (%)	1	1	1

Source: Annual statistics from Renova AB

Organic food	2017	2016	2015
Proportion of organic* purchases (% of purchase cost**)	35.8	42.7	41.2

* Current labels: EKO, KRAV, Fair Trade, MSC, ASC, Rain Forest Alliance and Cocoa Life

** Covers our three largest business areas in food and drinks (Restaurants, FastFood, Games) and their purchases from 13 large suppliers

Responsible purchasing



CLEAR PURCHASING INSTRUCTIONS

Liseberg's purchasing instructions state that by setting requirements for our procurement and purchasing we can contribute to a better environment and sustainable development. These requirements must be a natural part of each procurement and purchasing process. Wherever possible, goods and services should be chosen that have the least possible impact on the climate and environment while fulfilling their intended purpose.

Sustainable development includes taking into account factors such as accessibility requirements, sustainability criteria, ethical trade and corporate social responsibility (CSR) at the procurement stage. Special consideration should be given to the ILO's eight basic conventions on human rights in working life and the UN Convention on the Rights of the Child, as regulated in Liseberg's code of conduct for suppliers.

For major service agreements and contracts, consideration should be given to the possibility of setting requirements that give individuals who have been excluded from the labour market an opportunity for employment. Where the procurement process involves social considerations, the City of Gothenburg's model for social considerations in public procurement should be applied.

In the procurement of services and contracts, wages and working conditions should be set in line with the union agreement that generally applies in the industry, to the extent permitted by law.

In all procurement and purchasing relating to services and contracts, Liseberg should ensure that

the chosen suppliers comply with anti-discrimination legislation. Anti-discrimination requirements should be imposed as special contract terms.

CODE OF CONDUCT

To ensure responsible purchasing, we have a code of conduct that all suppliers must follow, together with self-evaluation templates. The code of conduct includes provisions on employee rights, working conditions, environmental requirements, anti-corruption measures and the prohibition of human trafficking. Liseberg applies the City of Gothenburg's "Common Building Process" ("Gemensam byggprocess"), which sets requirements for the commissioning, implementation and conclusion of building and construction projects. We also apply ID06 identity authorisation on all construction sites.

LARGEST PURCHASING CATEGORIES

In 2017, Liseberg made purchases to a value of SEK 475 million. This figure excludes investment projects, such as new rides, to allow easier comparison between years.

The largest purchasing categories are:

- Construction, engineering and technical consulting services
- Food and drink
- Marketing
- Energy, fuel and gas

All these purchase categories carry different risks and our procurement specialists are trained to manage these and set relevant requirements for each category, taking into account the precautionary principle.

PUBLIC PROCUREMENT ACT

Since 2014, Liseberg has initiated a process of change to fully apply the Public Procurement Act (PPA) in its purchasing and procurement process. The focus at present and in the near future is to implement PPA throughout the business. Once we have completed the implementation process we will focus more on monitoring and establishing key performance indicators and goals. We do not yet have data to show the proportion of suppliers who have been assessed for environmental and social responsibility. The transition to PPA is one step in improving the company's purchasing maturity, enhancing security in the supply chain and increasing sustainability requirements.

THE CHOICE OF SUPPLIER MAKES A DIFFERENCE

In 2017 we signed agreements with two new suppliers, which together account for 78 percent of the purchasing volume for sweets and candy. One of the suppliers, which provides us with pick & mix sweets, has a clear and ambitious phase-out plan for palm oil and artificial colouring and flavouring. They also label all types of sweets so that guests can make a conscious choice over the ingredients in their sweets.

STRICTER REQUIREMENTS FOR PROCUREMENT

During the year, Liseberg has replaced a number of suppliers in cases where we considered that contracts should be re-tendered. This has led to new procurement processes for branded disposable items, with stricter durability requirements, new contracts for laundry and clothing purchases, stricter environmental requirements for fabrics, and a new partnership with Max Burgers, which has an ambitious sustainability profile. Goods that carry our brand always entail a special risk for us, such as Liseberg's rabbit soft toy. We therefore in 2016 reviewed and secured our supply chain, from manufacturing to

the materials and chemicals used in production, as well as factory working conditions. To safeguard the inspection process this led us to switch from three suppliers to a single supplier.

MONITORING

Liseberg carries out annual monitoring, which involves inspecting a sample of our 25 largest suppliers and a further 25 randomly selected suppliers. Monitoring entails checking whether the code of conduct is part of the agreement, whether environmental requirements are imposed on the product/service, whether requirements are imposed on quality management systems and environmental management systems, and whether the supplier is third-party audited for compliance with environmental, quality and working environment requirements. These checks were not carried out this year as we focused instead on monitoring suppliers in each department and looked at the whole supply base.

Suppliers	2017	2016	2015
Total number of suppliers	1,487	1,575	1,565

* Investment projects are excluded for easier comparison between years.



“The part of the guest survey I’m most proud of is all the great comments we get from guests who single out the attention our employees give to children with special needs. We aim to be an amusement park where everyone feels welcome and noticed.”

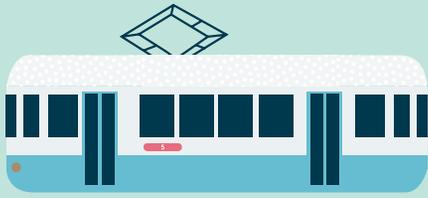
**MALIN LUNDSTRÖM
HEAD OF PRIVATE & CORPORATE SALES
AND GUEST SERVICES**

“We really got value for money today, a ride pass for each of us costs a lot for a whole family. But the queues were incredibly short! It was great! The staff are friendly, happy and keen to help you. They are mostly youngsters themselves – but they deserve a lot of praise!”

**PARK VISITOR
AUGUST 2017**







Contributions to local community development

PROFITABILITY AND CONTRIBUTIONS TO GOTHENBURG

Liseberg's goal is to be a strong company that grows and innovates. The Liseberg park was visited by a total of 2,945,000 guests in 2017, which is almost the same number as in 2015 and 2016. Turnover was SEK 1.23 billion, which is comparable with previous years. Contributing to the city of Gothenburg is one of Liseberg's primary roles. The people who come to Gothenburg to visit Liseberg also spend money in the city, on hotel accommodation, shopping and restaurant visits, for example. The tourism revenue generated by Liseberg for Gothenburg during the year totalled SEK 3,300 million, an increase of 16 percent compared with the previous year. One reason for this is Halloween at Liseberg, which was open for more days this year. The Tourism Multiplication Factor for the year was 2.7, which means that each krona spent at Liseberg generated around three krona for Gothenburg.

WE CREATE JOBS

Liseberg is a big employer in the City of Gothenburg and the Full Time Employee Equivalents (FTE's) for the financial year was 1,107. We are also a workplace that offers jobs for many people who may otherwise have difficulty accessing the labour market, including many young people who get their first summer job here. We are proud to have added the extra Halloween season, three years ago. This means that we are becoming more attractive as a workplace by providing new jobs, but we have also helped to make Gothenburg an autumn destination for tourists.

STRONG COMMITMENT TO JUBILEE PROJECT

Because of its many outdoor rides, Liseberg is weather-sensitive, and a poor summer can mean we lose out

on guests and income. The Jubilee Project is part of efforts to safeguard Liseberg's income throughout the year. This is an investment project totalling almost SEK 2 billion, which includes a themed family hotel with 450 rooms and a complementary indoor water park. The hope is that it will be completed in 2021–2023, when Gothenburg celebrates its 400th anniversary and Liseberg celebrates its centennial.

BUSINESS ETHICS AND ANTI-CORRUPTION

Liseberg's code of conduct imposes requirements for business ethics and anti-corruption on suppliers. At Liseberg we follow the recommendations of the Swedish Anti-corruption Institute and have clear policies and procedures for business ethics and anti-corruption. The risk of possible undue influence is greatest among our procurement specialists. They therefore receive regular external training on this issue. Our procurement specialists and administrative manager hold internal training sessions for employees who handle purchasing, covering issues such as business ethics and anti-corruption. Any infringements can be reported by employees, who can remain anonymous, to the whistleblower system managed by the City of Gothenburg. Employees are also encouraged to report any infringements they discover to their immediate manager or their manager's superior.

We have a delegation scheme for invoice management at Liseberg. This means that at least three people must see an invoice before it leaves us. Our invoicing system ensures that each invoice is first sent to the person who ordered the product or service, then to someone with authorisation rights and finally to the finance department for payment.



“Cities must develop in order to make them attractive. They must be attractive to tourists who visit the city, and attract new residents and retain existing residents. Liseberg plays an important role in this respect.”

**GUNILLA CARLSSON,
CHAIR OF THE BOARD
OF LISEBERG**

<i>Dividend to the city</i>	2017	2016	2015
Net group contribution, thousand SEK	10,600	15,700	24,000
Tourism revenue generated for Gothenburg, million SEK	3,300	2,850	2,800
Tourism multiplication factor*	2.7	2.4	2.5

* The added value that guests generate for the destination during visits to Liseberg

<i>Anti-corruption training</i>	<i>Board of Directors</i>	<i>Company management</i>	<i>Permanent employees</i>	<i>Seasonal employees</i>
Percentage trained in anti-corruption (%)	100	100	25	Those who handle money receive training.

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