



Living Lab Event - Seminar Program

May 8th, Gothenburg

Great international business opportunities with a fossil-free construction project that will set the standard for future urban development in the City of Gothenburg. Take part of ground-breaking solutions and meet innovative entrepreneurs who are joining this cutting-edge project for a fossil-free future.

Program May 8th

8:30 Mingle and registration

9:00-11:45 Gothenburg - a sustainable city open to the world

Gothenburg - a role model in collaborating for a sustainable future and a growing city with great potential for suppliers of sustainable materials

The City of Gothenburg wants to serve as a role model and show the world that it is possible to live a good life without contributing to negative climate impacts and by that changing the conditions for our future generations. Gothenburg is expanding, and it's one of the fastest growing regions in Europe. The long-term goal for the City of Gothenburg is to reduce its consumption-based greenhouse gas emissions with 75% by the year 2050. To achieve high environmental goals, close collaboration both national and international is key.

Hoppet – Sweden´s first fossil-free pre-school that will set the standard for future urban development

Hoppet – the first project in line to reach the standards for future urban development in the city. Hoppet is actively looking for ground-breaking actors and entrepreneurs that are willing to join this cutting-edge project that will set the standard for future urban development in the city.

11:45-13:00 Lunch, mingle, exhibition



13.00-15.30 **Boosting possibilities for market impact - together we'll make the impossible possible**

What is happening in our neighbouring countries?

Finding fossil-free solutions to reduce climate impact isn't just important in Sweden and Gothenburg. It's on the agenda for our neighbouring countries as well.

What are the possibilities of re-use in future construction projects?

Re-use could make a difference when aiming to become fossil-free and climate neutral. Learn about smart ways to make used things come to use again.

It takes courage to reduce greenhouse gases from the construction sector

"We must reverse the emission trend of carbon dioxide, but the construction sector cannot handle it alone - political determination is also needed!". Hear more about the Roadmap for a fossil-free building sector – an initiative by companies in the construction and material sector to halve emissions by 2030.

How to become a procured supplier in a new market with a new product?

Get the keys that can take your solution all the way to the market. Learn where to find current and future procurements.

The global trends in sustainable driven transitions

We give you an update on the latest trends in sustainable driven transition. During this session, we explore how green investments not only have positive effects on the climate and human health but also on a growth perspective.

During the day you will also take part in suppliers of sustainable products pitching their solutions.

15.30 – 17.30 **Mingle, food and talks**

During the whole day pre-scheduled, one-to-one meetings with representatives from the project Hoppet will be conducted, together with group meetings between invited suppliers.

Program May 9th

8:30-10:30 **Optional study visit where we will share the latest within innovative energy solutions for urban development:**

- **HSB Living Lab** – a research and demonstration arena which aims to create knowledge of a more sustainable lifestyle in the home.
- **Fossil-free Energy District (FED)** – a unique marketplace for electricity, district heating and cooling.
- **A Working Lab** – an innovation arena and a collaboration environment for the exchange of ideas and knowledge between academia, businesses and social actors with the opportunity for the tenants to influence and develop premises, test new functions and materials.

[Sign-up for registration >>](#)

[Sign-up for optional study visit >>](#)