

A nighttime photograph of the Umeå city skyline. The sky is a deep twilight blue. In the foreground, a calm body of water reflects the lights from the buildings. The central focus is a modern, multi-story building with a curved facade, illuminated from within, showing a warm yellow glow. To its left, a taller, more rectangular building has a red 'Scandic' logo on its upper section. Further left, another modern building is lit up. To the right of the curved building, there are older, more traditional buildings with gabled roofs and windows, some of which are also lit. The overall scene is a vibrant urban nightscape.

**Welcome to Umeå!**

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A large, vibrant red tiger sculpture is the central focus, perched on a modern, perforated metal pedestal. The tiger is depicted in a powerful, roaring pose, its mouth wide open, showing its teeth. The background features a classic brick building with a dark roof and a prominent clock tower with a dome and spire. The sky is a clear, pale blue, suggesting a bright day. The overall scene is a blend of modern art and traditional architecture.

# Challenges and inspires

The City of Culture. The sports city. The University City and the Innovation City.  
Umeå is growing faster than any other region in northern Sweden, and has become  
An obvious meeting place for curious and creative people from all over the world.

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# Why Umeå?



Easy to get here, an important node in the north of Sweden. Daily direct trains and daily flights, just an hour from Stockholm.



A small city with good relations and collaborations, most things are also within easy walking distance - hotels, conference facilities, train and bus station and experiences.



2002 hotel rooms, over 4096 beds with a wide range from basic to premium



A successful city of knowledge with leading universities and university hospital, SLU, FOI, RISE, the world's best design college (RedDot 9 years) and world-class research that has been rewarded with a Nobel Prize in Chemistry, among other things.



Effective and inclusive support system for innovation with world-leading incubators, specializing in everything from biomedicine to creative and cultural industries.



Strong and internationally recognized business community with large ongoing investments.



Social, ecological, economic, cultural sustainability is a high priority in the municipality. Ranked Europe's highest Social Progress Index two years in a row and signed contracts for climate neutrality by 2030 through Viable Cities™.



Successful and thriving sports, events and cultural city



Nature is just around the corner with forests, rivers, sea, cycling, hiking, rafting, dog sledding, etc.



# Travel to Umeå

Umeå is strategically located in the north of Sweden, a fact that is evident in the city's good infrastructure.

Two European routes run through the city, the airport has daily departures. The Bothnia Line offers good passenger and freight transport and ferry traffic across the Kvarken provide access to the nearest city Vaasa.

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Daily direct trains Stockholm – Umeå , the journey takes 6 h 15 min.  
Night trains are available as an alternative. Norrtåg and SJ operate from Umeå.



Daily flights, the journey between Stockholm and Umeå takes one hour:  
Norwegian, SAS and JonAir fly here



Ybuss operates the route Stockholm – Umeå. Länstrafiken/Norrlandskusten serves Västerbotten/Norrbotten. In Västerbotten, Umeå is a hub for bus traffic.



Wasaline - With the environment in focus.  
The ferry, which takes lower emissions seriously, operates the Umeå-Vaasa route.



The E4 and E12 pass through Umeå.



Within walking distance within Umeå: Much is within a five-minute walking distance:  
the central station for trains and buses, the majority of the city's hotels and conference facilities.



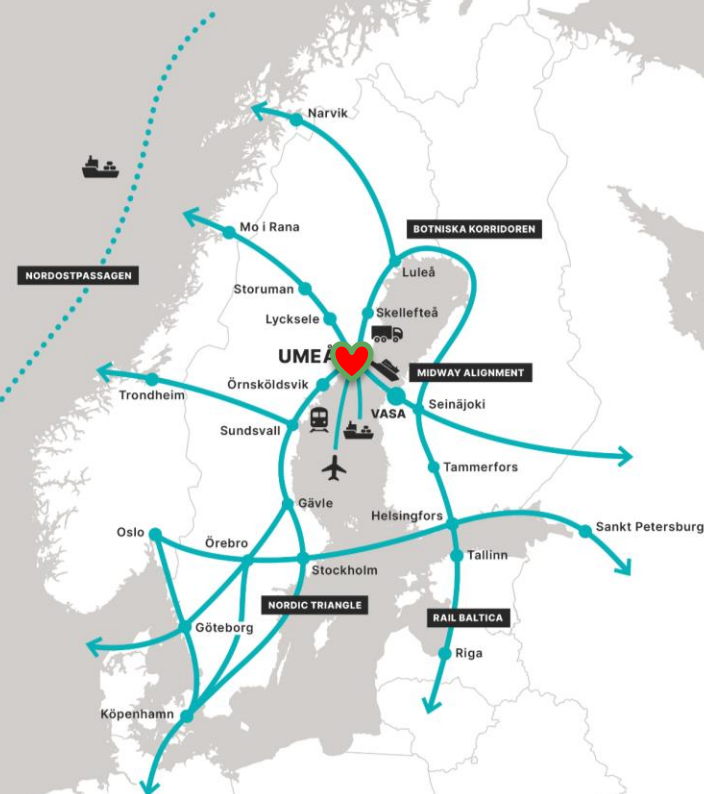
**Tips from us to make your trip more sustainable:**

**Take the plane one way and the train the other.**

**Charter your own train with SJ.**

**Carbon offset the flight; <https://klimatkompensera.se/>**

**Buy biofuel for your flight: <https://flygreenfund.se/>**





# Learn more about Umeå's sustainability work

Umeå is the fastest growing region in northern Sweden. The vision is that Umeå will have 200,000 inhabitants by 2050 – with the overall goal that Umeå's Growth must be managed with social, ecological, cultural and economic sustainability.

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Umeå kommun  
har ingått i ett  
lokalt  
Parisavtal:  
*Klimatneutrala  
Umeå 2030*



## Umeå's investments in sustainability go far back in time, both on a strategic and practical level. Here are some examples:



**Climate Contract 2030** – Umeå Municipality and 23 other cities have now signed climate contracts with six government agencies and the innovation program Viable Cities. For Umeå's part, it is the fourth year in a row that the contract has been renewed and the ambitions are sharpened.



**Umeå's climate roadmap** is two things at the same time: a summary of what needs to be done to reduce climate emissions in Umeå, and a platform where we in Umeå strengthen each other and work together for climate transition in accordance with the Paris Agreement.



Umeå is a Fairtrade City – a way of working with fair trade and ethical consumption.



**Movement richness** – a project that started in Umeå in 2014 to help children become more active. The concept and work are so widespread that they work with it in urban planning of new areas as well as in schools, companies and associations. Change the Game:  
<https://change-the-game.se/radet-for-rorelserikedom-i-umea/>



Umeå municipality has worked with gender equality issues in a strategic and groundbreaking way for a long time. The work has been conducted both through gender mainstreaming and with special initiatives to make visible and problematize, reformulate problem descriptions and broaden the analysis.



# Social

If time is available in addition to the conference program, we present a number of different ideas that we hope can inspire to experience more of Umeå.





## Arts Campus

**The Arts Campus** is nicely located by the Ume River, a short walk from central Umeå.

**Umeå School of Architecture** is the first in Sweden with an artistic profile, Umeå Institute of Design places at the top of several international rankings and at Umeå Academy of Fine Arts, great emphasis is placed on individual expression and art's critical potential.

**Walk there via** the Park of the Seasons and have a bite to eat or have a coffee with a panoramic view of the river.



## Museum tour

**Guitars – The Museum**, one of the world's largest and best privately owned collections of guitars. The guided tours are recommended!

**Västerbottens Museum** - county museum with responsibility for Västerbotten County's cultural history. Free admission.

**The only** museum of women's history in Sweden.

**Bildmuseet** is one of the country's most interesting venues for international contemporary art.



## Around the Bridges

Do like a true Umeå resident and walk "the bridges around" – or why not a morning jog before the conference?

The newest of Umeå's bridges - Lundabron, which is also Sweden's longest suspension bridge for pedestrians and cyclists, became the crowning glory of yet another popular walking route.

Kyrkbron – Teg – Lundabron – Strandpromenaden:  
approx. 6.5 km

Strandpromenaden – Lundabron – Teg – Cykelbron:  
approx. 5.9 km

Strandpromenaden – Lundabron – Teg – Tegsbron:  
approx. 5.9 km

Promenade – Kolbäcksbron – Island – Kyrkbron: approx.  
8.7 km





## Visit a winery

Brännland Iscider has its tasting room in the middle of the winery in an industrial premises in Vännäs.

Here they receive groups of 16-50 people for an exclusive assortment tasting and the story of Brännland Iscider from the start to today and what visions of the future exist.

Guaranteed wow!

"Brännland Cider produces artisanal ice cider entirely based on 100% apple juice without flavour or colour additives. The production is located in Västerbotten and our goal is to create an ice cider that makes an impression all over the world."



## Guided tours

In Umeå there is the opportunity for guided tours – by bus, on foot, by bike.

A large selection of different pre-composed tours that can be adapted to different wishes and themes.

Umeå Guide Association and Umeå Tours tailor tours for groups of different sizes.

<https://visitumea.se/sv/search/results?q=guidad%20tur>



## Art walk

Are you curious about the art in Umeå? Walk the art tour and discover some of the many works of art that can be found in central Umeå. You can choose to discover 18 or 8 works of art.

<https://visitumea.se/sv/konstrunda-i-umea>

The artwork Listen, also known as the #metoo-puma, is located on Rådhusorget in central Umeå. It is a design that marks the municipality's stand against sexual harassment, dedicated to those who together broke the silence in connection with the MeToo movement.





## Aurora Experience

Northern Lights Dinner at Hamptjärnsberget - Do you want to create an experience out of the ordinary?

Hamptjärnsberget is an excellent place to experience the Northern Lights and combined with good food and drink, it will be a nice evening to remember. Your guide will tell you how to best take part in this magical light phenomenon, show pictures and take you out to look for the green shimmer. Just keep your fingers crossed.



## Rafting | The rapids

Rafting – an intense and fun experience in the foaming rapids of one of Europe's last untouched rivers, the Vindel River

Groups can come here to have fun together, find new energy, combine a conference with an activity and develop together around communication and relationships.

There are more rafting companies in the Umeå region:

<https://visitumea.se/sv/search/results?q=forsr%C3%A4nning%20>



## Dogsleding

Experience the allure of gliding behind a dog sled through a Västerbotten in winter garb. Every dog sledding tour is an experience that cannot be described but must be experienced on site. The tours follow groomed trails through a snowy landscape and are adapted to the size of the group.

There are several dog sledding companies around Umeå:

<https://visitumea.se/sv/hundspannsturer-umea>



**We hope to see  
you soon!**

visit  
umeå!