

2023

DOING GOOD ASSOC.
IMPACT REPORT 2023

DOING
GOOD
ASSOC.
IMPACT REPORT 2023

20
23

EXECUTIVE SUMMARY

As we reflect on the year 2023, it is clear that the world has been challenged by a stream of distressing events, from the rise of authoritarianism to the devastating impact of climate disasters, the war in Ukraine, the tragedy in Sudan, the Hamas terror attack and the Israeli regimes bombings in Gaza, the oppression of women in Iran and refugees encountering closed borders... The list appears endless, and the weight of it all is undeniable.

In daily conversations, I often hear expressions of frustration and despair regarding the state of global affairs. Phrases like, "It's so disheartening to follow the news," or "I can't hear about another disaster". It is indeed painful to bear witness to such suffering, and it is understandable that individuals seeking to safeguard their mental health need periodic breaks from the relentless news cycle. If you are exhausted and lacking positive input that is so rarely showcased in the media. We present this Impact Report—may it serve what we all so desperately crave.. Good News!

We are excited to share and celebrate the milestones we have achieved together with you! For Sätt Färg på, the year 2023 has been nothing short of transformative. Through collaborative efforts with strong partners, we have evolved into a new and more impactful form with a new name "Doing Good." The two simple words that encapsulate the intention of our value-driven organization.

Our decision to change our name on the occasion of our 10-year anniversary was not arbitrary; it was necessitated by our tremendous growth and the expansive breadth of our work. We have broadened our commitment to supporting vulnerable individuals in society, deepened our ties with international partners, and extended the reach of our initiatives to promote art and mental well-being while combating the urgent issue of global warming.

In this report we share how good actions can set off a positive chain reaction. Like how lessons from providing secure paid jobs to youth in struggling neighborhoods were extended to Ukrainian refugees and how those jobs then contributed to mentorship programmes and the sustainable development of cities.

In the pages that follow, we will delve deeper into the stories of impact and change that have unfolded throughout the year. We invite you to join us in celebrating these achievements and, more importantly, in kindling the flame of hope that carries us forward into the future.

Thank you for being a part of our journey and for helping us make a positive difference in a world that so desperately needs it!

With gratitude and hope,

Louise Nilsson,
Chief Operating Officer



We have broadened our commitment to supporting vulnerable individuals in society, deepened our ties with international partners, and extended the reach of our initiatives to promote art and mental well-being while combating the urgent issue of global warming.



Louise Nilsson, COO. Erling Zandfeld & Patrik Andersson , co-founders

IMPACT REPORT 2023
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YEAR IN REVIEW

2023

WE CELEBRATED OUR 10-YEAR JUBILEE

During a festive night in October we got to celebrate our 10-year jubilee in Gothenburg. Thanks to all partners who celebrated with us; you have been crucial in our journey during the last decade.

Reflecting on the year 2023, two significant events have marked our journey: the celebration of our 10th-year jubilee and the pivotal name-change to "Doing Good."

These milestones serve as clear indicators of our sustained growth, broadened vision, and steadfast dedication to fostering positive impact.

To a year of positive strides and doing good - Let's continue to make impact together!



SÄTT FÄRG PÅ GÖTEBORG BECAME DOING GOOD

At the jubilee celebration we proudly unveiled a significant change: our transition from "Sätt färg på Göteborg" to "Doing Good." A shift that symbolises our growth and evolvment during the past years.



VISION & OBJECTIVES

...The task was rather generally put; bring youth from vulnerable areas of the city, far away from the labour market, and put them in training and possible employment.



Erling Zandfeld, Co-Founder and Senior Advisor

01

VISION

Our vision is to **empower marginalized individuals** by fostering opportunities in art, climate and social issues; Reinforcing individual participation.

02

VALUE

We strongly believe in the vital role of **social integration, inclusion, local initiatives and support** for vulnerable individuals in driving positive change.

03

OBJECTIVE

To achieve **glocal impact** by increasing engagement for societal issues in marginalized youth. Fostering **positive development** driven by themselves.

CARE EUKRAINE

SOCIAL OCT 22 - SEP 23

140

PARTICIPANTS

Care EUkraine has fostered integration for Ukrainian war refugees in Gothenburg through essential assistance, mentorship and IT education.

Empowering individuals

The primary aim of Care EUkraine has been to provide meaningful support to war refugees and empowering them with the skills needed for successful integration. By establishing a supportive foundation, the initiative has created an environment for the participants to feel secure and welcomed into new communities in Sweden.

Integration through IT-education

In tandem with providing emotional and practical support, the idea of education as a pathway to integration has played a key part of Care EUkraine. Through offering inclusive IT-education participants of Care EUkraine has been able to improve their universally applicable IT skills, opening up doors in various job markets.

Mentorship & self-reliance

A core of the initiative has been to create a positive and sustainable impact by not only addressing the immediate challenges faced by the participants but also by investing in their long-term integration and self-reliance through our mentorship program.

The strength of Care EUkraine has been its flexibility and the high interactivity of its participants.

Louise Nilsson, Project Leader.



Medfinansieras av Europeiska unionen



38 70

IT-STUDENTS

EMPLOYMENTS

IT-EDUCATION



The project opened up prospects for me to get a job in a new and interesting direction upon completion of the training course.

Participant of Care EUkraine

UKRANIANS, SUPPORTING UKRANIANS

As part of both our Care projects the mentorship program has been a cornerstone part. Providing connection, security, a sense of belonging and practical help.

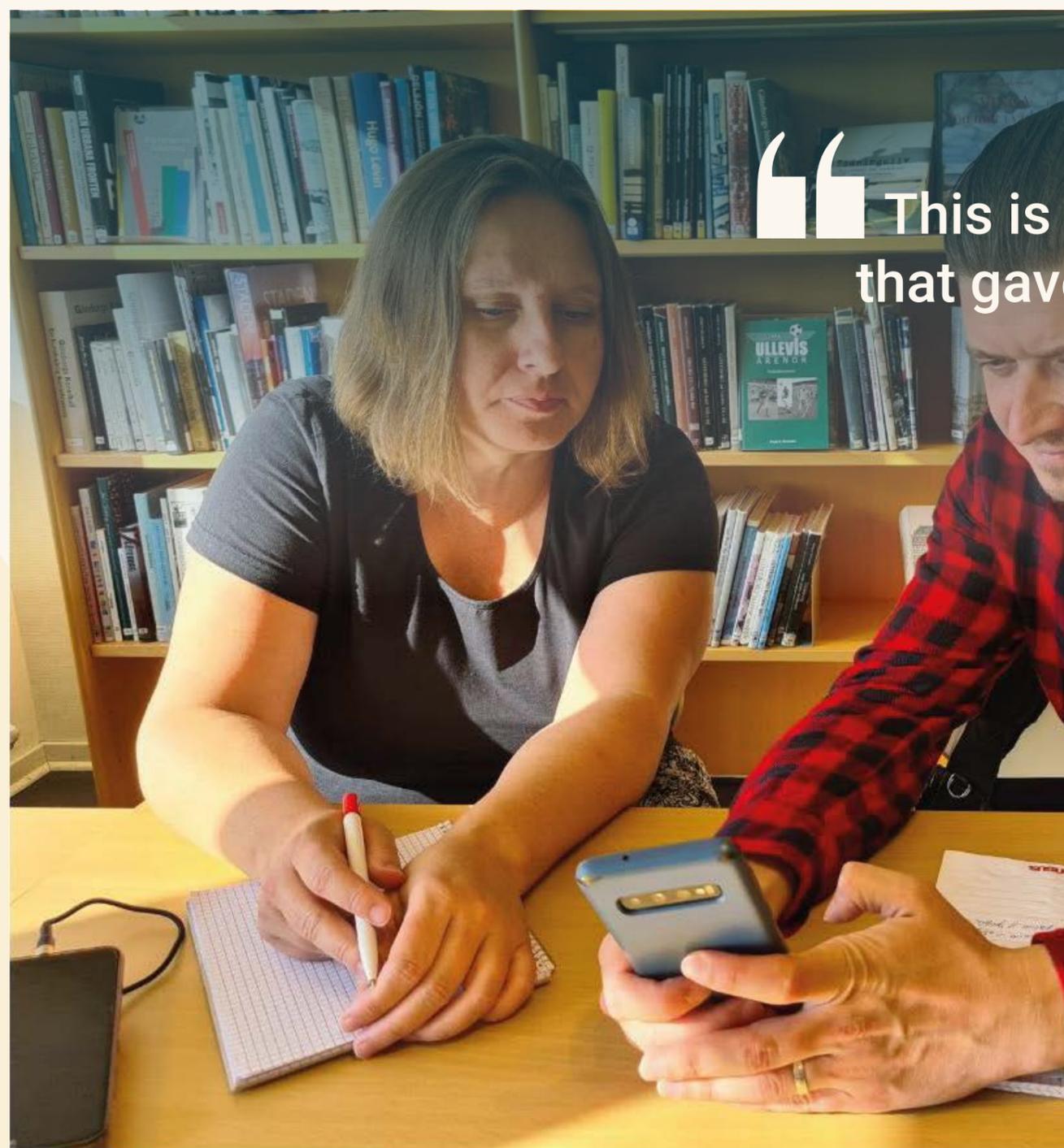
Mentorship training with War Child Sweden

As we recognized the intricacy of supporting individuals who have undergone the harrowing experience of war, we collaborated with our partner, War Child Sweden, to elevate the skills of Ukrainian mentors.

In a two-day training session led by Marianne Abboud we equipped our mentors with the expertise needed for their vital role in supporting other Ukrainian war refugees. This knowledge can also be expected to contribute to their professional advancement and enhance prospects for opportunities in the future.

The Power of Mentorship

For the Ukrainian war refugees, having arrived to what for many of them is a completely new society, having a guiding hand can make all the difference. The mentors have played a crucial role in offering new perspectives, guidance, emotional support and setting actionable goals to build up lives in a new society.



“ This is a really useful project that gave me self-confidence.

Participant of Care EUkraine



“ For the Ukrainian war refugees, having arrived to what for many of them is a completely new society, having a guiding hand can make all the difference.

78

MENTORSHIP
PARTICIPANTS

DIVERSITY IN THE WORKPLACE

95%

Between 2015-2022 the rate of complaints of discrimination in the workplace increased with 95% (DO).

Causes of discrimination range from ethnicity, disability, and gender to age, religious background and sexual orientation.



Doing Good COO Louise Nilsson and General Secretary of War Child Sweden Peter Brune during their presentation "Jobs and Opportunities for Minorities and Migrants" in October 2023.

Fostering work opportunities for migrants and minorities

A core value of Doing Good is inclusion and social integration. With a long background of labour market projects such as Care EUkraine we have been taught invaluable lessons about how to uplift marginalized citizens and refugees through job opportunities.

During the Human Rights Days in Helsingborg, Louise Nilsson, COO at Doing Good, held a presentation together with Peter Brune, General Secretary at War Child Sweden. Together they emphasized the crucial role of fostering future employment opportunities for migrants and minorities to enhance diversity and strengthen the capacities of each organization. The sparked interactive discussions with the audience, yielding valuable insights into effective strategies for bolstering diversity.

Platforms like the Human Rights Days are vital to disseminate information, share insights, and gain knowledge that propels our organization forward. By fostering discussions and exchange of ideas, we ensure that our efforts remain aligned with our commitment to creating a more inclusive, environmentally conscious, and culturally vibrant society.



CARE UDRC

SOCIAL MAR 23 - SEP 23

100

PARTICIPANTS

Care UDRC, or, The Ukrainian Digital Resource Center, aimed to support Ukrainians in their transition to new lives in Sweden.

Our second initiative for Ukrainians

Care UDRC was a multifaceted initiative that created 24 new jobs, offered fully funded IT training for 100 participants, established an online resource platform, and provided crucial psychological first aid and trauma support for Ukrainians who have sought refuge in Sweden.

Creating a sense of belonging

The project encompassed a range of activities, including workshops, vocational training, and educational programs tailored to the specific needs and aspirations of each participant. Through Care UDRC we were also able to open an office space for 30 people in Gamlestaden, free to use for all Ukrainians. The overarching goal of the initiative has been foster self-sufficiency and a sense of belonging in Sweden.

Ukrainians face many challenges when they come to Sweden. Understanding the local job market, receiving assistance in finding employment, and accessing education are essential factors that will help them feel more confident.

Glib Chorny, IT-Project Leader

Photographer Andriy Oliynyk
Ukrainian Independence Day.

UKRAINIAN DIGITAL
RESOURCE CENTRE



Medfinansieras av
Europeiska unionen



Doing Good has had a successful cooperation with Beetroot Academy within both our Care projects offering 240 scholarships to Ukrainians war refugees.

According to a study by the McKinsey Global Institute, the digital economy contributes up to 11% of GDP in some countries.

By equipping refugees with IT skills, they can contribute to the growth of the digital economy in Sweden and Ukraine, which can lead to job creation and increased economic activity.

Louise Nilsson, Project Manager

IT-EDUCATION OPENS DOORS

Participant of Care UDRC, *Mariia Borodai*, a pharmacologist with a medical background, found herself in Sweden due to the Ukrainian conflict, where language barriers hindered her pursuing her profession in Sweden.

Through Beetroot Academy she navigated this challenge venturing into the IT industry, specifically opting for a UI/UX Design course. She now looks forward to developing her career within the field of IT and says:

"I believe this is very promising for me and opens new paths".

12 computers were handed out to participants during the project period.



24
EMPLOYMENTS

41
IT-STUDENTS



According to forecasts, the IT industry will grow and develop by 2030...I chose a profession on the border of creativity and technology, UI/UX design at BeetRoot Academy and I believe that this is a very promising for me and opens new paths.

Mariia Borodai, Participant of Care EUkraine



94

EMPLOYMENTS

In 2023 Doing Good was one of the largest employers for Ukrainians in southwestern Sweden.

Achieving tangible results

Care UDRC & Care EUkraine together employed close to 100 Ukrainians since November 2022. This represents approximately one tenth of the Ukrainian population in the city, positioning Doing Good as one of the largest employers for Ukrainians in southwestern Sweden in 2023. This underscores our commitment to providing tangible opportunities and support, contributing to the broader goal of fostering integration and community among Ukrainian war refugees in the region.

Photographer Andriy Oliynyk

"MY WORKING TOOL IS LANGUAGE"

I am a journalist and I have worked with media all my life. My working tool is language. Therefore, the first thing I did in Sweden was to learn Swedish. Secondly, I began to look for opportunities for an active life and work.

This project became such an opportunity for me. Now I am learning new skills in the IT field and I get incredible work experience in a Swedish company.

It is impossible to overestimate the importance of the project. It is actually a wide open door to an active life for all Ukrainians who ended up in Sweden due to the war.

Participant

I am very grateful to Doing Good (formerly Sätt Färg på) primarily for the trust. You have entrusted practical tasks to Ukrainians, and many have received their first work contracts in Sweden, including myself.

I thank you for the opportunity to learn new things, like 'Python for Beginners' at Beetroot Academy. The knowledge I gained from these courses is assisting me in studying Python in Humanities at Linnaeus University, Sweden.

Olena Petrus

Participating in the Care EUkraine project since February 2023 has been an incredible experience for me. After its completion, I became an assistant and was involved in translation and marketing.

I am currently enrolled at the University of Gothenburg, studying literary translation from Ukrainian to Swedish, and working simultaneously in marketing. I am very grateful to Care EUkraine and Doing Good for my career development!

Mariia Moroz



I have had great experience with this project. It helped me a lot to participate in the search for new acquaintances, and I am also very glad to have had such work experience in Europe.

Anastasiia Puzikova



This project helped me a lot. I enjoyed working with the program and knowing that I have contributed to maintaining the state of the world's ecology. For me it was important. It was very convenient to have a free work schedule and not depend on the schedule.

Kateryna Klymenko



COOL GREEN DEAL

ENVIRONMENTAL NOV 21 - DEC 23

241
PARTICIPANTS

Cool Green Deal has engaged youth in sustainable roof techniques such as Cool Roofing as a way of fighting climate change and unemployment.

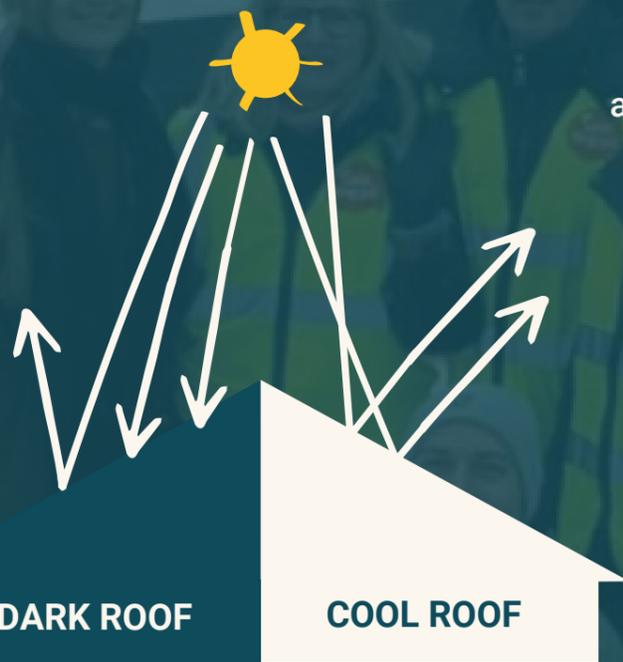
Education & Work in Cool Roofing

Cool Green Deal has aimed at providing a positive counter-narrative for young individuals grappling with concerns about climate change and unemployment. The project's core objective was to create employment opportunities within the realm of green jobs, specifically focusing on the climate-friendly roofing technology called Cool Roofing.

The innovative project was structured around two main components: "Coating Students" and "Environmental Ambassadors." Through these segments, participants have been provided both work opportunities and education within the field of green jobs with a focus on Cool Roofing.

Witnessing the enthusiasm of the environmental ambassadors and the commitment of partners to youth development, whether through work guidance or education, has been inspiring.

Kimberly Spirito, Project Leader



By coating roofs white, the sun-rays are reflected back into space. This makes the building and environment around it cooler decreasing the global warming.

WHY COOL ROOFING?

I was trying hard to find a connection between global cooling and painting. In August 2020 I found a large market in the USA with exactly this focus. From an idea by Nobel Prize winner Steven Chu, Cool Roofing had been developed during 15 years into a very cost effective way of passive cooling and savings on energy bills.

Erling Zandfeld, Co-founder and Senior Advisor



The environmental ambassadors in both *Cool Green Deal* and *Environment & Work* have worked with our roof database **Global Coolify**, addressing both social exclusion and the global climate crisis.

Global Coolify: A global database of rooftops

A total of 64 young individuals was hired as Environmental Ambassadors within Cool Green Deal. Together they have worked with identifying roofs suitable for sustainable technologies such as Cool Roofing by using IT-tools and then registering these roofs in our roof database *Global Coolify*.

The role as Environmental Ambassador provided youth with valuable work experience within the sustainability sector, improving their skills in IT, while also contributing to furthering developments to mitigate climate change.

Technical development and AI-automation

In a successful collaboration together with Chalmers Digital Twin City Center and Softhouse the technical side of Global Coolify has been developed. Currently, Chalmers Digital Twin City Center is working to implement AI to automatise the roof registration, enabling worldwide coverage of rooftops suitable for Cool Roofing.



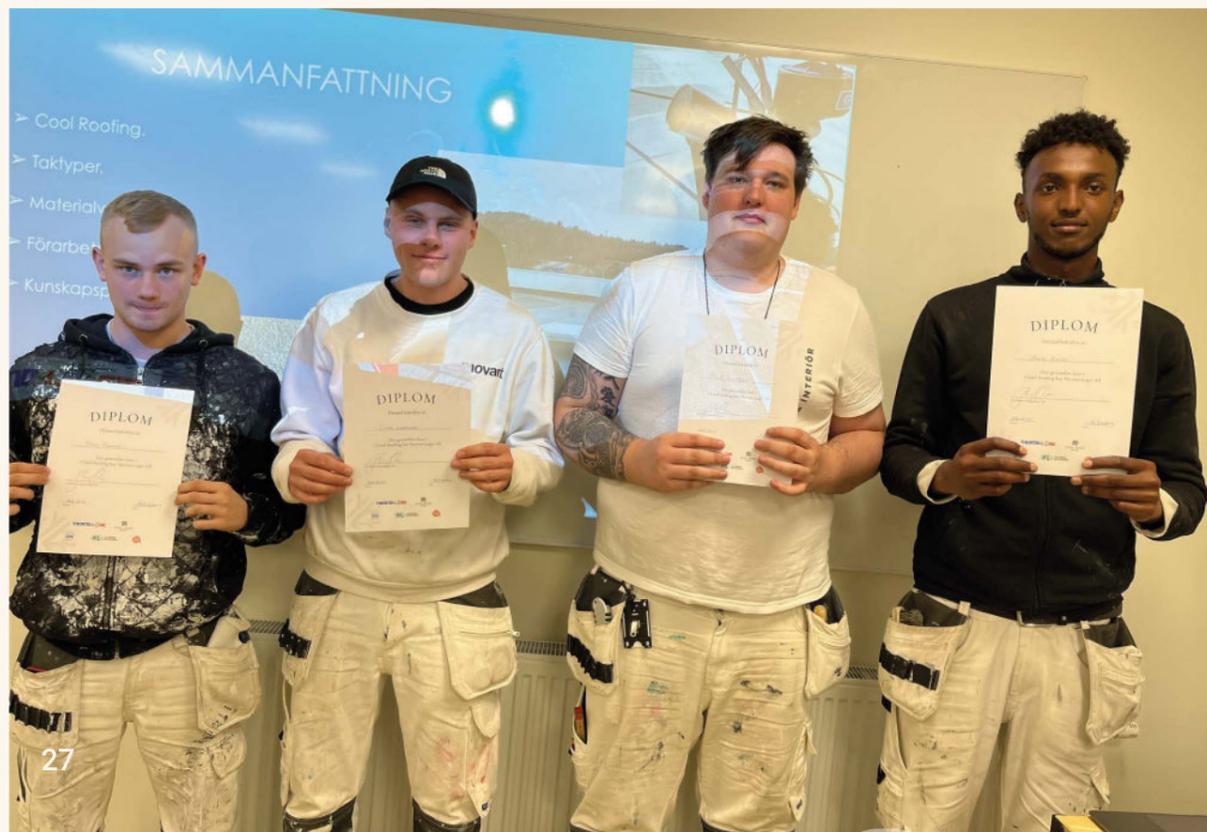
TEACHING GREEN METHODS

The training in Cool Roofing Coating gives the participants meritorious knowledge within the painting industry and increases their chance of employment.

Within both our climate-focused initiatives, we have offered painting students a free course in Cool Roofing coating, creating opportunities within the field of green jobs.

Thermo-Logic, a Gothenburg-based company, is one of the pioneers of Cool Roofing in Sweden as they are among the first who are accredited installers of Cool Roofing systems and certified executors of coating for white roofs.

Thermo-Logic have been official partners and instructors since the start of our initiatives. Their one-day course consists of both lectures and practical sessions where the students learn to carry out coating themselves.



54

COATING STUDENTS

THERMO-LOGIC

ENVIRONMENT & WORK

ENVIRONMENTAL JUN 22 - DEC 23

253

PARTICIPANTS

Environment & Work has, through four sub-projects promoted youth's opportunities to engagement within the field of climate issues to reduce climate anxiety, social exclusion and global warming.

Shaping ways into the job market

Our adult education partners has throughout the project offered participants a course in the innovative roof technique Cool roofing.

50 participants, aged 20-25 outside of the job market, recieved a certification to perform coating for white roofs after completion of the course. In such manner, the initiative has sucessfully equipped participants with valuable skills in a growing sector of green jobs while simultaneously reducing social exclusion.

Partners: Chalmers University of Technology, SMHI, WWF, Scandinavian Green Roof Institute, UNIEP, Movant, Thermo Logic, Gothenburg Practical High School.



Together we are creating sustainable cities and reducing social exclusion.

It's a win-win situation for both our young participants and society as a whole.

Amelia Äbelö, Project Leader

Employing youth in green jobs

Since the inception of the initiative, **20 environmental ambassadors** have worked with conducting digital searches for buildings suitable for implementing white, green, and blue roofs, building a database of climate friendly roof techniques. Through this, participants have gained a meritable employment within the field of green jobs while improving their IT-skills and taking an active part for the climate.

VINNOVA
Sveriges innovationsmyndighet



The future of sustainable urban development

DISSEMINATION OF GLOBAL COOLIFY



One of the goals within Environment & Work has been to inspire stakeholders and industry leaders to more sustainable business practices. Throughout 2023 we have therefore participated in various dissemination activities. This September we presented Global Coolify at the Real Estate Fair in Gothenburg. A important platform for sustainable practices within the construction field.

During November, We attended Smart City Expo World Congress in Barcelona, a global where we informed key industry figures about sustainable roofing solutions, including the innovative Cool Roofing technology, fostering increased awareness among policymakers and stakeholders within the building sector on an international level.

During the conference we also introduced Global Coolify; the database where over 86 000 roofs has been analyzed for their suitability of Cool Roofing and other sustainable roof technologies.



Amelia Äbelö, Erling Zanfeld and Isa Almäng at Smart City Expo in Barcelona.



Photo from our visit at Selena in Poland



INTRODUCING *COOL-R* IN SWEDEN

During the project period we have made notable advances in promoting sustainable urban development in Sweden. Particularly through the successful introduction of **COOL-R** by Selena, a colour for Cool Roofing, to the market in collaboration with Thermologic.

Our efforts to ensure social-and environmental sustainability were reinforced by visiting the production facilities in Poland and complemented by the product's approval from "Byggarubedömningen". Furthermore, we've proactively showcased COOL-R to "Måleriföretagen Väst".

Our efforts to ensure social-and environmental sustainability were reinforced by visiting the production facilities in Poland and complemented by the product's approval from "Byggarubedömningen"

Amelia Äbelö, Project Leader

YOUTH LEARNS TO LEAD A SUSTAINABLE LIFE AT KLIMATVECKAN

Klimatveckan, "The Climate Week", is one of four sub-projects within Environment & Work with the aim of educating and engaging youth on how they can fight the climate crisis and lead a sustainable life.



306

PARTICIPANTS

*183 participants during 2023 of Environment & Work and 123 participants of Cool Green Deal (not included).

Fighting climate anxiety & social exclusion in youth

In total, Doing Good has successfully executed four Climate Weeks with 306 participants in total. The activities during Klimatveckan has included interactive lectures and workshops from environmental organisations such as WWF, research institutes such as Scandinavian Green Roof Institute and climate conscious companies such as Oatly and Plick.

88.4%

Rated the event's structure as "Good" or "Quite good."

87.2%

Found participating in the event "Educational" or "Quite educational."

75.7%

Believe they will make use of what they learned during the event.

I work with young people who have had problems with stay-at-home behaviour. Today, 30 of my young people are sitting here together and socializing with others. If we can help these young people bring the knowledge and creativity with them, they can become ambassadors themselves - spreading the knowledge to others and others after that. We start here in Helsingborg but who knows, we might end up all over the world. At least Greta did.

Roger Wellin, Socionom



I spoke to 30 young people at Klimatveckan about the method of upcycling, in my opinion the most interesting aspect of environmental thinking - to create new things out of old things.

Stefan Ottmar, Founder of Reparationsträffar



I want to inspire partly a sustainable private economy and partly how you can use your money to invest in the green transition. I am happy to see this connection between business and individual actors, it takes a huge collaboration to achieve the global goals... I think this is a great initiative.

Johanna Kull, Sustainability Officer at Avanza Bank



The need for greener, more beautiful and more sustainable cities is great and affects us all. How can we develop our living environments in a sustainable way as the climate changes? Climate Week is a perfect opportunity to spread knowledge to today's youth about how we can work with vegetation and water for a more sustainable urban development! We are happy to share knowledge, tips and inspiration!"

Hugo Settergren, Project Leader at Scandinavian Green Roof Institute



What I think has been the most fun is how much I've learned - especially about upcycling. You don't have to throw away things, you can remake things and even make them better.

Vanessa, participant of Klimatveckan



ART@ CLIMATE 2030

ART FEB 23 - ONGOING

450+

ARTISTS

Art@Climate 2030 is a global art competition with the aim of engaging the public in the climate crisis through art.

Perspectives on the climate crisis

The initiative has served as a creative platform, inviting artists from across the globe to contribute their unique perspectives on the climate crisis. Aimed to harness the power of art to evoke emotions, thoughts, and inspire action in response to the climate crisis.

Art@Climate 2030 has cultivated a community dedicated to driving positive change through art and we are thrilled to witness all the engagement.

Isa Almäng, Project Leader

Global conversation through art

By bringing together a diverse array of artistic voices, Art@Climate2030 has aimed to generate a global conversation that transcends geographical boundaries, promoting a collective understanding of the environmental challenges we face.



Some of the winning artists at our the award ceremony of Art@Climate 2030. Gothenburg, August 2023.



CHANGE THROUGH ART

Engaging the art community in the climate crisis.

Since the start of the competition in February over **450 artists** sent in their messages about the climate crisis. The artists, who represented over **54 countries**, each had different perspectives on the crisis and their message to the public.

The competition created a lot of engagement with over **5000 people** voting on their favorite artwork. In August, 10 winners were announced at an award ceremony in Gothenburg.

5000+

VOTES

Painting of murals

During 2024 we will start to permanent each of the 10 winners messages about the climate crisis as mural paintings around the world. We hope that this will create discussion on the streets and further the impact.

Art Auction for Ukraine: Exhibition for a better future

As part of our Care projects for Ukraine, Doing Good arranged an art auction in Varberg, Sweden showcasing 20 artworks of Ukrainian artists participating in Art@Climate 2030.

The art auction proved to be a success. As the evening unfolded a summers day in June, visitors acquired artworks and prints totaling **42,000 SEK**. All profits went to a summer camp for Ukrainian children who have lost their parents, organized by Help Ukraine Gothenburg. Art@Climate 2030 stands as a valuable example of how art engages people and how it can be used as a powerful catalyst for change.



The auction raised **42 000 SEK**

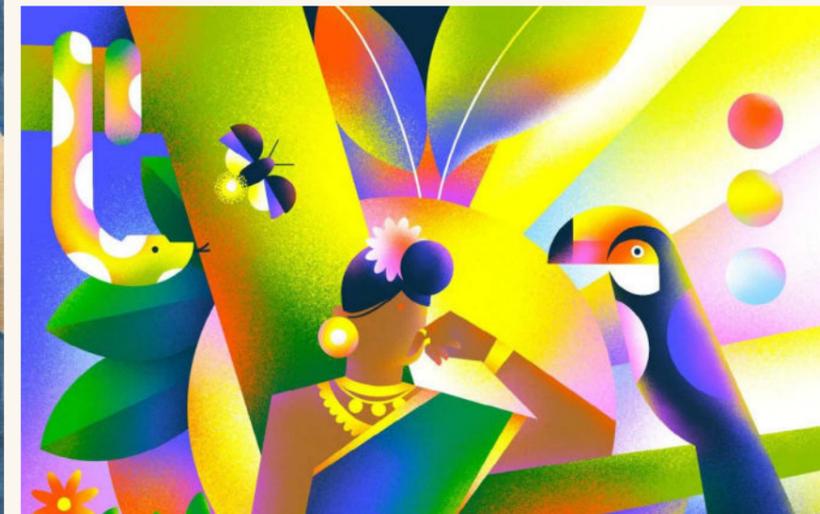
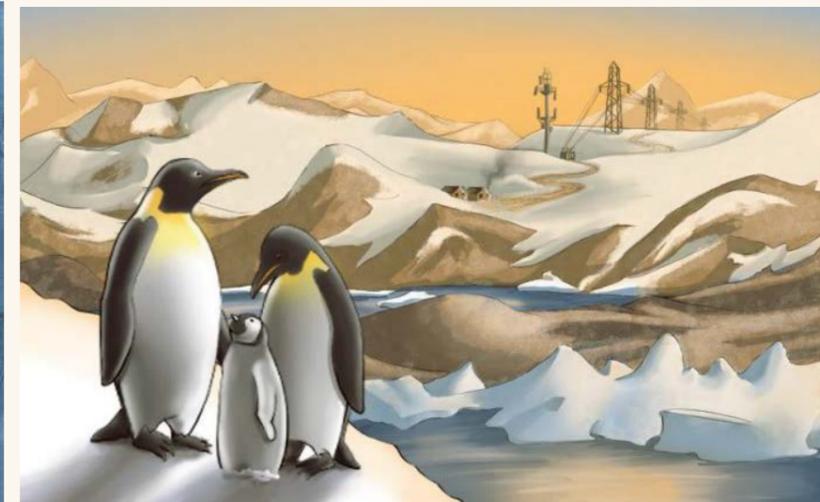
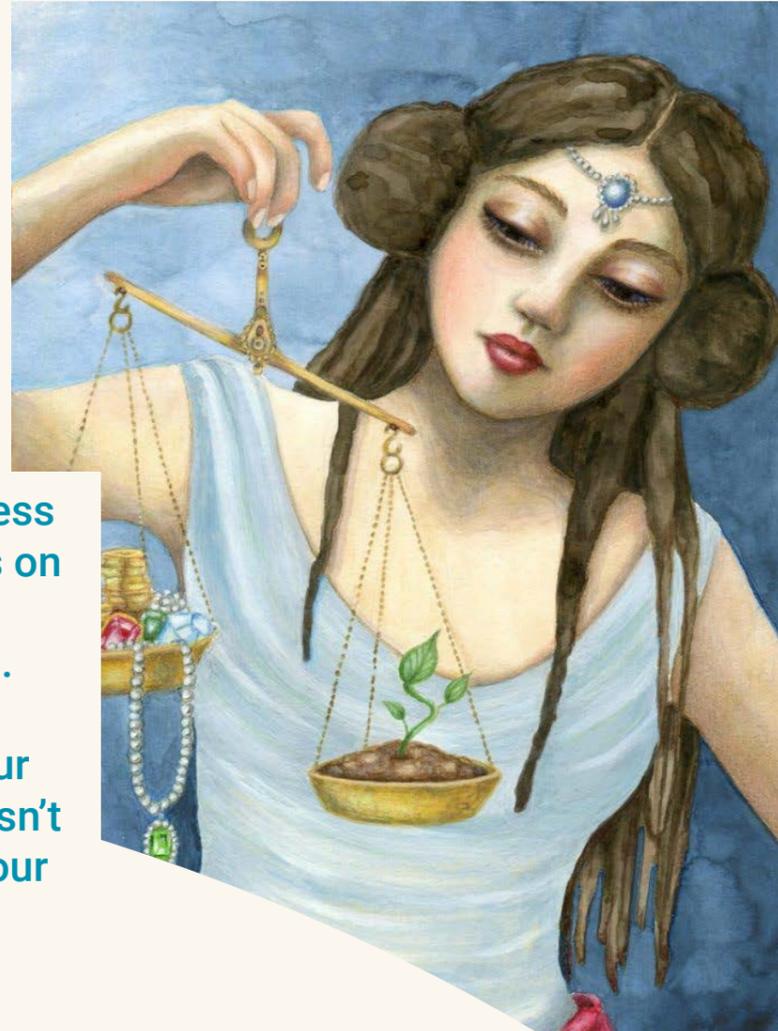
All proceeds were donated to fund a summer camp for Ukrainian children in Gothenburg



In this specific piece I wanted to raise awareness to how the water crisis affects all living beings on the planet, but emphasizing the toll it takes especially on children in vulnerable countries...

...Even if we have fresh water running out of our tap whenever we want, the world water crisis isn't simply coming - it's already here. We can't let our pot of gold become an illusion.

Marlou Jaspers, Artist and winner of Art@Climate 2030



We do not own the land, we borrow it from our children. I wanted to use that idea as a basis. By symbolically handing over a bouquet of flowers to my daughter, my father is passing the flag on.

Fredrik Lindberg Artist and winner of Art@Climate 2030

23 KM'S OF ART

ART MAR 16 - AUG 23

500+
ARTISTS

23 km's of art is exactly what the name suggests – a 23 km long route featuring art such as mural, banners and colorful tunnels in Gothenburg.

44 artworks in 23 km's

The art-path spans 23 km's, beginning at the culture center "Blå Stället" in Angered, traversing the city center and culminating at Röda Sten Art Hall. During its course, winding through diverse neighborhoods, including Angered, Hammarkullen, Hjällbo, Alelyckan, Gamlestaden, Marieholm, Lilla Bommen, Järntorget, Majorna, and Klippan there are more than **44 artworks**.

Through "23 km konst" we have created opportunities for unemployed youth and new conditions for marginalized areas.

Erling Zandfeld, Co-founder

Part of Gothenburg's 400th jubilee celebration

23 km's of art was painted as part of Gothenburg's 400th anniversary celebration, led by Göteborg & Co and in collaboration with Stadsmiljöförvaltningen and The City of Gothenburg. The path was completed just in time for the jubilee, summer of 2023.

4
2023
0 GÖTEBORG
1621-2023

Mural at Stigbergstorget in Gothenburg, part of 23 km's of art. Artist Frida Clerhage. Photographer Philip Liljenberg

INCLUSION, OPPORTUNITIES & MURALS

Color as a tool for inclusion

Putting vulnerable youth to work enriches areas, adds color to our cities and makes areas that were not previously interesting to visit attractive. Through 23 km's of art we have also been able to give hope to young people and their friends and family that have previously been far away from the labour market.

The idea has been for the young people to get an introduction to the painting profession through a fun painting project. The many participants that decided to stick to the profession had an education waiting and could then go straight into a professional career as a painter.



See all artworks on doing-good.se

23
KM'S OF ART

44+
ARTWORKS

500+
PARTICIPANTS

By engaging young individuals in the creation of artworks along the route, we have fostered a creative and cohesive urban environment.

Erling Zandfeld, Co-founder



2
NEW
ARTWORKS
CREATED DURING
023



Hanna KL illustrates school childrens thoughts
Artist Hanna K-L, captured the future thoughts and messages of school children in a mural at Gröna Gatan. The artwork is part of "23 km's of art" and the City of Gothenburg's investment in enhancing the city's artistic identity.



Mural at Stigbergstorget in Gothenburg, part of 23 km's of art. Artist Frida Clerhage. Photographer Philip Liljenberg



I hope to contribute joy, an experience and a little more art to the world.
Frida Clerhage, Visual Artist and Graphic Designer

Stigbergstorget decorated in a sea motif

During two weeks, Frida Clerhage, a visual artist and graphic designer, created a 320 m² large ground painting at Stigbergstorget in Gothenburg. The mural connects to the history of the place; Since the 17th century, the area has been characterized by fishing, shipping and its industries.

"The idea is that the ground painting should be site-specific. I started by doing research about Stigbergstorget and its history. A lot is about the sea and the surrounding buildings feel like they match the sea as well. So quite quickly I decided to make a sea motif as I really like the shapes and colors that belong to the sea. I think they rhyme nicely with my design language, where I almost always end up portraying nature in one way or another".



SUSTAINABILITY & FUTURE



Build Forward

BUILD FORWARD PLATFORM

During November, Doing Good took part the Swedish Pavillion at Warsaw's ReBuild Ukraine conference. During the conference we proudly launched our Build Forward Initiative, part of our efforts for Ukraine, aimed at coordinating support on one platform. Moreover, we visited Lviv to further our partnerships within Ukraine.

In 2024 we aim to continue working towards Ukraines resilient future through Build Forward and other initiatives. Together, we're working not only to recover but to build back better.



WORKING TOWARDS A SUSTAINABLE FUTURE

We will continue to work within the field of social integration and empowering marginalized youth. In 2024, additionally, we are entering new grounds as we will start working within the field of textile among other areas.



LET'S KEEP DOING GOOD TOGETHER

As we celebrate our achievements, we invite like-minded organizations to join hands with us in fostering a brighter, more inclusive future. We believe that by working together, we can amplify our impact. Let's build bridges, share ideas, and combine our efforts.

Together, let's keep doing good and making a lasting impact.

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PARTNERS AND SPONSORS

We want to thank ESF, Vinnova and Allmänna Arvsfonden who have made our initiatives possible. We also want to thank our partners and sponsors who have been crucial in our journey throughout the year.

