



**GREEN
HOUSE
STHLM**

The concept



Greenhouse Sthlm

On western Kungsholmen in Stockholm, a stone's throw from Stadshagen's metro station and close to vast green spaces, as well as Lake Mälaren, the construction of Greenhouse Sthlm is set to begin. It's a model of modern, sustainable urban development, and good living.

That's because Greenhouse Sthlm is more than a place to live. It's a place to thrive. A place that promotes quality of life, health, accessibility, everyday ease, and celebration. It's here that 3,000 people will live, work, and meet. A small city within a city. Much of what you would normally have to leave your neighbourhood to find is on your doorstep, or just a short walk away. It's a place for a more sustainable lifestyle.

It's why we're using wood to reduce CO₂ emissions, covering the roof with solar panels, and improving biodiversity with green open spaces shared by residents. There are small plots to cultivate and grow-your-own, a hydroponic garden, as well as space for beekeeping.

That's why we are building with climate-smart materials and reusing bricks locally to reduce CO₂ emissions, covering the roofs with solar panels, and increasing biodiversity with green courtyards shared by everyone who lives and works here, cultivation plots, bee farms and hydroponic cultivation.

This is why we will find examples of buildings built in wood, which offers a CO₂ reduction for generations ahead, together with the newly created green courtyards. Because CO₂ is stored in the building frames, they will bind more CO₂ for future generations than building the new buildings.

It's why there are shared spaces for both residents and within the neighbourhood where you can use these resources as much or as little as you wish. It's a unique way to increase the value and functionality of the building.

It's why we welcome traders to the neighbourhood who are strongly committed when it comes to pushing questions about sustainability and climate change issues.

It's why the neighbourhood will have a restaurant with a focus on sustainable eating, a fitness and swimming pool facility with fabulous views, a car and bicycle pool in the garage, and a ground-floor café along with concierge service.

It's why you're really making a difference if you move in here. Because how we live not only has a crucial impact on how we feel, but on the health of our planet too.

And that's why you're really making a difference if you move here. Because how we live not only has a decisive impact on how we feel but the wellbeing of our planet.

Our cities are growing. An increasing number of people will live in them at the same time as we try to reduce our climate footprint. Greenhouse Sthlm is a step towards a smarter, more comfortable, and sustainable way of living. You're buying a home, but you will actually enjoy a whole community in return. We welcome you to join us on our journey and look forward to welcoming you home.

Everything you need within easy reach



Have you heard of the 15-minute city? The location of Greenhouse Sthlm means you can reach most things within a short walking distance.

To the west is Lake Mälaren with Hornsberg's water promenade lined with cozy restaurants, piers and boat rentals. A little further away there is a city farm and outdoor pool. You are also close to grocery stores, pharmacies, a hospital, schools, cafes and shops - and in addition to what's on offer in the city, there's an underground tennis court across the street.

What's not within walking distance is easily accessible by bike, boat, bus or subway. You can rent an electric car or bicycle from the neighborhood's own car and bike pool. Your decision is made easy and you will be able to book a car at short notice without having to own one yourself.

The proximity to nature and green recreational areas is important to feel good. Therefore, we will build our own green farms of around 3,000 sqm inside the neighborhood. Right at the neighborhood's border, you will find the green loop around Stadshagen, through Sjukhusparken to the cliffs with fantastic views of the Karlberg Canal. If you want to continue further, you can enjoy the whole route around beautiful Kungsholmen.

Did you know? The '15-minute city' is a concept that means that everything you need - work, home, schools, shops, entertainment and healthcare is reachable in 15 minutes. The concept reduces congestion and traffic, saves time for residents and contributes to boosting local trade, which results in a more vibrant area.

Live smart and sustainable, there's plenty of room



Your home is your place in the world. Here you and your loved ones feel happy, day and night, on weekends and weekdays.

In our neighborhood, materials and furnishings are carefully selected to provide smart, stylish, digital and sustainable solutions. You will find examples of apartments where you control the ventilation via an app, kitchens with connected appliances and digital locks for your apartment door. As a resident, you have the opportunity to sign up for favorable premium service agreement for your Electrolux appliances. It makes it easier to repair appliances than to buy new.

In the neighborhood, there are several community areas, including cooking facilities. Here you can find a gas stove that runs on biogas, produced from the neighborhood's leftover food. The buildings offer solutions to make it easier to reduce the amount of household waste whilst heating comes from the waste that we have not managed to recycle through sorting.

Brf Gourmet is responsible for the electricity contract 'bra miljöval' while contributes to creating a slightly more sustainable world. You are in control of and pay for the energy you use.

Did you know? The waste we are unable to avoid is incinerated and produces energy that returns to the building in the form of heat through Stockholm City's heating network. In a tangible way, we can contribute to reducing CO2 emissions by minimizing as much fossil material and waste as possible that goes to incineration. City heating is a good example of circular solutions at the societal level. Since porcelain cannot be incinerated, it risks being dumped (i.e. on a landfill indefinitely). That's why we at brf Gourmet have replaced porcelain with a new product that made of wood composite and that burns when it has become too worn at the edges.

Wellbeing and everyday luxury



We want it to be easy to feel good, which is why we have created the opportunity to raise pulses in the neighborhood.

Choose between the modern indoor fitness facility or the outdoor gym. Take a swim in the pool or a sauna with a view. Maybe challenge the neighbor to boules?

Or just lie back and hang out in the hammock? And if you need help with something special, our concierge service is there for you.

But to feel really good, you also need great food, preferably in good company.

Here you neighbor with the restaurant with its star chef and restaurateur focusing on sustainable locally grown produce and giving guests an experience beyond the imaginable.

Herbs and salad come from the hydroponic cultivation in the neighborhood, eight floors down. If you would rather eat out but cook the food yourself, the outdoor kitchen is yours to book for a night.

Borrowing, renting and sharing - the new way of owning



Our ambition is that the local lifestyle is based more on sharing and less on ownership - and therefore you get access to more.

Initially, there will be a carpool and over time we will expand in more areas. It's based on the conviction that it is smart and sustainable to share resources.

We want to encourage flexible housing and make it easier for everyone to find their way into the new sharing economy. It will be easier and cheaper for you - and less of a burden on the environment.

You can also easily rent out your apartment via the apartment rental service that brf Gourmet is connected to. Are you going away for a week? Take the opportunity to rent out your home and get paid for as long as you're on holiday. Nice, right?

Did you know? The sharing economy involves various activities and initiatives to rent, share or borrow things instead of owning them yourself. When several people share and use a resource, the need for own ownership decreases and consumption decreases at the same time.

A new way of working. And living.



How we live and where we work are two areas that are changing rapidly right now. We believe in a wise combination that provides a harmonious everyday life.

In this mixed neighborhood, there are residents, employees, business owners and guests whose paths will meet for various reasons. There's a new restaurant with fantastic views of the city as well as Electrolux Group headquarters. We intend to welcome a grocery store with sustainability focus.

And in a few years, there will be a pre-school and a larger playground. A common theme for companies that choose to establish themselves in the neighborhood is that they - like Greenhouse Sthlm's largest tenant Electrolux - have decided they want to do what they can to contribute to the climate - and to make everyone's homes a little better.

Longer term, we will work to establish a co-working center in the neighborhood. There will be an opportunity for both companies and individuals to sign up to varying levels of membership. We believe many will benefit from being able to work close to home - and that it will be a bonus to access an office offering both a social and international context with technology at the forefront and sustainability in focus.

Green oases to enjoy



We feel best with greenery around us. To be able to put your hands in the soil and grow your own produce is pure quality of life.

The neighborhood's green spaces have cultivation plots where you can plant your own tomatoes, herbs, lettuce or whatever you want. Take a break with a cup of coffee perhaps or roll out your yoga mat and enjoy all of the trees and flowers.

Here, bees and other insects can also thrive, with both beekeeping and insect hotels. Close by there's also hydroponic cultivation, which delivers salad and herbs to the neighborhood's restaurants. All of this contributes to biodiversity, CO₂ storage and reducing the climate footprint. And to a better life.

- **Did you know?** Hydroponic cultivation is cultivating without soil and using only water and nutrients instead. Plants grow quickly and produce a large harvest in a small area. Hydroponic systems are suitable for salads and spices as well as tomatoes, chili, eggplant and more.
- Beekeeping has an obvious place in a green neighborhood where housing of the future is being developed. Honeybees are largely dependent on people providing their habitat, due to a shortage of old-growth forest for them to find hollow trees and natural habitats.
- Honey, bee pollen, beeswax and propolis have been used for health and wellbeing for thousands of years.

Sustainable, reusable and renewable



We believe that an important part of the climate transition is to reduce the overall carbon footprint of newly built houses.

Sustainability and circular solutions are in focus throughout Greenhouse Sthlm. This applies to both construction and when the homes are complete and people start to live their lives in them.

The first construction phase of Greenhouse Sthlm is mainly built from FSC-certified wood from sustainable forestry. On the roof there are photovoltaic systems that reduce energy costs for everyone.

As one of the first in the country, we have chosen to build according to a framework for climate-neutral construction. This means we monitor how much CO₂ we build into the houses and how much is used to maintain them.

It also means that in the first phase of construction, we have committed to repaying the CO₂ debt caused by construction itself. The wood used will act as a carbon sink for many years to come.

We know that with clear climate goals, knowledge and conscious choices, can make a difference. Technological development is advancing and solutions that will contribute to building with a lower climate footprint are reaching the market at an increasing rate. The development of Greenhouse Sthlm is a long-term and forward-looking project, with a development horizon of more than a decade. It is too early to say which solutions and building materials will be chosen for future construction phases. But we know that a low carbon footprint is and will remain an important prerequisite for the development of the neighborhood.

A project for better living by Electrolux



We believe that a solution for a more sustainable future exists where we least expect it. At home. This is where we at Electrolux can make a difference.

This is where we can help make what we all do every day a little better. And that's why we created Greenhouse Sthlm. Simply because we believe in the power of being a good example.

If you want to know more about Electrolux's work to make everyday life a little easier and more sustainable for millions of people, every day, visit [electroluxgroup.com](https://www.electroluxgroup.com). Here you can read about our sustainability framework 'For the Better 2030' for a more circular and climate neutral. This framework covers all the areas where Electrolux can actually make a difference both for you and the planet: Better products and solutions, a more climate-smart value chain from raw material to products sold and how together we can reduce our overall climate footprint. For example, we want to make it a little easier for you to take care of your clothes so that they last longer while the food you cook can be both the best you have ever tasted and climate-smart - at the same time.

Together we can make a difference and help create a slightly better and more sustainable future. For you, for our children, for our planet. Welcome to Greenhouse Sthlm!

The image shows a modern spa interior with light-colored stone walls and wooden slat accents. A person is blurred in the background. In the foreground, there is a lounge chair with white cushions and a large green plant. The text 'GREENHOUSE STHLM' is overlaid in a white box.

GREEN HOUSE STHLM

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