



*the impact*

OF

**JUVENTUS**

**10 YEARS IN SUSTAINABILITY**



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# TEN

*years of sustainability*

For 10 years, Juventus has played into the field of sustainability to team up and to raise awareness of social and environmental issues among its community.

## Juventus For Special

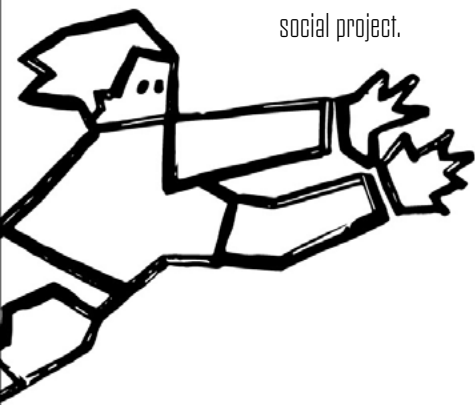
team takes the field for the first time



## 2013

First sustainability report.

Launch of **Gioca con me** social project.



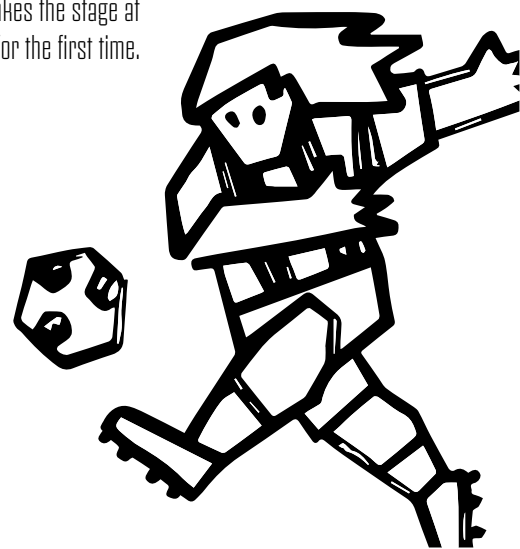
## 2015

**Gioca con Me** at International Level debuting in the Juventus Academy.

## 2017

**Fair People** and **Juventus For Special@School** debut in the classroom.

Juventus takes the stage at **TEDx** for the first time.



## UN CALCIO AL RAZZISMO

Un Calcio al Razzismo gets a makeover and enters in secondary schools.

Juventus publishes its **carbon footprint** Scope 1 and 2.

2019

2021

The podcast **Sulla Razza** joins the sustainability projects.



Inauguration of **Save the Children's 0-18 Education Hub**, entirely redeveloped by Juventus.

Juventus supports **Milano Pride** for the first time.

2022

2023

Juventus celebrates its first **10 years of sustainability** reconfirming its social and environmental commitments with increasingly consolidated and structured programmes.

Juventus renews the partnership with **Save the Children** until 2026.



Save the Children



SOCIAL RESPONSIBILITY

# JUVENTUS GOALS

A thread of programmes based on cornerstones and fundamental values such as respect, sharing and inclusion. Through the practice of sport and the dissemination of the values of sport, the Juventus Goals programmes are designed to help raise awareness among the new generations and society.

In line with the principles defined in the Code of Ethics, Juventus recognizes the central role that sport plays in social integration and the promotion of mutual respect.

In this sense, and within the framework defined by the main international frameworks in the field of social impact, the Club maintains its commitment to establish itself as a point of reference for the new generations and to spread, within the communities in which it operates, the values of equality, inclusion and mutual respect.

PLAYTIME

EDUCATION

INCLUSION  
DIVERSITY









# JUVENTUS FOR SPECIAL

CREATED WITHIN THE CONTEXT OF THE JUVENTUS GOALS PROGRAMMES TO ENCOURAGE THE INCLUSION OF PEOPLE WITH RELATIONAL/COGNITIVE AND PHYSICAL DISABILITIES THROUGH SPORT.

After a long stop due to the health emergency, the season 2022/2023 saw the team groups return to the field in the first, second and third level regional tournaments of FIGC Experimental Paralympic Football Division, with great satisfaction on and off the field.

## 2022/2023 MAIN GOALS

- CHAMPIONS IN THE THIRD LEVEL OF THE REGIONAL TOURNAMENT PIEDMONT- VALLEY D'AOSTA.
- ITALIAN CHAMPIONS - NATIONAL STAGES PLAYED IN COVERCIANO (LEVEL 3).

# 3

3 TEAMS ENROLLED IN THE ITALIAN TOURNAMENT SET UP BY FIGC IN ITS OWN DIVISION FOR PARALYMPIC AND EXPERIMENTAL FOOTBALL LEAGUE.



LAUNCHED IN 2012, GIOCA CON ME (PLAY WITH ME) WAS DEVELOPED FROM THE CONVICTION THAT SPORT IS A RIGHT FOR ALL AND ONE OF THE MOST EFFECTIVE VEHICLES FOR LEARNING RULES, ESCAPING ISOLATION AND SOCIALISING IT ALSO HELPS TO PROMOTE PRINCIPLES OF FRATERNITY, RESPECT AND FAIR PLAY.

# GIOCA CON ME



The social project with a focus on sports and inclusion aimed at children who live in contexts at risk of discrimination, marginalization or social exclusion and for whom Juventus has created a moment that is attentive to both sports practice and education.

In 2016/2017, in fact, the Club broadened the horizons of the project by activating the playtime programme in the International Academies.

During the following seasons, Gioca con Me underwent further development by involving unprecedented contexts such as in Flatbush, New York neighbourhood in the borough of Brooklyn characterised by a high density of multiple ethnicities, or in Ghana, in support of pilot projects aimed at women's emancipation and empowerment through the game of football and promoting education on sexual reproductive health rights.



## objectives

TO USE FOOTBALL AS A VEHICLE FOR THE PROMOTION OF VALUES SUCH AS SOCIAL INCLUSION, GENDER EQUALITY AND EMPOWERMENT.

TO OFFER A FUN, SAFE AND EDUCATIONAL SPACE FOR THE DEVELOPMENT OF A FEELING OF SELF-AWARENESS AND TRUST IN OWN ABILITIES THANKS TO SPORT.





LAUNCHED IN 2019/2020 SEASON, THIS IS A FREE, MODULAR AND INTERACTIVE EDUCATIONAL COURSE, AIMED AT LOWER SECONDARY SCHOOLS SPREAD ACROSS ITALY.

The 2022/2023 edition viewed the implementation of a new topic, titled "Beyond Our Limits", which focus on the theme of disability from a new point of view. An innovation that responds to teachers' requests that emerged during the listening phase at the end of the project.

Topics addressed:

- RACISM
- PREJUDICE AND STEREOTYPES
- DISCRIMINATION
- DISABILITY

**3,111**

CLASSES TAKING  
PART

**62,220**

PARTICIPATING  
STUDENTS

**812**

TEACHERS  
INVOLVED

# UN CALCIO *al* RAZZISMO

## *objectives*

1

TO FACE AND FIGHT

*all forms of discrimination*

2

TO MAKE YOUNG GENERATIONS

*more aware and responsible*  
ABOUT THE BEHAVIOUR AND LANGUAGE THEY ADOPT

# FAIR PEOPLE

CONCEIVED IN 2018/2019 SCHOOL YEAR, IT IS AN OPEN AND INCLUSIVE EDUCATIONAL PROJECT, DESIGNED FOR PRIMARY SCHOOLS ACROSS ITALY, ENTIRELY DEDICATED TO THE THEME OF RESPECT.

School is the daily environment of meeting and confrontation between girls and boys, the pivotal place in the formation of relational life, a channel of exchange with all families and the community, the ideal educational space for sowing the fruits of tomorrow.

## 2022/2023 WINNING MOTTOS:

*"Different in body, but  
equal in heart and emotions."*  
CLASS 3G - ENGLISH GATE SCHOOL - CANTÙ (CO)

*"Even if something doesn't... 'fit',  
you always play as a team!"*  
CLASS 5B - PRIMARY SCHOOL "PALESTRINA" (MO)

*"Respect each person as you would like  
to be respected!"*  
CLASS 1B - PRIMARY SCHOOL "MONREALE" - PISTICCI (MT)

*"Loyalty creates trust."*  
CLASS 1A - PRIMARY SCHOOL "A. NICOLODI" - TRENTO

*"Commitment is the will that changes your game."*  
CLASS 5D - PRIMARY SCHOOL "L. BASSO" - TREZZANO SUL NAVIGLIO (MI)

## Values

### EQUALITY

To recognise everyone as equal, but different in terms of identity and skills.

### TEAM GAMES

To work together to achieve greater, shared milestones.



### RESPECT

To increase respect for oneself, for others and for the world.

### LEALTÀ

To learn fairness toward others and oneself, both on and off the pitch.

### COMMITMENT

Aiming high, every day, to better ourselves.

# JUVENTUS FOR SPECIAL @school

SCHOOL PROJECT LED BY THE ATHLETES OF THE JUVENTUS FOR SPECIAL TEAMS AND AIMED STUDENTS OF ALL AGES AND LEVELS TO OVERCOME THEIR PRECONCEPTIONS RELATED TO DISABILITY.

This initiative is based on the principle that disability is not a limitation, but rather one of the many nuances that characterise the human race. People with disabilities need to be guaranteed dignity and the chance to express themselves by going beyond the cultural and social limits that give rise to forms of marginalisation and exclusion.

We need to recognise the view that still today restricts the inclusion process.

A PATH ABLE TO INVOLVE ENTHUSIASTICALLY AND WITH INTEREST:

**10 SCHOOLS**  
OF THE THREE BASIC LEVELS OF EDUCATION

ABOUT  
**800**  
STUDENTS INVOLVED





JUVENTUS RECOGNISES THE CENTRAL ROLE THAT SPORT HOLDS IN THE FIELD OF SOCIAL INTEGRATION AND THE PROMOTION OF MUTUAL RESPECT. AND THIS IS PRECISELY WHY IT IS UPHOLDING ITS COMMITMENT TO ESTABLISH ITSELF AS A POINT OF REFERENCE FOR NEW GENERATIONS AND TO SPREAD, WITHIN THE COMMUNITY IN WHICH IT OPERATES, VALUES OF EQUALITY AND MUTUAL SUPPORT THROUGH THE DIFFERENCES MAKE THE DIFFERENCE INITIATIVE.

# *differences* MAKE THE DIFFERENCE

# SULLA RAZZA

## podcast

30 MINUTES, EVERY WEEK,  
10 WORDS ON THE RACIAL ISSUE.

The second season of the podcast "Sulla Razza" (About Race) continued the conversation on the racial issue in Italy, this time with the aim of translating concepts and words belonging to Anglo-American culture, that we often apply to Italian contexts.. "Sulla Razza" aims to provide a vocabulary to share more easily stories and experiences that have not been given voice.

This second season consisted of 10 episodes plus an exclusive content with Danilo Luiz da Silva, Juventus Brazilian Captain player, special guest in an extra episode.

The episodes:

*Politically correct*

*Black lives matter*

*Liminal generation*

*Brutality of police*

*Cultural erasure*

*Colonial reparation*

*Performative activism*

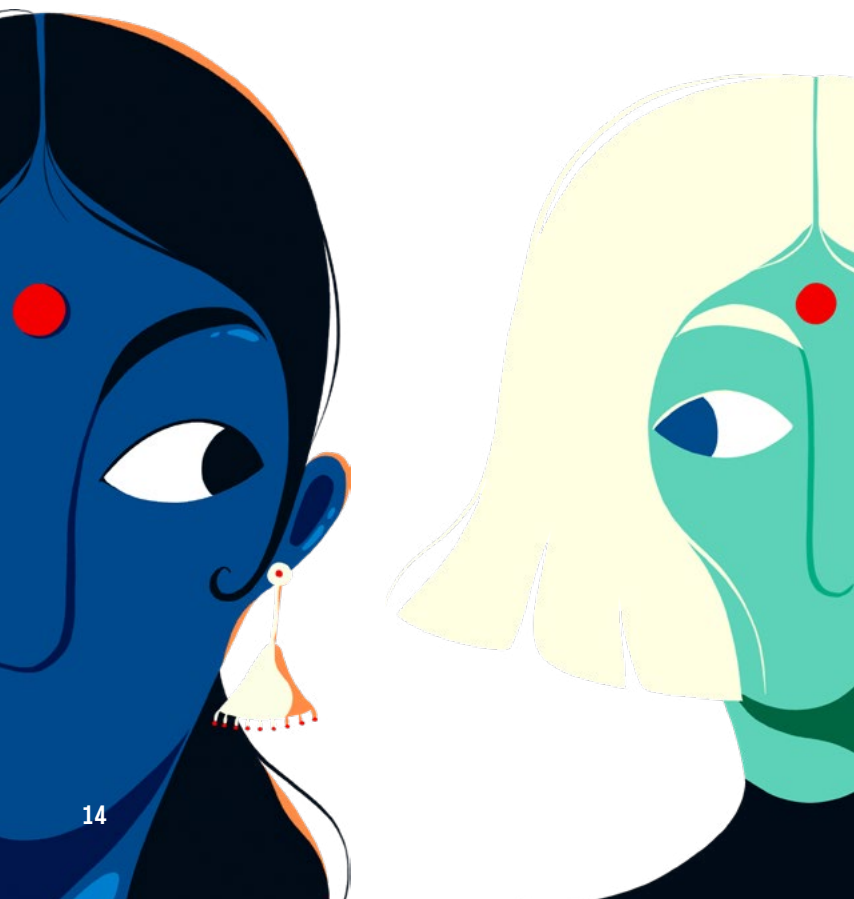
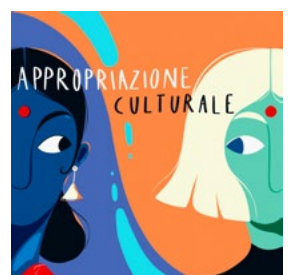
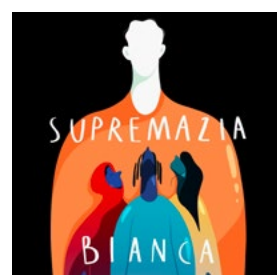
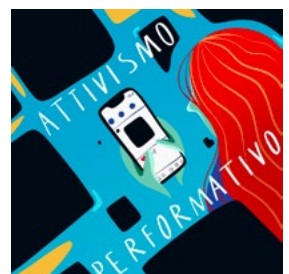
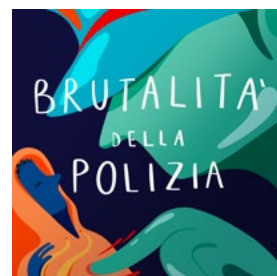
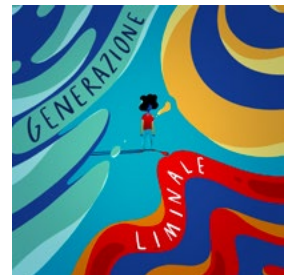
*White supremacy*

*Cultural appropriation*

*Extra - Sulla Razza meets Danilo*



extra





# MORE COLORFUL TOGETHER



FOR THE PRIDE MONTH 2023 AS WELL, JUVENTUS HAS TAKEN TO THE FIELD IN SUPPORT OF THE RIGHTS OF THE LGBTQIA+ COMMUNITY AND TO EMPHASIZE THE IMPORTANCE OF RESPECT.

A COMMITMENT CONFIRMED WITH MORE COLORFUL TOGETHER, THE CAMPAIGN DESIGNED FOR PRIDE MONTH.

An invitation to become an allied voice especially in sport, to unleash, together and with pride, the power of colors and to tell the various nuances of being human.



SEEKS TO IMPLEMENT CONCRETE MEASURES TO ENSURE THAT DIVERSITY AND INCLUSION BECOME TOOLS ABLE TO INSPIRE

*change*



LAUNCHED TO SUPPORT

*Social impact project*

PROJECT FOR THE LGBTQIA+



JUVENTUS RECOGNIZED IN THE 'ITALIA IN CAMPO CONTRO L'OMOFobia (ITALY AGAINST HOMOPHOBIA) AWARDS 2023' IN THE SPORTS CLUBS CATEGORY

The award was given by Arcigay Italia for its Valentine's Day 2023 campaign: **On Valentine's Day we celebrate a love without distinction!**

"Storie di Un Grande Amore": a campaign and video, in which three couples tell of a love without distinction by sharing their experience, as a couple and as Juventus fans.



# BLOW *the* WHISTLE



IN 2023 JUVENTUS, AS WELL, JOINS THE CAMPAIGN ORANGE THE WORLD INVITING TO BREAK THE SILENCE ON GENDER-BASED VIOLENCE THAT CAN MANIFEST ITSELF EVERYWHERE AND IN A THOUSAND FORMS: IN THE STREET, IN THE WORKPLACE, AT HOME, ON THE WEB, THROUGH GESTURES, OR EVEN WORDS THAT HUMILIATE, DENIGRATE HURT, REINFORCING STEREOTYPES AND NEGATIVE ATTITUDES.

Blow the whistle on violence against women transferred the attention from silence to the noise of data: a statistic from the World Health Organisation report 2021, reminds us that at global level, across their lifetime, 1 in 3 women, are subjected to violence.

On 25 November 2022, to coincide with Black Friday, anyone who made a purchase in the Juventus stores both online and physical ones in Turin, Milan and Rome, was gifted of the iconic orange whistle, symbol of the campaign.

A gesture to raise awareness among fans in support of a greater cause. For the occasion the Club has strengthened its commitment through a further concrete gesture: Juventus has donated to the Fondazione Libellula an amount measured on purchases made in the online store during the Black Friday.













# JUVENTUS AND SAVE THE CHILDREN TOGETHER

*until 2026*

JUVENTUS HAS BEEN A PARTNER WITH SAVE THE CHILDREN SINCE 2018, TO PROTECT AND SAFEGUARD MINORS AND PROMOTE QUALITY EDUCATIONAL OPPORTUNITIES IN MORE DISADVANTAGED AREAS WITHOUT SPACES AND SERVICES FOR CHILDREN AND FAMILIES.

On 10 June 2022 Juventus and Save the Children officially inaugurated the 0-18 Educational Hub in the Vallette district of Turin, 800 metres from the Allianz Stadium. Since it was opened, around 350 participants between the ages of 6 and 18 have attended the centre and taken part in the various educational, sports and study support offers. For children aged 0-6, the number of participants has been over 300. Furthermore, 190 mothers participate in the activities of the Spazio Mamme, which has also developed an excellent legal, administrative, educational and social consultancy service aimed at families.

Juventus takes a step forward, continuing its commitment to inclusion and integration, renewing for a further three years the further three years of collaboration with Save the Children for the territory and the new Educational Hub.



**Save the Children**

**+ 350**

**PARTICIPANTS 6-18 AGE**

**+ 300**

**PARTICIPANTS 0-6 AGE**

**+ 190**

**MOTHERS PARTICIPATING**







# ENVIRONMENTAL

## *impact*





# SPORTS

*for climate action*

JUVENTUS IS AWARE OF ITS ROLE BOTH IN THE WORLD OF FOOTBALL, AS A CLUB, AND OF THE RESPONSIBILITIES AND INFLUENCE OF ITS ACTIONS ON THE ENVIRONMENT AS A COMPANY.

Consequently, aware of this correlation between the company and territorial dimension, it is responsible for reducing its impact as much as possible.

To this end, Juventus was the first Italian football club and the 150th signatory of the Sports for Climate Action Framework, a United Nations project that brings together sports communities at a global level in the fight against climate change, supporting it in achieving its climate change goals in line with the Paris Agreement of 2015.

## CLIMATE NEUTRAL

MEASURE  
REDUCE  
OFFSET **NOW**

JUVENTUS WAS ALSO THE FIRST ITALIAN FOOTBALL CLUB TO SIGN UP TO 'CLIMATE NEUTRAL NOW'.

The initiative was developed in 2015 by the United Nations and invites everyone (companies, organisations and individuals) to become more aware of their impact on the environment and to take steps voluntarily to measure, reduce and offset their greenhouse gas emissions.



FROM 2019, THE CLUB EMBARKED ON AN AMBITIOUS PROCESS TO MEASURE AND MONITORING ITS DIRECT AND INDIRECT GREENHOUSE GAS EMISSIONS.

From the reporting and analysis of its Scope 1 and Scope 2, Juventus has been able to understand its carbon footprint and aims to further deepen its reporting efforts, collecting, where possible, data and information that can provide a more accurate picture of its direct and indirect impact on CO<sub>2</sub> emissions.

As a result of these efforts, Scope 3 emissions data will be published in the further seasons.

carbon

# FOOTPRINT



**Sant'Anna**  
School of Advanced Studies – Pisa

JUVENTUS AND THE MANAGEMENT SCHOOL INSTITUTE OF SANT'ANNA DI PISA ADVANCED SCHOOL: TOGETHER FOR THE CARBON FOOTPRINT.

Greenhouse gases are composed by three categories

## SCOPE 1

Emissions from sources owned by the company or that are part of the scope (e.g. the fleet owned by the company or the boiler).

## SCOPE 3

Emissions resulting from activities not directly affiliated with the company but due to the company's activities (e.g. fan or club travel).

## SCOPE 2

Emissions resulting from the use of purchased energy (e.g. electricity).

## 2022/2023 SEASON

OFFSET 9,999 TONS CO<sub>2</sub>  
THROUGH GOLD STANDARD  
CARBON CREDITS

The first concrete step, after realising its impact with Scope 1 and 2, was the complete offsetting of the emissions through the purchase of carbon credits.



# ONE TREE *planted*

THE COLLABORATION BETWEEN JUVENTUS AND ONE TREE PLANTED STARTED IN 2020 WITH THE AIM OF FACING THE CLIMATE CHANGE THROUGH THE PLANTING OF TREES.

STARTED IN 2020 WITH THE AIM OF FACING THE CLIMATE CHANGE JUVENTUS HAS CONTRIBUTED TO THE PLANTING

**58,000 TREES SO FAR.**

**IN 2023 JUVENTUS AND ONE TREE PLANTED RENOVATED THEIR COLLABORATION FOR AN EVEN MORE AMBITIOUS THREE-YEAR PROJECT:**

to give a tangible signal of its commitment to the local community and hand over to future generations a better city and urban ecosystem by the restoration of green areas in the municipal territory of Turin through the planting of individual trees of autochthonous origin.



**ONETREEPLANTED**









FOR MORE INFORMATION WE INVITE YOU TO DOWNLOAD OUR  
NON-FINANCIAL REPORT

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