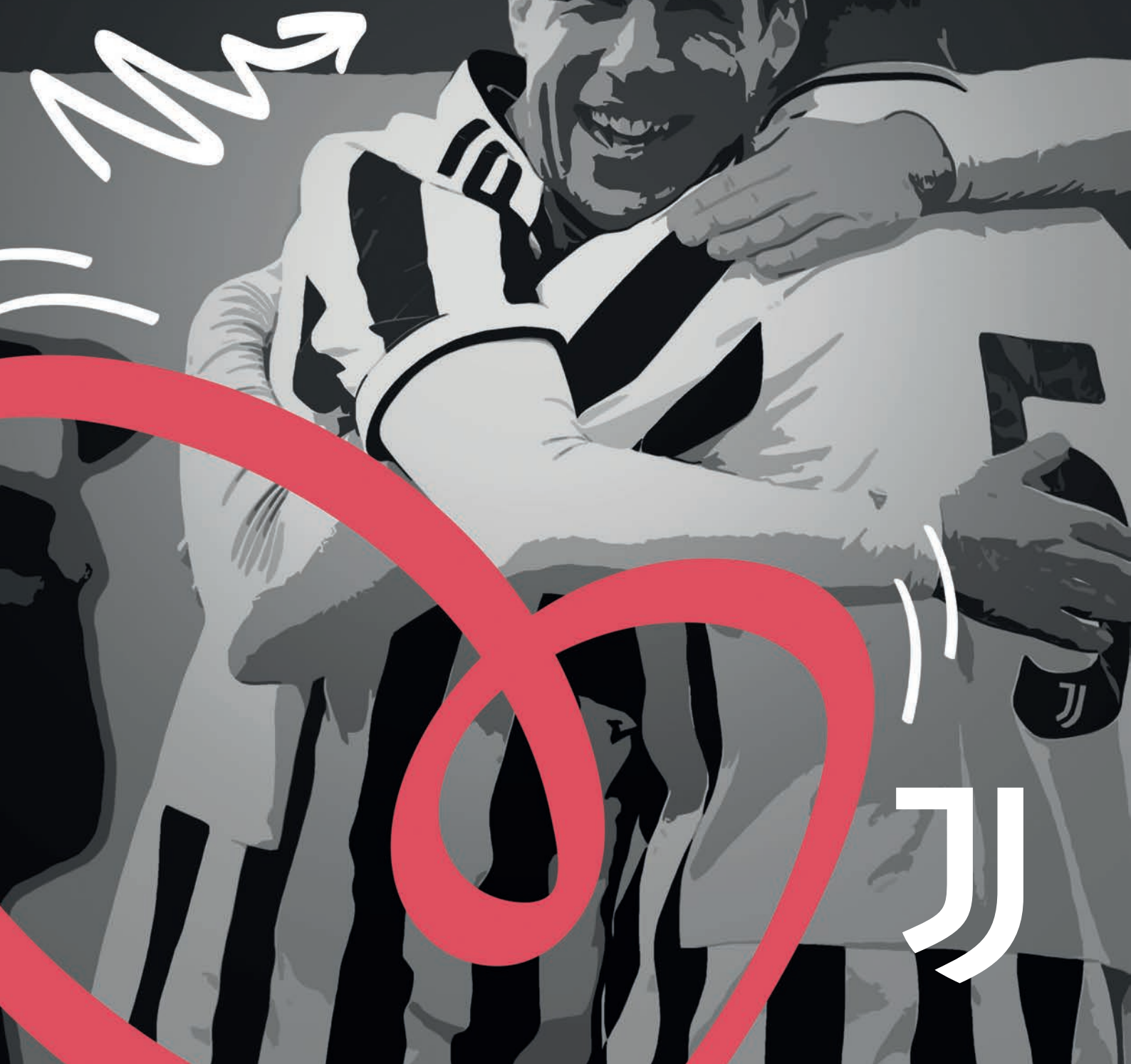


THE IMPACT ^{OF} JUVENTUS



A CONSTANTLY EVOLVING PROCESS

2013

Juventus, one of the world's foremost football clubs, introduces a sustainability process into its business, with particular attention to local initiatives, the measurability of results and reporting.

2022

Today it contributes actively to the achievement of the objectives indicated in the **United Nations 2030 Agenda for Sustainable Development**.

Through its values, football represents an important vehicle for diffusion, popularisation and the involvement of young generations, who can amplify and reinforce key messages and contribute to guiding an evolution in behaviour.

Juventus recognises sport and football as one of the industries with the greatest social impact, as indicated in the 2030 Agenda. As a club, it can and wishes to play an important role, by reinforcing initiatives and activities able to have a positive impact in the fields of education, inclusion and the environment and to make an active contribution to guiding this change through the achievement of the following



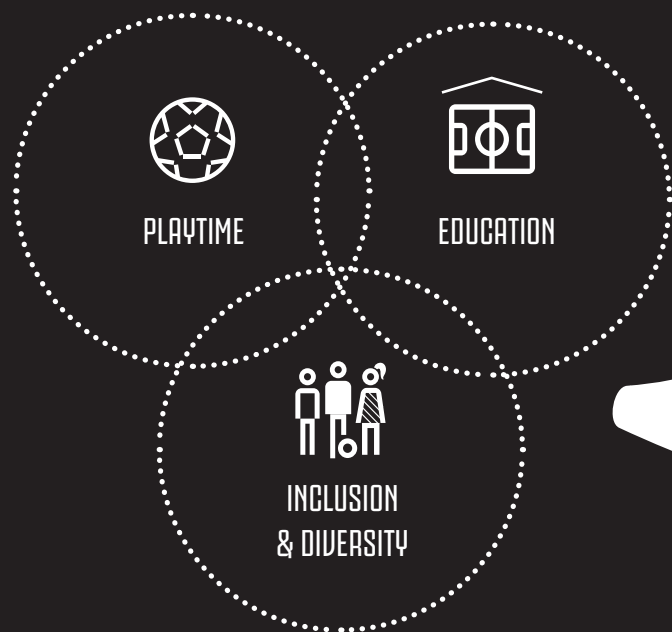
In line with the principles defined within the Code of Ethics, Juventus recognises the central role that sport holds in the field of social integration and the promotion of mutual respect.

In this sense, and within the structure defined by the main international frameworks as

regards social impact, the club keeps alive the commitment to establish itself as a point of reference for new generations and to disseminate, within the communities in which it operates, values of equality, inclusion and mutual respect.

JUVENTUS

GOALS



A thread of social responsibility based on certain key cornerstones such as having a positive impact and exploiting the values of sport to contribute to the development of new generations and society, by promoting respect, sharing and social inclusion.



PLAYTIME

GIOCCA CON ME

Launched in 2012, it 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.

Dedicated to children of all ages, this is an educational ludic project that aims to facilitate access to football for anyone who is denied the possibility of playing due to belonging to vulnerable or fragile social contexts, or who are unable to meet the costs of a sport activity.

The project is active at both local and international levels.

OBJECTIVES:

TO OFFER THE CHANCE TO CARRY OUT

**A TEAM SPORT
ACTIVITY**

TO ANYONE EXCLUDED FROM THE POSSIBILITY

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**

FAIR PEOPLE

Conceived in the 2018/2019 school year, it is an open and inclusive educational project, designed for primary schools across Italy.

School is the foremost fountain of knowledge children are exposed to. A fundamental place for discovering social life, a channel to exchange with all families and the community. With schools, children are exposed also to same aged compatriots. This instills sociable practices which turn out to be important in their adulthood.

More info: www.fairpeople.it



2021/2022 S.Y. WINNING MOTTOS

((1. WITH LOYALTY AND RESPECT,
YOU FEEL PROTECTED))

((2. WITH LOYALTY AND RESPECT,
WE CAN LEAVE OUR MARK))

((3. A TEAM IS MADE UP OF THOSE
WHO BELIEVE IN IT!))

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.

LOYALTY

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

COMMITMENT

Aiming high, every day, to better ourselves.



EDUCATION

UN CALCIO

AL RAZZISMO

Launched in the 2019/2020 season, this is a free, modular and interactive educational course, aimed at lower secondary schools spread across Italy.

Composed of 3 self-contained modules, it can be offered to the class individually or as part of a broader cycle of events.

www.uncalcioalrazzismo.it

THE THEMES ADDRESSED ARE

- RACISM
- PREJUDICE AND STEREOTYPES
- DISCRIMINATION

OBJECTIVES:

TO OFFER A NEW EDUCATIONAL MODEL
TO FIGHT ALL FORMS
OF DISCRIMINATION

TO MAKE YOUNG GENERATIONS
MORE AWARE AND
RESPONSIBLE
AS REGARDS CONDUCT AND LANGUAGE USED



JUVENTUS^{FOR} *SPECIAL* @SCHOOL

School project run by athletes from the Juventus for Special teams and aimed at helping students of all ages overcome their preconceptions associated with 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.





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.

This activity, after a long interruption caused by the healthcare emergency, resumed this year with teams from the first, second and third level of the Experimental Paralympic Football Division of the FIGC (Italian Football Federation) with extremely satisfying results, both on and off the pitch.



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

RESULTS FROM THE 2021/2022 SEASON

- JUVENTUS FOR SPECIAL: VALLE D'AOSTA FIRST-LEVEL REGIONAL TOURNAMENT
- PIEDMONT/SARDINIA INTER-REGIONAL TOURNAMENT





DIFFERENCES

MAKE ^{THE}  DIFFERENCE
»»

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.

INCLUSION & DIVERSITY

PODCAST "SULLA RAZZA"

12
EPISODES



12
WORDS

RACE COLOURISM
ONE-DROP RULE THE
N-WORD MODEL
MINORITY MIXED
RACE COUPLES
DIVERSITY AND
INCLUSION TOKENISM
POSTCOLONIAL
LITERATURE
BLACK ATHLETE
INTERSECTIONAL
FEMINISM SYSTEM
RACISM

In order to combat stereotypes and prejudices,
we need to call them by their name.

This need was met through the 'Podcast Sulla Razza' (podcast on race) – powered by Juventus, to translate and introduce concepts and expressions from Anglo-American culture that can often be applied to Italian contexts, through up-to-date language and a format in which these terms will be analysed, contextualised and explained.





MORE COLORFUL TOGETHER

The campaign designed for Pride month.

An invitation to become an allied voice, especially through sport, and to unleash, together and with pride, the strength of colours and illustrate the various nuances of what it is to be human.

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

WAS LAUNCHED TO SUPPORT SOCIAL IMPACT PROJECTS *FOR THE LGBTQIA+ COMMUNITY.*



Juventus for Milan Pride 2022

This year, Juventus has taken to the field as a Gold sponsor of Milan Pride 2022 to support the planning of the Rainbow Social Fund set up by Milan Pride with the aim of creating a more welcoming and inclusive society that respects the rights of all and helps those who find themselves marginalised, both inside and outside the LGBTQIA+ community. Moreover, for every *More Colourful Together* T-shirt bought, Juventus doubled the contribution in support of the Rainbow Social Fund.

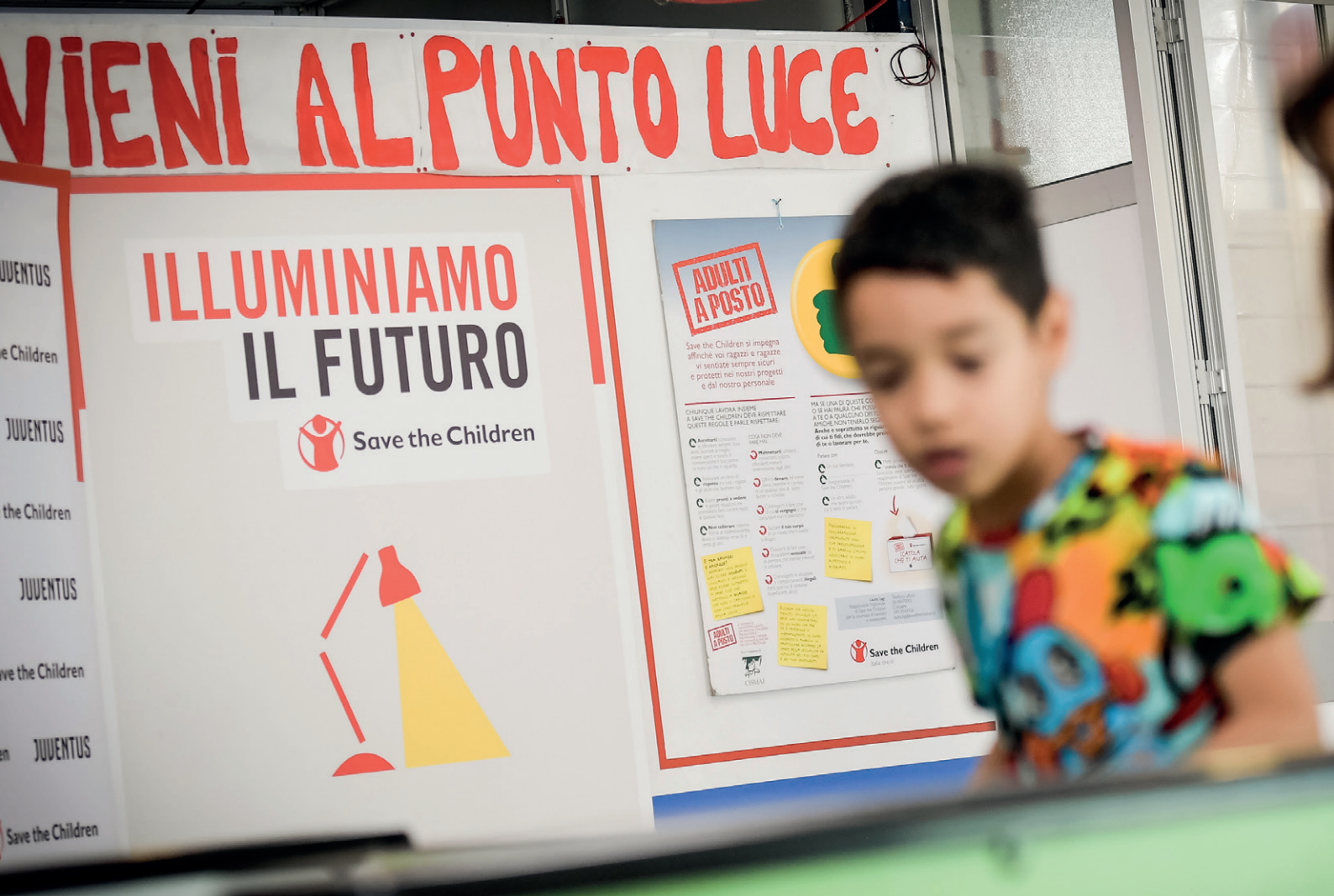


Juventus recognised in the 'Italia in campo contro l'omofobia (Italy against homophobia) Awards 2022' in the Sports Clubs category

This recognition was awarded by Arcigay Italia for the Club's desire to take a public position and make a clear commitment to the rights of the community.

Moreover, the President, Andrea Agnelli, in a video of thanks, reiterated the importance *"of being able to feel free and be listened to without the fear of being marginalised. Unfortunately, we know that the reality can be very different when it comes to football.*

For years, football has failed to act, and these issues must be addressed with clear and unequivocal positions. [...] We hope that our desire to become an allied voice can serve as an example for other clubs".



EDUCATIONAL HUB



Save the Children

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, together with members of the local community, officially opened the **0-18 Educational Hub** in the Vallette district of Turin, 800 metres from the Allianz Stadium and active since 202.

The Educational Hub houses the education and inclusion activities of Punto Luce and Spazio Mamme; far from being a stand-alone entity, it works closely with families, schools, public services and the various stakeholders present within the territory.



ALONGSIDE

THE



Banco Alimentare

Food aid for the needy.

During the 2021/2022 season, Juventus provided more than 4,500 hot meals to the local community.

Thanks to the production of food; recovery of foodstuffs and free distribution of meals to people and families in difficulty, supporting the Banco Alimentare Piemonte Association in providing assistance to those who need it most.



#4,500
HOT MEALS TO THE LOCAL
COMMUNITY





JUVENTUS ENVIRONMENTAL IMPACT

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.



United Nations Climate Change
Global Climate Action

**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.



CARBON FOOTPRINT

Starting in 2019, the Club has undertaken an ambitious process aimed at **assessing direct and indirect greenhouse gas emissions**.

From the reporting and analysis of its **Scope 1** and **Scope 2** emissions, Juventus has been able to understand its **carbon**

footprint and is seeking to make its reports even more thorough and comprehensive, by collecting, where possible, data and information that provide an increasingly accurate framework of its direct and indirect impacts relating to CO₂ emissions.

Thanks to these efforts, an **analysis of Scope 3** emissions has been generated and we will begin to publish the data in our next financial statements.



Juventus and the Management Institute of the Sant'Anna School of Advanced Studies.

OBJECTIVES:

- # **To reinforce the commitment** to reducing the negative impacts of Climate Change and encouraging behaviour and positive actions both on and off the pitch.
- # **To quantify the sources of Scope 3 emissions**, connected with team travel (First Team and Youth Teams) and fans attending every home game.
- # **To ensure more thorough reporting** by collecting more data to generate an increasingly accurate framework of direct and indirect impacts.

ONE TREE PLANTED

Once again during the 2021/2022 season, Juventus maintained its environmental commitment to our planet through its cooperation with One Tree Planted.

Every goal scored represented 100 new trees planted by Juventus.

1 GOAL
= 100 TREES

30,000
TREES

PLANTED DURING THE 2021/2022 SEASON



45,000
TREES

PLANTED SO FAR



ONETREEPLANTED



**Download our
Sustainability Report**

Drafted by Juventus Football Club S.p.A.
Sustainability Team

For further information please contact:
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