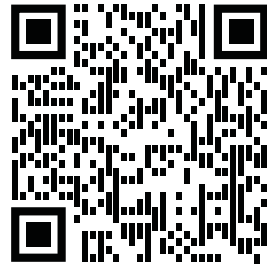


THE IMPACT OF JUDENUS





2013 THE BEGINNING OF A JOURNEY

The Club is one of the first football clubs in the world to introduce sustainability into its business.

TODAY

The Club actively supports the goals set out in the United Nations 2030 Agenda for Sustainable Development.

Juventus acknowledges its role in society and in the world of football and wants to lead the change in the sector as a football company contributing to the achievement of the following Sustainable Development Goals:



JUVENTUS GOALS

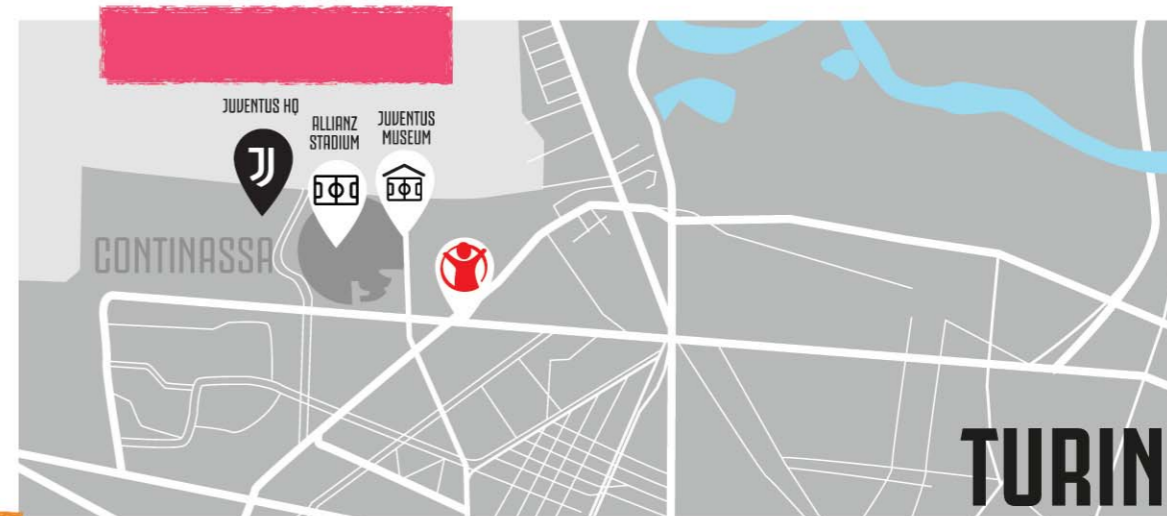
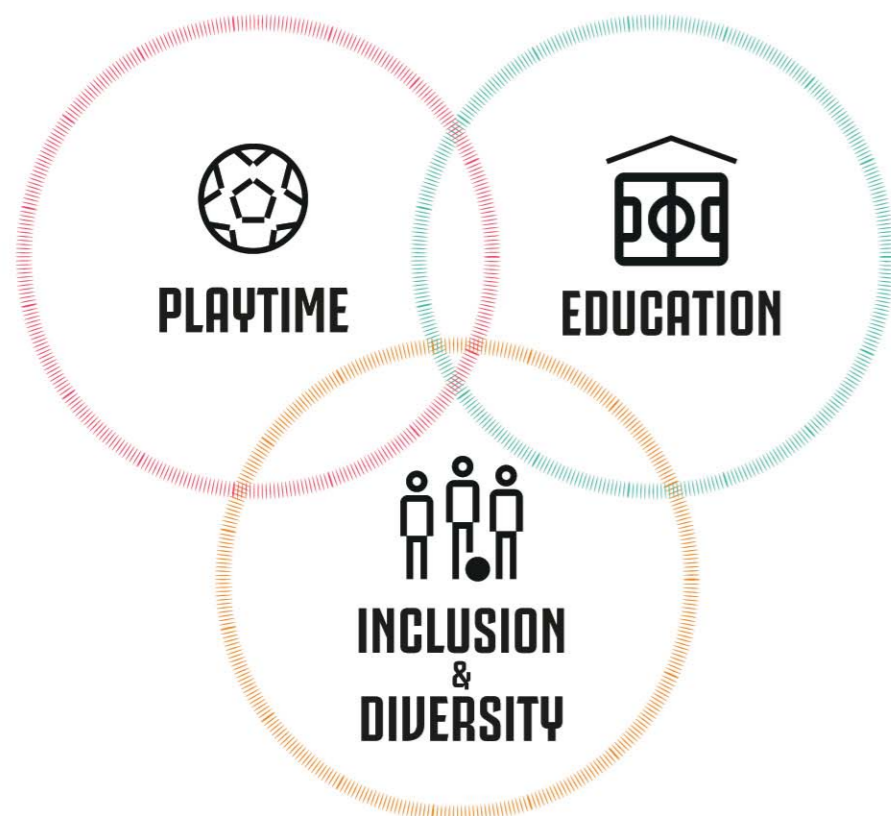
Respect, sharing and inclusion of diversity.

These core values have long been at the heart of everything Juventus does, as it strives to improve not only itself, but the global community as a whole.

Juventus Goals represents the embodiment of all of the social impact initiatives Juventus has championed over the past ten years. New and valuable projects are being added all the time, with the aim of leveraging the values of sport to make a tangible contribution to the evolution of Society and the new generations.

OUR GOAL

Through Juventus Goals, the Club is committed to supporting the the spread of activities on the three pillars that represent the areas of greatest social impact for a football company:



WORKING WITH SAVE THE CHILDREN

The education and protection of the younger generations are the main pillars of **Juventus** commitment. Embracing Save The Children's "Illuminiamo il futuro" (Light up your future) campaign, Juventus has confirmed this commitment by redeveloping the Punto Luce Vallette youth centre, **where girls, boys and teenagers can take part in free**

educational activities which are essential for their development and future: support with their studies, the promotion of reading, art and music workshops, access to new technologies, sport and physical activities.

LIGHT UP THE SKILLS OF EVERY PARTICIPANT



SHED LIGHT ON EDUCATIONAL POVERTY



UN CALCIO AL RAZZISMO

EDUCATIONAL PROJECT WHICH AIMS TO DRAW A LINE IN THE SAND TO KEEP ALL FORMS OF DISCRIMINATION OUT.

DEDICATED TO MIDDLE SCHOOLS PUPILS THROUGHOUT ITALY IN THE 2020/21 SEASON

MADE UP OF THREE FREE, MODULAR TEACHING PROGRAMME SELF-CONCLUSIVE FOR CLASSROOM LESSONS TEACHING AND REMOTE LEARNING, PLUS ACTIVITIES AND GAMES SUITABLE FOR THE CLASSROOM AND AT HOME.

1246
participating classes

216
schools registered

GIOCA CON ME

Project launched in 2012, focusing on sport and inclusion, aimed at children who live in contexts at risk of discrimination, marginalisation or social exclusion, and who would otherwise be unable to play football. The experience of sport becomes a training ground for life and teaches children all the fundamental values of football, such as socialisation and fair play, which are also useful in other contexts.

Operating at national and international level, depending on the context, the project aims to:

- > Making it possible for those who would not otherwise have the opportunity to play football to do so
- > Offering an opportunity for education and socialisation
- > Proposing a recreational and educational space in which to develop a sense of self-awareness and self-confidence thanks to sport
- > Combining sport with a moment of integration

THE GOALS

1. To identify and recognise various types of discriminatory behaviour.
2. To encourage listening and stimulate an interest in diversity.
3. To gain a new sense of positive self-awareness and awareness of others.

JUVENTUS FOR SPECIAL

Launched in 2017

A project for sport and social inclusion dedicated to people with cognitive-relational disabilities.

The figures today:

- > more than 200 members of staff and athletes
- > 3 teams registered in the Italian championship of the FIGC Paralympic and Experimental Football Division

The athletes are divided into three teams, levels one, two and three (A, B and C), based on their sporting prowess

NON SIAMO GRANDI,
NON SIAMO PICCOLI,
MA SAPPIAMO CHE SIAMO
TUTTI UGUALI!!!!

1G - "A. CARETTO" CRESCENTINO¹

SE PERSONE MIGLIORI VOGLIAMO
DIVENTARE, STEREOTIPI E
PREGIUDIZI DOBBIAMO
AFFRONTARE!!!

3G - I.C. LANZO T.SE - CENA²

JUVENTUS FOR SPECIAL @ SCHOOL

The sporting dimension is accompanied by an educational component. Juventus for Special staff and athletes bring their experience to schools of all ages to engage the new generations in a process aimed at overcoming the prejudice and stereotypes linked to disability.



At the end of the course, each class is invited to "kick racism" by creating a motto against all forms of discrimination.

IL RAZZISMO PROSPERA IN
ABBONDANZA DOVE VIGE
L'IGNORANZA!!!

3G - I.C. LANZO T.SE - CENA

¹ "We aren't big, we aren't small, but we know we are all equal!!!!"

² "If we want to be better people, we need to do away with stereotypes and prejudice!!!"

³ "Racism thrives where ignorance reigns!!!"

DIFFERENCES MAKE THE DIFFERENCE

PODCAST SULLA RAZZA

The podcast against discrimination which translates concepts and expressions that often apply to society in Italy from English-speaking cultures into Italian. Sulla Razza stems from the need to initiate a conversation around race in Italy, using up-to-date language and a format which will analyse, contextualise and explain the meaning of these terms.



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

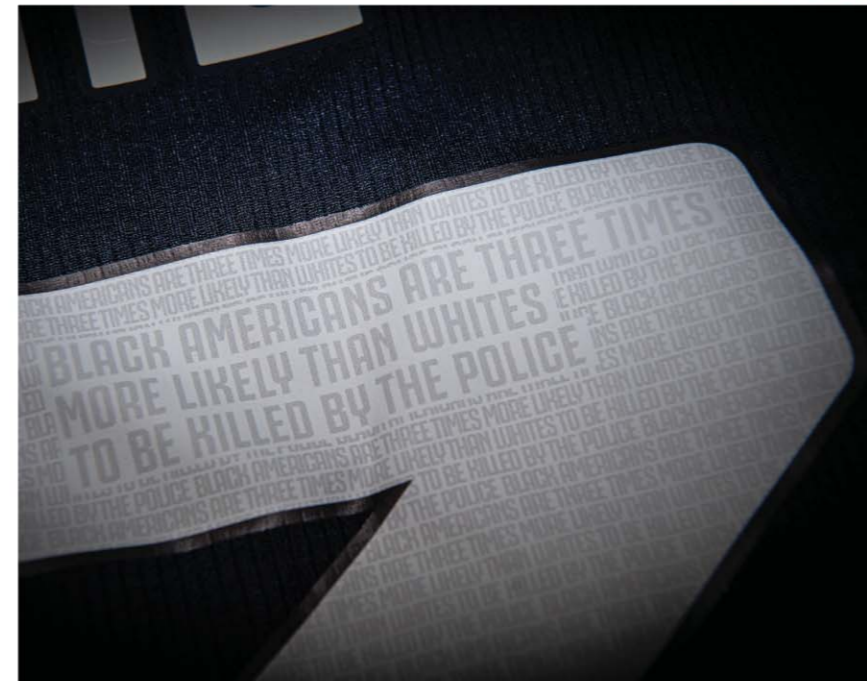
NUMBERS DON'T LIE

On 21st March 2021, the International Day against Racial Discrimination, the Women's and Men's First Teams played wearing brand-new customised shirts: the numbers of the players, from 0 to 9, features data and statistics linked to racism, offering a perfect opportunity to further reinforce the message of the importance of the fight against racial discrimination.

- 0 - Zero days without a racist act taking place in Italy.
- 1 - In Europe, one out of three black people experience racial discrimination.



- 2 - In the US, black households are two times more likely to experience food insecurity than white households.
- 3 - Black Americans are three times more likely than whites to be killed by the police.
- 4 - In Italy, only 4% of hate crimes were convicted in 2018.
- 5 - Roughly 5% of black people in the EU have experienced racial violence (including police aggression).
- 6 - In the US, roughly six out of 10 blacks say they are treated less fairly than whites when it comes to job recruitment, salary and promotions; when they apply for a loan or a mortgage; in shops and restaurants; when they vote in elections; when they need medical treatment.
- 7 - In 2019, racism and xenophobia were the main motivations behind more than 800 hate crimes in Italy.
- 8 - Nel 2019 il razzismo e la xenofobia
- 9 - Nine out of ten Americans believe that racism and police violence are problems within their country.



ENVIRONMENTAL IMPACT



UNFCCC SPORTS FOR CLIMATE ACTION FRAMEWORK

Juventus is the first Italian football club to adhere to the United Nations Framework Agreement (UNFCCC Sport for Climate Action), an international treaty for the fight against climate change. FIFA, UEFA and the IOC (International Olympic Committee) have already signed this agreement, together with numerous other sports teams all over the world. The UNFCCC Sports for Climate Action Framework Agreement unites together sport organisations and their stakeholders at global level, to support and guide sports bodies in achieving global climate change goals, drawing up standards in line with the Paris Agreement for monitoring and verifying emissions.

Global Climate Action
United Nations Climate Change

CLIMATE NEUTRAL NOW

Juventus is also the first Italian football club to join the UN's "Climate Neutral Now" project, conceived in 2015, which invites everyone – companies, organisations, and individuals – to be more aware of impact on the environment and to act voluntarily to measure, reduce and offset their greenhouse gas emissions.

CLIMATE
NEUTRAL
MEASURE
REDUCE
OFFSET NOW

REDUCING CO₂ EMISSIONS

> As of the 2019/20 season, Juventus has published its carbon footprint (Scope 1 & Scope 2), reported in compliance with the standards of the GHG Protocol and subject to independent partial audit.

In the 2020/21 season, Juventus
> succeeded in completely zeroing its carbon footprint by purchasing CERs from the United Nations Carbon Offset Platform, confirming this commitment also for the years to come. The CERs certified by the UN are carbon credits generated by products that respect the

climate, verified by the UN in compliance with rules approved at intergovernmental level, and with international supervision, offering the offset system a high level of credibility.

> Juventus' commitment for the future envisages increasing precision in quantifying the sources of emissions (particularly for Scope 3 emissions), planning a reduction in impact where possible and envisaging an offset system for the part remaining.

COMPLETELY ZEROING ITS CARBON FOOTPRINT (SCOPE 1 & SCOPE 2)



ONE TREE PLANTED

Juventus launched this ambitious project in the 2020/2021 season: every goal scored by the men's first team represented 200 new trees planted.

Another step forward in support of the environment and on the path of sustainability to achieve the UN's 2030 Agenda Sustainable Development Goals.

>>>>> EVERY GOAL, 200 MORE TREES

>>>>> 25,000 TREES WERE PLANTED DURING THE SPORT 2020/21 SEASON

>>>>> FOR A POSITIVE IMPACT ON OUR PLANET

Drafted by
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Sustainability Team

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