

THE IMPACT OF JUVENTUS



A PATH OF SUSTAINABILITY

2013

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



TODAY it actively supports the goals set out in the United Nations 2030 Agenda for Sustainable Development



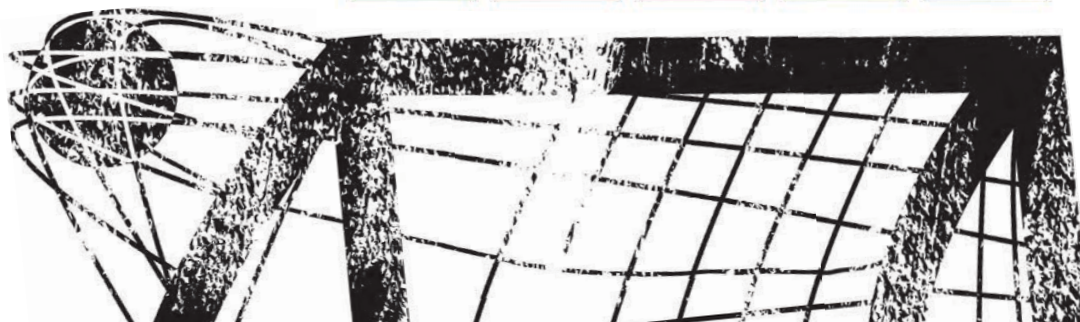
2020

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:

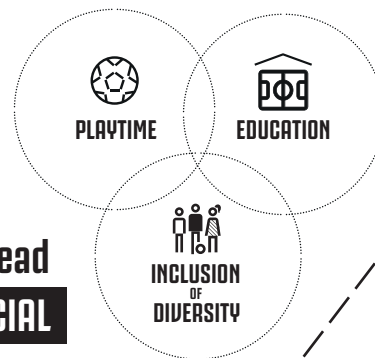
GOALS



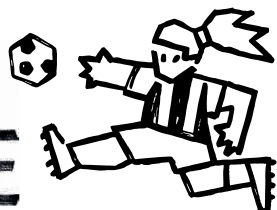
JUVENTUS

GOALS

Through Juventus Goals, the Club is committed to supporting the spread of activities on three pillars that represent the areas of **GREATEST SOCIAL IMPACT** for a football company



FAIR PEOPLE



AIMED AT PRIMARY SCHOOL CHILDREN IN PIEDMONT AND DEDICATED ENTIRELY TO THE TOPIC OF RESPECT.

Schools project

launched in 2018 / 19

- > **Active participation** of teachers, pupils and families
- > **Focus on the five guiding values:** self-respect/respect for others and the world, commitment, loyalty, equality, teamwork.
- > **Participation of over 20,000 students**



The project has been acknowledged by the FIGC-SGS as **BEST PRACTICE IN SERIE A 2018/2019**

+20,000

JUVENTUS FOR SPECIAL @ SCHOOL

Started in 2017

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

100

Today, it involves over **100** members of staff and players.

4

Four teams participate in the Paralympic and Experimental Football Division Championship of the FIGC.



GIOCA CON ME

A project focused on sport and inclusion, launched in 2012.

IT IS AIMED AT ALL GIRLS AND BOYS who live in contexts at risk of discrimination, marginalisation or, social exclusion.

Active at national and international level, depending on the context the project concentrates on:

- > Giving those who would be otherwise unable the chance to **play football**.
- > Creating an **opportunity for education and socialising**.
- > Offering a **playful educational space** where children can develop a sense of self-awareness and confidence in their abilities, thanks to sport.
- > Making sport a moment of **integration**

UN CALCIO AL RAZZISMO

TO PROMOTE A CULTURE OF INCLUSION AIMED AT EXCLUDING ALL FORMS OF DISCRIMINATION.

Tenth edition in 2019/2020

#GOAL: to make the younger generations more aware and responsible about the behaviour and language they adopt.

Free, modular teaching programme, consisting of an interactive game and three self-conclusive lessons, aimed at junior high school children in Piedmont.

Participation of over 820 students
+820

JUVENTUS FOR SPECIAL @ SCHOOL



Overcoming cultural limits that lead to marginalisation and exclusion

A SCHOOL PROJECT AIMED AT STUDENTS OF ALL LEVELS, WHICH LOOKS AT THE ISSUES AND SENSITIVITIES NECESSARY TO OVERCOME PRECONCEPTIONS RELATED TO DISABILITY.



Included in the EFDN More than Football Award 2019 shortlist as **best practice at European level**

Classroom lessons led by **STAFF** and **PLAYERS** of the Juventus for Special team

TEDx Torino
x = independently organized TED event

The Club's greatest desire is to look ahead and engage in contexts beyond the pitch

promote a series of initiatives aimed at education, training and personal growth.

The result is a successful collaboration between Juventus and TEDxTorino:

in 2018 with Gianluca Pessotto as a speaker at "Game Over, Learn Over"

in 2020 with Rita Guarino as a speaker at the main event "Ready Player X"

in summer 2020 through the proposal of a brand-new, special, free format: **the TED Circles "Un Calcio al Razzismo"**



WORKING WITH
Save the Children
100 ANNI

THE EDUCATION AND PROTECTION OF THE YOUNGER GENERATIONS ARE THE CORNERSTONES OF JUVENTUS' COMMITMENT.

Embracing Save The Children's "Illuminate the Future" campaign, Juventus has confirmed this commitment by redeveloping and supporting the **Punto Luce Vallette youth centre located in the Vallette district of Turin, near the Allianz Stadium** which has a significant presence of minors and households in conditions of socio-economic vulnerability.

ENVIRONMENT

Global Climate Action

United Nations Climate Change

UNFCCC Sports for Climate Action Framework

JUVENTUS IS THE FIRST ITALIAN FOOTBALL CLUB TO SIGN THE UNITED NATIONS FRAMEWORK CONVENTION (UNFCCC Sport for Climate Action) international treaty on the fight against climate change. FIFA, UEFA and IOC (International Olympic Committee) have already signed this framework, together with many other important football clubs from all over the world. UNFCCC Sports for Climate Action Framework unites sports organisations and their global partners to support and guide sports bodies in achieving global climate change goals **BY SETTING STANDARDS IN LINE WITH THE PARIS AGREEMENT FOR MONITORING AND VERIFYING EMISSIONS.**

JUVENTUS

is also the first Italian football club to join the "Climate Neutral Now" initiative devised in 2015 by the United Nations, which invites everyone - companies, organisations and individuals - to be more aware of their 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

Since the 18/19 season, 100% of the electricity purchased by Juventus has come from

RENEWABLE SOURCES.

100%



Starting from the 19/20 season, Juventus is began to report about its **CARBON FOOTPRINT:** this action represents the Club's commitment to managing its CO₂ emissions

The first step in this path, Juventus will fully compensate for its Scope 1 and Scope 2 emissions through

CARBON OFFSETTING.