



**Integrating sustainability into events
and strategic processes: the AC Milan
case**

Roma, 30 gennaio 2024



DNA
MILAN

CLEAR
MANAGEMENT
VISION



RESPECT

EQUITY, DIVERSITY AND INCLUSION

“RespAct Manifesto”

sets in stone the long-term vision of the Club on social sustainability.

AC Milan has always been committed to sharing the positive values of sport and mitigating all forms of prejudice and discrimination.

#WERESPACT



AC MILAN FOR ALL

*Welcome every fan to experience
firsthand the magic of football and AC
Milan by our side*

1. PHYSICAL SPACES
AND EVENTS

2. DIGITAL SPACES
AND CONTENTS

AC MILAN



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SAN SIRO PER TUTTI

DEDICATED TEAM,
PROCESS AND AREA

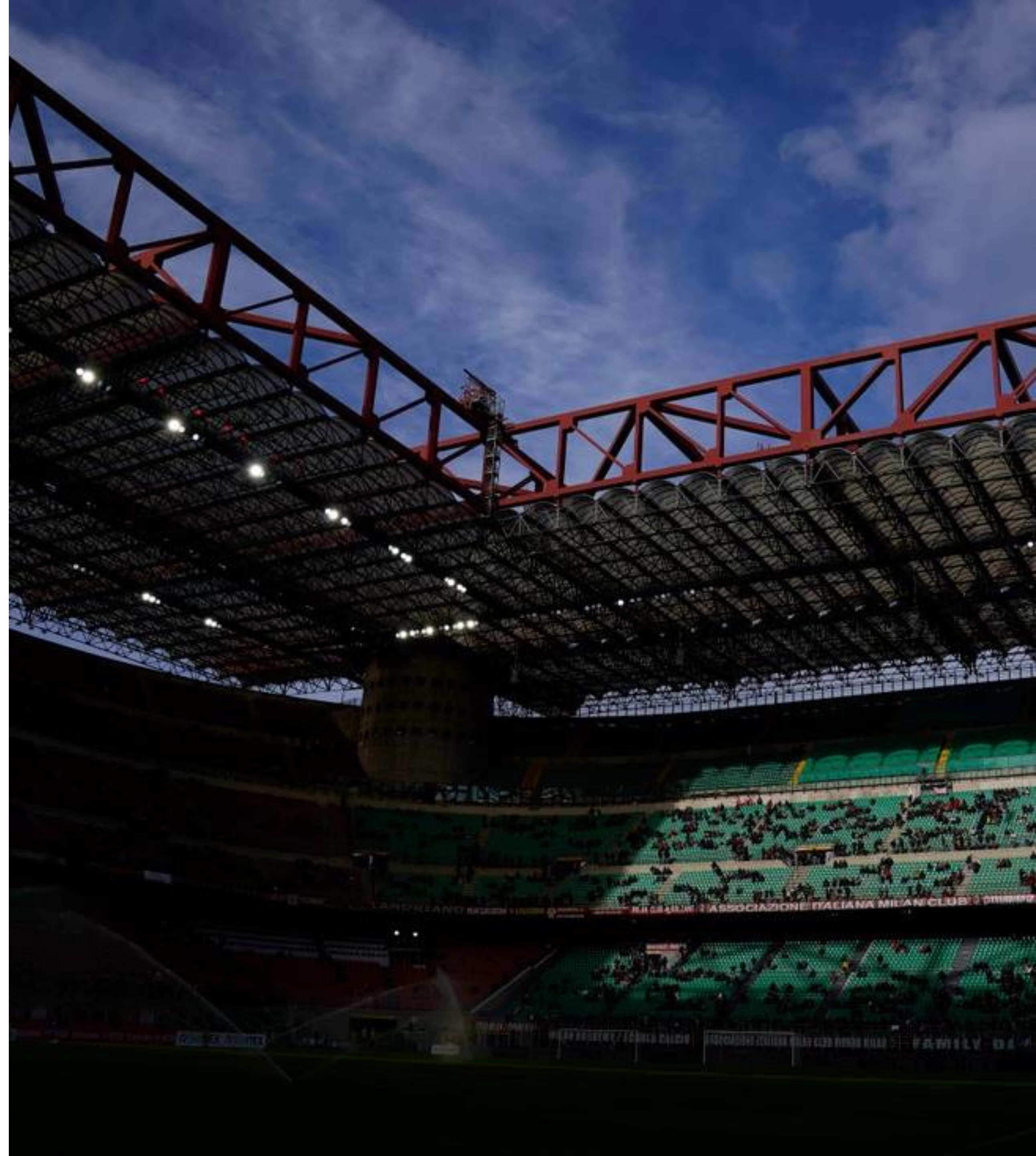
About 300 free entries dedicated to fans with disability
or with difficult social backgrounds, their carers and
social partners

2022/23
~ 7.500

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SAN SIRO PER TUTTI

INSTITUTE OF THE BLIND OF MILAN

ITALIAN UNION OF THE BLIND AND
PARTIALLY SIGHTED

Dedicated seats

Audiodescription service

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FOOTBALL FOR ALL ABILITIES

DESCRIPTION

Ensure that the football environment and its infrastructure are **accessible for everyone** who want to take part, welcoming players and fans of all abilities.

2030 AMBITION

Guarantee **barrier-free access** for any individual wanting to play, attend events or work in football.

A strategic approach to sustainability is crucial and ensures compliance with guidelines set by national and international institutions.



NEW

AUDIODESCRIPTION SERVICE

GOALS

Facilitate logistics

Discourage the use of disposable devices

Enhance inclusivity for all, both within
and beyond the stadium

Encourage fans' independence

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NEW

AUDIODESCRIPTION SERVICE

ISSUE: SYNC

Dedicated Wi-Fi



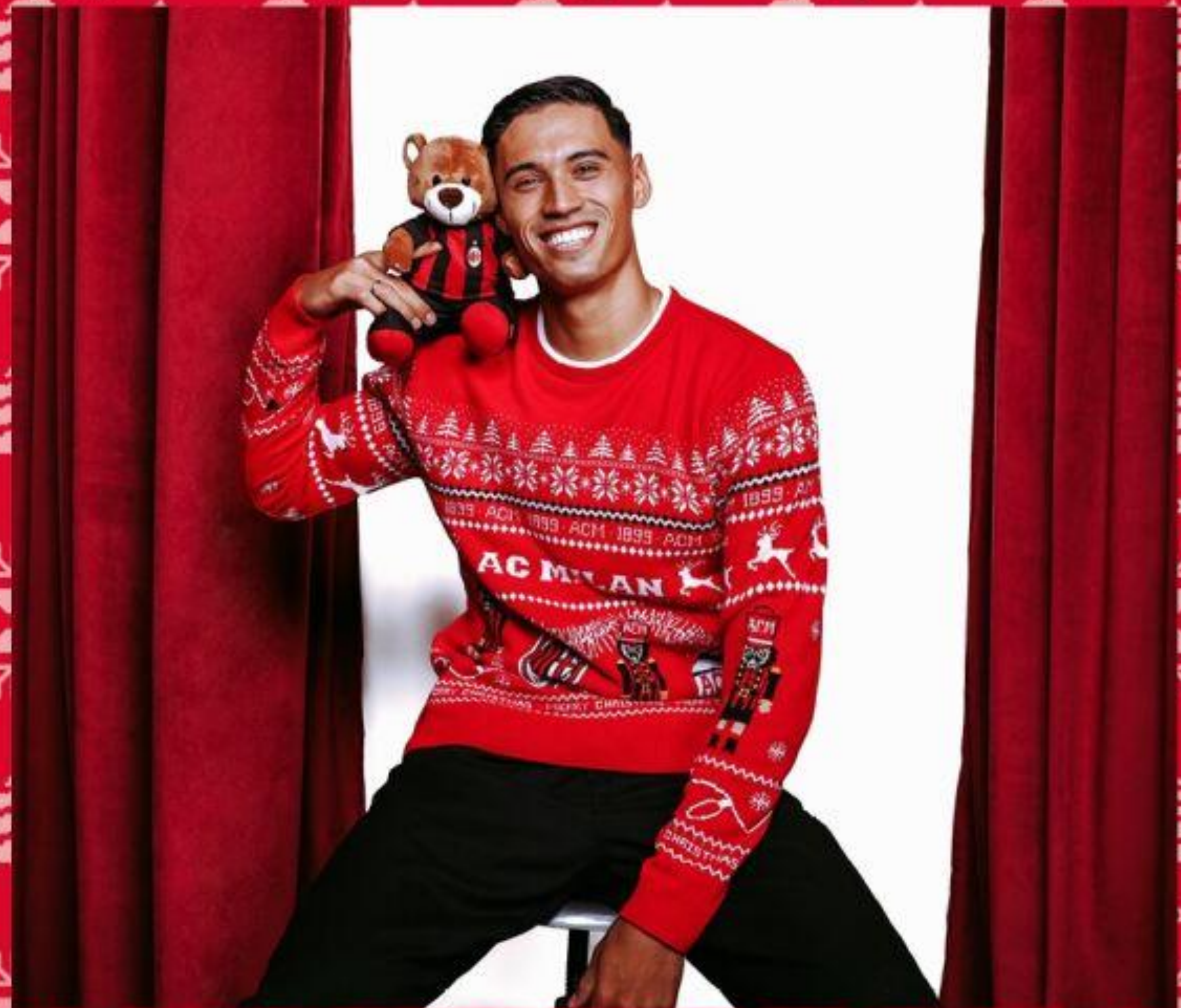
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Radio technology



AC Milan
Planting
New Memories





PLANTING NEW MEMORIES

From a commercial to
an integrated initiative

SUSTAINABILITY



INTERNATIONAL

Creation of a global
Rossoneri forest with
Treedom

LOCAL

Regeneration of a
multisport field within a
green space in Milan

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PLANTING NEW MEMORIES

More than
2.2K trees
planted globally

Regeneration of a
multisport field for
500+ local youths
and families

Over
20 million
impressions
on ACM social media

The coverage had a
reach of 6 million

+31% increase in revenue
than last year's collection

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