



CSR

The acronym **CSR** (Corporate Social Responsibility), indicates the companies' voluntary integration of the social and environmental concerns in their commercial activities and in their relationships with the parties involved.

The Stakeholders are those subjects who shape the Group's initiatives and who contribute to success of the company. The Corporate sustainability is the willingness to consider, in the business development plan, all the elements that ensure its long-term success: **financial, economic but also social, cultural and environmental elements.**

The CSR department is the point of reference for AC Milan's internal and external stakeholders (shareholders, employees, registered professionals, suppliers and supporters) who contribute to both the definition and development of AC Milan's environmental and social responsibility policies and activities.

CSR Department's activities

Drafting of the sustainability report

The CSR department drafts the sustainability report that is:

- A communication tool between AC Milan and its stakeholders.
- A tool to monitor the initiatives and the Club's governance relevant to sustainability.

Tour of milanello sports center

AC Milan gives national social welfare institutions and special categories of supporters the chance to visit the Milanello Sports Centre and to watch the First Team's training sessions. During these visits, all participants may also experience other activities like taking photos with the footballers and the tour of the sports center.

During the 2018/2019 season we hosted more than 150 fans in 9 tours.



The “fourth category” project:

Fourth Category is the first Italian 7 a-side football tournament, addressed exclusively to athletes with cognitive-relational disabilities.

The project is based on a memorandum of understandings undersigned before the Senate on January 18, 2017 and is managed in collaboration with the Centro Sportivo Italiano (CSI).

The format is the following:

1. Enrollement of the athletes to CSI (for insurance purposes)
2. Enrollement to the special register of LND-FIGC Regional Committees
3. Use of LND-certified pitches, AIA referees, federal justice; the level of the tournament is comparable to LND’s able-bodied footballers’ third category.

Fourth Category organises the 7 a-side football tournaments in May with squads and players’ lists; the name of the tournament refers to a higher level of the amateur sector specifically reserved for special athletes managed by FIGC and CSI Regional Committees.

This project involved 7 regions in two years; the winners of the regional tournaments play the Italian Cup.

Each Fourth Category tournament is structured in three levels (fourth, fifth and sixth category) so athletes may challenge their peers (ie with the same level of cognitive and physical performances).

Play Out and Play Off are scheduled at the end of the season.

All the teams are legally “adopted” by the Clubs which provide for kits, limits to protect the use of the Clubs’ brands and joint initiatives both with the other Clubs and with the adopted team.

AC Milan adopted Briantea and we took the team at the Special Camp in Switzerland in August 2018 to participate in the event organised by the “Football is More” Foundation.

Starting from the 2017/2018 AC Milan adopted another ASD, the “Mai Soli”, based in Rome and we supply the match kits and the tracksuits for the coaching staff.



Tickets for san siro

AC Milan supplies 20 tickets for free per home match to the kids being treated in the hospitals in Lombardy and to associations and organizations operating in social services.

Furthermore, during the 2018/2019 season, 2500 disabled fans attended, free of charge, AC Milan's home matches

Visits to the hospitals

AC Milan confirms its closeness to the children being treated in Milan's hospitals. During the season 2018/2019, various footballers of the men's First Team and of the women's team visited the **Buzzi, Istituto dei Tumori, Niguarda and Policlinico di Milano** hospitals, to give some cheerful moments.

“San Siro per tutti” project

As part of its CSR policy, AC Milan, is going to develop many initiatives to make the stadium experience available to all fans, all the more inspired by the path taken by UEFA through the CAFE (Center For Access of Football Accessibility Center). of Football in Europe).

The match AC Milan vs Frosinone on May 19, 2019, in the presence of Ivan Gazidis and of a delegation of the **Istituto dei Ciechi di Milano** led by the chairman Rodolfo Masto, was the first important step towards the creation of an exclusive stand, placed at pitch level, dedicated to our blind and visually impaired fans.

This initiative provides for two speakers who, from the stadium's press box, tell every detail of the match to all our special fans requesting the service. The speakers' voice-over is broadcast through a dedicated radio feed thanks to a special device that fans find directly on their seats.

The service, permanently active since the first match day of the 2019/2020 championship, is going to be integrated by a team of stewards supporting blind and visually impaired fans throughout their stay at the stadium.

The “*San Siro per tutti*” project is an important step in the inclusion path whose objective is to allow all Rossoneri fans to enjoy a unique and immersive experience at San Siro during the matches.

Special fans' requests: We are the reference point of our special fans' requests for help and support.

OBJECTIVES

- To relaunch of our Physical Activity Literacy programme “*Muoversi Bene per Crescere Meglio*” addressed to physical education teachers in Italian primary schools.
- To consolidate the “*San Siro per Tutti*” project for blind, visually impaired and deaf fans
- To implement the Club's CSR committee
- To involve the young footballers of men's and women's youth sector in the activities organised by AC Milan and Fondazione Milan.

Interview with Francesca Scarpa – Corporate volunteering

1. How and when did you launch AC Milan's corporate volunteering?

Our Club has proposed us the Corporate Volunteering Project three years ago. I believe everyone, and above all those who then actually joined the initiative, wanted to have the opportunity to combine their work with regular solidarity and volunteering activities. I therefore participated with great curiosity in the event organized by Martino Roghi, AC Milan's CSR Manager, during which several associations linked to the world of volunteering showed us how they work with the various health institutions and hospitals in the area. Obviously, each of us has been able to choose among the various initiatives, based on our sensitivity and personal inclinations.

2. Which path did you decide to pursue?

Together with my colleagues Stefania Carmignani and Patrizia Ortolan, we immediately started collaborating with Lene Thun, an association operating actively in paediatric oncology units in many hospitals offering clay and pottery classes. In particular, after having attended various training courses, we began to carry out our volunteering work in the paediatric oncology unit of the Istituto dei Tumori di Milano and at the Istituto Besta paediatric psychiatry unit. Two completely different realities. We propose to the children who are being treated in these institutes activities and works consistent with their state of health and with the different types of treatments.

3. How do you develop your relationship with the children?

A key concept that we must never underestimate when we carry out these activities, is that we are pros who are performing a real job. Obviously, in a very natural and spontaneous way, we get closer to the children and their stories; by spending some time with them, we begin to recognize their emotions and interact in the best way with them. Surely, my best memories are related to the stories of the children who managed to defeat their disease. Recently, I was lucky enough to serve on a day when a girl named Chiara finally left the hospital, after finishing her treatment. It was a fantastic experience and the best reward for our activity was to be able to see her happiness when she came to say goodbye and then to meet her again months later in a great shape, with the hair that had grown longer and with her weight back to normal.

4. How do you manage to bring AC Milan inside these activities?

We never present ourselves as AC Milan's employees. However, sometimes due to the intrinsic nature of the work we offer to children, our jobs help a lot to give life to truly special moments. During the project "*La sfera dei desideri*", pursuant to which children had to illustrate their dreams and desires, I talked with a child who had reproduced an image linked to AC Milan. While talking about his work, he told me that he had met Paolo Maldini during visit made by Paolo to the hospital a few weeks before. After receiving the photo of their meeting from the child's mother, I sent it to Maldini, who answered with a voice message supporting and encouraging the boy. That kid was so happy....

