



## MILAN ACADEMY

Milan Academy is the set of projects aimed at boys and girls aged between 6 and 17 years. The **Soccer Schools** in Italy and abroad, the **Milan Junior Camps** and the **Milan Experience** are part of the Milan Academy.

The aim is to spread a healthy sporting culture among the youngest, thanks to the priceless support of local partners and institutions, boosting the most authentic values of football: **respect, loyalty, teamwork and fun**.

All the projects are dedicated to the Club's many stakeholders operating in Italy and abroad, including sports clubs, both amateur and professional, sports federations, institutions and sponsors.

The main activities carried out by the Milan Academy are to teach and to develop kids' technical-tactical skills and to improve their motor skills. The various programs also involve all those sports and relational elements tied to football, through an all-round vision.



## Milan Junior Camp

In recent years the Milan Junior Camp project has significantly strengthened the relationships between AC Milan and the most important Italian and international partners who have been active for decades in summer entertainment for boys and girls aged 6 to 17 years.

The range of activities offered to families has been broadened during the last season, thanks to the **ever-closer collaboration with the Scuole Calcio Milan**, which play a key role in disclosing the Metodo Milan both in Italy and abroad while exploiting their strong identity in the reference territory.

One of the strengths of the project is certainly the flexibility of the format, that can be adapted to the most different territorial and cultural contexts, offering **tailor-made solutions for all participants**. Among the various opportunities, there is also the possibility to participate in English courses and social inclusion programs launched in collaboration with Fondazione Milan.

In addition to a training program structured according to AC Milan Youth Sector methodology (based on the teaching of the technical-tactical, athletic and relational elements of football), the Milan Junior Camps also provide for moments of leisure and entertainment, thanks to various recreational and educational activities.

Every year, at the end of the program, we organise an event that involves some lucky little athletes representing the different MJC's.

The young players selected participate in a friendly tournament in the splendid setting of the Rossoneri's Youth Sector structures, and get the chance to experience the magical atmosphere of the San Siro, parading along the side-lines alongside AC Milan's First Team.

SEASON KPIs	MJC 2018	MJC 2019
OVERSEERS	30	33
NATIONS	12	18
VENUES	80	85
WEEKS	114	118
KIDS ENROLLED	5.000	6.000



In recent years continuity has been fundamental for the Milan Junior Camp project.

After the enthusiasm generated by AC Milan Women's First Team and the success of the world cup in France, we have organised a camp for girls aged 6 to 17 for the second year in a row at the Rogoredo 84 sports facilities, to integrate and enhance women's football at youth level.

Thanks to this project, the footballers were able to carry out training sessions pursuant to the *Metodo Milan* with the official coaches of the women's sector of the Rossoneri Club.

Talking about continuity, we must mention the effective collaboration with Fondazione Milan at two different levels: social inclusion and earthquake emergency.

With reference to the first, which involves the inclusion of autistic children, we established three venues on the national territory, which saw the participation of 40 boys and girls who played together, made new friends and fully enjoyed this wonderful experience.

Sport is also a very strong tool for growth and education, thanks to which many young people manage to regain their future, and this is why MJC and Fondazione Milan organised the **Special Soccer Camps for earthquake emergency** in Amatrice and L'Aquila. We intervened in L'Aquila 10 years after the earthquake that hit central Italy in 2009, while the Camp in Amatrice is at its second consecutive edition, after the huge success in terms of participation of the 2018 edition.

Families and institutions' great participation and joy are the reason why we are extremely proud to carry on these social initiatives that reflect in full the values of our Club. They were able to witness the return to everyday life, even if for a short time, of almost 200 children.

## OBJECTIVES

- **To continue offering a top-quality service** by consolidating the existing relationships with our partners;
- **To expand the network of collaborations in Italy and abroad**, exporting the Metodo Milan to new markets;
- **To create of new programs and initiatives** that, by exploiting the Club's corporate assets, are going to involve as many little Rossoneri fans as possible.

## International Academies

During the 2018/19 season, the focus of the activities of the Milan International Academy was aimed at the consolidation and growth of the already existing Soccer Schools, without losing sight of the development of new projects in new areas.

The network of the International Academies consists, to date, of **17 Soccer Schools**, divided as follows among the various continents:

### EUROPE

- Romania: Craiova
- Russia: Voronezh
- Spain: Bilbao
- Sweden: Nynashamn
- Switzerland: Lugano

### ASIA

- Japan: Tokyo, Komaki, Sakura
- Kuwait: Kuwait City
- Saudi Arabia: Riyadh, Dammam, Jeddah
- UAE: Dubai
- Vietnam: Hanoi

### AFRICA

- Algeria: Algeri
- Morocco: Laayoune

### OCEANIA

- Australia: Sydney

The activities of the soccer schools as well as the continuous training of local coaches, are managed by the Official AC Milan Coaches who, in most cases, work permanently in the area where the soccer school is established.

In addition to a training program structured according to the AC Milan Youth Sector methodology and to the participation in tournaments and championships we organised various events for the various AC Milan Academies involving institutions, local sponsors, the children and their parents.

In addition to the development of the International Academies, we organised experiential activities – the **Milan Experience** – and groups of young footballers have carried out training sessions, directly supervised by AC Milan official coaches, at the **C.S. Vismara** and at **Milanello**.

## SEASON KPI

International Academies	17
New Academies	2
Nations involved	13
Continents involved	4
Local managers involved	40
Coaches trained	255
Kids involved	3400

## HIGHLIGHTS

During the season, various **Milan Experience** activities have been organized and women's football clubs have also been involved. As usual, players performed special training sessions under the supervision of AC Milan official coaches.

The guest coaches have had the opportunity to directly access the Metodo Milan, discussing the youth sector's training methods with our staff and dealing with the Club's brand ambassadors.

In addition to the training program dedicated to them, the kids were able:

- To attend a match of the First Team;
- To meet the women's and men's First Teams;
- To live a match at San Siro, with pre-match activities;
- To meet AC Milan legends;
- To visit the Mondo Milan Museum and the Club's headquarters at Casa Milan



**These activities are dedicated to Clubs that are already part of AC Milan's network, but other sports institutions or tour operators that wish for their kids an all-round Rossoneri experience may request to be involved.**

## OBJECTIVES

The objectives for the next season are to continue expanding the network of International Academies, **consolidating the presence in the territories where the AC Milan Academy activities are already well established and starting to develop new projects in new territories**, with the aim of further strengthening AC Milan's brand outside of Italy.

As for the objectives to be pursued locally, our aim is to **establish and implement new training programs**, dedicated to both players and local coaches.

We also want to increase our offer of strategic and commercial consultancies relevant to the boosting of soccer schools, through technical, commercial and experiential activities.



