

Announcing the launch of world-first "Serie A Sustainability Index", celebrating sustainability credentials of Serie A teams

- First-of-its-kind Italian ranking, Serie A Sustainability Index assess environmental and social sustainability performance of 2022-2023 championship teams
- Methodology includes ESG framework, UN 2030 Sustainable Development Agenda, and sustainability criteria suggested by UEFA, FIGC, and Lega Serie A
- The index uses only publicly disclosed data from Serie A teams, advocating for transparency and to reflect international standards of good corporate governance

Rome, 22 August 2023: Renowned sport and sustainability consultancies Enovation Consulting and Tecno International, with the methodological support of Prof. Cav. Paolo Taticchi, professor of Corporate strategy of UCL School of Management and Ariela Caglio, Associated professor for accounting at Università Bocconi and Advisor UEFA, have partnered to launch the first Serie A Sustainability Index, ranking the environmental and social sustainability performance of Italian Serie A football teams that participated in the 2022-2023 championship.

The Serie A Sustainability index, which will be presented to media in September, ranks and sorts Italian football clubs into the following performance levels: "Pioneers", "Active", and "First Steps", using 7 categories and 28 indicators. Fierce competition is taking place in the race towards sustainability, and the clubs leading the way and demonstrating best practices to secure places in the "Pioneers" category are A.C. Milan, A.S. Roma, Juventus F.C. and Udinese Calcio.

Cagliari, which competed in the Serie B championship last season, also receives recognition for its commitment to sustainability, establishing itself as a leader in the sport.

The index is informed by the widely respected the Sustainable Motorsport Index™ methodology developed by Enovation Consulting in collaboration with Professor Paolo Taticchi, Professor of Strategy and Sustainability at the UCL School of Management. It has been adapted to include UEFA policy and football sustainability practice, thanks to the collaboration of Professor Ariela Caglio of Bocconi University and UEFA Advisor. The scoring was calculated by expert academics from UCL.

Published annually by Enovation Consulting and Tecno International, the index aims to encourage the football industry to engage with sustainability issues and continue to improve their performance, aligned with Serie A and UEFA recommendations. The data collection window for the second edition started on 19th August 2023, when the Italian Serie A championship kicked off, and will close in June 2024 with an award ceremony.

Aside from the data collection for the Serie A index, this week also starts the data collection for the Serie B and Serie C Sustainability Index, which will be consolidated into one index that will be published in June 2024.

For further information on the index and to register for the September launch event, interested parties are encouraged to contact media@e-novationconsulting.com

Prof. Cav. Paolo Taticchi, University College London: "The Serie A Sustainability Index creates transparency on the commitment and quality of the projects developed by the clubs

within the football ecosystem. This creates a positive incentive to change through a constructive competitiveness dynamic that leads the whole system to evolve for the better."

Professor Ariela Caglio, Bocconi University and UEFA Advisor: "Although economic sustainability is still a very topical issue, football is increasingly turning towards environmental and social sustainability; this is the direction of the wider world and football cannot be left behind. UEFA is leading this change, proactively promoting a strategy and plan of initiatives to improve the sustainability of the European football ecosystem. In this context, ESG (Environmental, Social and Governance) criteria are also becoming increasingly relevant in the football sector as a yardstick for various stakeholders, including investors and sponsors."

Dr Cristiana Pace, CEO and Founder of Enovation Consulting & Visiting Professor, Bologna Business School: "As we have already seen in other sports, the Serie A Sustainability Index can help football in the sustainable transition, identifying areas for improvement and highlighting success stories. In addition, as the most watched sport in the world, football has the platform to set a positive example to fans on social and environmental issues. I hope that the first edition of the Serie A sustainability index, together with the new sustainability strategy launched by Serie A and the "Strength through Unity" strategy launched by UEFA, can serve as a catalyst for change in Italian football."

Salvatore Amitrano, Managing Director, Tecno International: "In sustainable transformation, measurement is a key process that allows organizations to confront and strategize. This is why we have decided to develop this index that also wants to create a positive competition in the world of football on sustainability issues".

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About Enovation Consulting

Enovation Consulting is an Anglo-Italian company that has been driving positive impact in the field of sport and sustainability since 2019.

As a B-Corp certified specialist sports and sustainability agency, Enovation Consulting works with international and national federations, football, and motorsport stakeholders including international championships, circuits and brands, to develop and integrate ESG into their business strategies. The company offers services including the creation and implementation of sustainability strategies, sustainable sporting events, purpose-driven social and environmental campaigns, training courses for athletes and directors, and robust and strategic communication on ESG issues.

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Tecno International

Tecno International is the English division of the Italian group TECNO ESG, which offers SustainTech services to over 3600 companies in Italy.

The consulting firm operates on an international scale offering services to small and medium-sized enterprises on digital and sustainable transformation issues, including: ESG assessment, sustainability strategies, sustainability reporting, net-zero corporate projects, solutions for monitoring and optimizing energy consumption, ESG certifications and environmental product declarations.

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