



22/23 SEASON REPORT

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#### **FOREWORD**

#### Welcome to our 2022/23 season report for The Red Way, our sustainability strategy.

This report provides an update across all of the targets set out within our strategy, which was first launched in 2021. It's an exciting and proud moment for the club as we demonstrate the progress that's been made and accomplishments that have been achieved along the way.

We are committed to running the club in a way that minimises our impact on the environment and maximises the impact we can have for our people and in our communities. It's wonderful to see the external recognition and awards that we have received and testament to the hard work of everyone at the club to embed sustainability into the fabric of our day-to-day work.

That does not mean there have not been – and continue to be – challenges. The journey to becoming a truly sustainable organisation is a long one, and we still have much work to do. But we know that society is facing some significant challenges, many of which are reflected in our industry. We see sports events being interrupted by changing weather patterns, whole sports being challenged on their levels of inclusion and communities suffering from the rising cost of living. We must be ambitious in our thinking and bold in our approach if we are to contribute to tackle these.

As a club, we know we can make a difference and lead the way in making a positive impact. We also know that we will do this best when we come together with our partners, our supporters and everyone connected with the club.

#### Thank you for your continued support.

#### **Ben Latty**

Commercial Director and Executive Sponsor of The Red Way









#### THE RED WAY STRATEGY OVERVIEW

LIVERPOOL FOOTBALL CLUB'S SUSTAINABILITY STRATEGY

In early 2021, we launched our sustainability strategy, **The Red Way.** 

The strategy represents a holistic approach to sustainability and centres around three strategic pillars; **Our People, Our Planet and Our Communities.** 

Under these pillars sit our six key objectives. Every major club initiative, business area and programme aligns with these objectives. They enable greater visibility of activities and alignment to amplify their impact.

The UN Sustainable Development Goals (SDGs) were adopted in 2015 to provide a blueprint for peace and prosperity for people and planet, now and into the future. There are 17 SDGs which are an urgent call to action by all countries – developed and developing – in a global partnership. The target to achieve these is 2030, The Red Way is aligned to 14 of the UN SDGs.

Implementation of our strategy is underpinned by our robust sustainability management system. Through this, we hold ourselves to account, ensure we are delivering against our commitments and push ourselves to continually improve.

Since the 2021/22 season, we now publish our progress in an annual <u>"The Red Way Report"</u> which can be found within the sustainability section of our website.

#### THE PILLARS



We support our people to thrive and become knowledgeable champions for a sustainable future.



We make decisions and take actions that havea positive impact on the planet.



We provide life changing opportunities for our communities, home and away.

#### **OUR SIX KEY OBJECTIVES**

We will build knowledgeable, informed and respected sustainability leaders and champions.

We will create an inclusive, safe and inspiring working environment.

We will minimise our negative impact on the environment.

We will create a net positive impact on the environment.

All our partners will be aligned to our sustainability values and support scalable positive impact across our wider impact programme.

We will deliver a positive contribution to local communities and fans to create life changing opportunities for our communities both home and away.

#### THE 14 SDGs













#### SEASON HIGHLIGHTS





#### 1<sup>st</sup> Place

Premier League Sport Positive Sustainability League for the second year in a row.



#### 1<sup>st</sup> Place

Sustainability award winners at the Football Business Awards in May 2023.

## 1st Place

Brand Finance®

Ranked as the most sustainable football club in Europe's top 5 leagues.



#### 1<sup>st</sup> Place

Environmental Initiative Award Winners and Sustainable Product Award Winners at SEAL 2022 Business Sustainability Awards.



#### 1<sup>st</sup> Place

LFC Foundation won
Best Sports Community
Scheme.



# Sustainability Management System

Only Premier League club independently certified to ISO20121 standard for two years in a row.



# Advanced Level Achieved

Premier League Advanced Equality, Diversity & Inclusion Standard.



## **Signatory of UN Sports for Climate Action**'

Part of UN Climate Change Global Sports Climate Action Framework.



# Carbon Neutral (PAS 2060 Verified)

For all direct activities (scopes 1 & 2).



# **Energy Management**

Maintained the Energy
Management certification
since 2021







# OUR PEOPLE: HIGHLIGHTS





Achieved the Advanced Level of the Premier League **Equality, Diversity and Inclusion Standard.** 

Premier League Equality, Diversity and Inclusion Standard Advanced Level held and continually achieved since 2017.



Includability Accreditation 2023 – recognising the club's role as a **leader in inclusion**.



Red Together Series 2022/23 – celebrating **our diverse supporters** across four strategic priorities; disability, ethnic diversity, gender and LGBT+



LFC picked up **3 'Top 10s'** at the **British LGBT** Awards 2022.



Rainbow Laces: **#1 highest performing campaign** of any club across the weekend.



LFC presented at the United Nations in December 2022 and Anfield hosted the United Nations and **Eradicate Hate Global Sports Working Group Summit** in April 2023.

























#### BE A RECOGNISED LEADER IN SUSTAINABILITY



This year has been another successful year for the Club in leading on sustainability. We maintained our position at the top of the Sports Positive League table for the Premier League. This is an excellent benchmark for comparison against our peers and one we'll look to build upon over future seasons.



We also enjoyed a second year as the only Premier League club to be certified to ISO 20121 (sustainability), ISO 45001 (health and safety) and ISO 50001 (energy). Third-party certification to these internationally recognised standards shows that we are both maintaining and driving continual improvement in these key areas.

#### **Awards:**

- BASIS club strategy/strategic leadership **Joint 1st**
- 2022 SEAL Business Sustainability Awards sustainable environmental initiative award, sustainable product award **Winners**
- 2023 Football Business Awards sustainability (Won), ED&I (Shortlisted) and best CSR scheme (Silver)
- 2022 Football Business Awards sustainability category **Silver**
- 2022 Sport Business Awards sustainability in sport **Silver**
- 2022 Sports Industry Awards sport organisation of the year, purpose driven sponsorship, Tessa Jowel community award **Shortlisted**

Moving forward into the 23/24 season, we are taking our leadership to the next level. We have added an aim to contribute a least one piece of innovation or research around sustainability to the wider sports community.

'#1 in Sports Positive League'

Maintained ISO 20121

11 external conferences and events as speakers or panellists

# sustainability awards = 5



#### **OUR PEOPLE 2**



#### DELIVER CREDIBLE, AUTHENTIC, TRANSPARENT REPORTING

In March 2023 we published our first overview and highlights report. This documented a snapshot of our progress and successes since launching The Red Way in 2021.



This report for the 2022/23 season builds on our highlights and details our progress against each objective within the three pillars of The Red Way. We recognise that we are still on a journey but are able to report for the first time how we are driving each area forward.

In July 2023 we reported our baseline and 2020/21 emissions to the United Nations Sports for Climate Action Framework (UNS4CA). This was the first reporting window since we became signatories of the framework and the Race to Zero. The framework commits the club to reducing our annual carbon emissions by 50% by 2030 and achieving net zero carbon emissions by 2040. This season, we will again be reporting our most recent season's emissions to UNS4CA which will be published on an open access portal by the UN.

Published the first TRW overview and highlights report.



First reporting to Sports for Climate Action completed.











# H

INCREASED ENGAGEMENT WITH FANS ON SUSTAINABILITY ISSUES, PROGRAMMES AND PROJECTS

Our fans are a huge part of the LFC family, whether they live in Liverpool, the UK or around the world, we want to engage with them as much as possible and bring them along on The Red Way journey.



In the 2022/23 season we engaged with a growing number of official members, season ticket holders and fans across the LFC web, app and social channels. We've engaged with more Official Liverpool Supporters Clubs (OLSCs), and these groups represent the club in locations around the world and help inspire their members and amplify the messages.

Engaged with 316 OLSCs





**OUR PEOPLE 4** 



WORKING TOWARDS, ACHIEVING, AND MAINTAINING EXTERNAL STANDARDS, BENCHMARKS AND RECOGNITION

The 2022/23 Season has seen LFC advance its efforts to maintain the PLEDIS Advanced Level as we continue our efforts to embed equality, diversity and inclusion into all that we do. The club has strengthened its initiatives across its colleague inclusion networks, employee wellbeing and raising awareness of important topics across the business; delivering all-year round education sessions and engagement opportunities for our people.



Work has continued as the club continues in its aims to diversify its workforce in line with the pre-existing Red Together Strategy 2022 - 2027. LFC recognises the importance of representing the communities it works with across its local, national and international communities, and is committed to being more reflective of these.

Premier League Equality, Diversity and Inclusion Standard Advanced Level - **Achieved**Football Leadership Diversity Code - **Submitted Workforce Diversity** 



Workforce Diversity 2022/23

**TARGET** 

**PROGRESS** 

12%

16%

7.59









#### COLLEAGUE AND SUPPORTER WELLBEING



We regularly conduct a Colleague Engagement Survey which gives us an overall score for engagement across the club, so that we can continually receive valuable feedback and insights from our people on how they feel about working for the Club. The survey covers several topics such as sense of belonging, wellbeing, ways of working, career development and communication. Across 22/23, we achieved a score of 73%, which is in line with UK benchmark and an increase of 1% from 21/22.



Colleague Engagement Score – 73% (increase of 1% from 2021/22)
Maintained ISO 45001



# Near Misses raised (205 in 26 matches) = average of 7.9 incidents per match



## DELIVER REGULAR, RELEVANT SUSTAINABILITY TRAINING AND ENGAGING CONTENT



Over the past season, our all-colleague training has been set around the topic of "Doing the Right Thing". This incorporated training around ethics and equality, diversity and inclusion. At our colleague conference in March, we also focused on the Our People pillar of The Red Way.



For the 2023/24 season, training will be on The Red Way and its objectives. This is a key focus to ensure that sustainability becomes embedded in the day-to-day roles of all colleagues across the club.

During the season, we will be conducting training sessions with all LFC teams so that they are fully briefed and engaged on The Red Way and its objectives and understand what our people can do to support us on our journey. This includes both Men's and Women's First Teams, U23s and Academy sides.

**ED&I Training** 











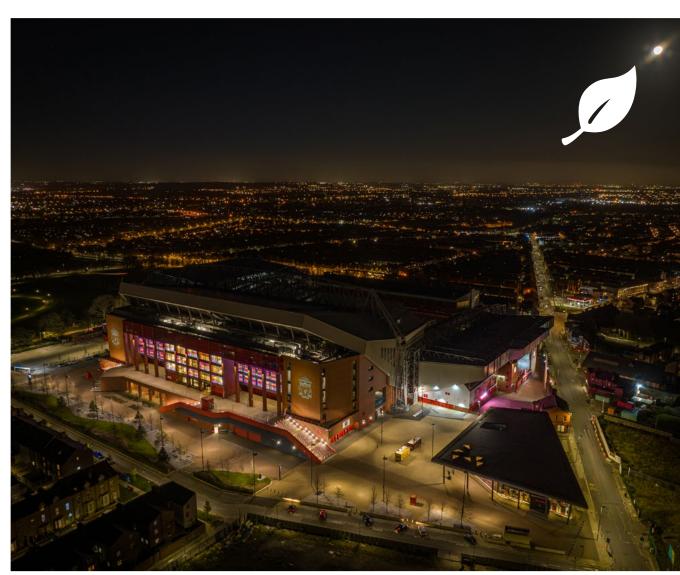
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### **OUR PLANET: HIGHLIGHTS**



As part of our partnership with SC Johnson, we have increased recycling rates of plastic bottles at Anfield from 25% across 21/22 to an impressive 90% across 22/23

FROM 25% > 90% 21/22 22/23



94%

of club operations running on clean energy



Liverpool FC Foundation's World Earth Day School

Project - building planters and engaging with local
schools





# OFFSETTING OUR CARBON FOOTPRINT

We understand that our carbon emissions have an impact on the planet, which is why we have signed up to the United Nations Sports for Climate Action Framework, which commits us to making a 50% reduction in actual carbon emissions by 2030 and to achieve net-zero carbon emissions by 2040.

Reducing our emissions will take time to implement, particularly through our supply chain and industries where we do not have direct control. But we want to do more to minimise our impact now.

Through the PAS2060 standard, we have offset our scope 1 and 2 emissions for the last 3 years.

#### 

WE ARE OFFSETTING 100% OF OUR EMISSIONS FROM FOOTBALL OPERATIONS!

# WHAT'S IN AND WHAT'S OUT

- We are including all the emissions which are generated in running the football operations of our club and sites.
   See page 18 for more details.
- We are not currently including our wider merchandise operations, which are the emissions from the manufacture of merchandise, and shipping to and from our distribution centre in Liverpool.
- We are also not yet offsetting emissions from fan travel.







# OUR PLANET 1 ZERO ENVIRONMENTAL NEAR MISSES



During the 22/23 season we have undertaken 28 internal audits of different areas of our club to drive continual improvement of our ISO 20121 sustainability management system.



No major non-conformances were raised, and no environmental near misses have been reported through other channels.

We will continue to undertake internal audits and welcome external audits from our certification body (BSI) to maintain our ISO accreditation and ensure we continue to mitigate against any environmental near misses and fulfil all legal obligations relating to sustainability.

Zero environmental near misses.







#### **OUR PLANET 2**



ALIGN 100% OF RETAIL SUPPLIERS FOR OWN BRAND PRODUCTS TO THE SUSTAINABLE PROCUREMENT CODE

WORKING TOWARDS 100% COMPLIANCE WITH POLICY AND CODE FOR LICENSED SUPPLIERS

Launching during the 23/24 season, refreshed packaging has aimed to remove plastic cellophane and wrap from products wherever possible, minimise overall packaging, and switch to FSC certified cardboard wherever possible.

We have continued to increase the number of sustainable products in our retail offer, including our award winning "Home kit bear" made from 100% recycled materials, a cycling jersey made from recycled yarn, wooden toys and more.

In Licensing we have started implementing semi-announced factory audits and REACH documents - all licensees are fully compliant. We have reduced the amount of product approval samples to 1 per stock keeping unit and the Licensee Packaging Guide is in development.



Estimate that 35% of products in the LFC Retail range have eliminated non-sustainable materials and packaging.



90%

90% of LFC Distribution Centre packaging and materials are aligned to the sustainability guidelines, such as sugar poly bags, recycled pallet wrap, FSC or recycled paper and card.

#### **OUR PLANET 3**



ALL NON-RETAIL SUPPLIERS OVER £25,000 VALUE OR IDENTIFIED AS A SUSTAINABILITY RISK TO HAVE SET THEIR OWN SUSTAINABILITY COMMITMENTS, CARBON TARGETS AND HAVE NET-ZERO AMBITIONS ALIGNED TO THE 1.5 DEGREE SCENARIO.



This season, we have started to implement our plan to engage with our supply chain on their climate ambitions. Using financial data gathered on our 3,000+ suppliers across the 22/23 season, we will be surveying across the supply chain to determine their sustainability ambitions and commitments, particularly in relation to the work they do with LFC.

By the end of the 23/24 season, we will have engaged a cross-section of our supply chain and will have started to engage with our top suppliers by spend value or climate risk across the organisation.

No data available at this stage, supplier surveys underway.

















#### Across the 22/23 season:

SC Johnson has expanded its support beyond plastic bottle recycling to support the club's overall 10% waste reduction commitment. This has included the installation of filtered water systems. In addition to this, the club has;



- Implemented new waste stream segregation, new signage and waste point locations across
- Anfield, with further enhancements coming over the 23/24 season.
- Reviewed our Waste Resource Management Plan to encourage continual improvement.
- Focused on our PET bottle recovery on matchdays and increased the recycling rate to above 90%.
- Trialled closed loop recycling of unsellable merchandise.
- Reached levels of 90% of waste recycled, composted or anaerobically digested.
- Continued to ensure 100% diversion from landfill.
- 49% recycling rate across all of our sites.

TOTAL WASTE REDUCTION



DIVERSION FROM LANDFILL

100%





#### **OUR PLANET 5**





Across the 22/23 season we have focused time on the following areas; improving the measurement of our emissions, improving our practices and policies around colleague and team travel. We have initiated energy and carbon management plans and over the course of the season will use working groups to identify opportunities for improvement over the coming season.



We continued to maintain our ISO 50001 energy management system and achieve PAS 2060 certification for carbon neutrality across Scopes 1 and 2.

We will be offsetting 100% of our measured emissions; across Scopes 1, 2 and 3 this year to help minimise our impact on the planet. This equates to 32,405 tonnes of carbon. Scopes 1 and 2 will continue to be offset, and verified through PAS2060.

Carbon footprint for 2022/23 is **75,142 tCO e** including **12,915 tCO e** from fan travel.

**REDUCTION OF** 

3%

COMPARED TO OUR 2019/20 BASELINE

**RÉDUCTION OF** 

29%

SINCE 2021/22 SEASON









#### 100% OF OPERATIONS RUNNING ON CLEAN ENERGY BY 2025



Notably, we worked with our supplier to convert the LFC team buses to 100% HVO – a biofuel which will reduce these emissions by up to 90% compared to regular diesel. The collaborative approach taken with our supplier now means that they store enough HVO at their depot to allow other clients to make the switch too!



Much of the handheld equipment at the AXA Training Centre and Anfield has been transitioned to electric rather than petrol.

We've started reviewing how we get sustainable aviation fuel in our domestic and international team flights, but this is proving to be a particularly challenging sector.

We define clean energy as energy originating from renewable, synthetic and low-carbon sources.

#### Metric







#### **OUR PLANET 7**





Over the course of the 22/23 season we have elevated our biodiversity management plan to look forward and help identify further opportunities for improvement. We have also been working hard to baseline ecology across our sites.

Development of our allotment site has been underway since the start of the season, creating raised planters and refurbishing greenhouses to help seeding plants. We have laid pathways to promote accessibility for the volunteer community groups who are able to support with the site. We have also installed beehives, planted and reseeded wildflower banks and have just started to build a pond to further boost biodiversity.

Across our other sites we have revamped the Hillsborough memorial and added signage to communicate the biodiversity to fans and visitors. We have created more wildflower planting around the Academy and AXA Training Centre, plus installed bat and birdboxes, bug hotels and identified areas for further development over the 2023/24 season, including potential for a pond.

Around World Earth Day supporters donated points earned through MyLFC to support biodiversity projects at two local primary schools, delivered by the LFC Foundation. The project installed planters and fruit trees to communicate the farm to fork message allowing students to get involved in each stage of the growing process.

#### Metric

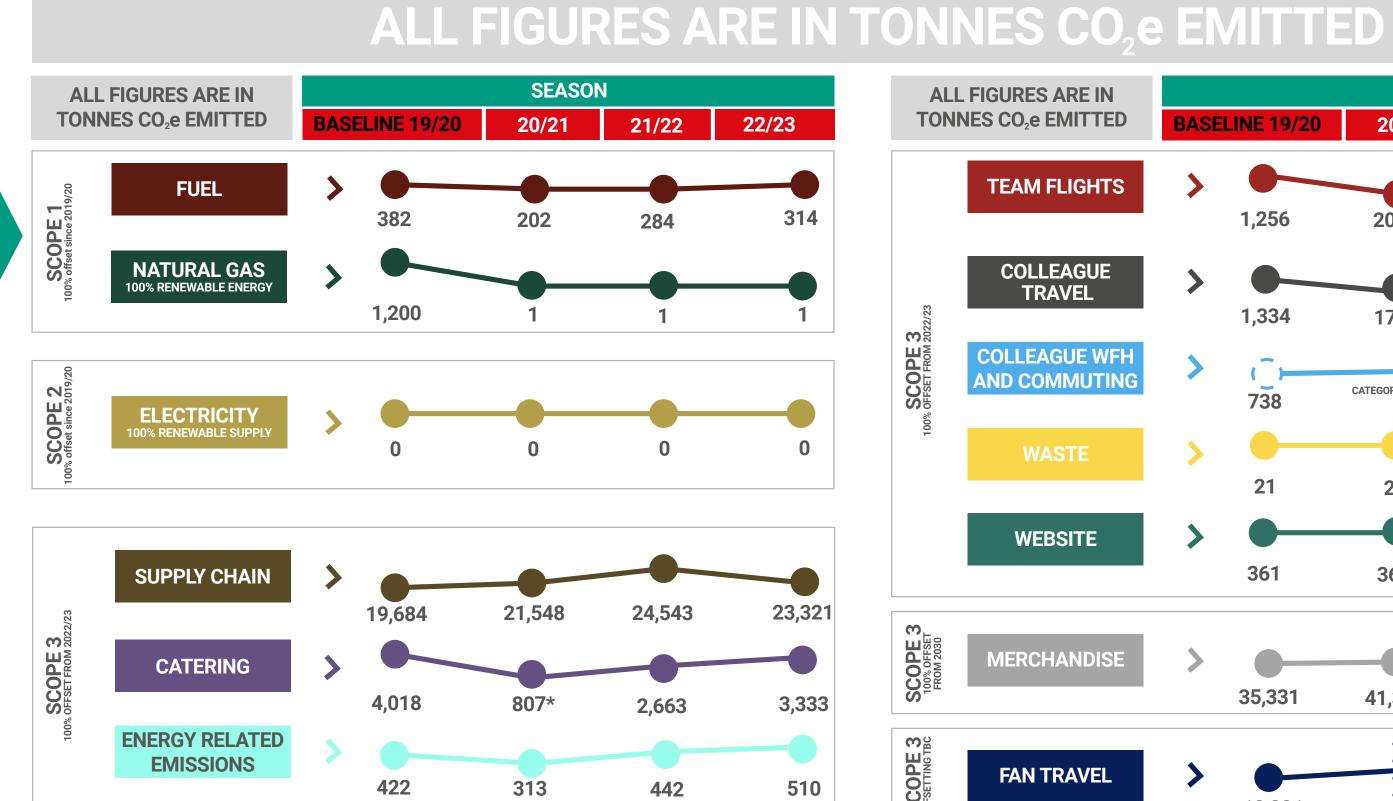


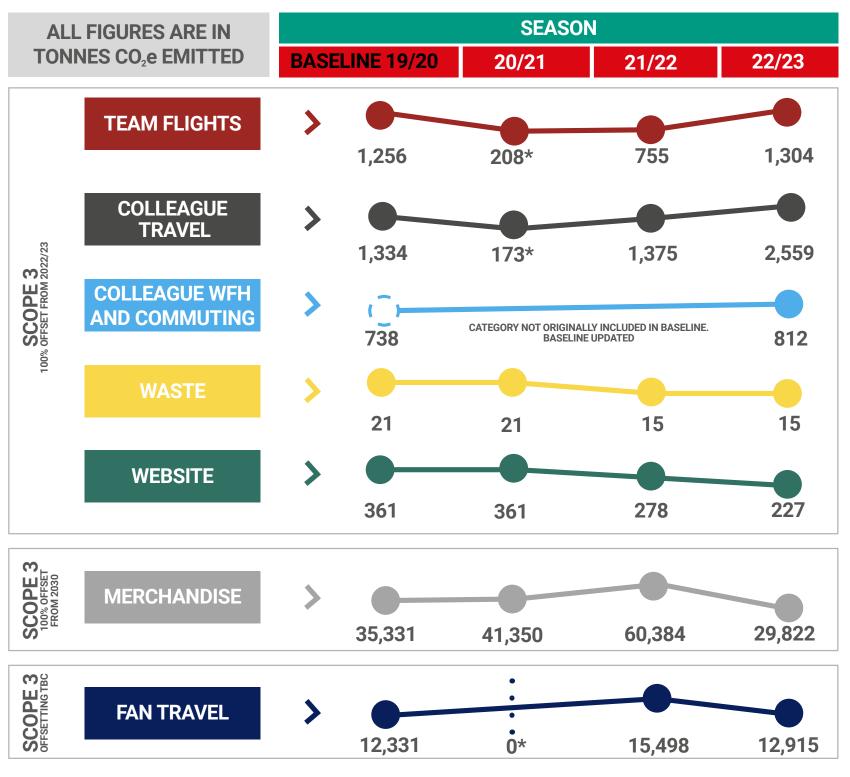
SITE	ECOLOGICAL AREA	FLORA SPECIES / COUNT	BIODIVERSITY SPECIES	HABITATS
AXA Training Centre	1.52ha	14 species (trees and hedges) 493 count	60	7
Academy	2.46ha	20 species (trees and hedges) Min 600 count	Min. 60	11
Allotment	0.2ha	65 species 200 seedlings plus 100 seeded plants	28	9

#### **OUR CARBON EMISSIONS**

During the 22/23 season, there were 37% less team flights taken than in the previous year. However, with the first team pre-season tour taking place in Asia rather than Europe, emissions have increased by approximately 600 tCO2e.

During the 22/23 season, there were more flights taken by colleagues across for business purposes, which is a reflection of the growing demands and needs of commercial activity across the world. All decisions on colleague travel are made in direct alignment with the club's Travel Policy that takes into account business needs, sustainability and associated costs.





**OVERALL REDUCTIONS IN EMISSIONS COMPARED TO OUR 2019/20 BASELINE** 

**REDUCTION IN EMISSIONS SINCE 2021/22 SEASON** 

<sup>\*</sup> relates to 2020/21 season affected by Covid





# OUR COMMUNITY UPDATES





#### **OUR COMMUNITIES: HIGHLIGHTS**

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#### **WORLD EARTH DAY** 2023

£10k Challenge, delivered in partnership with SC Johnson.

Over 1000 click throughs from LFC Facebook and Twitter campaign posts; educating supporters on the purpose-led partnership and the meaningful impact for the club, the planet and the fans.

#### **BIG RED SUMMER**

Funded by SC Johnson, **7,500** reusable water bottles were given out across Liverpool FC Foundation programmes, and an estimated 315,000 single use plastic bottle were saved from landfill whilst doing so.

#### LFC FOUNDATION

£87.68m social value contributed

Social return of £1: £13.36

**123,000 people** supported during the 22/23 season

#### **INTERNATIONAL DELIVERY**

Through our international delivery in Ireland, Thailand, Tanzania, Senegal and USA we have supported 9,227 people.

#### THIS MEANS MORE

Official Liverpool Supporters Clubs from Kolhapur, Japan, Myanmar, Madrid, Cyprus, Delaware participated in 30 challenges linked to a range of sustainability actions that benefiting local communities.

#### **EMPLOYABILITY AND TRAINING**

**768 people** attended Liverpool FC Foundation employability programme sessions. 79 of whom were from our Global Works Programme in NYC funded by Standard Chartered Bank Foundation.











#### **OUR COMMUNITIES 1**

100% OF PARTNERS ALIGNED TO THE RED WAY OBJECTIVES



Since the start of the season, we have been working extensively with our commercial teams across the club. All of our Partnerships team have undertaken extensive training to understand the targets and objectives of The Red Way and how that can be carried through into our commercial partnerships.



Our annual Partnerships Summit was focused on The Red Way. We received strong positive feedback on the workshops that were conducted on how we can develop our relationships to align our objectives and activations with The Red Way.

46% of our partnerships were aligned to pillars and/or objectives of The Red Way across the 22/23 season. Partners actively engaged with the club and fans through focused activations including a joint campaign across World Earth Day.





# AN INTRODUCTION TO THE FOUNDATION

As the official charity of Liverpool Football Club, the Foundation is proud to be part of The Red Way. We believe that this holistic approach to recognising its responsibility to the issue allows the club to ensure its impact is greater that it would be by following a more traditional model.

Significantly, for the Foundation the focus on communities sees the impact of our work both in the Liverpool City Region and Internationally form a crucial part of the Red Way, and helps us to ensure that our communities are at the forefront of everything that Liverpool Football Club does.

We supported over 120,000 people during the 2022/23 season, contributed over £5m directly to the local economy in the LCR and delivered high impact programmes that created a social value of over £13 for every £1 spent. Almost 50% of our work was delivered within the 20% most deprived areas of England and Wales.

Working with club partners has been a key part of this allowing us to support people into employment and lead happier, healthier lives.

LFC FOUNDATION IMPACT REPORT

Matt Parish,
CEO LFC Foundation





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#### **OUR COMMUNITIES 2**





The LFC Foundation focuses its work on the most disadvantaged communities across the city. 59% of participants came from the top 20% most deprived wards and 47% were from the 10% most deprived wards.



Over the 2022/23 season the LFC Foundation donated nearly 90,000 gifts, primarily through the Red Neighbours team. The total recorded value of these gifts rose by more than 84% to £1,410,056.

With the Women's team moving to Melwood, the LFC Foundation will also focus community provision around the Melwood area over the 23/24 season.

18,164 people supported



£1.4 million worth of gifts have been donated.



#### **OUR COMMUNITIES 3**





The work of the Foundation continues to grow. Across the 22/23 season we have worked with an additional 50,000 people and expanded our delivery in the Liverpool City Region and internationally. We currently work in Thailand, Tanzania and Senegal with our charity partner Right to Play and New York, New Jersey (USA) and Dublin (Ireland).



Over the 23/24 season we will continue to develop our international strategy and grow our work overseas to impact even more young people and families.



In the 22/23 season the LFC Foundation supported 123k people.

59% of people supported are from the **most deprived** areas of the country.

**47% of people** were from the top 10% mos

Average session rating is 9.24 on a scale of 0-10 **where 10** is the most positive.







MEASURE LOCAL ECONOMIC IMPACT OF THE LFC FOUNDATION



The Foundation continued to support the local Liverpool City Region, running hugely successful employability programme sessions throughout the season. The Foundation also directly supports 10 apprentices working at the Foundation itself. We are really proud that the charity contributed over £87m social value to the region over the season, generating an incredible £13.36 for every £1 spent.



While we want to have an even larger impact from club activities over the 23/24 season we always maintain our focus as helping those most directly in need.

# PEOPLE

APPRENTICES

CONTRIBUTED SOCIAL RETURN

768 people attended Foundation employability programme sessions during the 22/23 season.

**10 apprentices** work at the LFC Foundation.

The charity contributed £87.68m social value add to the Liverpool City Region over a 12 month period.

Every £1 spent created a social return of **£1: £13.36** 

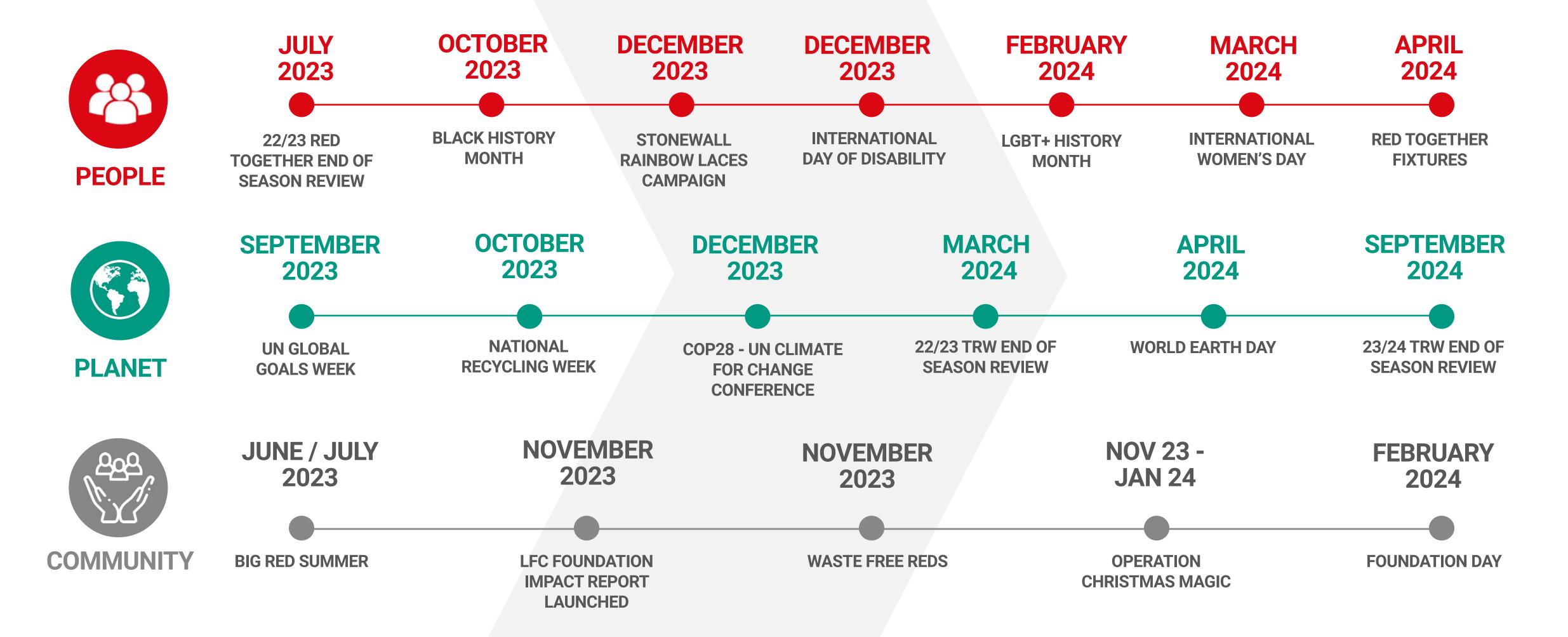








## KEY MOMENTS IN 2023/24







## WE ARE PROUD TO WORK WITH OUR PARTNERS THAT ALIGN WITH THE RED WAY

#### OUR PEOPLE



**MENTAL HEALTH TRAINING** 



**GENEROSITY AND EMPLOYABILITY** 



**GENDER EQUALITY AND ACCESS** 

#### OUR PLANET



**PLASTIC WASTE AND RECYCLING** 



**SUSTAINABLE CLOTHING** 



**RETAIL OPERATION EFFICIENCY** 

#### OUR COMMUNITIES



**PLAY ON INITIATIVE** 



**SHARE THE CARE** 



vistaprint. CHAMPIONING SMALL BUSINESS



**COMMUNITY MENTAL HEALTH** 



**EMPOWERING LFC WOMENS FAN TRAVEL** 



KODANSHA CREATIVITY AND LITERACY



**FOUNDATION DISABILITY SUPPORT** 









