



L.F.C.

The Red Way

2025 REPORT



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INTRODUCTION

It is five years since we first launched The Red Way, and this is our third annual report, and my first as Executive Sponsor.

It is a responsibility that I am pleased to take on, recognising the critical role that embedding sustainability – social, economic and environmental – has in building a football club that is well prepared for an ever-changing future. This is why The Red Way forms an integral part of our club wide strategy and remains a key priority because understanding the impact that we do – and can – have is critical if we are to continue to succeed, on and off the pitch.

The landscape we work in, and the challenges we are facing, are increasingly complex and regularly shifting. Despite this, we remain as ambitious, determined and optimistic as ever. We do this work because we believe it is vital if we are to be the football club that we want to be. Our commitment to The Red Way is stronger than ever.

We are proud of the progress we have made across our people, planet and communities pillar in the last year. We continue to push the boundaries of what we can do as a club and, whilst awards are not the reason we do this work, we are of course delighted to be recognised by peers inside the sports industry alongside wider acknowledgement from several well-respected organisations.

We know that we can achieve more when we work together and the club will continue to collaborate, support and learn from our amazing partners and extraordinary global fanbase as we drive progress towards our commitments.

Thank you for your support.

YNWA.



Jonathan Bamber

Chief Legal & External Affairs Officer
Executive Sponsor of The Red Way





The Red Way is our commitment to building a better future for our people, our planet and our communities.

OUR MISSION

The Red Way is our commitment to building a better future for our people, our planet and our communities. For the past two seasons, The Red Way has been a key priority for the organisation. We've seen real success in embedding the principles and working towards the targets of The Red Way, and the success of this is very much down to the work of many committed colleagues across the club who work tirelessly all year-round on this important area.

The ISO 20121 sustainability certification, which we've had for the past 4 years now, has helped to drive continual improvement against our commitments, but we're always looking for new ways to drive change within the Club.

This is why last season we became a member of GOAL. GOAL is a pioneering sustainability-driven membership and support network for sports, entertainment and live event venues. We believe that joining a network of like-minded teams and venues will only strengthen our ability to make our commitments a reality.

A particular highlight of the season was the time spent at New York Climate Week 2024, where we spent time at the United Nations with the UN Under-Secretary-General and Special Advisor on the prevention of genocide, Alice Wairimu Nderitu during the high-level general assembly and Global Goals Week. It was an incredible experience to visit and work with the UN alongside LFC Legends Lucas Leiva and Martin Skrtel, and our important moments like this validate our efforts to support 16 of the 17 Sustainable Development Goals (SDGs).

Thank you to the many colleagues, our supporters, partners and stakeholders for their continued support of our efforts across all that we do.



Rishi Jain

Director of Impact

THE RED WAY

STRATEGY

The Red Way is a holistic approach to sustainability and centres around three strategic pillars; Our People, Our Planet and Our Communities. Beneath these, 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 potential impact. The UN SDGs were adopted in 2015 to provide a blueprint for peace and prosperity for people and the 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, and The Red Way is aligned to 16 of the UN SDGs.

OUR PEOPLE

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

OBJECTIVE 1

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

OBJECTIVE 2

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



OUR PLANET

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

OBJECTIVE 3

We will minimise our negative impact on the environment.

OBJECTIVE 4

We will create a net positive impact on the environment.



OUR COMMUNITIES

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

OBJECTIVE 5

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

OBJECTIVE 6

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



2023/24 SEASON HIGHLIGHTS



Joined GOAL
and achieved
12 GOAL medals

£1: £13.70

For every £1 spent LFC Foundation
created a social return of £13.70

Our 2024 IDPWPD
campaign with Daire
drove a 12-month
high in worldwide
searches for
Crommelin
Syndrome



Awards:



Sustainable Packaging



Education and Training



Environmental
Sustainability



Sustainable Governance



Most Sustainable 2024

SUSTAINABILITY LIVE

ESG Programme
of the Year



Visit to
the United
Nations HQ
in New York

2,800

people broke
fast at Anfield
Share Ramadan
iftar event

15%

overall carbon emissions
reduction vs our 2019/20
Baseline



100%

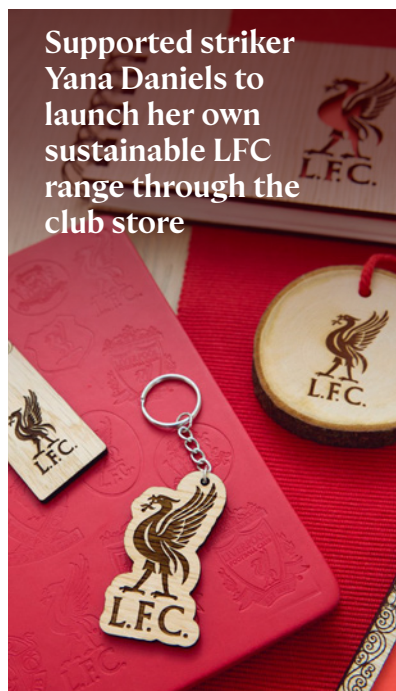


reduction in emissions from
domestic team flights
though Investment in
Sustainable Aviation Fuel

34%

fan awareness
of The Red Way.
Increase from
13% in 2022-23

Supported striker
Yana Daniels to
launch her own
sustainable LFC
range through the
club store



12%



Reduction in
carbon emissions
vs last season
(2022/23)

127,000

People supported by
the LFC Foundation



96%

of club operations
running on clean
energy

57%

Partners aligned to,
and actively supporting
The Red Way

648

car journeys avoided
through Expedia's
initiative to provide free
travel for LFC Women
Supporters

100%

of emissions from
football operations
offset

OUR PEOPLE

The Red Way continued to thrive and strengthen the club's position as an ESG leader in world football, winning numerous awards and taking part in 24 events and discussions around the world.



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



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



Leadership

Fan Engagement

Diversity

Reporting

Wellbeing

Training



LEADERSHIP

🏆 Be a recognised leader in sustainability

The Red Way continued to thrive and strengthen the club's position as an ESG leader in world football, winning numerous awards and taking part in 24 events and discussions around the world.

Further to this, the club provided a paid, summer sustainability internship, in collaboration with Liverpool John Moore's University, with an Environmental Governance Master's student joining the team to conduct research and data analysis around Matchday Fan Travel at Anfield.

24

Speaking Opportunities and Events



- 🏆 Measure & Report GHG Emission
- 🏆 Implement ESG-Driven Purchasing Polic
- 🏆 Foster a Diverse Workforce
- 🏆 Engage On-Site Sustainability Committee
- 🏆 Engage On-Site Sustainability Committee
- 🏆 Create an Inclusive Workplace for Diversity
- 🏆 Set Sustainability Strategy & Goal
- 🏆 Activate Partnerships to Support Community Impact Initiative
- 🏆 Increase D&I Awareness, Education & Communication
- 🏆 Publicly Communicate Sustainability Story
- 🏆 Measure & Report Waste Data
- 🏆 Equip Colleagues with Sustainability Training

Speaking events included:

Standard Chartered's Pride Summit	Westminster Insights Conference	PLCF Protect The Planet Event	European Club Association Webinar
July 2023	October 2023	November 2023	February 2024
2030 Hub Global Goals Week	Sports+ Summit	COP28	Reuters Europe
September 2023	October 2023	December 2023	May 2024
Global Eradicate Hate Summit	Sustainability in Licensing Conference	Green Football Weekend	Women in Football Conference
September 2023	November 2023	February 2024	March 2024

- Leadership
- Fan Engagement
- Diversity
- Reporting
- Wellbeing
- Training



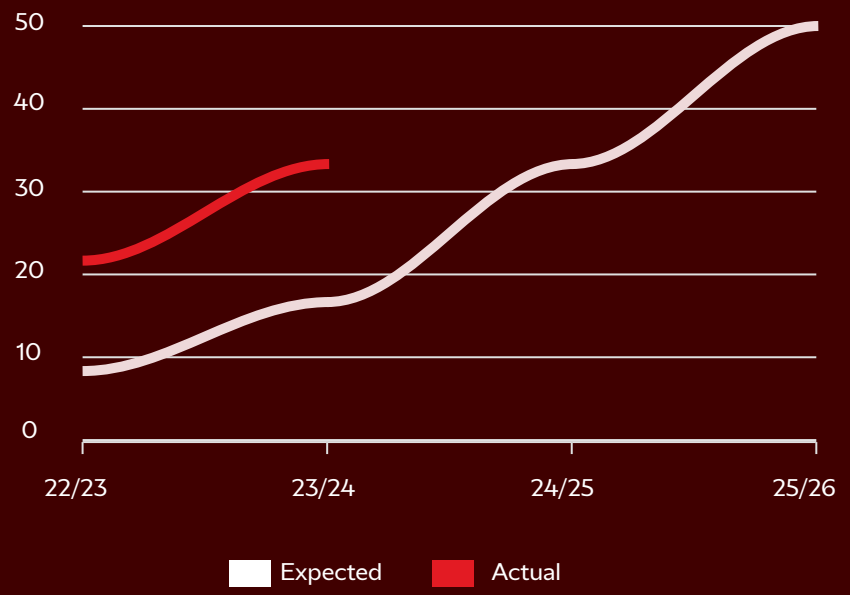
FAN ENGAGEMENT

Increase engagement with fans on sustainability issues, programmes and projects

As a leader within this space, our role is to continually share the work we are doing, and engage with the millions of supporters the club has across the world.

We recognise that the impact of our own sustainability efforts could be limited, but through our supporter base, we can create meaningful and lasting impact at a global scale.

For the first time as dedicated The Red Way content, we created an integrated campaign delivered for World Earth Day 2024 with featuring players and used across social and LFC channels, followed by engagement campaign across matchday assets, paid media and reward engagement through a competition on the club's official app, MYLFC.



This season, we increased our fan awareness and engagement with The Red Way to 34% by April 2024.

This is a remarkable increase from 16% in November 2023, and ahead of our target of 30% by June 2024.

- Leadership
- Fan Engagement
- Diversity
- Reporting
- Wellbeing
- Training



DIVERSITY

Work towards, achieve, and maintain external standards, benchmarks and recognition

By 2027, diversify our permanent workforce across the strategic priorities

We continue to work towards achieving diversity across our workforce, as outlined within our Red Together Strategy.

In December 2023, we achieved the Advanced Level in PLEDIS – the Premier League Equality, Diversity and Inclusion Standard and maintained our alignment to the Football league Diversity Code.

4.56%
Ethnic Diversity

3.95%
Disability

2.59%
LGBT+

47.0%
Gender



**Equality,
Diversity &
Inclusion
Standard**



**football
leadership
diversity
code**



Leadership

Fan Engagement

Diversity

Reporting

Wellbeing

Training

REPORTING

Deliver credible, authentic, transparent reporting

Authentic and transparent reporting is essential to maintaining our status as a credible sustainability leader in and outside of sports, and our commitment to reporting underpins everything that we do.

As we evolve and improve our Annual Reports, publishing our progress to keep ourselves accountable, these bring to life the incredible work from around the club for our fans and our peers to follow our example.

We will continue meet our mandatory reporting requirements within our financial reports, while we also report our emissions and governance data to the United Nations Sports for Climate Action Framework.

[Leadership](#)[Fan Engagement](#)[Diversity](#)[Reporting](#)[Wellbeing](#)[Training](#)



WELLBEING

Colleague and Supporter Wellbeing

Colleague wellbeing is critical to the success of this football club, on and off the pitch. We aim to maintain an Employee Satisfaction (eSAT) Score above the UK benchmark of 72.

Selected colleague initiatives in 2023/24:

- Colleagues represented LFC at the LCR Pride march in 2023.
- An all-colleague Black History Month webinar on Allyship.
- An all-colleague International Women's Day event at Anfield with LFC Women's ambassador Natasha Dowie.
- An all-colleague event with former bodyguard for Nelson Mandela and activist, Chris Lubbe.



Employee Satisfaction Score



Leadership

Fan Engagement

Diversity

Reporting

Wellbeing

Training



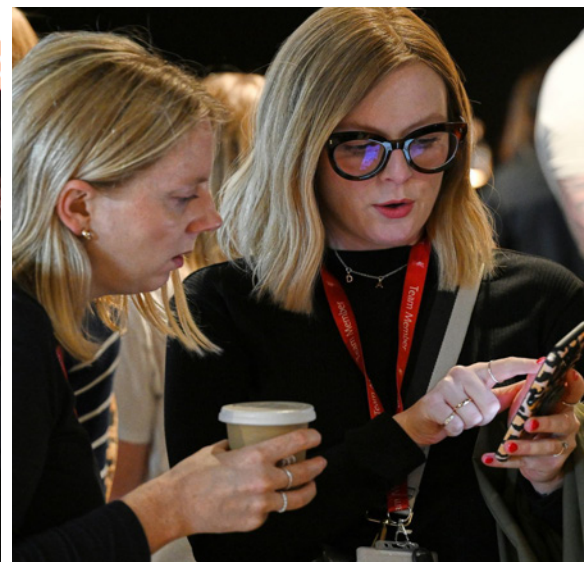
TRAINING

📖 Deliver regular, relevant sustainability training and engaging content

Throughout the 2023/24 Season, colleagues undertook mandatory The Red Way training which focused on the club's approach to sustainability, the three pillars and their roles and responsibilities in continuing our progress.

This was a significant moment in The Red Way as completion of the training was directly linked to people's performance objectives. The Red Way training was delivered to LFC Colleagues, Men's and Women's First Teams, and their respective Academy teams.

✓ **COMPLETED**



Leadership

Fan Engagement

Diversity

Reporting

Wellbeing

Training

OUR PEOPLE

RED TOGETHER

Red Together is Liverpool FC’s commitment to equality, diversity and inclusion. This encompasses everything that the club does internally and externally across this important area. Internally, this focuses on how we embed equality, diversity and inclusion into all that we do for our people. Externally, Red Together is about how Liverpool FC embraces it’s responsibilities to talk to the most important issues outlined within its strategy.

Some of you may remember Dáire, who’s story we shared last season. Dáire Gorman is a 12-year-old from Monaghan in then the Republic of Ireland and a lifelong Liverpool FC fan. Dáire was born with a rare condition called Croumellin Syndrome and has no arms from his elbows down and is missing the femur in each leg.



In September 2023, he realised his dream of visiting Anfield for the first time to see his heroes play and a video of his passionate rendition of You’ll Never Walk Alone was shared by his dad and the Liverpool Disabled Supporters Association. The video when viral, and millions of people around the world were clearly touched by his emotional response.

Colleagues and players across the club where also moved, and organised for Dáire to return to Liverpool on the UN’s annual International Day of Persons with Disabilities, this time as a guest of then manager, Jurgen Klopp. Jurgen gave Dáire a tour of the AXA Men’s training centre, arranged for him to meet his idols face-to-face and watch the side train, before returning to Anfield the following day to witness another thriller.

Supporters like Dáire are a great example of the dedicated and supportive fanbase that our club has, and what their support means to the players and the Club.



“I couldn’t sleep the night before,” says Dáire. “It was an emotional breakdown as soon as You’ll Never Walk Alone played. I tried to sing a couple of words but they just wouldn’t come out of my mouth. I love the song, it has beautiful lyrics. The way my life has been, I always listen to it, and know I’ll never walk alone.”

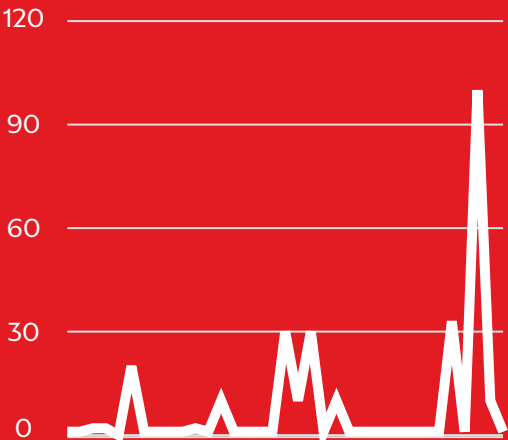


The Club captured Dáire’s visit and shared the content as part of the Club and Red Together’s support of UN International Day of Persons with Disabilities 2023.

73.8 M

Total cross-platform impressions

Croumellin Syndrome Google Searches over 12 months:



OUR PEOPLE

SHARE RAMADAN

In April 2024, LFC hosted its first ever Iftar event at Anfield for 2,800 people to come together to break their fast as part of Ramadan. The free community event was run in collaboration with Liverpool Region Mosque Network and supported by Islamic Relief UK for people from Liverpool City Region and beyond to come together and share cultures, traditions, and friendships.

During the event, there were speakers from the club, various community groups and faith leaders finished off with a call to prayer in the Anfield Main Stand.

People then broke their fast and began to pray on the concourse. The event provided a unique and vibrant meeting place for people from all backgrounds to share in the spirit of Ramadan, celebrating diversity and fostering a sense of togetherness.

Rishi Jain, director of impact at LFC, said: "It's was a privilege to host the Share Ramadan event at Anfield and bring people together to celebrate the rich heritage of our communities. Through Red Together, which is an integral part of The Red Way people pillar, we are committed to making the club as inclusive and welcoming as possible, and our work will continue to champion equality, diversity and inclusion across all that we do."



"This celebration was more than just breaking the fast, it was a testament to the love, mutual respect, and the powerful collaboration between our vibrant Liverpool community and LFC, coming together to share the spirit of Ramadan and strengthen our bonds beyond the pitch."

Tawhid Islam
Co-chair
Liverpool Region Mosque Network





OUR PLANET

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



We minimise our negative impact on the environment and our communities.



We create a net positive impact on the environment.



ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



ISO 20121

🚩 Ensure no issues of non-compliance with environmental legislative requirements

During the 2023/24 season we continued to audit various areas of the club to drive continual improvement.

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

Our ISO 20121 management system is an important element of The Red Way. While it doesn't set targets for us, it provides an independently audited framework for us to continually improve our processes and achieve our goals.



ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



RETAIL

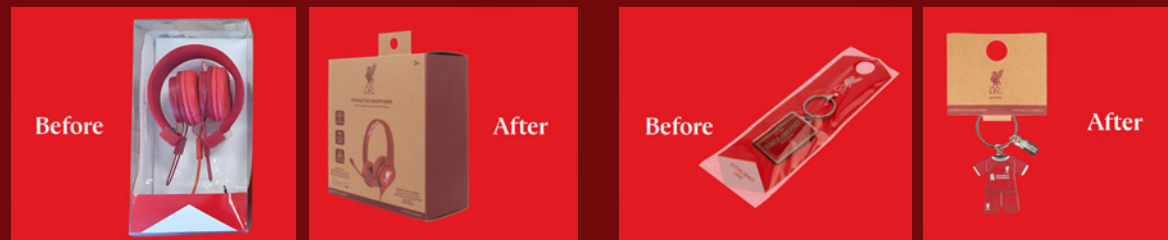
Retail suppliers for own brand products to be aligned to our sustainable procurement code

For licensed suppliers, work towards 100% compliance

Our retail and merchandise teams continued to embed the principles and objectives of The Red Way throughout our retail offer, whether that's the LFC range, or licensed merchandise.

The team has maintained its leading example of supply chain engagement and ethical sourcing, while adapting the range of LFC products to use more sustainable materials, and eliminate unnecessary use of plastics and packaging wherever possible. This led to the team winning the Sustainable Packaging Award at the National Sustainability Awards.

The team has been working across the industry to expand our product and packaging guidelines from just our own products to all our licensees. This is part of a wider industry effort to align sustainable sourcing, manufacturing and packaging of goods around the world.



76.4%

hardware and 100% clothing reached optimum packaging levels

100%

alignment with sustainability guidelines on LFC range of products

78.3%

78.3% hardware and 100% clothing packaging and boxes sustainably sourced



Licensee product and packaging guidelines in development

ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



SUPPLY CHAIN

📅 By 2030, all non-retail suppliers over £25,000 value or identified as sustainability risk have set their own sustainability commitments, carbon targets and have Net Zero ambitions

Having established The Red Way and embedded it within the club, in 2023/24 we built on the sustainable procurement requirements already in place, and surveyed our entire supply chain to better understand where each of our suppliers are on their sustainability journeys.

We received a great response, and as we expected, the results varied throughout our 3,000+ suppliers. The survey indicated a need to provide greater support to our smaller suppliers, to enable them to measure and report their carbon emissions, a project we are developing for this coming season.

52%

suppliers with carbon targets and net zero ambitions



ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



WASTE

🗑️ Lead the transition to a circular economy

Waste has been a continued area of focus for the club, recycling rates for plastic bottles averaged 95% over the course of the season, peaking at a staggering 98%.

We have maintained our 100% diversion from landfill for our operational waste.

Due to the disruption from the building of the expanded Anfield Road Stand and the increased capacity of the stadium, our overall waste increased this season compared to last.

We knew our journey to reduce waste would not be completely linear, yet while we are still at lower levels of overall waste than our baseline year, we are now exploring new opportunities to tackle waste at Anfield and across our club sites and look forward to some exciting innovations during the 2024/25 season and beyond.



50%

waste recycled

0

waste to landfill

18%

Reduction vs our 2019 baseline

ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions

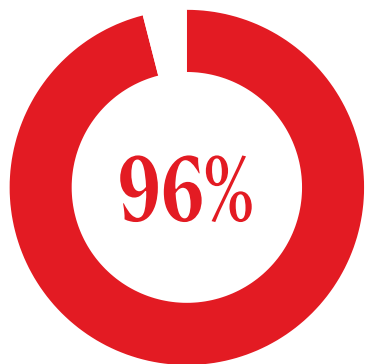


ENERGY

🇬🇧 By 2025, 100% of club operations to run on low carbon and clean energy sources

Our overall percentage of renewable energy increased again this season to a total of 96%. The club is continuing to explore opportunities to remove the use of fossil fuels from vehicles, generators and machinery where alternative solutions exist.

A small array of solar panels was installed as part of the Anfield Road Stand expansion, and the club has undertaken further feasibility studies for solar installations at all club owned sites to expand the overall solar capacity significantly.



Energy from renewable and low-carbon sources.



ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



BIODIVERSITY

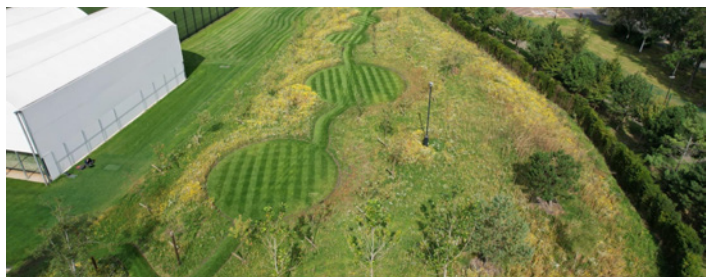
🚩 Increase biodiversity at LFC sites and local areas

Our grounds team have continued to progress our efforts to enhance nature and biodiversity across our sites.

At the start of the season, we installed two colonies of honey bees within two beehives. Despite losing one queen and merging the colonies, another swarm was rescued from a local site which were then housed in the empty hive, meaning we've managed to harvest 1.6kg of honey so far.

In addition to our honey bee hives we have installed solitary bee habitats across the sites. Some of these have been installed by our orchards, supporting solitary bees which are typically better pollinators of fruit bushes and trees than honey or bumble bees.

Our allotment was able to produce an additional 190kg of food compared to the 2023 harvest, taking the total harvest for 2024 to 495kgs. This produce was shared between our LFC colleague and player kitchens, and the local community.



Site	Ecological Area	Flora species / count	Biodiversity species	Habitats
AXA	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 Over 4000 seeds and seedlings sown	30+	11

930 HOURS

of volunteer time was logged, with just over half from LFC staff

60,000

bees in total across our sites

ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



EMISSIONS

📄 Reduce absolute carbon emissions by 50% by 2030 (FY30), and achieve Net-Zero carbon emissions by 2040 (FY40)

Our progress this year has seen an **emissions reduction by a further 12.5% against our 2019/20 baseline season to now sit at a 15% reduction overall.**

As per last season, we have again offset 100% of emissions from football operations through our portfolio of projects – equating to 36,148 tCO₂e.

We're working hard across all the activities within our carbon inventory to continually improve our data quality to ensure our emissions calculations are as accurate as possible.

View Breakdown →

65,679 TONNES CO₂e

2023/24 total emissions

15% REDUCTION

in total emissions vs 2019/20 baseline



100%

emissions from football operations offset

12%

reduction in total emissions vs last season



0.1% 51 tonnes CO₂e

(inset to 0 tCO₂e)
emissions from domestic team charter flights

22% 14,429 tonnes CO₂e

of emissions were from the redevelopment of the Anfield Road stand in 2023/24

ISO 20121

Retail

Supply Chain

Waste

Energy

Biodiversity

Emissions



EMISSIONS

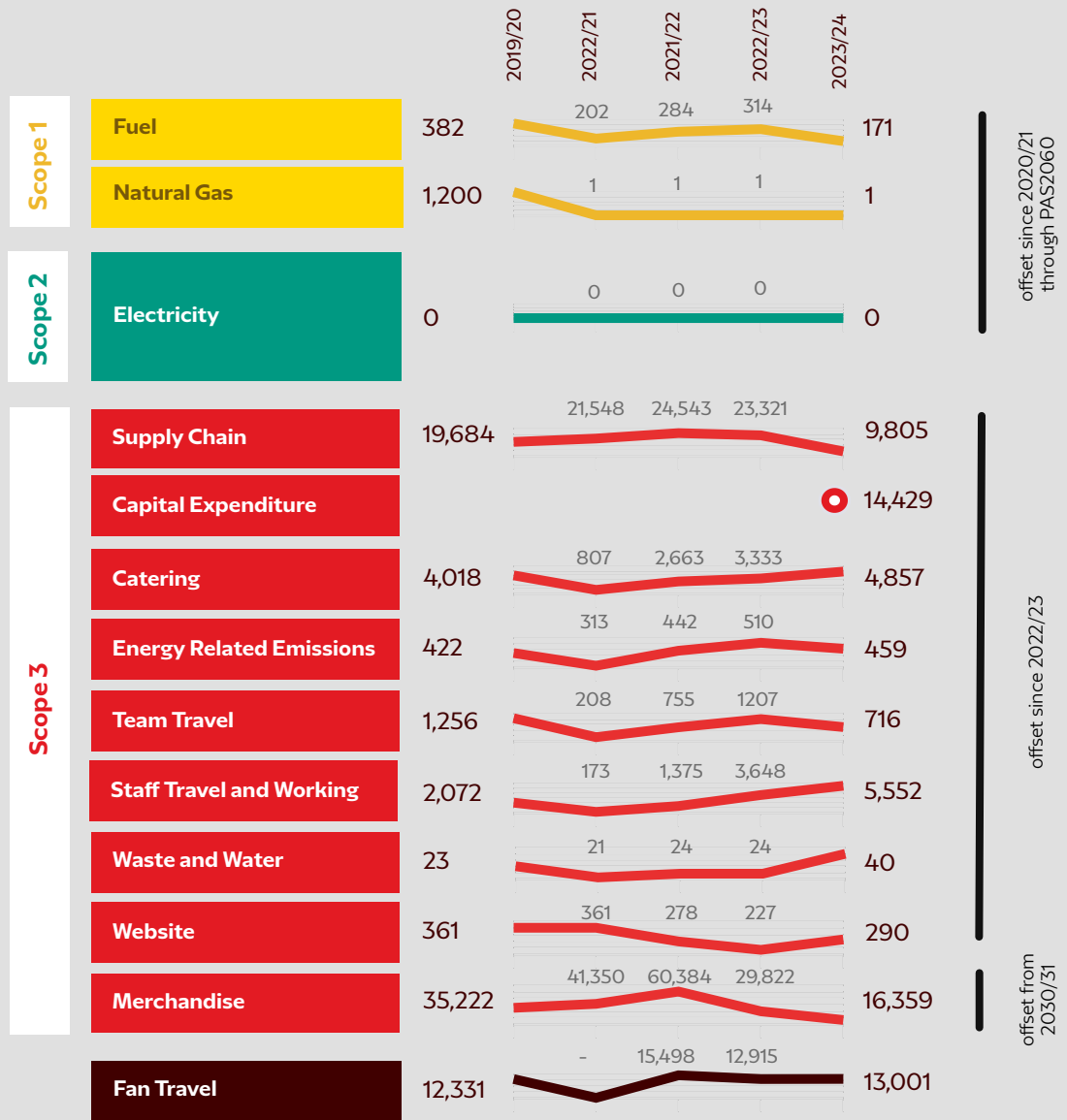
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View Breakdown →



- ISO 20121
- Retail
- Supply Chain
- Waste
- Energy
- Biodiversity
- Emissions

OUR PLANET

OUR CARBON EMISSIONS

Our targets

NEAR-TERM

50% absolute emissions reduction by 2030

LONG-TERM

Net Zero emissions by 2040 targets

We have reduced our total emissions inventory by 15% compared to our 2019/20 baseline season.

Tackling Supply Chain Emissions:

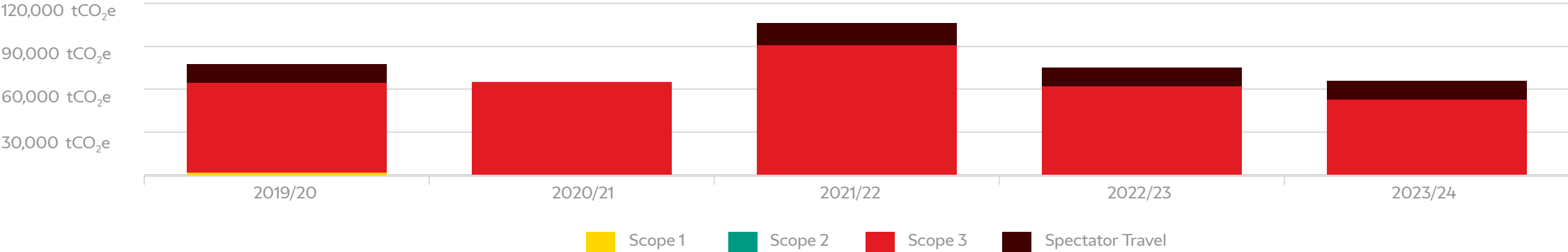
As the majority of our emissions sit within scope 3, we know that Net Zero is not something we can achieve without the support of our value chain. As such we are engaging and collaborating with our suppliers to collect more measurable and specific data wherever possible. One key achievement this year has seen our procurement team provide us with better visibility and granularity of our supplier expenditure. We have now split our expenditure into capital expenditure and wider expenditure and will continue to work with our suppliers to help them to report their measured emissions to us.

Total Emissions

65,729 TONNES CO₂e

↓15%

<p>Scope 1</p> <p>171 tCO₂e</p> <p>from 1,583</p> <p>↓</p> <p>Down 89%</p>	<p>Scope 2</p> <p>0 tCO₂e</p> <p>from 77,563</p> <p>No change</p>	<p>Scope 3</p> <p>52,557 tCO₂e</p> <p>from 63,065</p> <p>↓</p> <p>Down 17%</p>	<p>Spectator Travel</p> <p>13,001 tCO₂e</p> <p>from 12,915</p> <p>Up 1%</p>
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OUR PLANET

TEAM TRAVEL EMISSIONS

Liverpool FC has a comprehensive sustainable travel policy, developed by key stakeholders across the club including, our medical, travel and impact teams. In the 2023/24 season, 100% of our team travel complied with this policy.

This plan ensures that our team travel follows a process which considers multiple factors to ensure travel supports the wellbeing and recovery of the players while minimising our environmental impact.

The plan considers match day, kick-off time, travel duration, time of travel pre and post-match, and recovery time since the last fixture and to the next.

We use only biofuel (HVO) in our team buses (Men's, Women's and Academy) and where pre-fuelled, non-branded buses are used for our teams, these are back-filled with biofuel to ensure the same environmental impact (a process known as insetting).

This season we have chosen to invest in Sustainable Aviation Fuel (SAF) to inset the emissions from our domestic charter flights.



Team travel accounted for 716tCO₂e in 2023/24, 1.5% of our total emissions.

Our domestic charter flights during the 2023/24 season were 51tCO₂e, (before insetting) about 0.1% of our total emissions.



Investing in SAF for domestic team charter flights

Our emissions from domestic team charter flights were just 0.1% of our overall emissions, and we recognise the importance of progress in this key area. As such, we have inset all these emissions by investing in Sustainable Aviation Fuel (SAF).

While the sustainable fuel has not been used in our flights, we've added the equivalent amount into the aviation fuel market to 'inset' and remove 100% of our emissions resulting from these flights, using the 'Book and Claim' process.

'Book and Claim', as per the GHG Protocol, counts as an emissions reduction, rather than offset, removing 100% of these emissions from our inventory.



OUR PLANET

OFFSETTING OUR CARBON EMISSIONS

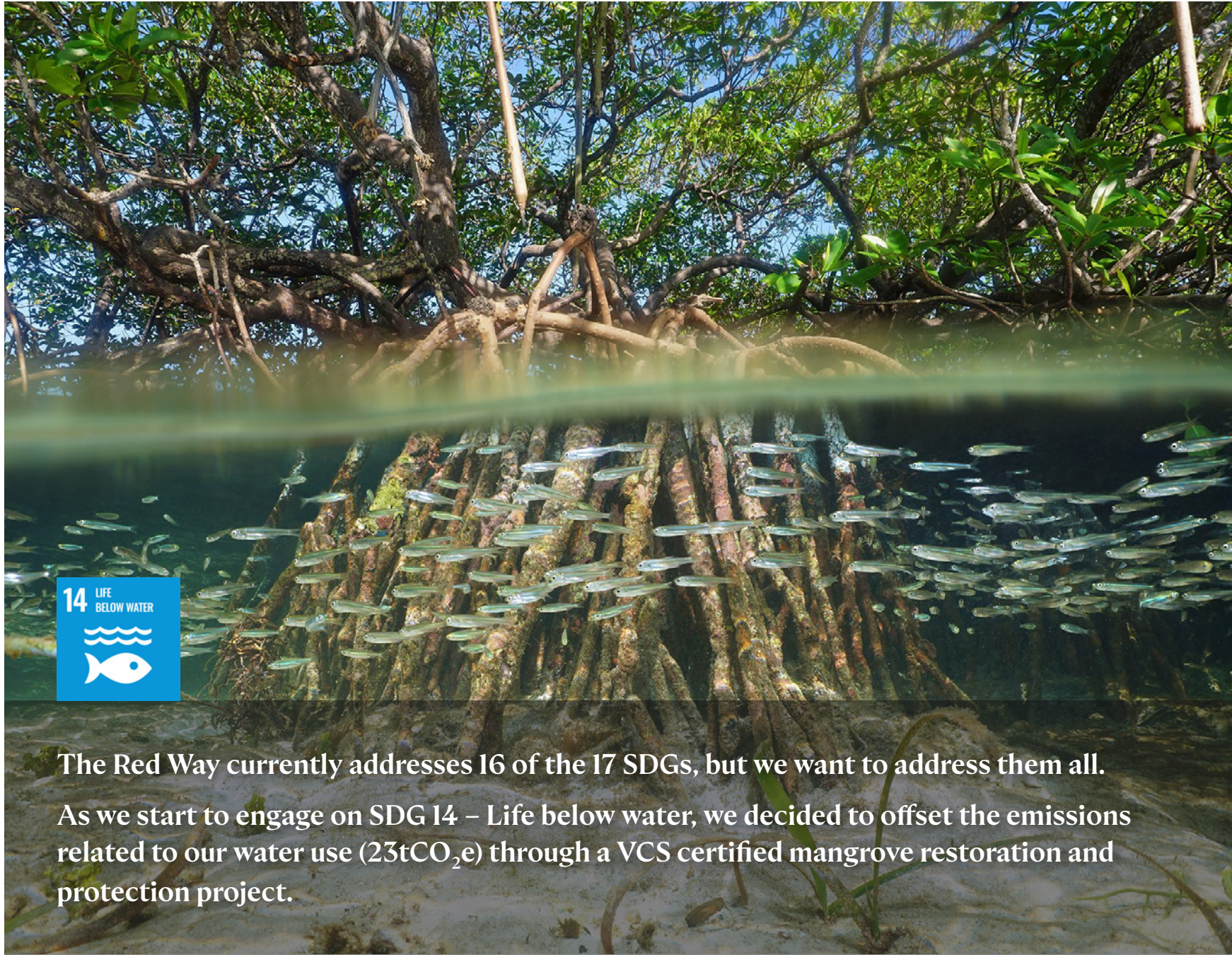
Once again, we are offsetting 100% of our Scope 1, 2 and 3 emissions from football operations.

This season we have actively increased the variety and relevance of our offsetting portfolio, including investment in high quality carbon removal projects.

Our total offsetting in 2023/24 is 36,148 tCO₂e through a portfolio of projects.



The Red Way currently addresses 16 of the 17 SDGs, but we want to address them all. As we start to engage on SDG 14 – Life below water, we decided to offset the emissions related to our water use (23tCO₂e) through a VCS certified mangrove restoration and protection project.



OUR PLANET

LFCW x EXPEDIA

The Club is proud of the continued progress of the Women’s team, both on and off the pitch. We recognise that increased attendances and the recent relocation of the team to St Helens stadium has two impacts. The cost of a matchday to fans, and the resulting emissions from travel to the games. To tackle these issues, the club is working with our Official Travel Partner, Expedia, to provide the necessary support to make live football as accessible as possible.

Since the project launched in the 2022/23 season, it has been a resounding success, growing each year to have a bigger impact on the planet and for our fans.



2022/23

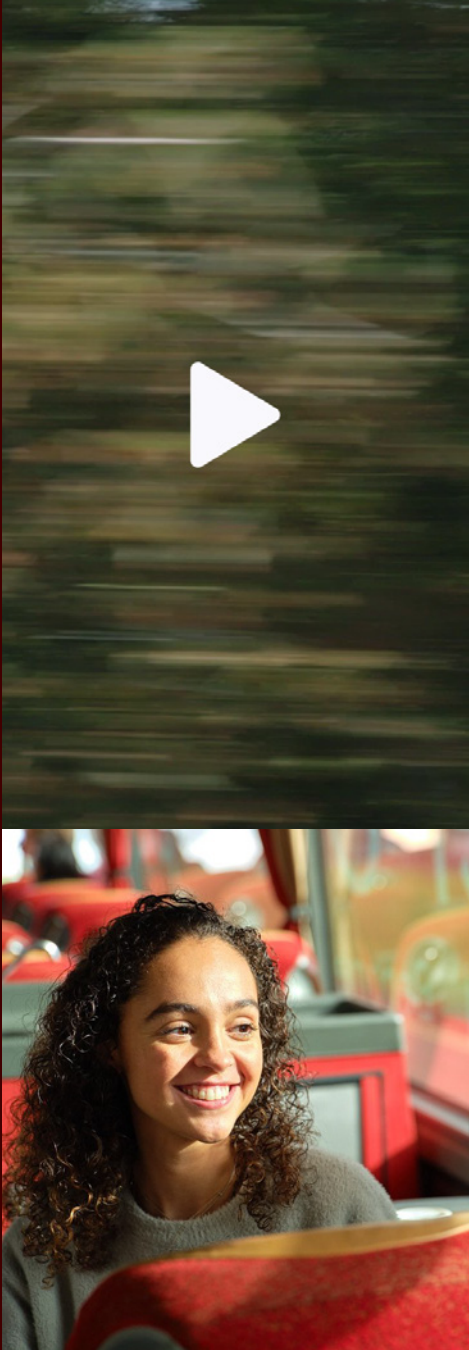
The project kicked-off in 2022/23, with Expedia funding one coach to take LFCW fans to each of the 10 away WSL fixtures that season. The bus racked up 3,225 miles of travel, which avoided an estimated 240 car journeys, **saving 21 tCO₂e of emissions** over the season.

2023/24

In 2023/24, the project expanded, providing two coaches to every away WSL fixture, plus 2 cup games. Increasing the impact to avoid a further 648 car journeys and **saving 120 tCO₂e of emissions** over the season.

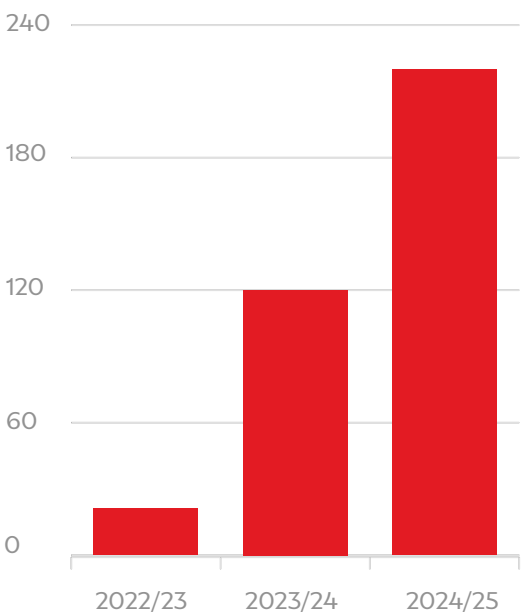
2024/25

In 2024/25, the partnership is going even further, supporting fans to make sure the new St Helens stadium is accessible. Two LFC x Expedia branded supporter coaches are providing free travel from the Wirral and Liverpool City Centre to every WSL fixture at St Helens stadium, in addition to the free travel to each away WSL fixture. We’re anticipating this could avoid 1,296 car journeys, **saving around 220 tCO₂e of emissions** over the season – 10 times the saving compared to year one of the project.



This project has enabled further activations such as the recent collaboration with the Liverpool FC Foundation. ‘Nothing Beats Derby Day’ saw Expedia and the Foundation supporting fans with limited access to live football to attend the Women’s Merseyside derby at Anfield. Fans were joined for the ride to the stadium by local supporter and influencer Rubi Deschamps and LFC Legend, David James.

Estimated Carbon Savings (tCO₂e)



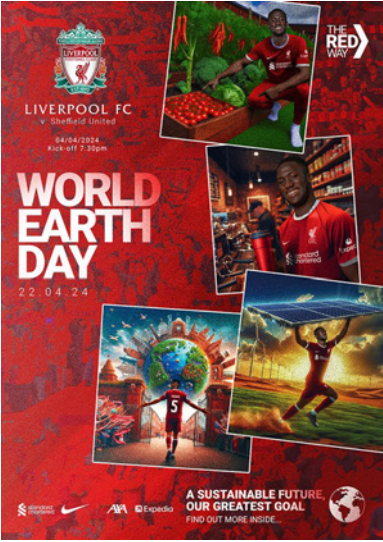
OUR PLANET

WORLD EARTH DAY 2024

To help raise awareness and the profile of The Red Way, we enlisted the help of the men's first team with a 'Team Meeting' to produce some ideas to support The Red Way whilst our women's first team played World Earth Day '10 for 10'.

The content, created with support from one of our commercial partners, was a global success with over 22 million video views, nearly 40 million impressions and over 3 million direct engagements.

Not only did this help raise the profile of TRW, but also World Earth Day. With follow up content in the Matchday programme for our dedicated WED fixtures against Sheffield United and Chelsea respectively.



First held in 1970, World Earth Day is an environmental movement to advocate for the health of our planet



OUR PLANET

SPOTLIGHT ON NATURE

Nature and biodiversity has been a huge focus for the club over the past few seasons. Our grounds team has embraced the challenge of transforming our sites into ecological havens for a variety of flora and fauna.

All these efforts are thanks to our dedicated grounds team, and our Official Groundskeeping Partner, Husqvarna, who are supporting the team to electrify all their equipment, reducing our reliance on fossil fuels, and their fleet of robot mowers have allowed the team to spend more time on these vital projects (in addition to painting and playing the violin).

[Play Video](#)


Wildflower Meadows

The team has been establishing a variety of native and non-native wildflower meadows and banks across the training grounds, Anfield and our allotment, supporting bees, butterflies and other pollinators.



Deadwood Habitats

Scrap wood and logs have been reused to create deadwood habitats within the tree corridors.



Bat & Bird Boxes

Bat and bird boxes have been installed to provide safe roosting. Log piles and houses have been added to support the hedgehogs which have long inhabited the AXA Training Centre and Academy site.



Fruit Orchard

A fruit orchard was established in 2024, with apple, pear, plum, and cherry trees. This has created a beautiful and secluded area for staff and players to relax and unwind, sit on the grass or the benches made from recycled plastic taken from last seasons Anfield pitch.



Electric Equipment

Husqvarna are supporting the team to electrify all their equipment, reducing our reliance on fossil fuels.



Allotments

The allotments at Clubmoor and the Academy have provided a wealth of mental wellbeing and educational opportunities, as well as fruit and vegetables to feed our player canteens and the local community. Colleagues and volunteers from local community groups have logged hundreds of hours tending to the two sites, which include an apiary, wildlife pond, fruit trees, crop rotation beds, and composting systems.



Outdoor Classrooms

The outdoor classrooms and seating areas provide the opportunity for community groups, schools or our academy teams to spend some time outdoors away from the pitch, learning about where their food comes from and how to look after the land.



Bee Hives

The club has established two beehives which staff from across the club have been trained to tend. This season, we even had the sweet benefit of producing our own honey from the hives.



OUR PLANET

INVESTING IN OUR INFRASTRUCTURE

The Club has and is further investing in its infrastructure to ensure that Liverpool FC has world leading facilities available to players, colleagues and fans. The Red Way plays a key role for our facilities, including Anfield Stadium, ensuring it remains a world leading venue for fan experience and sustainability.

Continued investment has been in:

- The expansion of the Anfield Road Stand at Anfield
- The repurchase and recommissioning of the AXA Melwood training centre
- Moving the LFC Women’s team from Prenton Park to St. Helens Stadium

This investment and work contributed significantly to our overall emissions, with the estimated carbon impact from capital projects of 14,429 tCO₂e. While this over 20% of our footprint, by investing in and refurbishing existing facilities, rather than building new ones, we are not only minimising our environmental impact, but continuing to support our local communities and the heritage of the club.

Anfield

Anfield has been the home of Liverpool Football Club since it was founded in 1892. Expansion of the Anfield Road Stand was completed at the end of 2023, increasing capacity to over 61,000.

We recognise that with an increased capacity, our emissions from fan travel will also increase. To mitigate against this, we will continue to ensure that fan engagement is a key part of our efforts.

The expansion included the first use of solar panels at the stadium, supporting our clean energy targets, in addition to countless sustainability measures to address energy consumption, water use and recycling.



St Helens Stadium

The addition of concerts over the summer now means that the legendary Anfield pitch is no longer grown in-situ. However, our dedicated grounds keeping team oversee the growing of the pitch at another site in the UK. Once the concerts are finished, the pitch is brought onto site. In true alignment with The Red Way, the pitch base is fully recyclable. This season we had it made into benches for our new orchard at the AXA Training Centre, while we are exploring how we can close the loop and reuse or recycle it back into the base for the following season’s pitch.

Just as important is the community impact of the stadium. Anfield has attracted some of the biggest musical stars on the planet. Since 2019, 11 concerts from 7 global superstars, including Taylor Swift, The Rolling Stones, P!nk and Elton John, have contributed over £31 million to the local economy. A minimum 1,450 staff are required for each concert, with 85% of those from the city of Liverpool and 55% were under 30 years old.



“We’re delighted to play our part in boosting the local economy and providing local jobs through the staging of concerts at Anfield.”



Ben Latty,
Liverpool FC's Chief
Commercial Officer

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AnfieldSt Helens StadiumAXA Melwood Training Centre

The start of the 2024/25 season was another milestone with a new 10-year partnership with St Helens Stadium seeing the team move from Prenton Park. St Helens stadium is a state-of-the-art venue, only shared with the Rugby League team (St Helens) during the months of February to September, giving LFCW sole occupancy of the 18,000 seater stadium for most of the WSL season.

Prior to the first fixture at the venue, the Club had a Premier League standard pitch installed to ensure the team has the best surface to play on and dedicated changing facilities for the first time.

The facility provides an exceptional matchday experience for the team’s growing fanbase.





“This is another step forward for our women’s first team and we’re so excited to relocate to a new long-term home. Our players and incredible supporters were at the forefront of our decision-making process. We are confident St Helens will be a great matchday home and will look and feel part of the Liverpool family.”

Susan Black,
Liverpool FC’s Director of Communications
and Liverpool FC Women Executive Director

OUR PLANET

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Anfield

In early 2023, the Club re-acquired the Melwood Training Ground as a dedicated training centre for the Women's team and academy.

This significant investment by the club, saw the team transition from the Solar Campus, to the newly renamed AXA Melwood Training Centre for the start of the 2023/24 season. Not only did this give the team a permanent home, but the initial and ongoing renovation means that the team has one of the best elite performance centres within the Women's Super League and the country.

St Helens Stadium

AXA Melwood Training Centre



OUR COMMUNITIES

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



Our partners are aligned to our sustainability values and support scalable positive impact across our wider impact programme.



We deliver a positive contribution to local communities and fans to create life changing opportunities for our communities both locally and internationally.

Partners

LFC Foundation

Impact





PARTNERS

100% of partners aligned to The Red Way objectives

100% of partners actively engage on supporting The Red Way with at least 1 collaborative project each year

Our partners are continuing to play an essential role in the delivery of The Red Way throughout the club and our local and global communities.

Our partners, new and existing, continue to support the club and Liverpool FC Foundation to tackle challenges that we wouldn't be able to solve on our own. Our partners leverage their specialist knowledge and expertise to deliver inspiring activations and communications, not only sharing the benefits of The Red Way, but also the enjoyment and unique experience of football life at Liverpool FC.

Good progress has been made with 57% of Partners aligning to The Red Way - an increase from 46% in the 2021/22 season. New partners to align to The Red Way this season include UPS, Peloton and Google Pixel, and we continue to work with all of our partners to advance our efforts on a local, national and international scale.



Partners

LFC Foundation

Impact



LIVERPOOL FC FOUNDATION

Support 150,000 people across LFC Foundation programmes through meaningful and impactful delivery locally and internationally by 2025.

Supporting those living in the most disadvantaged (top 20%) communities in the Liverpool City Region

The LFC Foundation focuses its work on the most disadvantaged communities across the city, with 59.2% of participants coming from the top 20% most deprived wards.

The work of the LFC Foundation continues to grow both locally and internationally. The total number of people supported has increased by 153% since 2020/21 season.

A total of 41,181 unique people benefitted from external funding given away by the LFC Foundation. This is up from 24,418 in 2022/23 season.

Additionally, international delivery has increased 45% from 2022/23 season (9,377 to 13,611 unique participants) and there are plans to grow the number of international programmes.

Over the 2023/24 season The LFC Foundation donated over 24,000 items such as matchday tickets and food items, with a total value of over £2.5m.

View Liverpool FC Foundation's latest impact report



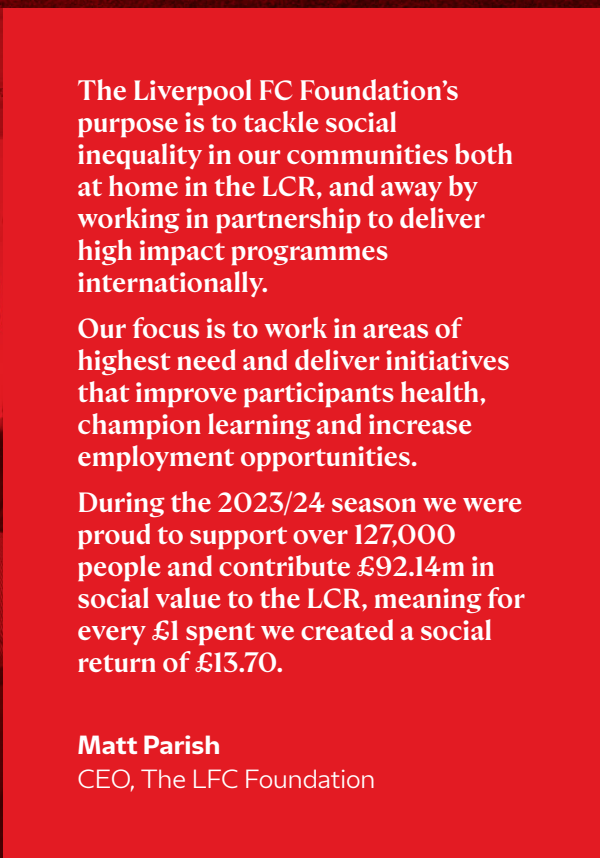
Delivered a weekly average of **195** sessions, from over **300** community venues including **199** schools.

9.2 / 10
average session rating

9.1 / 10
likeliness that participants would recommend the LFC Foundation

88.3%
of participants reported an improvement in their mental health / wellbeing.

90.5%
of participants reported an improvement in their physical health / fitness.



The Liverpool FC Foundation's purpose is to tackle social inequality in our communities both at home in the LCR, and away by working in partnership to deliver high impact programmes internationally.

Our focus is to work in areas of highest need and deliver initiatives that improve participants health, champion learning and increase employment opportunities.

During the 2023/24 season we were proud to support over 127,000 people and contribute £92.14m in social value to the LCR, meaning for every £1 spent we created a social return of £13.70.

Matt Parish
CEO, The LFC Foundation

- Partners
- LFC Foundation
- Impact



IMPACT

📊 Measure (local) economic impact of the LFC Foundation

The Liverpool FC Foundation has continued to drive economic value within our community, with a total contribution of £92 million, a return of £13.70 per £1 spent.

The Foundation's SDG contributions have continued to increase year on year with over a 300% increase since 2020/21 season. The highest cumulative contribution is to SDG 3 'Good Health and Wellbeing' totalling £88.15m over the past four years. This is followed by SDG 10 'Reduced Inequalities' (£49.93m) and SDG 4 'Quality Education' (£34.45m).

£92.14M

Total social value contribution

£13.70 PER £1

Social return on Investment

250 HOURS

hours of employability training delivered each month



Partners

LFC Foundation

Impact

OUR COMMUNITIES

EMPLOYMENT & TRAINING

The Liverpool FC Foundation provides a range of programmes to support young people into employment and training in a variety of sectors. The team deliver school based and open access programmes focused on developing both life and employment skills. They also provide one-to-one support through mentoring and post-programme support.

In 2023/24 season, the Employability and Training team delivered multiple programmes both locally in the Liverpool City Region (LCR) and internationally in the USA. Examples of programmes include the following.



Creative Works, funded by Official Partner of LFC, Kodansha, aims to combine young people, creativity and careers, with the Global Works programme focusing on careers in sport. In total, over 700 participants attended programmes across schools and community venues in LCR and New York.

As part of Global Works, participants had the opportunity to take part in a question-and-answer session with Men's first team player Mo Salah. Speaking at the event, he said:

“If you have a good vision and you believe inside you that there is a bright light there, you can achieve big things. I believe if you work hard and you have a good vision, all your dreams will happen. All of them.”



The Employability and Training team also run Youth Works programmes to support the regrowth of youth work in the LCR by training apprentices to become qualified youth workers. Apprentices deliver weekly detached youth work sessions whilst studying for their level 3 or level 6 Apprenticeship.

Additional programmes look to engage schools and colleges in LCR delivering life-skills informed by the Gatsby benchmarks. In one season, 278 participants across 26 different cohorts participated in these sessions, with the Work Experience Bootcamps providing vital experience for participants that included working in a LFC Kiosk on a matchday.



OUR COMMUNITIES

INTERNATIONAL
WORK

The Liverpool FC Foundation continues to support people both locally and internationally with the continuation of funding for multiple programmes and initiatives.



The Foundation's partnership with Right to Play has supported the delivery of programmes to over 2,000 participants in Senegal, Tanzania and Thailand. Right to Play utilises sport, games, art, drama and all things play to empower children and young people to address issues they are facing their lives. In Tanzania, the 'Save Her Seat' campaign teaches children and young people their rights and how to report and disclose gender-based discrimination.

The partnership with three professional football clubs in Ireland (Bohemians FC, Shelbourne FC and Shamrock Rovers FC) continues to thrive supporting nearly 5,000 participants in one season. Professional development training for coaches has also helped to ensure sustainable delivery with hundreds of coaches attending sessions throughout the year.

The Foundation continues to deliver employability programmes in New York and New Jersey as part of their Global and Creative Works Programmes. In 23/24 season, 269 people participated in the programmes.

In addition, the Play On project funded by Official Main Partner of LFC, Standard Chartered in Kenya and South Africa saw Train the Trainer sessions delivered to 70 coaches. Following the three-day training courses, coaches saw improvement in scores based on knowledge, confidence, understanding barriers to participation, and person-centred approaches. The coaches went on to deliver training to over 6,000 participants, most of whom were girls.

“I have learned so much more on becoming a better coach to my ‘little peers’, the games that were taught were amazing and I cannot wait to share them”

- Play On Coach



OUR COMMUNITIES

PARTNERSHIPS

"Our ambitions for The Red Way are both bold and far-reaching. We have set ourselves challenging targets, and whilst we are fully committed to achieving these targets, we recognise that success cannot be attained in isolation. That's why we take great pride in the successful integration of so many of our global partners into our efforts across The Red Way's People, Planet, and Communities.

We understand that by working together with our partners, we can accomplish far more than we could on our own. Our open and transparent partnerships, built on mutual trust, harness the expertise and experience our partners bring in key sustainability sectors. This is invaluable as we strive to advance our work across The Red Way. Collaborating to address major sustainability challenges and identify solutions fosters deeper, more meaningful relationships with our partners and ultimately delivers greater impact.

We recognise how vital The Red Way is to many of our partners, offering them the opportunity to align with a club that is committed to progress, and eager to lead the way in global football to drive positive change.

This is yet another reason why, despite the many global challenges we face, we remain unwavering in our commitment to achieving our objectives. We look forward to continued collaboration with our partners and aspire to have all partners join our mission to build a better future for our people, our planet and our communities."



Kate Pratt Theobald
SVP, Partnerships



Click on a Partner logo to find out more about their sustainability efforts

HIGHLIGHTS OF THE LAST 6 MONTHS



COP29

In November 2024, Liverpool FC further solidified its position as a leader in sustainability by attending the 29th United Nations Climate Change Conference (COP29), in Baku, Azerbaijan.

Representing the club, LFC’s director of impact, Rishi Jain, took part in a series of events, panel discussions and workshops throughout COP29 to highlight how the club is leading the way in the sector, its challenges and successes on The Red Way’s journey, as well as its progress to date on its ambitious targets, including achieving net zero by 2040.

At COP29, Jain joined the European Club Association (ECA) at its inaugural landmark conference, dedicated to addressing climate change through the power of football. He joined representatives from other football clubs, including host Qarabag FK, to discuss LFC’s sustainability initiative and present how the club is delivering against its biodiversity commitments.

LFC, alongside other ECA members, also signed a declaration establishing the Football Clubs Alliance for Climate.

During COP29, Jain also hosted an interactive workshop exploring five key lessons from the club’s sustainability journey in the Extreme Hangout Zone, covering essential strategies, from engaging fans to building partnerships, that drive both impact and commercial growth.

He also participated in panel events for Sports For Climate Action alongside a host of athletes from across world sport and spoke to the Global Centre For Climate Mobility’s Rising Nations Youth Delegation.



HIGHLIGHTS OF THE LAST 6 MONTHS



**GLOBAL
GOALS
WEEK**

**CLIMATE
WEEK NYC**
°CLIMATE GROUP

GLOBAL GOALS ACTION WEEK

Former Liverpool stars Lucas Leiva and Martin Skrtel paid a special visit to the United Nations headquarters to celebrate Global Goals Action Week during the club's visit to New York City.

The pair, who were accompanied by LFC's director of impact, Rishi Jain, met with UN under-secretary-general Alice Wairimu Nderitu to discover more about the club's commitment to sustainability and how it's supporting the UN's Sustainable Development Goals (SDGs).

The delegation received a guided tour of the UN HQ, learning more about the UN's Global Goals and how LFC's The Red Way aligns with these goals, helping to address some of the world's most pressing challenges.

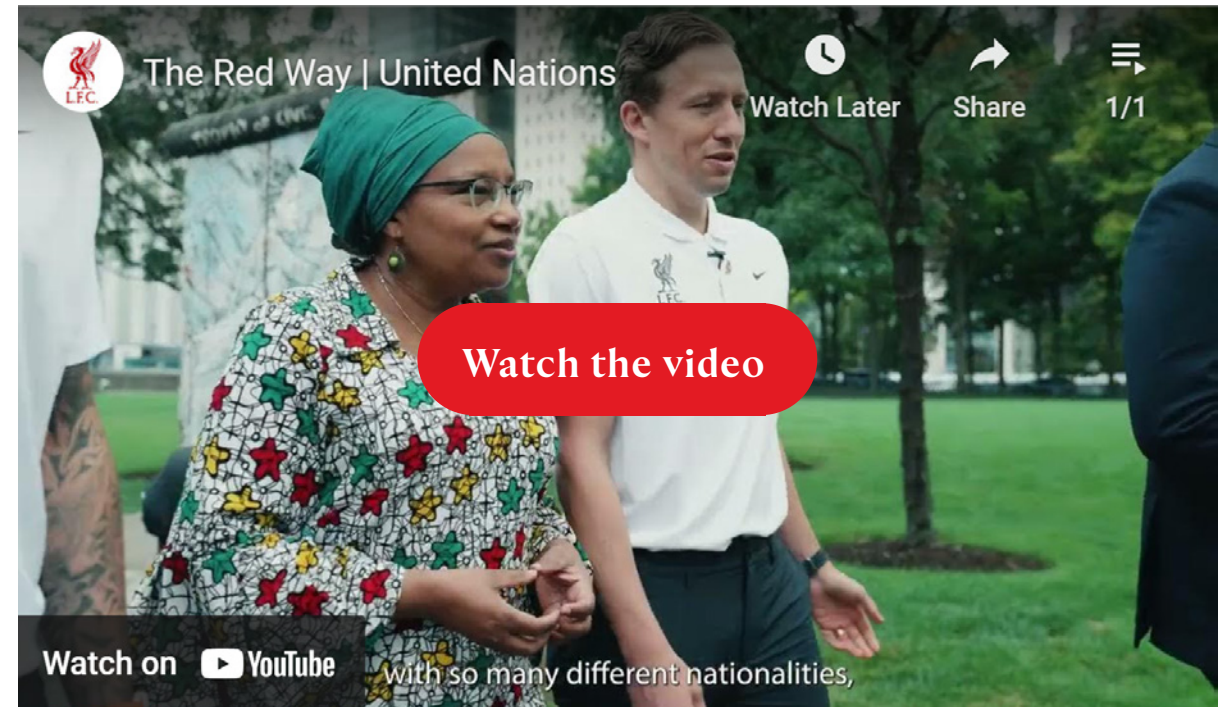
The Red Way supports 16 of the UN's 17 SDGs, which provide a global blueprint for peace and prosperity for people and the planet.

The visit built on the Club's collaboration with the UN from 2023, where LFC hosted the United Nations and Eradicate Hate Global Sports Working Group Summit at Anfield, welcoming more than 100 representatives from elite sports across the UK and USA.

Nderitu said: "It was a pleasure to welcome Liverpool FC to the UN headquarters during the high-level General Assembly and Global Goals Action Week to celebrate the work they're doing to support the SDGs and highlight the power that football has in bringing people together for good."

"It was such an honour to be invited to visit the United Nations headquarters to learn more about the Sustainable Development Goals and how the club is supporting them," added Lucas. "The work that the club is involved in off the pitch is incredible and something to be proud of."

As LFC continues to lead the way through The Red Way, the visit to the United Nations marks another important step in its journey to making a positive impact for its people, planet and communities.



HIGHLIGHTS OF THE LAST 6 MONTHS



NEW YORK CLIMATE WEEK

As part of its participation in New York Climate Week (NYCW) Liverpool FC hosted a panel discussion on the role of sports driving change through sustainability.

Alongside US sports organisations, including representatives from a host of major US sports, with the event took place in the heart of Manhattan and being supported by the club's official digital transformation partner, Orion Innovation. The club also made a significant visit to the United Nations headquarters in New York with two LFC Legends, Lucas Leiva and Martin Skrtel, to highlight the club's sustainability efforts and its support of 16 of the UN's Sustainable Development Goals (SDGs).





L.F.C.

The Red Way