



L.F.C.

# The Red Way

2026 REPORT

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# INTRODUCTION

**I'm delighted to introduce The Red Way report for the 2024/25 season, featuring some incredible achievements including Premier League champions on the pitch and multiple award winners off it too, further cementing our position as the most successful club in English Football.**

When we launched The Red Way in 2021, we knew it was the beginning of a journey like no other. While we were experienced in many areas, other topics were completely new, and we expected to find new challenges along the way. This report highlights that in abundance.

We've collaborated with our partner family on exciting new topics, such as nature and ocean health, celebrated five years of Red Together, and welcomed global leaders and local communities to share unique experiences at Anfield, while learning about our commitment to sustainability across all that we do.

This report also shows how the expansion of our global operations, aided in part by our on-field success, has created fresh challenges in some areas. However, we are confident we are taking the appropriate steps to achieve our targets in the long-term. It's all part of our sustainability journey through The Red Way.

Finally, the drive and resilience shown by our colleagues and fans around the world to deliver on our commitment to building a better future for Our People, Our Planet and Our Communities remains the foundation of our success.

**Thank you for your support, as always.**

**You'll Never Walk Alone.**



**Jonathan Bamber**

Chief Legal & External Affairs Officer

Executive Sponsor of The Red Way



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# OUR MISSION

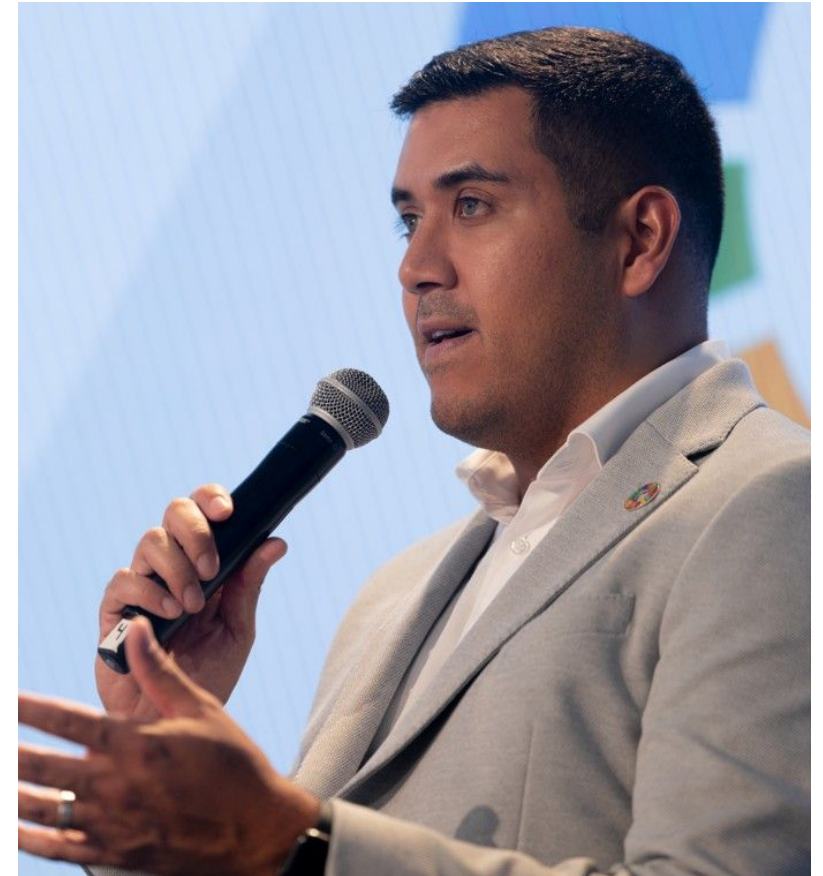
**I am immensely proud of the continued progress of The Red Way and as always, I'm grateful to all my colleagues and our partners who support us in making this happen. The fact that colleagues are proactively integrating initiatives into their day-to-day work highlights the shared belief that we should and will continue to do the right thing for Our People, Our Planet and Our Communities.**

The Red Way is our holistic commitment to sustainability. During the 2024/25 season, following engagement with colleagues and external stakeholders, we chose to super-charge our efforts in two important areas: food, and ocean health and resilience. These topics are critically important for the club, cut across every pillar of The Red Way, and offer meaningful opportunities for us to use our platform to create positive global impact.

Food is something that we can all relate to. There is no sustainability topic as all encompassing and inextricably linked, with at least 11 of the 17 UN SDGs reliant on food for their achievement, including health, climate, poverty, inequality and biodiversity. As a club, we directly serve players and colleagues over 1,000 meals per week, prepare and distribute another 1,200 to our local community and around 50,000 supporters on a matchday. Food is intrinsic to everything we do as a club, so we aspire to lead the way to healthier, more sustainable food for all.

Water and ocean health supports humanity's very existence on this planet. As a club focused on performance on the pitch, it is a topic that can be easily overlooked, but it affects everything from the water we drink and use on our pitches, to the oceans that produce half the oxygen we breathe and regulate our climate. Recognising this, we want to play our part in advocating for the critical importance of protecting these systems. We have shown how The Red Way aligns with all 17 UN Sustainable Development Goals, including taking our first step toward supporting SDG 14, Life Below Water, through our investment in a mangrove restoration project.

On World Earth Day 2025 we launched our Reds for Blue initiative with our Principal Partner, AXA. Collaborating with the Tara Ocean Foundation, we created some unique content with our Men's and Women's players, experts and LFC Foundation STEM students about life below the waves. Together with our colleagues, partners and supporters, we are already making meaningful progress, and we know we can go even further as we continue this journey in the seasons ahead.



**Rishi Jain**

Director of Impact



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# 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 all 17 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.





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2024/25  
SEASON

# HIGHLIGHTS

**GOAL**  
achieved 36 GOAL medals  
a **200%** increase

**13%**

overall carbon  
emissions reduction vs  
our 2019/20 Baseline



**145,617**

people supported by  
the LFC Foundation



**67%**

partners aligned to,  
and actively supporting  
The Red Way



**£1: £10.28**

for every £1 spent LFC Foundation  
created a social return of £10.28

**45%**

fan awareness of The Red Way  
increased from 14% in 2022-23

**96%**

of club operations  
running on clean  
energy

**The Red Way is  
now aligned to  
all 17 UN SDGs**



**Our International Day of Persons  
with Disabilities campaign with  
Isaac drove a 5-year high in  
worldwide Google searches for  
Wolf-Hirschhorn Syndrome**



**100%**

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



**100%**

of emissions  
from football  
operations offset



**310,695**

single use items avoided through  
reusables project at Anfield

## Awards:



### 2024

#### July

Most Sustainable – Front Office Sports

#### October

Sustainable Packaging – National Sustainability Awards

Education and Training – Sport Positive

ESG Programme of the Year – Sustainability Live

Sustainable Governance – ECA Awards

### 2025

#### March

Sports Sustainability – International Sports Awards

#### May

Professional Football Grounds Team (elite) of the  
Year – Grounds Management Association

Anti-Discrimination - UEFA FootbALL Awards

#### October

Transformation – Sport Positive

Communications Initiative of the Year – edie Net-  
Zero Awards

#### November

Sustainability – Includability Awards

Premier League Community Club of the Season  
– North West Football Awards





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# 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 25 events and discussions around the world.**



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



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



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## LEADERSHIP

🏆 Be a recognised leader in sustainability

**Maintaining a position of sustainability leadership within global sport allows the club to share its challenges and solutions so that others can learn from our progress towards a more sustainable future. The club uses its voice and platform to share the journey it has taken to deliver The Red Way, committing to transparency and authenticity in its approach.**

This year focused on reaching new audiences with speaking opportunities and events, diversifying and amplifying the journey the club has been on. The Red Way was proud to create another paid internship in 2024/25, in collaboration with Liverpool John Moore's University. A Forensic Psychology and Criminal Justice student joined the team in February 2025 on a 4-month placement, supporting the development of the club's Red Together strategy and planning of faith and cultural events throughout the year. Engaging with diverse groups from within its local, national and international communities and taking on its role to promote community cohesion, is an essential part of the club's activity in this important area.



36 medals

**200%** increase in medals since 2024

### Environmental



### Social



### Governance



## Speaking events included:

### June 2024

- Reuters Responsible Business Forum

### October 2024

- Sport Positive Conference
- Sustainability Live
- GOAL Invitational
- Venues Now Conference
- Net Zero Festival

### January 2025

- Sport Industry Group's Report Launch

### April 2025

- GOAL Member Forum

### September 2024

- World Football Summit
- New York Climate Week

### November 2024

- J-League's Sport and Climate
- Action Webinar
- COP29

### March 2025

- Supply Chain LIVE
- CERA Week



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## FAN ENGAGEMENT

📊 Increase engagement with fans on sustainability issues, programmes and projects

**This season, we increased our fan awareness and engagement with The Red Way to 45%, meaning we are ahead of our 40% target.**

We have focused on a wider set of questions to enhance our understanding of supporter awareness of The Red Way, centred around the responses to two questions;

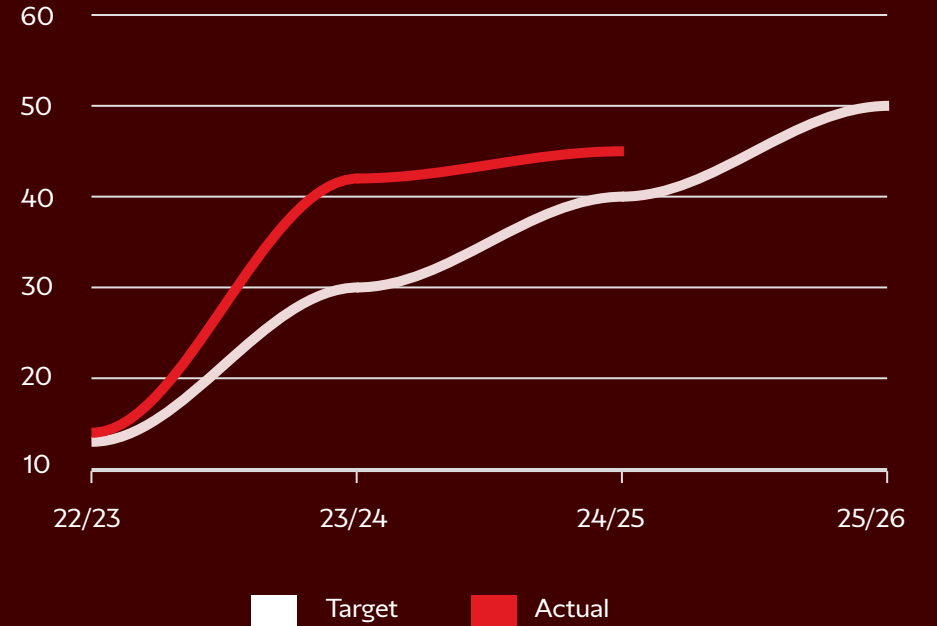
I was aware of The Red Way and had **some idea** of what the initiative does.

I was aware of The Red Way and had a **really good idea** of what the initiative does.

Our focus on new initiatives saw the introduction of The Red Way messaging on matchday pitch side LEDs at Anfield, a more prominent role at New York Climate Week 2025, in-depth interviews and increased articles shared through the club's official website, Liverpoolfc.com.

We followed the previous success of our World Earth Day campaign with a collaboration with principal partner, AXA, for our 2025 content featuring players from our Women's and Men's teams. The content was viewed over **9 million** times across our social media and online channels.

Our International Day of Persons with Disabilities content featuring Isaac Kearney reached an extraordinary global audience, with more than **120 million** views and an outpouring of support that stretched far beyond football.



# 45%

Fan awareness and engagement



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## DIVERSITY

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

By 2027, diversify our permanent workforce across the strategic priorities

During the 2024/25 season, we celebrated 5 years of Red Together, the club's commitment to equality, diversity and inclusion (EDI). Our team, supported by our Liverpool John Moores University intern, were busy working on our revised strategy and preparing for the FA's 'Rule N' standard, which launched in June 2025.

4.2%

Disability

5.4%

Ethnic Diversity

48%

Female

3.3%

LGBT+

The club continued to deliver all-year round activity on EDI internally and externally, including;

# 60 People

attending our Iftar event in March for Ramadan

Conducting an annual club-wide engagement survey to ensure all our people have a voice on diversity, inclusion, belonging and sentiment.

A regular stream of matured EDI data to inform focused recruitment campaigns to help increase representation across the club.

# Over 21

religious holidays celebrated across the club's global social media channels

Continued collaboration with the Black Collective of Media in Sport (BCOMS) hosting a masterclass with our digital team and providing more than 500 hours of hands-on experience.



Continuing as an Includability Committed Employer, recognising the club's holistic approach to authentic inclusion.



Achieving Disability Confident Level 2 status for our work on disability inclusion and accessibility.



Delivering work-experience bootcamps specifically for girls and disabled students through the LFC Foundation and recruitment teams.



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## REPORTING

 Deliver credible, authentic, transparent reporting

**Having consistently reported against our legislative and voluntary reporting requirements for several seasons, this year, we focused on impactful storytelling and innovative campaigns to bring The Red Way to life.**

The range of projects and initiatives we delivered this season, combined with our 2025 Report, helped establish The Red Way as a standout example of effective storytelling and impact, earning a prestigious edie Net Zero 'Communications Initiative of the Year 2025' award.

Our annual legislative and voluntary reporting include:

Climate Financial Disclosure (CFD) and Streamlined Energy and Carbon Reporting (SECR) for our annual accounts

The United Nations Sport for Climate Action (S4CA) Framework

The Green Operations and Advanced Leadership (GOAL) Standard

ISO 20121, 45001 and 50001 certified standards





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## WELLBEING

### 🇬🇧 Colleague and Supporter Wellbeing

**Wellbeing is of the upmost importance, and the club utilises a certified ISO45001 management system to ensure our processes are aligned to industry best practice and constantly evolves to keep our supporters and colleagues safe.**

By strengthening colleague wellbeing through training, support and engagement, the club is better equipped to create safe, welcoming and supportive environments for supporters across all touchpoints.

### Employee Satisfaction Score



## Some of the 2024/25 initiatives included:



15 volunteering opportunities for colleagues to support the local community and LFC Foundation initiatives.



Regular financial wellbeing sessions delivered with third-party providers.

Our colleagues raised **£2,805** for Movember as part of International Men's Day activities.

A refresh of the club's Red Together inclusion networks, appointing a chair and vice chair for each group and providing training to support their success.

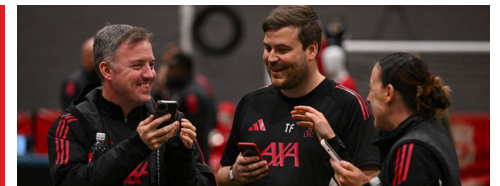
Regular wellbeing and mental health walks and drop-in sessions with Red Minders available during Time to Talk week, Red Monday and Mental Health Awareness Week.



Introduction to psychological safety in the workplace through awareness sessions.

Continued learning and development opportunities for colleagues, reaching 879 attendees - **91% of the total workforce.**

Wellbeing roadshows reached 310 colleagues in person, giving **more than 30% of the workforce** the chance to take part in wellbeing activities and receive support.



Recruitment and development of more Mental Health First Aiders delivered by principal partner AXA.



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TRAINING

📖 Deliver regular, relevant sustainability training and engaging content

**Regular training ensured that our colleagues had the skills and knowledge to make better decisions and do the right thing. The Red Way training module remained a core requirement for all colleagues and was supplemented by training throughout the 2024/25 season.**

**Mandatory training for all colleagues:**

- Harassment and Bullying
- Equality, Diversity and Inclusion
- Safeguarding

**Some of the 2024/25 initiatives included:**

60

colleagues attending our LGBT+ History Month panel event and webinar.



8

webinars delivered on wellbeing and EDI - reaching 408 colleagues (42% of the workforce).

3815

training modules have been completed by our colleagues on EDI, Disability Awareness and Mental Wellness.

100

colleagues attended our 'Neurodiversity in the Workplace' webinar.

For Black History Month, our colleague Ethnicity network hosted a webinar on understanding bias and micro aggressions.

65

colleagues completed British Sign Language training.

Delivered The Red Way sustainability and Red Together EDI training to PGA Girls U21s, U16s and colleagues, as well as targeted EDI training for the LFC Boys Academy covering themes such as challenging stereotypes, faith and anti-racism.





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# 5 YEARS OF RED TOGETHER

Launched in 2020, Red Together, whilst continuing to be an integral part of The Red Way, is at the heart of everything that we do to create a welcoming and inclusive environment for all.

Recognising five years of Red Together, we revisited some of the initiatives and activities that have taken place to celebrate our diverse fanbase.

Pride in Liverpool

Black History Month

World Mental Health Day

International Day of Persons with Disabilities

LGBT+ History Month





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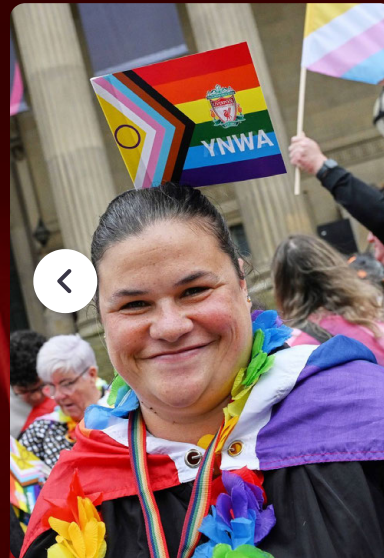
World Mental Health Day

International Day of Persons with Disabilities

LGBT+ History Month

## Pride in Liverpool

For the 12th consecutive year, the Reds took part in the Pride in Liverpool march, demonstrating unwavering solidarity with the LGBT+ community. As the first Premier League club to participate in a Pride march back in 2012, LFC remains a leader in championing inclusivity. The club also donated £15,000 from sales of its Pride retail range over the last three years to The Michael Causer Foundation and The Young Person's Advisory Service (YPAS), supporting vital LGBT+ community initiatives across the Liverpool City Region.





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## Black History Month

Cody Gakpo sat down to discuss the significance of equal opportunities in football and beyond. Reflecting on his personal inspirations, he highlighted Dutch legends Frank Rijkaard and Ruud Gullit as role models on the pitch, while expressing deep admiration for historical icons Nelson Mandela and Martin Luther King Jr.





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## World Mental Health Day

The late Diogo Jota, who sadly passed away in a tragic accident in July 2025 alongside his brother Andre Silva, was a committed a supporter of the club's Red Together campaign. To mark World Mental Health Day 2024, Diogo sat down with LFC performance psychologist Lee Richardson for an open conversation on dealing with pressure and stress. Jota emphasised the importance of speaking openly about mental health challenges, saying, "Speaking to someone and saying your fears out loud already changes the way you feel. It's important to share and support one another."

**"Speaking to someone and saying your fears out loud already changes the way you feel. It's important to share and support one another."**



**'Speaking To Someone Helps' | Diogo Jota on Mental Health**  
Liverpool FC



**"SPEAKING TO SOMEONE AND SAYING THE PROBLEM OUT LOUD HELPS."**



Red Together



Watch on YouTube



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## International Day of Persons with Disabilities

International Day of Persons with Disabilities provides an important moment to amplify the voices and experiences of our fans. Last season, we shared the story of Sally Garster, a devoted Red who has cerebral palsy, who spoke about how football plays a vital role in her life and the deep sense of connection and community she feels through the club.





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## LGBT+ History Month

At Anfield we hosted a networking and panel event with guest speakers including former Reds players Neil Mellor and Becky Easton, LGBT+ supporters board representative Cassie Rattray, and LFC's Director of Impact Rishi Jain. The event provided a platform for discussions on the progress made to date in fostering inclusivity in football as well as the challenges that remain.





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**In the 2024/25 season it was the turn of our singing Kopite Isaac Kearney to receive a surprise from the men's first team.**

At just six years old, Isaac Kearney had become one of the most recognisable young supporters. His enthusiasm and character embody everything that makes this club special, and this year his story reached further than anyone could have imagined, uniting fans from all over the world.

This is Isaac's story.



Six-year-old Isaac – who was born with the rare genetic disorder Wolf-Hirschhorn syndrome, which means he develops at a slower rate than other children his age – was surprised on a normal Friday morning at school by Virgil Van Dijk and Mohamed Salah.



Having captured the hearts of Reds fans and football fans alike through his passionate singing and chanting, Isaac was surprised by Van Dijk and Salah while at school, before he and his family joined the team for very special day at the AXA Training Centre.





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After greeting the squad and Head Coach Arne Slot with a shout of their name and a high-five, Isaac and his family watched training, before receiving one final surprise.

Isaac was to be an official mascot along side Van Dijk for the Red's massive Premier League clash with Manchester City at Anfield, ahead of the United Nations' International Day of Persons with Disabilities.





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His mum, Melissa, revealed the family has been inundated with messages of support, including from fans of rival clubs, celebrities such as Stormzy and Khloe Kardashian, and parents of children with the same condition as Isaac.



"The response to Isaac's video has been absolutely phenomenal, we just can't keep up with all the messages. What's been most rewarding is hearing from families who have a child with Wolf-Hirschhorn syndrome too. It's so lovely for us to think that our Isaac has been able to bring hope to other families in our position. That's the power of his infectious personality that's been perfectly captured in this special video. It was also particularly pleasing to hear there's been a five-year high in Google searches related to Wolf-Hirschhorn syndrome. It's a very rare condition and the more people that know about it the better. This shows the real impact Isaac's video has had. We're just so grateful the club was not only interested in telling Isaac's story, but also then captured it so well. It's made a real difference to so many."



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This is Isaac's story.



122m views



16m total engagements

Isaac's story and character resonated far beyond Premier League football, being viewed over 122 million times across the world, and its success also saw him and his family take part in a special interview on the BBC's flagship breakfast programme.



Drove a 5-year high in Google searches for Wolf-Hirschhorn Syndrome worldwide





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# 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.



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## RETAIL

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

🏪 For licensed suppliers, work towards 100% compliance

**The number of retail lines incorporating a high percentage of recycled or sustainable materials continued to increase throughout the 2024/25 season.**

We have been able to increase sustainable materials across many products, with options available within our bedroom, plush, homeware, cards, wrap and tags, toys, retro shirts and essentials ranges. Where possible, we're utilising recycled polyester, recycled cotton, certified organic cotton, and FSC certified wood, paper and card.

We were also proud to continue our support of our former striker Yana Daniels to launch her own range of sustainable merchandise through the club store.

While we had success collaborating with some of our key licensees to improve sustainability within products, we are continuing to develop our guidelines with the wider retail sector to ensure our guidance aligns with a progressive industry-wide approach.

Our report features a deeper-dive on our retail operation here.



Licensee product and packaging guidelines in development

# 97%

of product packaging contained sustainably sourced/recycled elements



# 96%

of Spring 2025 LFC label product met the optimum reduction in product packaging and waste



# 100%

alignment with sustainability guidelines on LFC own brand products



# 25%

of products launched in LFC label range meet our sustainable product criteria



## 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

**We continued to deepen our understanding of the sustainability ambitions within our supply chain. Using our previous survey data, we developed an action plan to further engage suppliers and prioritised working with those with the greatest spend or sustainability risk.**

More of our supply chain is now providing granular data or reporting actual emissions for the products and services they deliver. This has strengthened the accuracy of our own carbon reporting and brought us closer to industry best practice.

We recognise the challenge ahead in reducing supply chain emissions, but reaching 52% of suppliers with carbon targets and net zero ambitions shows clear progress. This provides a strong platform for the continued work we will take forward into the 2025/26 season and beyond.

**52%** suppliers with carbon targets and net zero ambitions



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## CIRCULARITY

Lead the transition to a circular economy

**We achieved an important milestone this season by collecting and recycling over 1 million plastic bottles at Anfield.**

Although total waste has increased 3% against the 2019 baseline due to the expansion of our operational footprint, our underlying performance remains strong. We maintained 100% diversion from landfill and continued to recycle 50% of all waste, while waste per fan at Anfield fell by nearly 16%.

This progress reinforces our belief that an absolute reduction target remains the right long-term ambition, even as our facilities grow. Guided by this, we have taken further steps through our waste management plan to reduce waste across all sites.

Learn more about our progress [here](#).



\*Baseline doesn't include AXA Melwood Training Centre or Anfield Road Stand expansion



**"We are continually balancing the continued growth of the Club and reducing our environmental footprint.**

**Since 2016, we have expanded our operational facilities significantly; the Main Stand was rebuilt, the Anfield Road Stand expanded at Anfield, we built the Men's AXA Training Centre and then redeveloped the AXA Melwood Training Centre as an elite training facility for our Women's team and academy.**

**We've seen real success in sustainable operations in recent seasons, supported by The Red Way. We know that as we continue our sustainability journey, and look to achieve the targets we have set out, we'll need to find more innovative and creative solutions to maximise the positive impact of our efforts."**

**Paul Cuttill,**  
Chief Operating Officer



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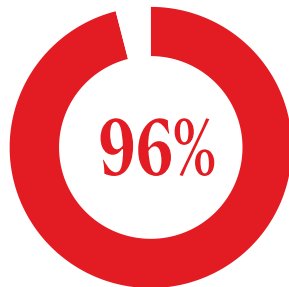
## ENERGY

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

**This target remains a key focus, having remained at the 96% mark again this season. We have found success in using 100% renewable electricity and gas tariffs for all sites and have already transitioned to cleaner alternatives such as battery powered handheld grounds equipment, electric vehicles, and robotic mowers.**

Building on this progress, we continued to expand our use of low-carbon equipment across our sites. Some essential machinery, such as larger grounds equipment, heavy vehicles and back-up power systems, does not yet have suitable clean energy alternatives, but we are working closely with industry experts to help accelerate their development.

As credible options emerge, we will adopt them in line with both our operational needs and our long-term clean energy ambitions.



**Energy from renewable and low-carbon sources**





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## BIODIVERSITY

Increase biodiversity at LFC sites and local areas

**Our expert grounds team, gardeners and volunteers have continued to enhance and expand nature and biodiversity across our sites.**

The AXA Training Centre and Academy have seen over **1,000m<sup>2</sup> of native meadow** added this season, in addition to some incredible new features to integrate biodiversity across the site such as the rockery and pond.

At our allotment we developed a new pond, expanded the bee colony from our first hive into a third hive and harvested more produce than ever before.

A polytunnel with irrigation system has been installed at the allotment and more annual, perennial and biennial plants have been incorporated into the landscaping to create more diversity across the seasons.

	AXA Training Centre and Academy	Allotment
<b>Ecological Area</b>	3.99ha	0.2ha
<b>Flora Species</b>	47 species (trees, hedges, shrubs)	65 species
<b>Flora Count</b>	9,762	4000+ seeds and seedlings sown
<b>Biodiversity Species</b>	80	37+
<b>Habitats</b>	20	14

[Click here to read more on how we're enhancing nature at our sites](#)



# 777 HOURS

of logged  
volunteer time

# 240,000

bees in total  
across our sites

# 10,000

plants at the AXA Training  
Centre and Academy

# 3rd

bee colony expanded  
from our first hive



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## EMISSIONS

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

**Reducing our emissions inline with our carbon reduction targets and plan remains a key priority for the club. This season we saw the effect of the Anfield Road Stand expansion, which increased stadium capacity by 13% and contributed to higher activity across areas such as catering, waste, water and fan travel.**

Retail emissions rose by 65% compared to the 2023/24 season, driven by our Premier League-winning on-field performance and the associated increase in merchandise demand. Retail now accounts for 40% of our total footprint. When considering all activity, our total emissions increased by 2% year-on-year but remain 13% lower than our 2019/20 baseline. Emissions from football operations alone, excluding fan travel and retail, are now 19% lower than the 2019/20 baseline, and we have offset 100% of these emissions since the 2022/23 season through verified offset projects.

[View Breakdown](#) →

### Total Emissions

# 67,761 TONNES CO<sub>2</sub>e

Scope 1	Scope 2	Scope 3	Spectator Travel
172 tCO <sub>2</sub> e from 1,583	0 tCO <sub>2</sub> e from 0	51,845 tCO <sub>2</sub> e from 63,065	15,743 tCO <sub>2</sub> e from 12,915
↓ Down 89%	No change	↓ Down 18%	↑ Up 22%

## 13% REDUCTION

in total emissions vs baseline



162 tCO<sub>2</sub>e domestic charter flight emissions removed with Sustainable Aviation Fuel

21% increase in fan travel emissions vs 2023/24 season, driven by Anfield Road Stand expansion

## 100%

emissions offset from football operations



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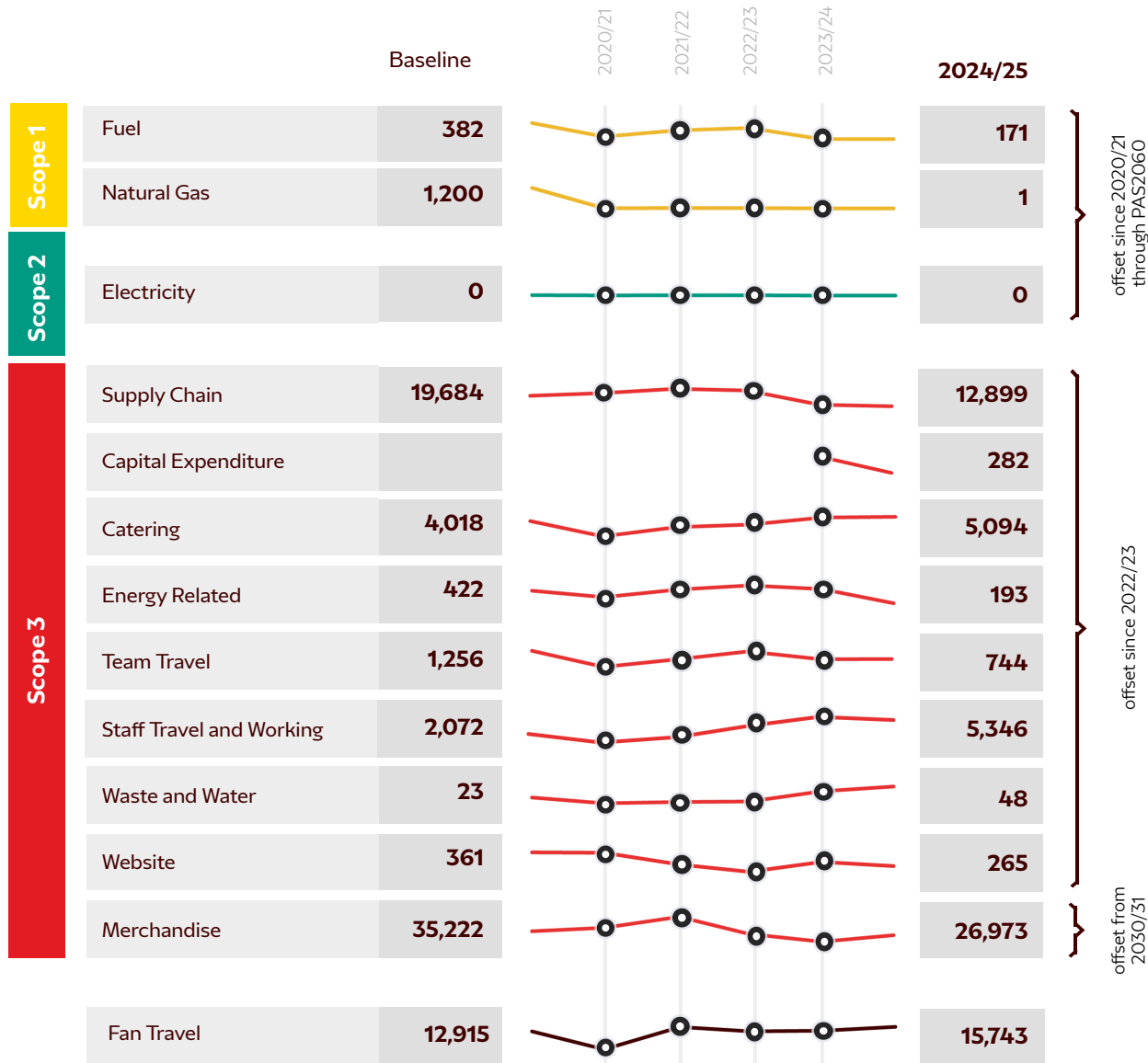
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CASE STUDY

# ENHANCING NATURE

We have continued to enhance nature and biodiversity across the club. With our official Groundskeeping Partner, Husqvarna, we expanded our robotic mower fleet so that 100% of our non-playing grass surfaces are robot-maintained, enabling our Grounds Team to dedicate even more time to our playing surfaces.



The robotic mowers are only allowed to work during daylight hours to help protect our smaller wildlife friends who share the site, like hedgehogs.





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We installed our first living wall at the AXA Men's Training Centre to create new vertical habitats.



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Towards the end of the season, a new rockery and pond were created adjacent to the fruit orchard installed last season at the AXA Training Centre.



Drawing on experience from previous landscaping projects, the area was designed to deliver both ecological value and functionality, incorporating a small par-3 practice hole to provide a space for colleagues and players to relax alongside the creation of new habitats.



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This introduced further habitats across the site and made efficient use of existing LFC site materials, including:

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Soil reused from drainage projects at the Academy

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Material excavated during pond construction repurposed to form the embankment behind the green

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Stones reused from a previously removed retaining wall at AXA Training Centre

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Additional stones sourced from a local quarry already supplying sand for pitch renovation

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# OCEAN HEALTH AND RESILIENCE

**Our work on Ocean Health and Resilience is an important part of The Red Way and the club's work towards all 17 UN SDGs.**

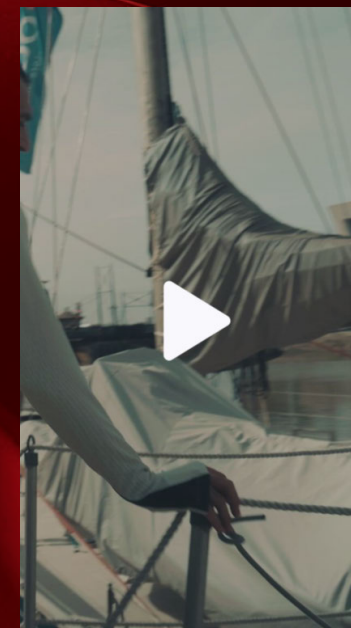
Whilst football is played on land, the ocean is vital to our existence on the planet and connects our global communities and Liverpool fans around the world. In addition to regulating the climate, the ocean provides half of the oxygen we breathe. However, it faces multiple threats from issues such as pollution, microplastics, acidification and increasing temperatures and this is why we have identified this as one of our central focus areas.



## World Earth Day 2025 Reds for Blue

**For World Earth Day 2025, we teamed up with Official Training Partner, AXA, to deliver Reds for Blue.**

Through a collaboration with AXA and The Tara Ocean Foundation, children from LFC Foundation's ETC and STEM programmes boarded the Tara research vessel, docked in Liverpool, to take part in an immersive workshop. To the students' delight, Reds players Mohamed Salah, Dominik Szoboszlai, Jenna Clark, Faye Kirby, and Jas Matthews, made a surprise appearance, joining the lesson to learn how different marine species collaborate and co-exist, much like teammates working together on the football pitch.



The club's partnership with AXA has provided the foundation from which the club can build on its advocacy for ocean health and resilience, with AXA Climate also providing access to ocean modules which will educate our people on marine biodiversity and the importance the ocean plays in our ecosystem. The content was **viewed over 9 million times**, helping raise awareness and educate fans of a critical issue. Following its launch, 68% of LFC fans agreed that they understood more about AXA's efforts towards sustainability.



Representatives from the club, AXA and Tara Foundation were invited to discuss the campaign and its impact at the United Nations Oceans Conference, held in Nice, France, in June 2025.



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# REUSABLES AT ANFIELD

During the 2024/25 season, we reached the milestone of collecting and recycling more than 1 million plastic bottles over a three-year period, delivered through an average 98% recovery rate at Anfield. While this is an achievement we are proud of, it also prompted an important realisation.

Continuing on the same path would see us reach 2 million bottles in an even quicker timeframe, which would not support our long-term aim to reduce overall consumption. Recycling will always have a place, but meaningful progress requires reducing single-use items entirely.

This is why we are now prioritising a more committed approach through the expansion of reusables across Anfield.

## 310,695

single use items avoided

243,465 reusable cups  
67,230 reusable food containers

### Food containers

Food containers remain a key source of non-recyclable waste. By transitioning to reusable food containers, we can remove large volumes of single-use items that are difficult to recycle through typical waste streams. During the second half of the season, we trialled reusable containers in two hospitality areas serving a combined 6,000 visitors per match. Following a successful trial, permanent waste and container collection points have been installed, and options for wider rollout across the stadium are now under review. The trial period alone removed 67,230 single-use items from our waste stream.

### Drinkware

Our ambition for the 2025/26 season is to transition to 100% draught alcoholic and soft drinks on the Anfield concourses, eliminating plastic bottles for all beverages except water, which remains under review. Through the 2024/25 season, reusable cups removed a further 243,465 single-use disposable items from our waste stream.





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# SUSTAINABILITY IN RETAIL

**Liverpool FC merchandise can be found around the world. It helps our global fanbase to show their support and create a shared identity as a Red. The club has over 20 official stores across the globe and demand continues to grow.**

Last season, merchandise accounted for nearly 40% of our total footprint. This increase is closely linked to the club's success on the pitch, with supporters wanting a memento of our Premier League winning season. Strong performance naturally drives strong sales and, with that, higher associated emissions.

The 2025/26 season has also seen adidas become the official kit partner, so we expect to see another strong season of merchandise sales.

Whilst growth remains a key objective for the club, we are focusing on a range of initiatives to minimise our related emissions. Our colleagues and valued partners play a key role in this, and several important projects are already underway.



UPS became the club's first Official Global Logistics and Shipping Partner in 2023. Its global, integrated logistics network not only brought unmatched speed and reliability to our customers, but helped to enhance the sustainability of our operations.



In May 2024, LFC and UPS opened a 100% solar powered, state-of-the-art international fulfilment centre in the Netherlands. This reduced unnecessary travel for products purchased by our international customers.

UPS is also supporting UK customers, utilising its fleet of electric vehicles and UPS access points to minimise delivery emissions.





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To commemorate the 20th anniversary of Liverpool FC's historic Champions League victory in Istanbul, the club partnered with 1PointFive on a limited-edition jersey, using the moment to reflect both on a defining achievement in the club's history and its long-term ambitions for climate action.



The club took steps to minimise the environmental footprint of the jersey through low-impact materials, such as recycled polyester, while 1PointFive will use its Direct Air Capture (DAC) technology to remove the equivalent quantity of carbon dioxide from the atmosphere as was emitted from the manufacture and shipping of each jersey to club sites.

By linking a historic jersey release with a developing carbon removal partnership, the initiative demonstrates an innovative new standard for the retail industry in how product-level emissions are approached.





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## The Red Way at Liverpool Distribution Centre

The retail team and colleagues at the Liverpool Distribution Centre continue to integrate the principles of The Red Way into their day-to-day activities, embedding more sustainable choices across materials, packaging and operational processes.

All reusable carrier bags at our stores and ecommerce shipping bags are made from 100 per cent UK post-consumer recycled materials, while boxes are FSC certified.

Packaging removed when products are



delivered to the distribution centre is saved and used as infill when we ship products.

Total annual waste tonnage from the Liverpool distribution centre has reduced by 39% since our 2019 baseline.

LFC label products have undergone a packaging transformation, minimising material use and eliminating hard-to-recycle plastics.



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# 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.



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## LFC FOUNDATION

Support 500,000 people across LFC Foundation programmes through meaningful and impactful delivery locally and internationally by 2030

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

**Liverpool FC Foundation supported 145,617 people during the 2024/25 season, a 14% increase on the previous season. This included 58% of participants coming from the top 20% most deprived areas of the country.**

This impact was delivered through 11,040 sessions and 693 community events totalling **24,821 hours of delivery** – more than 1034 days of programming.

LFC Foundation are working in **206 schools** across the Liverpool City Region to support young people's education and to aspire them to achieve throughout their lives. Outside of classrooms, over **1,100 free weekly football sessions** were delivered by LFC Foundation within the community to keep our communities healthy and active in a social environment.

A further **341 hours of employability training** has been provided by the Foundation every month to help young people on their journey into employment.

LFC Foundation are continuing to expand their international activity, working in partnership to deliver programmes in **New York, Dublin** and **Tanzania** already, with plans to launch programmes in **Japan** and **Ethiopia** during 2025/26 and at least a further 2 countries within the following 12 months.

[View Liverpool FC Foundation's latest impact report](#)



The number of people the LFC Foundation has supported has grown year on year. Some of our programmes have been running for more than 10 years, whilst others are new to the Foundation, such as additional education, health, and employability programmes both in the Liverpool City Region and internationally in places like New York.

Last season the LFC Foundation supported 145,617 people, and is almost triple the number of people we have supported since 2020/21 season. This dramatic increase has been made possible by growing the scale of our work; in 2020/21 we delivered 14 hours of sessions and events daily, this has now grown to over 68 hours of delivery every day which is a credit to all the LFC Foundation team.

Season 25/26 has seen us launch our new 2025-30 strategy focusing on raising aspirations home and away by improving health, championing learning, and enhancing employability.

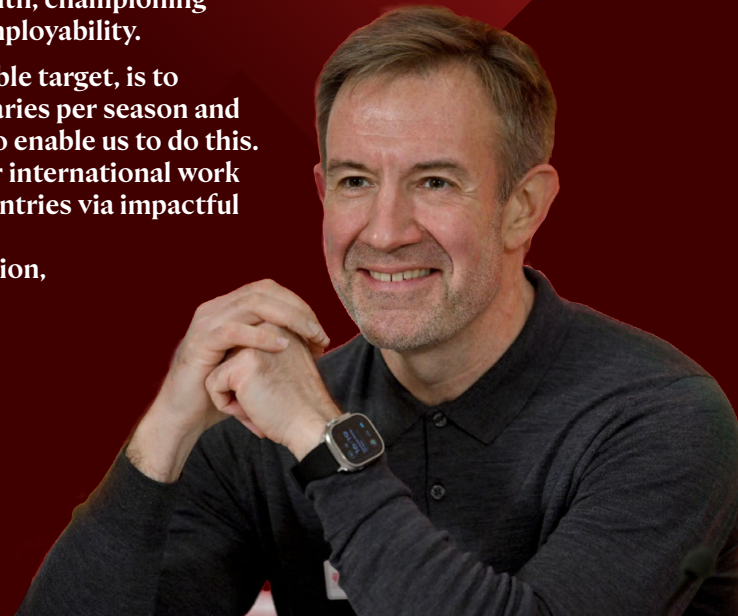
**Our ambitious, yet achievable target, is to support 500,000 beneficiaries per season and we aim to double funding to enable us to do this. We also want to expand our international work by working in up to 10+ countries via impactful partnerships and be sector leaders in research, evaluation, and impact measurement.**

**Matt Parish**  
CEO, LFC Foundation

# 145,617

## PEOPLE SUPPORTED

up 14% on last season





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## LFC FOUNDATION IMPACT

🏠 Measure (local) economic impact of the LFC Foundation

**The LFC Foundation’s mission is to tackle social inequalities in our communities by focusing on championing health, learning and creating employment opportunities for all.**

LFC Foundation is essential to Our Communities pillar of The Red Way, but delivers impact which links across Our People and Our Planet too.

In the 2024/25 season, the Foundation generated over **£80M of social value**, contributing to over £364M through the past five seasons, delivering targeted action towards 10 of the 17 UN sustainable development goals (UNSDGs).

For every £1 invested, LFC Foundation recorded a **social return on investment of £10.28** for 2024/25 and **£13.79 over a five-year period**.

The highest contribution is to SDG 3 ‘Good Health and Wellbeing’ totalling £98.87m in five years. This is followed by SDG 10 ‘Reduced Inequalities’ (£59.49m) and SDG 4 ‘Quality Education’ (£44.26m).

**£98.87m**



**£59.49m**



**£44.26m**





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## PARTNERSHIPS

🚩 100% of partners aligned to  
The Red Way objectives

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

**The importance of the role our  
partners play in supporting The  
Red Way and the wider club can  
not be understated. Each enables  
us to engage with audiences and  
fans on topics across each of the  
pillars of The Red Way.**

While we're aiming for 100% of partners  
aligned and actively engaging on supporting  
The Red Way, it is essential that this is  
authentic and credible for both the club and  
our partner.

We are incredibly proud to have 67% of our  
partners aligned to The Red Way.



**67% OF  
PARTNERS  
ALIGNED TO  
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# TEACHING SUSTAINABILITY THROUGH FOOD

The LFC Foundation understands the importance of educating young people about food preparation to help tackle food waste whilst helping them to create healthy lifestyle behaviours.

Teaching young people about sustainable food systems helps them understand the environmental impact of food production, transport, and waste.

As part of the LFC Foundation's Premier League Primary Stars programme, 12 young people took part in a 3-day holiday programme to learn about food preparation and social action.





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Over the course of the programme, the participants learned from an experienced professional chef who provided valuable lessons about hygiene, labelling and technical skills.

90 dishes were prepared, packaged, donated and delivered by the young chefs to The Whitechapel Centre which supported vulnerable homeless people with a hot, nutritious meal.



The team created their dishes from donated ingredients, further reinforcing the sustainability messaging.





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The LFC Foundation understands the importance of educating young people about food preparation to help tackle food waste whilst helping them to create healthy lifestyle behaviours.

Teaching young people about sustainable food systems helps them understand the environmental impact of food production, transport, and waste.

**“Teaching young people cooking is an essential life skill. Partnering with Liverpool FC Foundation gives me added opportunities to do this, and the project of cooking in bulk to make nutritious meals for the homeless centres was an extra special event.”**

**Chef James Holden**

– Royal Academy of Culinary Arts





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# OUR PARTNERS

“Our commercial strategy is centred around building partnerships with brands that genuinely align with Liverpool Football Club’s values and identity – something that’s incredibly important to us and, we believe, sets us apart in sport today. The level of engagement between The Red Way and our partner family is a strong reflection of that approach. What stands out is how naturally we are able to identify meaningful areas to collaborate across each of our core pillars – Our People, Our Planet and Our Communities.

Through these partnerships, we are not only delivering commercial value, but also driving positive impact at scale. That combination is what underpins the strength of our partner ecosystem.

This year’s Red Way Report highlights that in action, with partners contributing across a wide range of initiatives. Reds for Blue with AXA is a strong example of how long-term partnerships can evolve to address important global issues such as ocean health.

Following another positive year, we look forward to continuing to build on this momentum and bringing further impactful initiatives to life with our partners.”

**Kate Pratt Theobald**  
SVP, Partnerships



JAPAN AIRLINES



Google  
Pixel

Haier



PayPal



STRAUSS



KODANSHA

PELOTON



Husqvarna

Ladbrokes



EC markets



SPORTIUM



sas



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



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# HIGHLIGHTS OF THE PAST 6 MONTHS





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# NEW YORK CLIMATE WEEK

**2025 was LFC's second consecutive presence at New York Climate Week. Supported by club legend Robbie Fowler, The Red Way was heavily featured throughout a packed schedule.**

The highlight was a return to the United Nations headquarters where Robbie and LFC's Director of Impact, Rishi Jain, took part in a panel discussion that explored how football and sport can unite communities, tackle global challenges and drive progress towards the United Nations' SDGs.

The session formed part of 'Football for the Goals', a United Nations initiative that provides a platform for the global football community to engage with and advocate for the SDGs. The panel also discussed how the power of sport can be used to advance sustainability and combat hate speech and racism.



In addition to the UN panel, Robbie and Rishi also joined 'Communicating climate change – how can culture drive action?'. The panel explored how sport and culture can inspire collective climate-positive behaviours.

The club also hosted a networking event for partners and key stakeholders, celebrating shared activities and achievements including our innovative collaboration with 1PointFive, and our impactful campaign on ocean health with official training partner AXA.

The club's presence at New York Climate Week is another important step on its journey with The Red Way, underlining the club's leadership in sustainability and its commitment to creating a lasting positive impact for its people, planet and communities.

**"Visiting the United Nations was an incredible experience. It really highlighted the importance of sustainability and the role that football has in uniting people. The work the club is doing through The Red Way is something to be proud of, and it was great to learn more about and share that work during Climate Week."**

**Robbie Fowler**  
LFC Legend





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# BLACK HISTORY MONTH 2025

**As part of the club's Black History Month celebrations, Liverpool FC's first ever Black player, Howard Gayle, spent the day with Curtis Jones to share his inspiring story of battling racism and breaking down barriers.**

The pair met at the AXA Training Centre, where Howard watched the men's team train and was greeted by captain Virgil van Dijk and head coach Arne Slot, as well as Alexander Isak, Joe Gomez, Alisson Becker and Jeremie Frimpong.

Throughout the day, Howard shared how he suffered constant racism growing up in Liverpool and how he was determined to represent his community on the world stage.

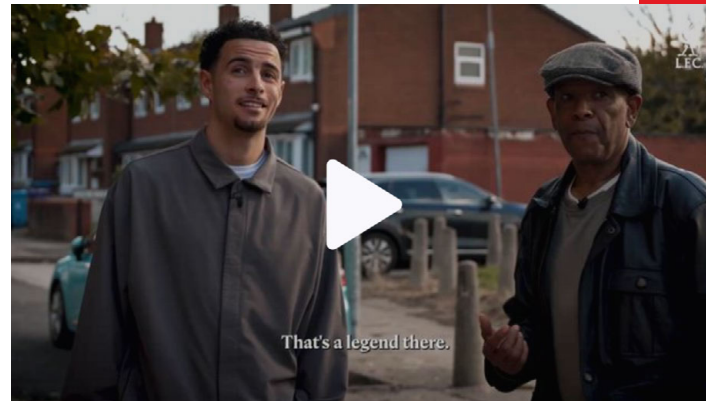
**"I faced racism in the streets, at school, everywhere I went. It was tough for a young Black lad like me."**

The conversations and moments shared were captured in a short feature that reflects Howard's story in his own words and honours the impact he continues to have on the club and wider community.

Having signed for Liverpool in 1977, his shining moment for the Reds was in 1981 when he came off the bench in the European Cup semi-final against Bayern Munich, helping the team to reach a final they would go on to win.

His strength in the face of adversity would go on to pave the way for future LFC stars like John Barnes, Paul Ince, Mark Walters and Michael Thomas and so many more.

A mural in Howard's honour is proudly displayed in the city's Toxteth area, serving as a lasting tribute to the trailblazer who paved the way for future generations of Black players to wear a Liverpool shirt.



**"I was someone of strong character, I had a strong family and they made me realise what I was doing mattered, and how I was breaking down barriers for the next Black person to enter Liverpool's team. The biggest thing that I always say is never be ashamed of your skin. Whether you're Black, White, Asian, anything it is, be proud and go and be the best you can be."**





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# SUSTAINABLE LEADERS FORUM

In July 2025, the club co-hosted a global Sustainability Leaders Forum alongside GOAL (Green Operations and Advanced Leadership).

More than 50 representatives from football clubs, sports teams, venues, brands and the travel sector came together for two days of shared learning and discussion, including football clubs from the UK, US and Europe, with sessions hosted at both Co-op LIVE in Manchester and Anfield.



The programme focused on collective challenges and emerging opportunities across the sector, covering topics such as sustainability leadership, operational excellence, new technology and the future of travel and transport. Guests at Anfield were also given a behind-the-scenes tour, where colleagues shared practical insights into the approaches that have supported the club's sustainable operations and contributed to The Red Way's recognition in recent seasons.



"This event has been a phenomenal opportunity for our sustainability-focused audience to experience the inspiring legacy of Anfield and commitment to The Red Way, and to connect with each other on topics relevant to Liverpool FC and many other sports and entertainment organisations. We are grateful for Liverpool's gracious support and participation in the GOAL network."

Kristen Fulmer,  
Executive Director, GOAL





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# INTERFAITH AND COMMUNITY COHESION

**This season, the club welcomed members of the Hindu and Jewish communities to Anfield for two interfaith celebrations, marking our first-ever Diwali and Hanukkah events. Both gatherings brought together supporters and community leaders for moments of reflection, connection and celebration.**

The Diwali event, delivered in collaboration with BAPS Shri Swaminarayan Mandir, welcomed more than 70 guests to learn about the Festival of Light through educational messages, a peace ceremony and musical performances. The evening also included a Faith in Football panel, where Rishi Jain, LFC's Director of Impact, joined Roopa Vyas from Her Game Too and Harinder Singh, founder of cultuRED. Together, they explored the importance of representation, belonging and the role faith can play in bringing people together through football.

Soon after, the club marked its first Hanukkah celebration, supported by the Merseyside Jewish Representative Council and Rabbi Marc Levene. Guests reflected on the meaning of Hanukkah, paid tribute to the victims of the Bondi Beach attack and took part in a blessing ceremony and menorah lighting. The evening also featured a discussion between Rishi and Rabbi Albert Chait on the power of unity and shared values in football.



These faith celebrations form part of a wider programme of interfaith activity delivered throughout the year through Red Together, our commitment to equality, diversity and inclusion. Alongside Diwali and Hanukkah, the club continues to host annual iftar gatherings during Ramadan, demonstrating our dedication to embracing the rich cultural and spiritual diversity of our supporters.

As these events continue to grow, they reinforce a clear message: at Liverpool FC, people of all faiths are welcome. By celebrating key cultural moments and creating spaces for dialogue, the club is helping to deepen understanding, strengthen community connections and ensure that Anfield remains a place where everyone belongs.





L.F.C.

**The Red Way**