



MALMÖ FF'S YEAR IN SUSTAINABILITY 2024

Malmö FF is a club that aims to make a difference, both on and off the pitch. We take responsibility and contribute to a socially, environmentally, and commercially sustainable society. With selected Agenda 2030 goals as a foundation, the club continues to drive change that makes a difference for both individuals and society.

- We're more members than ever – **14,142!**
- Record attendances, with more than **313,000** watching Malmö FF play at home in Allsvenskan.
- Major progress towards several certifications and standards, which will further strengthen our sustainability work.



Here's what Malmö FF has done to:

PROMOTE AND INCREASE GENDER EQUALITY WITHIN MALMÖ FF – SDG 5

Full-time professionals – All players in the women's first team have full-time contracts to fully dedicate themselves to their careers. This was decided and communicated during the autumn, ahead of the 2025 season in OBOS Damallsvenskan.

Rolemodels – Malmö FF is committed to promoting female leadership, aiming for every girls' team to have a female coach. To achieve this, Malmö FF offered training programs for those interested in coaching and set KPIs to track progress going forward.

The future of women's football in the Nordic region – In partnership with FC Rosengård, we hosted Elevation 2024 at Eleda Stadion, bringing together key voices to shape the future of Nordic women's football.





Here's what Malmö FF has done to:

PROVIDE QUALITY EDUCATION – SDG 4

School academies flourishing – the club's educational concept for young football talents grew during the year. The decision to open a new academy in 2025, in partnership with Kastanjeskolan in Tomelilla, brings the total to 19 schools in Skåne. A full 98% of students achieve eligibility for upper secondary education – a testament to the quality of education.

Here's what Malmö FF has done to:

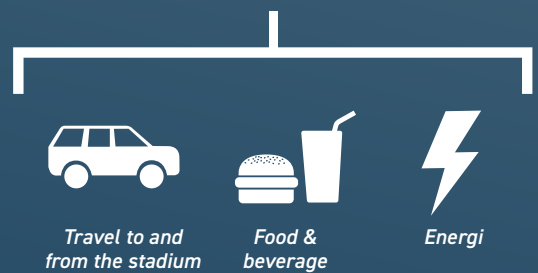
PROMOTE RESPONSIBLE CONSUMPTION AND PRODUCTION – SDG 12 + OWN CUSTOM TARGET

Groundbreaking lifecycle analysis – As one of the world's first football clubs, Malmö FF has analysed the climate footprint of a sold-out match at Eleda Stadion. The largest contributing factors were supporters travelling to and from the stadium, food and beverages, and energy consumption. The next step is to implement measures to reduce the climate footprint.

Renewed Climate Contract – Together with more than 50 other local stakeholders, Malmö FF is helping move the city's climate work forward. Demonstrating our commitment, Malmö FF entered into a new climate contract with the city of Malmö.

Brighter prospects – Eleda Stadion now has even better lighting quality – despite a 60% reduction in energy consumption and fewer installed light fixtures.

93%



Here's what Malmö FF has done to:

ENCOURAGE EFFECTIVE PARTNERSHIPS – SDG 17

Strength in Numbers – Five new companies joined Malmö FF's partner network, now more than 80 companies strong. In addition, 400 companies purchased club seats for individual matches.

Sports giving back – Through fundraising and initiatives, the Malmö FF Foundation has supported community projects for sports and health. The foundation has raised more than SEK 600,000 during 2024 distributing it to worthwhile causes.

The team for everyone: where players and supporters meet – Two events during the year, in neighbourhoods Lorensborg and Kirseberg, gathered thousands of supporters to meet first team players and strengthen the relationship between the club and the city.

Here's what Malmö FF has done to:

PROMOTE POLICIES FOR DECENT WORK AND INCREASED ENTREPRENEURSHIP, AND ADVANCE YOUTH EMPLOYMENT, EDUCATION AND INTERNSHIPS – SDG 8

10 years with the Career Academy – Malmö FF's successful and appreciated concept celebrated ten years. Two Career Days were organized featuring inspiring meetings, conversations, and recruitment opportunities.

