

AS PROUD MANCUNIANs, OUR CIVIC CONTRIBUTION IS AN IMPORTANT PART OF HOW WE WERE FOUNDED 125 YEARS AGO, AND OF WHO WE ARE TODAY. WE FIND NEW WAYS TO ENGAGE WITH OUR COMMUNITY AND ARE COMMITTED TO PLAYING A ROLE IN SUPPORTING MANCHESTER'S AMBITIONS FOR FUTURE GROWTH AND DEVELOPMENT.

We want to be present and involved in major moments throughout the city, whether that's support for our LGBT Official Supporters Club – Canal Street Blues – in Manchester Pride each year or supporting Manchester City Council's Giving Something Back Award at the annual Awards for Excellence.

This season we committed to support Manchester's ambition to go carbon neutral by 2038, adding our name to the Manchester Climate Change Framework. Over the coming years we will deliver a range of new sustainability initiatives to tackle climate change, helping to make Manchester a greener city for future generations.

In response to a growing issue in the city of 'holiday hunger', we now provide every child that attends one of our free school holiday football sessions with a free, healthy meal. We also held a Food Bank Collection at the City Football Academy for local families for the first time.

Our relationship with Manchester's universities continues and this season we worked closely with Manchester Metropolitan University on a range of projects, including an initiative designed to offer unique insights into working life in a professional sports organisation. Seven groups of students responded to real world briefs from our Research and Insights team as part of their degree, working with their tutors and our staff over a 3-4 month period.





STARTUP INNOVATION

In June 2019, City Football Group (CFG) held the Startup Challenge at the Etihad Campus in Manchester, encouraging startups to propose fresh ideas in line with five key aspects of matchdays at the Etihad Stadium:

- Sustainable Stadium – How to reduce waste, improve energy efficiencies and reduce the carbon footprint
- Easy Stadium – How to make getting around on matchdays quicker and easier by removing queues and improving access to services
- Vibrant Stadium – How to leverage home advantage and engage the crowd even more in the action
- My Stadium – How to provide each fan with a personalised experience
- Global Stadium – Ensuring all supporters feel part of a family that isn't constrained by physical location or time.

The initiative received an impressive 230 applications from companies across 37 countries, with 11 finalists invited to Manchester for a week-long acceleration programme to develop their ideas.

Alongside the 11 startups, 30 CFG staff members also participated in the collaboration, which gave each company access to relevant people within the business to help them validate their ideas, learn about the CFG business model and create credible plans that could be applicable to Manchester City.