

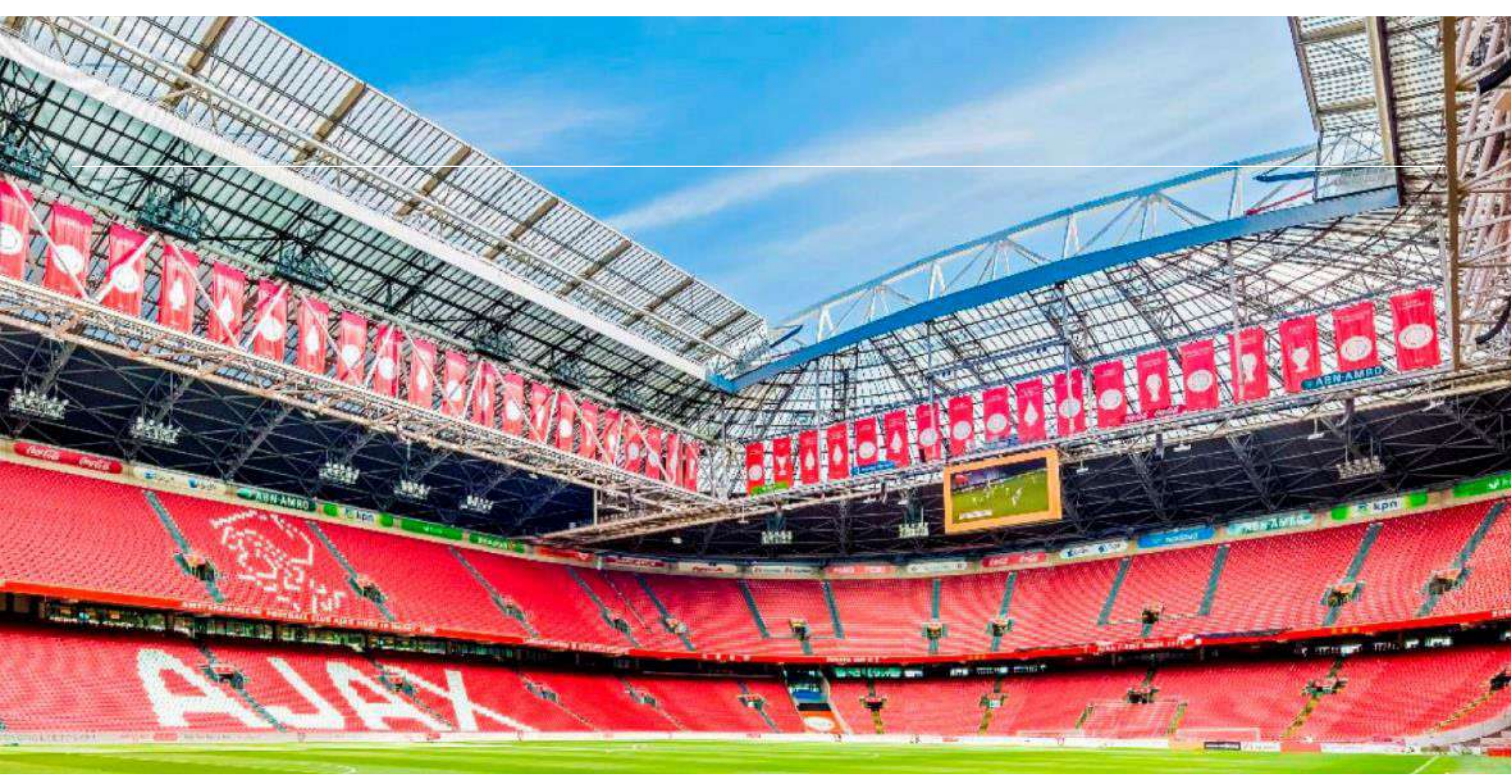


STADIUM, EVENTS & PEOPLE

CREATING MEANINGFUL MEMORIES

VERSION 2023

**JOHAN CRUIJFF
ARENA**



**FIFA WORLD CUP QUALIFIERS
UEFA EC QUALIFIERS
FRIENDLY MATCHES**



**CHAMPIONS LEAGUE
EUROPA LEAGUE
EREDIVISIE LEAGUE
CUP MATCHES
FRIENDLY MATCHES**



**1998 CHAMPIONS LEAGUE FINAL
EURO 2000
2013 EUROPA LEAGUE FINAL
EURO 2020**





ALTIJD NUMMER 14.

VOOR ALTIJD JOHAN CRUIJFF.

UEFA EUROPA LEAGUE

RESPECT







ajax

SPORTLIFE

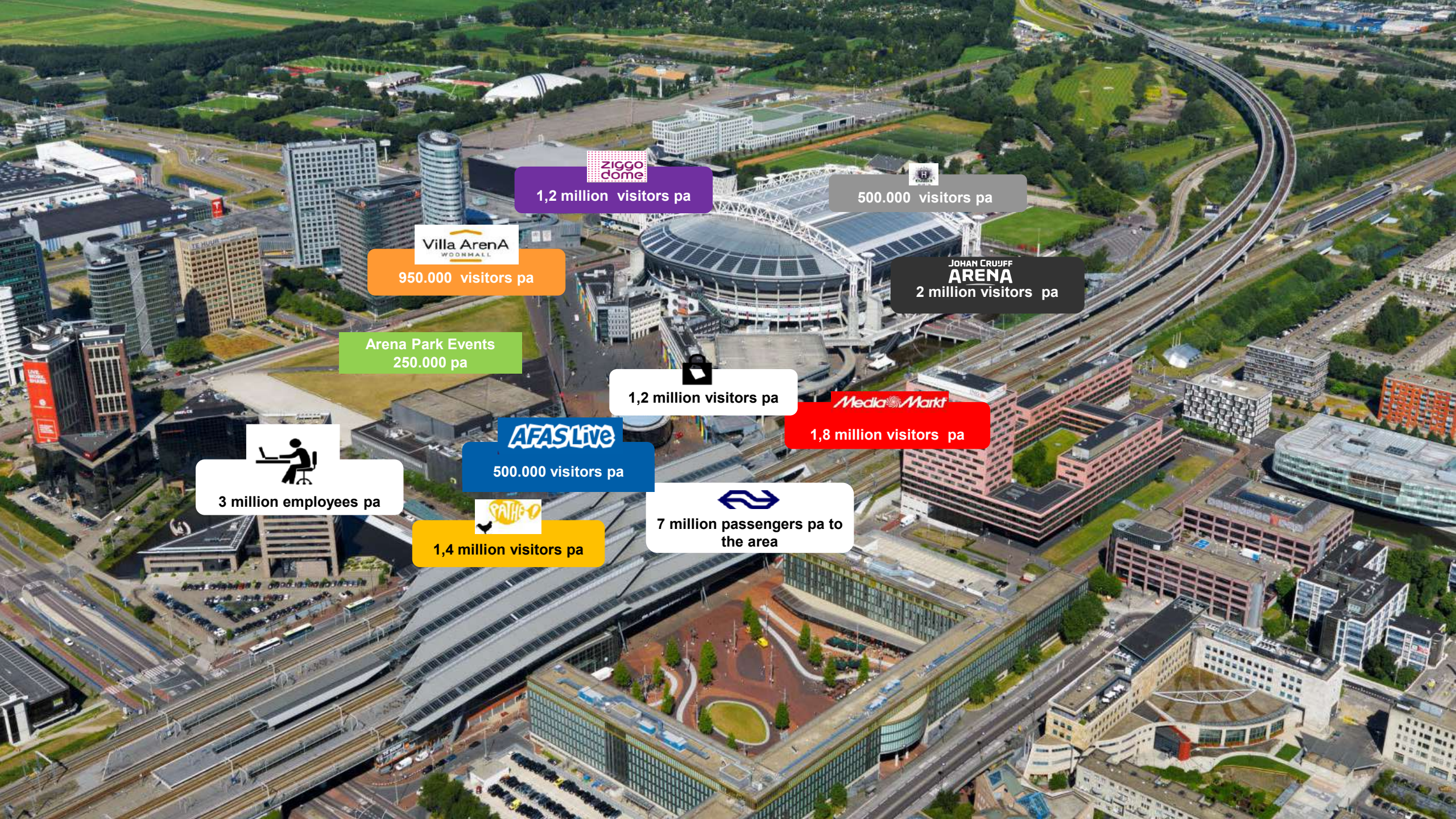
ASTRA FILMNET FILMNET

JAAP VAN PRAGG TROUW
VERVOLGERS-VERENIGING
1900-1901



Greenfield





1,2 million visitors pa



500.000 visitors pa



950.000 visitors pa



2 million visitors pa

Arena Park Events
250.000 pa



1,2 million visitors pa



1,8 million visitors pa



3 million employees pa



500.000 visitors pa



1,4 million visitors pa



7 million passengers pa to the area

OUR PURPOSE

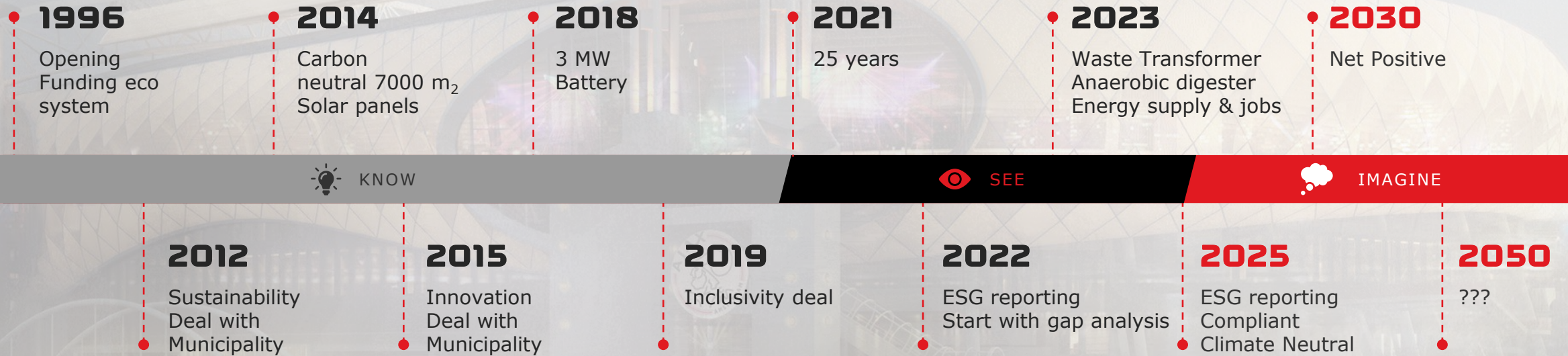
WAS, IS & WILL BE
TO CREATE MEANINGFUL MEMORIES

HOW:
TO DELIVER THE **BEST VENUE** AND
FACILITIES FOR FOOTBALL- AND
ENTERTAINMENT EVENTS, WITH **POSITIVE**
IMPACT ON UN SUSTAINABLE DEVELOPMENT
GOALS, ACCOUNTABLE THROUGH **ESG**
COMPLIANT REPORTING.



ENVIRONMENTAL			SOCIAL			GOVERNANCE		
6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	5 GENDER EQUALITY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
14 LIFE BELOW WATER	15 LIFE ON LAND		8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	
			12 RESPONSIBLE CONSUMPTION AND PRODUCTION	16 PEACE, JUSTICE AND STRONG INSTITUTIONS				

(YOU NEED) VISION AND AMBITION



WE ARE PEOPLE CENTRIC

EVERY VISITOR IS A STAKEHOLDER

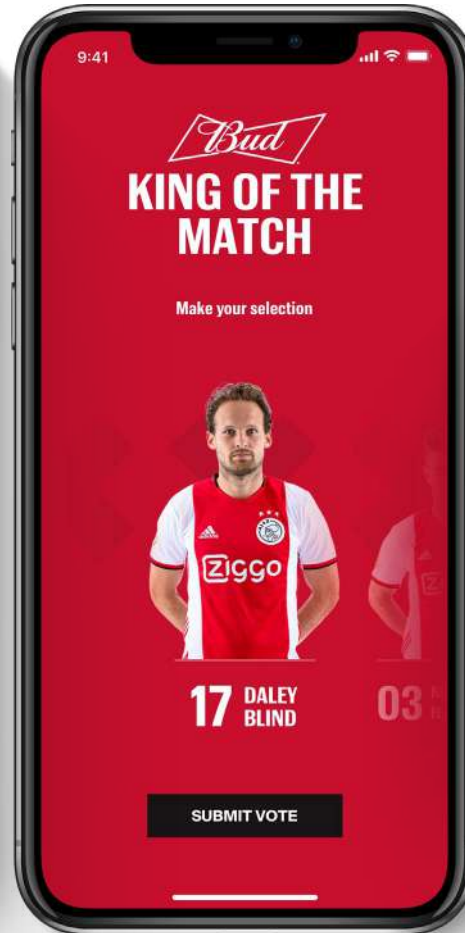
EVERY NEIGHBOUR IS A STAKEHOLDER



SDG'S GUIDED



FAN ENGAGEMENT



[SCOPE 3]

High Tech Turf

Smart data helps keep turf pitch healthy and in top condition

JOHAN CRUIJFF ARENA

DATA DRIVEN

'Talking' pitch



Innovation & Sustainability

JOHAN CRUIJFF ARENA

Annual Average Energy Use:

- Electrical Power approx. 8.500 MWh
 - 90% Wind (7.500 MWh)
 - 10% Solar (1.000 MWh)
 - 0,x% Bio
- District Heat: 26.500 GJ
- District Cooling: 1.512 GJ
- Elimination of natural Gas intake (10.500 m³)



**JOHAN CRUYFF
ARENA**

SUSTAINABLE JOHAN CRUIJFF ARENA

Over **4.200** solar panels.

ENERGY STORAGE in car park P1.
BATTERY EXPANSION IN 2020

Dressing rooms and offices
COOLED with water from
the Ouderkerkerplas.

Own **WINDMILL**
in Oudendijk for
green energy.

VEHICLE TO GRID
charging points in car park where electric cars
RECHARGE and **SUPPLY** energy.

LED FLOODLIGHTING for stadium
among other things.

LED GROWLIGHTING

ENERGY-GENERATING
escalators in the main building.

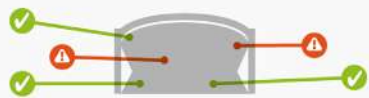
Smart sensors monitor the pitch
HIGH TECH PITCH

Grass field kept frost-free with
SUSTAINABLE HEATING.

Waste **STORING**.



Sensors in stadium enable **DATA-DRIVEN MANAGEMENT** and **MAINTENANCE**.



ENERGY-EFFICIENT
catering.



COLLABORATION with strategic **PARTNERS**
on **INNOVATION** and **SUSTAINABILITY**.



GREEN ENERGY STORAGE

THE 3 MWATT INTELLIGENT ENERGY STORAGE SYSTEM IS PROVIDING BACK-UP POWER THUS ELIMINATING THE NEED FOR DIESEL GENERATORS, AND PUBLIC GRID PEAK SHAVING AND FREQUENCY STABILITY SERVICES.

IMPACT

- RELIABLE AND EFFICIENT ENERGY SUPPLY
- SUSTAINABLE ENERGY SYSTEM
- CIRCULAR ECONOMY FOR EV BATTERIES

PARTNERS

JOHAN CRUIJFF ARENA | EATON
Gemeente Amsterdam | THE MOBILITY HOUSE
bam | NISSAN



BIO ENERGY

PROJECT DETAILS Reporting on ESG'S

7 - 10 YEARS PROJECT LENGTH

350 KG FOOD WASTE COLLECTED PER DAY

FROM MULTIPLE LOCATIONS IN AMSTERDAM

YEARLY, 7 NEW EMPLOYEES WITH A DISTANCE TO THE LABOUR MARKET ARE TRAINED TO PARTICIPATE

50 EMPLOYEES ARE TRAINED OVER THE TOTAL PROJECT LENGTH

10,000 KWH PER YEAR CO-POWERING THE STADIUM

20,000 KWH THERMAL/YEAR FOR COOLING DATA CENTER

100,000 LITER NATURAL FERTILIZER PER YEAR RECOVERED

PER TRUCK, ELIMINATION OF 270KM LONG DISTANCE TRANSPORT ON DIRTY DIESEL



WHY:

Food waste dumped in our general waste is incinerated or dumped to landfill. The food waste rots and produces methane gas, a greenhouse gas 28 x stronger than CO₂ to trap heat in our atmosphere. This project eliminates this effect and creates social jobs and awareness around food waste.

HOW:

- 1 Food waste is collected daily by people with a distance to the labour market
- 2 from buildings surrounding the stadium and brought to this waste transformer. Clean energy is generated, copowering the stadium and cooling down the data center. The nutrients are turned into a natural fertilizer.

WHAT:

Social value is created by creating over 50 jobs in 10 years. Dirty diesel transport by waste trucks is eliminated. A place is created to educate local students on sustainability topics. People sort their waste for the first time.

IMPACT

- LESS WASTE IN AND AROUND THE STADIUM
- MORE GREEN ENERGY
- SOCIAL EMPLOYMENT

Waste Transformers

WASTE TO VALUE ON-SITE
ENERGY, HEAT AND FERTILISER

VALUE
BIOGESTER

The Masaha Waste Transformers

AMBITION

SMART ENERGY GRID ARENA

Stable power supply
Peaks and troughs are evened out

Energy Storage ESS west
3 MW power and 2,8 MWh capacity
148 EV batteries 2nd/1st life

5 Bi-directional **P1 V2G Living Lab**
E-vehicle sharing HUB (2020)

± 4.200 / 1MW solar panels

Energy storage ESS
EV vehicle sharing HUB

Stadium load
1 - 6 MWh

Supply energy services
Kavel 15 & 16

Back-up
power supply
Johan Cruijff
ArenA 3MW

Supply energy services
E-vehicle sharing
HUB

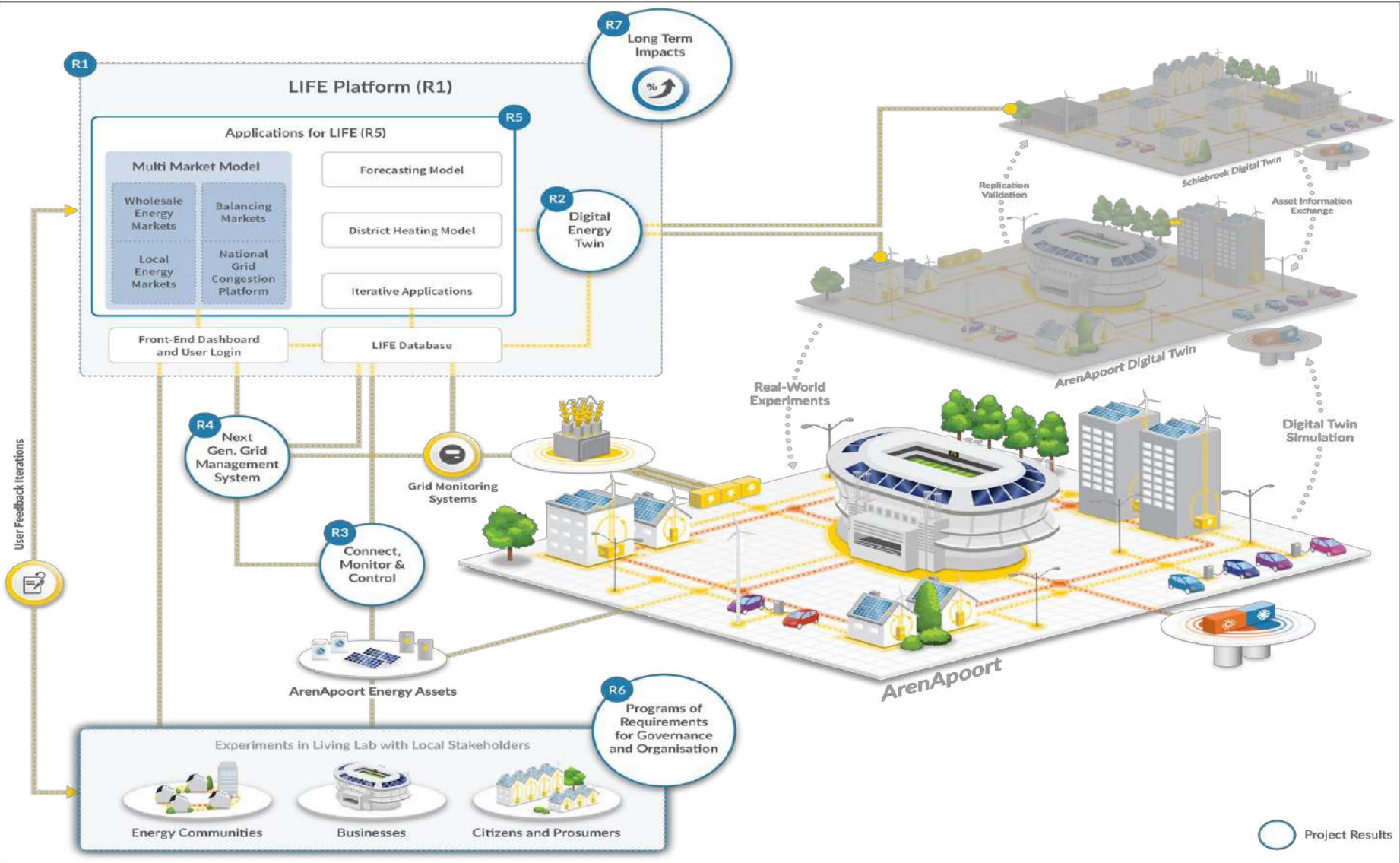
Living Lab car park P1
200 cars smart
charging incl. V2G

Other parking garages
owned by local governments (future)
P2, P3, P4, P5, P6, P10, P18

Energy Storage ESS east
1 MW power and 1,2 MWh capacity

**Supply energy and
energy services
to the neighbours**

LOCAL INCLUSIVE FLEXIBLE ENERGY PLATFORM





SUSTAINABLE TRAVEL BY FANS

HOW DO WE REDUCE OUR IMPACT OF THE TRAVEL OF THE FANS?

SUSTAINABLE MOBILITY FOR CUSTOMER JOURNEY

OMC - OPERATIONAL MOBILITY CENTRE FOR EVENTS

CARBON
FREE
TRAVEL
INITIATIVE

AJAX,
AMSTERDAM,
MRA
NS,
GVB,
TRANSDEV,
JCA STADIUM

FAN
COMMUNITY-
BASED APP'S
& SERVICES

LIVE CROWD,
CLOSE,
SLINGER

WEB-BASED
SUPPORT FOR
INTEGRATED
TRAVEL
ASSISTANCE

BESITE

EV TO GRID

SOCIAL
ENERGY
PLATFORM

NON-'SUP' DRINKS

 BAN ON SINGLE USE PLASTICS

 SOLUTIONS NEEDED FOR
TRANSITION TO REUSABLE OR
RECYCLABLE BEVERAGE
CONTAINERS



IMPACT

- LESS PLASTIC WASTE
- INCREASED VISITOR AWARENESS



WASTE NO MORE

FOCUS ON
SUSTAINABLE
CLEANING SOLUTIONS

NUDGING VISITOR
BEHAVIOR ON LITTER

USE OF INNOVATIVE
TECHNOLOGIES FOR
WASTE DETECTION



PARTNERS



IMPACT

- CIRCULAR MATERIAL USE
- NO-WASTE PARADIGMSHIFT
- MINIMIZE WATER USE FOR CLEANING

HEALTHY PLANT-BASED (PROTEIN) FOOD

DE VERSPILJINGS FABRIEK



- TRANSITION TO PLANT-BASED
- BUY FROM REGENERATIVE FARMERS
- BUY LOCAL & BUY SOCIAL
- "VERSPILLINGSFABRIEK" INITIATIVES SUPPORTING JOB CREATION IN (LOCAL) FOOD BUSINESS

PARTNERS

JOHAN CRUIFF
ARENA


Hutten
A tijd meer aandacht

- IMPACT**
- LOW CARBON EMISSIONS IN FOOD PRODUCTION CHAIN
 - LOW FOOD WASTE
 - SOCIAL EMPLOYMENT

Tooling

Measure the gaps

The dashboard displays the following sections and metrics:

- Overall Net Positive Score:** A progress bar showing the overall score, with callouts explaining it as a percentage, points, and letters.
- Global Sustainable Venue Benchmark:** A bar chart comparing JCA's performance across various pillars, with callouts explaining the score per pillar.
- Carbon Footprint:** A gauge and bar chart showing CO2 emissions, with callouts explaining the carbon footprint of JCA.
- Events:** A list of events associated with JCA, with callouts explaining which events are associated.
- Verified & Certifications:** A grid of certification logos, with callouts explaining that the data has been independently audited.
- Supporter Tools:** A grid of logos for various support organizations, with callouts explaining these are the SDGs that JCA supports.
- Industry Benchmark:** A comparison chart showing JCA's performance relative to the industry average, with callouts explaining that JCA outperforms the sector average.
- Supplier Score:** A bar chart showing the average score on GSES pillars for JCA's suppliers, with callouts explaining this is the average score on GSES pillars of JCA suppliers.
- CSRD Suppliers:** A list of suppliers, with callouts explaining that this block on the venue dashboard indicates CSRD reporting requirements starting from 30/09/2023.

EVENT DASHBOARD

The dashboard is titled "EVENT RATING GLOBAL SUSTAINABLE VENUE BENCHMARK" and is powered by Data Feed. It features a navigation sidebar on the left with icons for Home, Profile, Event, and Reports. The main content area includes:

- Event Details:** Johan Crujff Arena, Address: Johan Crujff Stadion, Postal Code: 1025 ZS Amsterdam, Country: Netherlands, Website: https://www.johanncrujffstadium.com/
- Calendar:** A vertical list of event dates and titles.
- Carbon Footprint Budget:** A circular gauge showing a 100% completion rate for "Smart flights (100 km)".
- Sustainable Venue Benchmark:** A bar chart comparing the arena's performance across various pillars (CSR, CO2, SDG, etc.) against a 100% benchmark.
- Supply Chain Event:** A bar chart showing average scores for different categories like Procurement, Production, and Distribution.
- Supported SDGs:** A grid of 17 icons representing the Sustainable Development Goals.
- Verification Information Details:** A section for audit and certification information.
- Artists Sustainability Impact:** A row of icons representing different impact areas like Food & Beverage, Energy, and Water.

This is the carbon footprint of the event, based on the GHG (Greenhouse Gas) protocol.

This is an overview of the average scores per pillar (also visible on the right) of the suppliers for the event.

The presented verified data has been independently audited by independent Certification Bodies through Audit Independer. In this section, you can find the audit results.

Here you will find general characteristics about the event and the location.

This is the scorecard per GS pillar. The maximum score per pillar is 100%. Pillars include: CSR, Circular Economy, CO2 Reduction, Sustainable Procurement, Health and Safety, Biodiversity and SVB (the event standard JCA and GSES).

This is an overview of (Sustainable Development Goals) that the event contributes to, powered by Data Feed.

Placeholder for artists. By clicking on the icons you can see the artists make in the sustainable topics.

INSPIRE AND CHALLENGE INNOVATORS



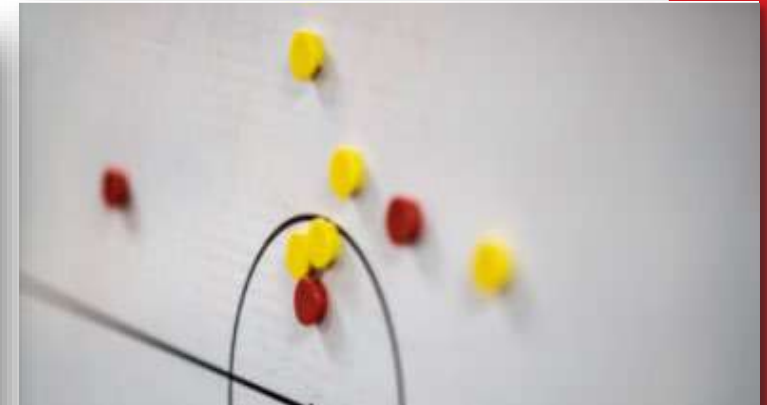
'Why Waste' | Circular Waste Streams

How can we reduce litter and make waste streams (plastics, unsold inventory, and/or other types of waste) more circular in and outside of the stadium and/or amateur clubs?



'Go Green' | Greener Mobility

How can we track and/or reduce the carbon footprint of fans travelling to, and from, stadiums and/or amateur clubs?



OUT OF THE BOX

Do you have a solution that helps us Reimagine Football, but does not fit into one of the four challenges?



JOHAN CRUIJFF
ARENA



European Union
European Regional
Development Fund

JOHAN CRUIJFF
ARENA

JOHAN CRUIJFF ARENA ECOSYSTEM

CORPORATE PARTNERS

Microsoft Signify



Honeywell

Genetec

FOUNDING AND BUSINESS PARTNERS

ABN-AMRO

KPMG

Ballast Nedam



kpn

bam

randstad

Heineken Coca-Cola

FEBO

amsterdam smart city



Gemeente Amsterdam



POLITIE

1700+

innovation community



JOHAN CRUIJFF ARENA

12 Sportinnovator centers

EVENT ORGANIZERS



Event organizations



2

million visitors yearly



aba
AJAX BUSINESS ASSOCIATES



25+

KNVB partners of #11 innovation center

40.000+ season ticket holders of which 6.000 certificate holders

SCALE-UP PARTNERS

GAME ON LIVE arena VO GO
azena studio automated

BeSite C

GUMPTION Catchphrase hi calculus holland innovative

17

Gumption member companies

KNOWLEDGE PARTNERS

TNO innovation for life



Amsterdam University of Applied Sciences

Media network

100+ faculty members
9000+ students
9000 alumni

BRANCHE PARTNERS

media perspectives essma

COLISEUM Global Sports Venue Alliance

350+ stadium members
3.200+ industry contacts

200+ members
60.000+ industry contacts

1000+

Johan Crujff Arena newsletter subscribers



JOHAN CRUIJFF ARENA