Growing together: Taking responsibility and shaping the future



Progress report 2024/25

Contents



Introduction

About this report — 5

Foreword by Michael Ströll,
FC Augsburg CEO — 6

Special recognition:
“Sepp Herberger Award” 2025 — 7

FCA in numbers — 8



Strategy and responsible corporate governance

The FC Augsburg organisation — 11

Further development of the
sustainability strategy — 18

The “Brückenbauer” — 22



Buliding bridges.
Moving people.
Protecting the environment.

Environmental and
climate protection pillar — 35

Moving and education — 57

Social commitment pillar — 69







Looking ahead

Managing sustainability
with purpose — 81



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Introduction

About this report

FC Augsburg publishes an annual sustainability report, which has established itself as an important communication tool and provides key information about the club's sustainability commitment. The report offers stakeholders a comprehensive insight into how the club handles key issues responsibly, achieves progress and develops its next steps.

"From footprint to handprint"

Under the motto "Buliding bridges. Moving people. Protecting the environment," the two areas of focus – "Sustainability in football" and "Sustainability through football" – take centre stage. This means the club takes responsibility by reducing its ecological footprint while increasing its positive handprint through active and future-oriented initiatives. For FCA, this commitment represents an opportunity rather than an obligation.

Content structure

The structure of this report follows that of the previous edition. This consistency in format increases transparency and makes it easier to trace the club's development steps across its most important areas of activity.

FCA's sustainability strategy is built on four pillars. The focus topics and areas of action form the main content framework, which also shapes the structure of the following chapters.

"Sport can play an important role in improving the life of every individual – indeed, not only of individuals but of entire societies."

Kofi Annan, former
UN Secretary-General

After the introduction, the first part of the report focuses on the area of action "Sustainability in football". It looks at the FC Augsburg organisation, its diverse developments and the various facets of responsible corporate governance. This is followed by insights into the management of the club's own environmental performance, before the second part turns to the approaches and initiatives within the area of action "Sustainability through football."

A new feature at the end of each chapter is a summary section titled "What we achieved in 2024/25", which presents the key development steps in a concise format. In addition to this review, FCA has once again placed great importance on outlining its approaches to further development and the planned projects for the 2025/26 financial year and the years that follow.

Reporting framework

The reporting period primarily covers the 2024/25 season (financial year from 1st July to 30th June). In order to provide a well-founded contextual assessment, selected developments that occurred after this period have also been taken into account or announced ahead of publication, where possible before the editorial deadline. The report covers both FC Augsburg 1907 GmbH & Co. KGaA and Fußball-Club Augsburg 1907 e. V. For readability, the terms "FC Augsburg" or "FCA" refer to both entities, while the report itself is largely written in a deliberate, active first-person plural. This publication is the fifth progress report and, like its predecessors, is aligned with the GRI Standards.

The Global Reporting Initiative (GRI) content index and other related indices can be accessed here.

Further information can also be found on our website under the sustainability section.

Foreword

Dear readers,

We view sustainable development as a major opportunity to bring together social responsibility and entrepreneurial progress, which is why "taking responsibility" is firmly embedded as a core element of our corporate strategy. Our focus goes beyond creating and strengthening the framework conditions needed for sporting excellence. Forward-looking management that reflects FCA's identity, economic stability and long-term growth, together with a conscious awareness of our environmental performance and of our responsibility towards the people in our region, form equally important foundations for the club's continued development.

Responsibility with conviction

Sustainability is a frequently used buzzword that risks losing its value, as it is often associated more with obligations rather than with progress and meaningful action. That is why I deliberately began my opening lines by speaking about "responsibility" and "taking responsibility". These are terms that stand for conviction, positive momentum and purpose – and that fit perfectly with our ambitious path, both on and off the pitch. Responsibility is also part of our 07 core values, firmly anchored in our mission statement as a guiding principle and driving force behind everything we do.

"Buliding bridges. Moving people. Protecting the environment."

Expanding our framework for action and achieving greater impact

We know we are not perfect, but we regularly review our actions. Combined with our motivation to improve every day, this helps us consistently expand our positive impact as an organisation. Through our various initiatives promoting exercise, education, social cohesion and environmental protection, we continue to strengthen our identity, influence and relevance as a club.

Our commitment has also been recognised with the Sepp Herberger Award, presented to us for the first time for our work with schools (see page 7). This recognition motivates us to continue on this path and to significantly expand our school partnerships (see from page 58). As part of the ongoing development of our sustainability work, the introduction of our EMAS-validated environmental management system has provided a further foundation to make our environmental performance increasingly effective and efficient.

"Buliding bridges. Moving people. Protecting the environment." – what originated in Augsburg and has since grown steadily throughout the region also generated its first international impact in the past financial year. Following our training camp in South Africa in summer 2024, it was important to us to initiate a long-term, multi-year project in the Mpumalanga region within the framework of Sports4Development (see page 43).

We are pleased to present the fifth edition of FC Augsburg's progress report. In addition to outlining the progress we have achieved, it also reflects our values in an authentic way and provides further insights into our wider commitments. Together, we can achieve a great deal – not just in sporting terms on the pitch, but also for the future, beyond it.



Michael Ströll,
FC Augsburg CEO



Special recognition
“Sepp Herberger Award” 2025

FCA project “Ball School meets Reading Island” takes first place nationwide

A special honour: In spring 2025, we received the prestigious Sepp Herberger Award in the “School and Club” category. With our project “Ballschule trifft Lese-Insel” (Ball School meets Reading Island), we secured first place – an important recognition of the club’s social commitment.

The project combines enthusiasm for movement with the promotion of reading skills and is aimed at primary schools in the city of Augsburg. The award underlines our ambition to expand our efforts in physical activity and educational development in the 2025/26 school year. The prize funding associated with the award will be used specifically to support this expansion. Details of the next stage of development can be found from page 58.

“The award is a huge motivation for us to continue and ideally expand the project so that even more children can discover the joy of movement and reading.”

Markus Krapf, FC Augsburg president







“Reading is so important for kids and their language development, as well as for their imagination and creativity. Combining it with sport and introducing a topic that might not seem exciting to them at first in such a way is brilliant.”

Julian Nagelsmann,
Germany national team head coach





Watch the FCA TV feature on the award-winning project here

FCA in numbers

1907
Founded

2006
Promoted to the 2. Bundesliga

2011
Promoted to the Bundesliga

14
consecutive years in the Bundesliga

28,017
members

17,500
season-ticket holders

11/9
youth teams / women's and girls' teams

115
full-time employees at the head office and stadium operations

55
full-time employees at the Paul-Renz-Akademie

474
sponsors and partners

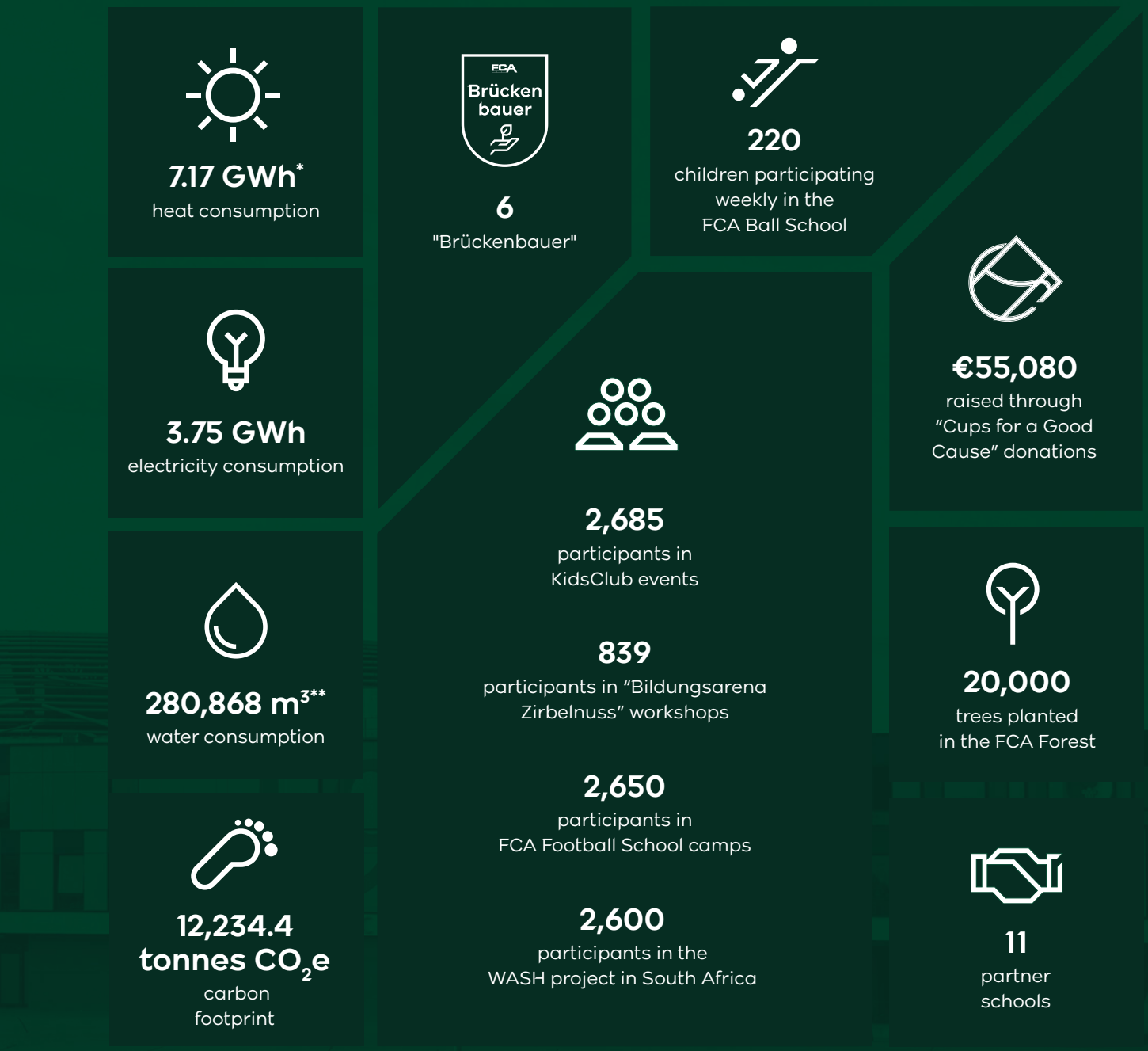
507,000
attendees at home matches at the WWK ARENA in the 2024/25 season (excl. DFB-Pokal)

1,118,304
followers across all social-media platforms

31,089
shirts sold

62
fan clubs

Note: The figures on this page refer to the 2024/25 season, correct as of 30th June 2025.



7.17 GWh*
heat consumption

6
"Brückenbauer"

220
children participating weekly in the FCA Ball School

3.75 GWh
electricity consumption

€55,080
raised through "Cups for a Good Cause" donations

2,685
participants in KidsClub events

839
participants in "Bildungsarena Zirbelnuss" workshops

280,868 m³**
water consumption

20,000
trees planted in the FCA Forest

2,650
participants in FCA Football School camps

12,234.4 tonnes CO_2e
carbon footprint

2,600
participants in the WASH project in South Africa

11
partner schools

Sustainability indicators

*Information on heat consumption: Figure adjusted for weather conditions in accordance with the German Weather Service's climate factors.

**Information on water consumption: The majority of water use relates to the pump system. Around 97% of this water is returned to the groundwater.

Strategy and responsible corporate governance

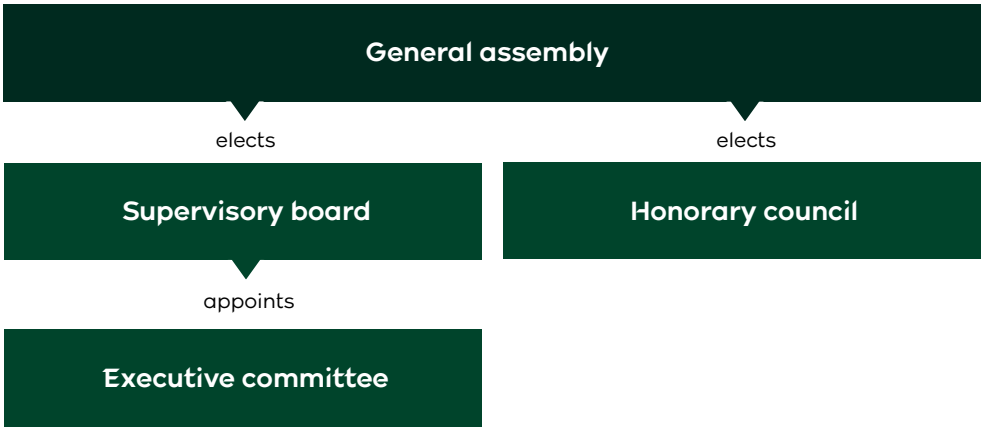
Further development of the organisation



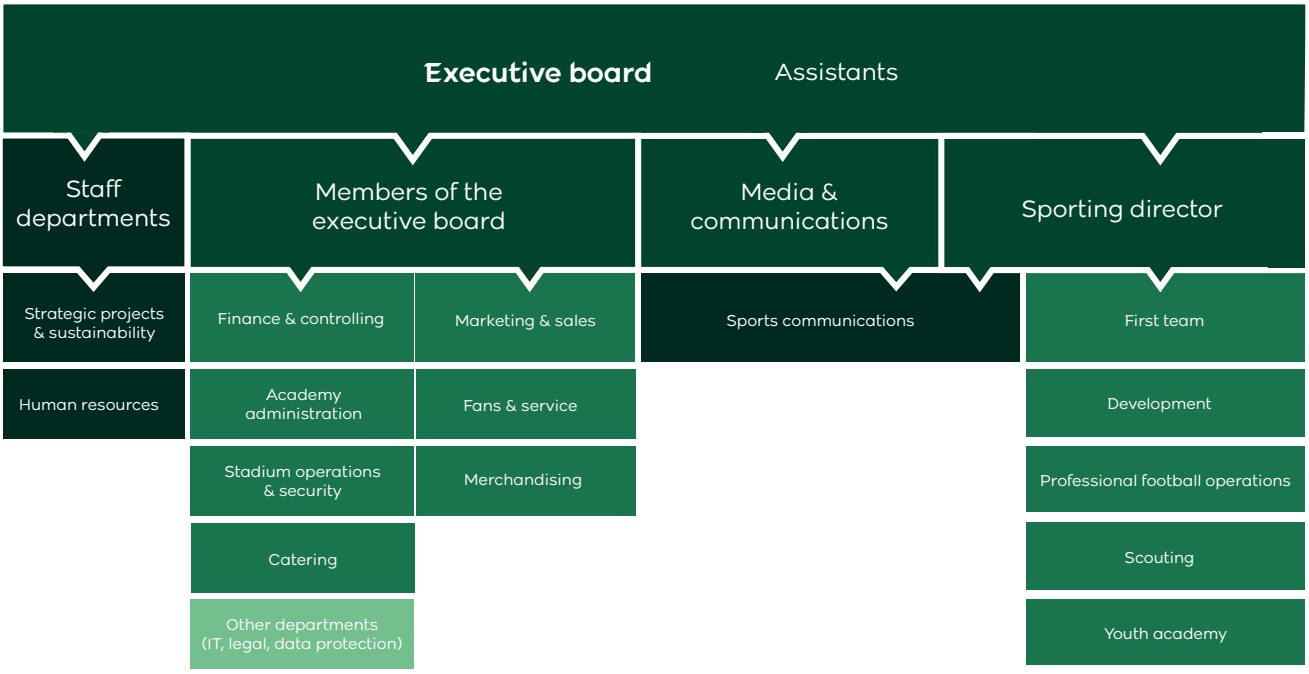
In our mission statement, we consciously strive for sporting and entrepreneurial excellence that earns recognition both within the world of football and beyond the pitch. Yet our focus is not only on strengthening the things necessary for success. A down-to-earth, forward-looking management approach that reflects FCA's identity, together with continuous organisational development, forms the foundation for our ongoing progress. We are also firmly committed to shaping a responsible future – one that integrates the dimensions of economy, society and ecology into everything we do.

Organisation structure

Fußball-Club Augsburg 1907 e. V.



FC Augsburg 1907 GmbH & Co. KGaA



Personnel changes: Supervisory board of the KGaA

Every four years, the shareholders of FC Augsburg 1907 GmbH & Co. KGaA elect a new supervisory board. For the first time, the club (e. V.) now has a permanent representative on this body. Instead of three members, the supervisory board as a control committee now consists of six members, with Thilo Sautter taking on the role of chairman.

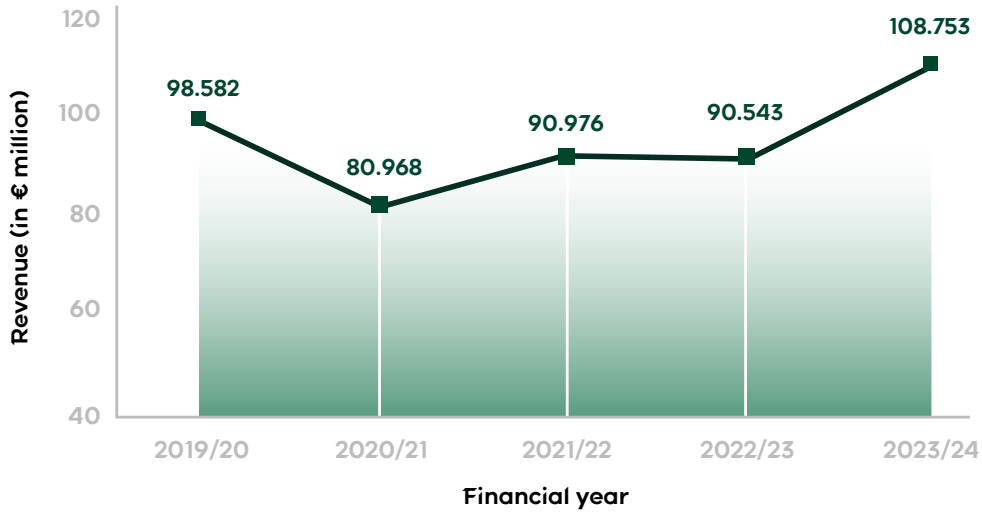
Chairman of the supervisory board
Thilo Sautter

Members of the supervisory board
Markus Krapf, Stefan Frederking, Johannes Ruppert, Halil Altintop, Scott Krase

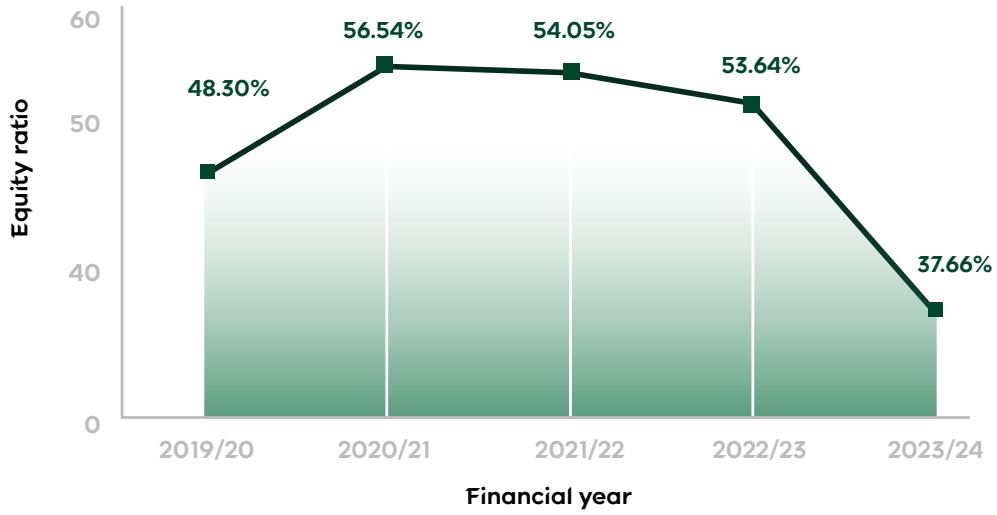
Key financial figures for FC Augsburg 1907 GmbH & Co. KGaA for the 2023/24 season

We have established a broad and solid economic foundation. In the 2023/24 season, we achieved a record revenue of €108 million, surpassing the €100 million mark for the first time. Projections for the 2024/25 season indicate further growth, strengthening the foundation for the next stages of our overall corporate development.

Revenue for FC Augsburg 1907 GmbH & Co. KGaA



Equity ratio for FC Augsburg 1907 GmbH & Co. KGaA



Note: The official financial statements for the 2024/25 season were not yet available at the time of publication. The figures shown therefore refer to the previous five financial years.

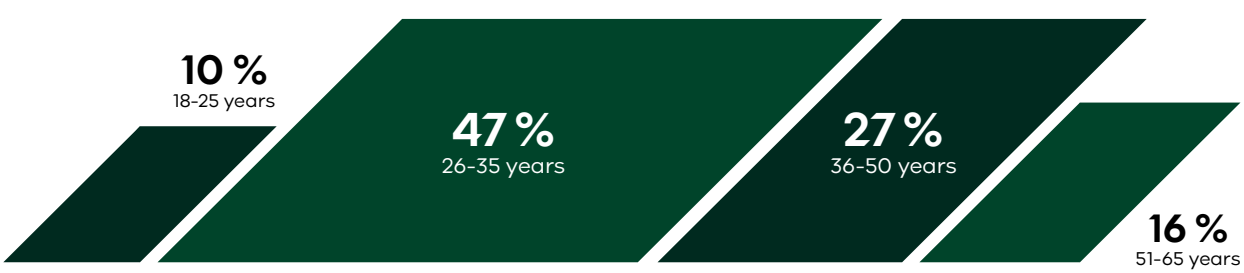
Organisation development

Employment structure

Overview of employees*	Head office	Stadium operations	Sport (coaching team, staff)	Professional footballers	Paul-Renz-Akademie
Total	86	29	35	29	55
Female	30 (35 %)	9 (31 %)	2 (6 %)	0	10 (18 %)
Male	56 (65 %)	20 (69 %)	33 (94 %)	29 (100 %)	45 (82 %)
Full-time	78 (91 %)	21 (72 %)	34 (97 %)	29 (100 %)	43 (78 %)
Part-time	8 (9 %)	8 (28 %)	1 (3 %)	0	12 (22 %)

*Note: The overview includes all full-time employees. Additional personnel groups are listed in the following section.

Age structure



Further personnel groups



A new perspective: Former FCA players join the head office

Former first-team players Raphael Framberger and Jan Morávek have been part of our head office since spring and summer 2025 respectively. Raphael is completing his trainee programme across various departments, while Jan has joined the scouting team.

Cooperation with Caritas Augsburg's CAB Disability Support Services

In partnership with the Ulrich Workshops Augsburg, four people now work in the groundskeeping team through external workplace placements – two at the WWK ARENA and two at the Paul-Renz-Akademie.

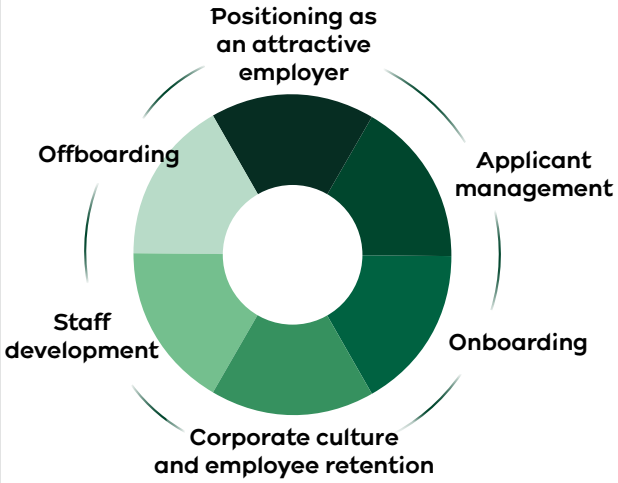
You can listen to the Radio Augsburg feature that followed Thomas and Pascal in their day-to-day work here.

Strategy project "FCA 2030"

As part of the club-wide strategic project "FCA 2030", all departments and directorates took part in a series of workshops to develop a set of objectives. These objectives were derived from four overarching strategic pillars: sporting development, economic growth, brand growth and strengthening, and the ongoing development of the organisation itself.

Further development of human resources

Alongside the growth of the HR unit, the team set clear guiding principles for further development and professionalisation. Processes are increasingly being introduced in an integrated way across both the KGaA and the e. V., and mapped efficiently and in a standardised manner via the "HRworks" platform. Through a wide range of measures implemented along the entire employee life cycle, the club continues to strengthen its employer brand and enhance how it is perceived both internally and externally.



Process optimisation through AI

A new addition to our digital services is the AI-based chatbot "Zirbele", which supports our service team and is available around the clock on the homepage and in the FCA app. The digital assistant answers questions on topics such as stadium visits, tickets and memberships. It also learns with every interaction, improving continuously over time.

A second chatbot is available to all employees directly in Microsoft Teams as an everyday chat partner. In addition to being used as a "classic AI tool", it also provides access to internal information and can be used for tasks such as searching for images.

8,000
"Zirbele" users

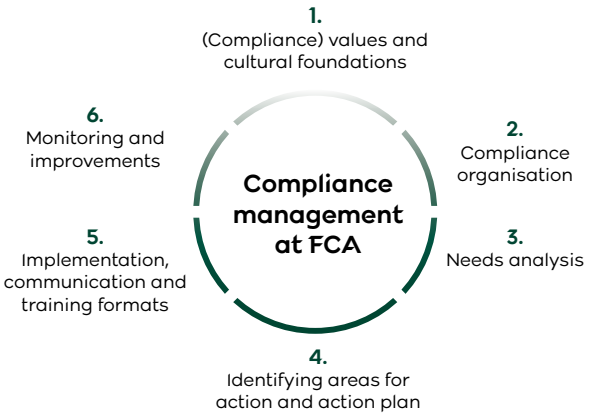
30,000
messages sent to "Zirbele" since launch

90 %
recognition rate achieved by "Zirbele"

To further increase internal efficiency, a digital photo and media database has also been introduced. It brings together all media assets in a single location, enables rapid AI-supported tagging – including automatic player recognition – and makes it much easier to distribute content to different user groups. With its intuitive interface and the ability to access it via app or web from any location, the system significantly reduces the time required for searching, coordination and the provision of materials.

Compliance management

In recent months, a cross-departmental project group has been working on the further development of FCA's compliance management system. Building on the structures already in place, the group has approached this task in a systematic and process-oriented manner.



In addition, a basic training session for all employees will be held, with a particular focus on the already introduced code of conduct. A recording of this session will form part of the onboarding process for new employees in the future. The existing whistleblower protection system will also be expanded by adding two internal points of contact below management level.

FCA market research panel

In cooperation with SLC Management GmbH, we have established a dedicated market research panel that now includes more than 1,000 members of the FCA family. Since the 2023/24 season, regular surveys have been shared that highlight different areas of our work and make it possible to identify clear potential for further development. By repeating these surveys on an annual basis, we can also document objective findings on the improvements that have been implemented and track how these developments progress over time.

Surveys have been conducted on the following topics

- **Regional engagement**
- **Brand**
- **Merchandising**
- **Media and communications**
- **Sustainability**
- **Catering**

Child and youth protection

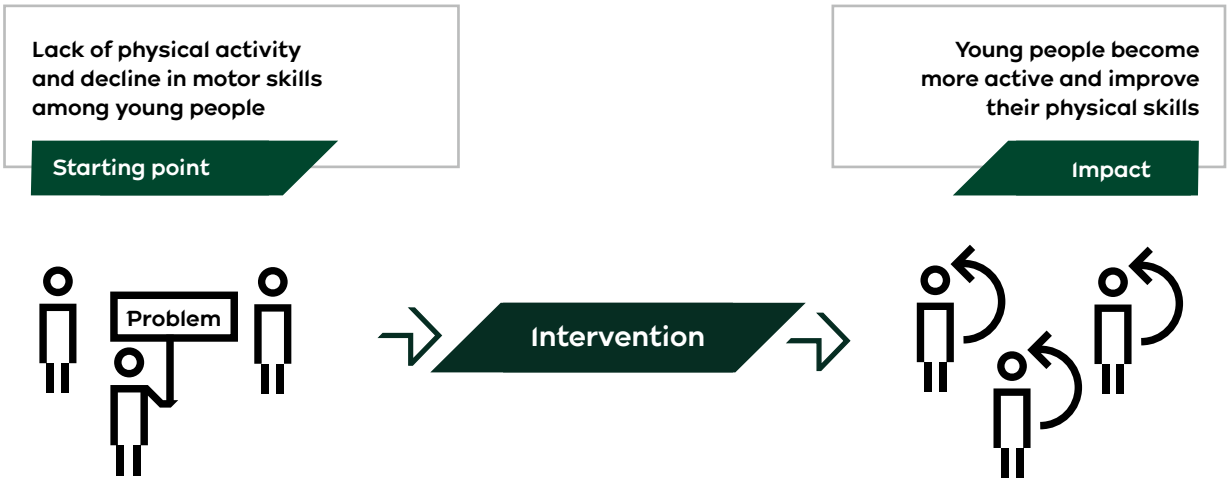
The protection policy, developed in the 2023/24 season on the basis of the measures already in place, has been continuously refined by our child and youth protection team and embedded even more firmly within the structures of both the KGaA and the e. V. All personnel groups to whom the policy applies have acknowledged receipt of the complete document, as well as the additional code of conduct, via the personnel portal.

Further (preventive) measures included in the policy

- Framework for supervision duties
- Annual training sessions for staff
- Submission of an extended criminal record certificate
- Case management guidelines
- Yearly workshop for all academy players
- Posters displaying (anonymous) support services
- Checklist for event planning

Impact measurement

In connection with our sustainability work, we focus particularly on impact orientation and measurement. Impacts are defined as changes within society, among target groups or in their environment that occur as a result of a specific intervention (project).



Projects generally begin with a social issue or the needs of a specific target group, forming the basis for a project concept. This concept is designed to achieve the intended impact, working backwards from the desired outcome:

- What social problem do we want to solve?
- What change do we need to achieve in which target groups?
- Through which activities can we bring about these changes?
- What resources do we need to carry out these activities?



We conduct targeted impact assessments particularly within our "Ball School meets Reading Island" and "Bildungsarena Zirbelnuss" projects, both of which fall under the "Moving and education" sustainability pillar (see from page 58).

*Both diagrams are based on the impact logic developed by PHINEO gAG and its "Impact Guide".

Building bridges. Inspiring people. Protecting the environment.

"From footprint to handprint": Our two areas of impact

What changes and developments do we want to achieve within our own organisation, and what actions are needed to make them happen?

Sustainability in football

Reduce our footprint



Increase our positive impact

Sustainability through football

What social challenges do we want to address? What change do we want to create among different target groups through specific project initiatives?

Acting with foresight and creating a positive impact for society

Our focus areas and key initiatives

Responsible corporate governance

- Ongoing establishment and development of the sustainability strategy, coordination of cross-cutting topics and improvement of data management
- Publication of the progress report, including updates on progress towards sustainability goals
- Organisational development and commitment to being a responsible employer (see pages 14–17)
- Involving the FCA family in club affairs through dialogue formats (see pages 20–21)
- Building value-based partnerships with regional stakeholders and sponsors, integrating "Brückenbauer" into our partner network (see pages 22–25)
- Holistic youth development (see pages 26–29)
- Promoting women's and girls' football at FCA (see pages 30–31)



Environmental and climate protection

- Environmental management in accordance with EMAS (see pages 36–37)
- Greenhouse gas management with an annual carbon footprint assessment, improved data management and identification of reduction potential (see pages 38–39)
- "Green Week" initiative including themed matchday and tree-planting campaign in the FCA Forest (see pages 40–42)
- Measures for water protection and awareness (see pages 43–45)
- Promotion of sustainable mobility (see pages 46–47)
- Responsibility in supply chains, product range and waste management (see pages 48–53)
- Optimisation of energy management and resource use (see page 55)



Moving and education

- Promoting physical activity through the FCA Ball School, including components that promote reading (see pages 58-63)
- Promoting physical activity through FCA Football School camp formats (see page 63)
- "Bildungsarena Zirbelnuss" (see pages 64–65)



Social commitment

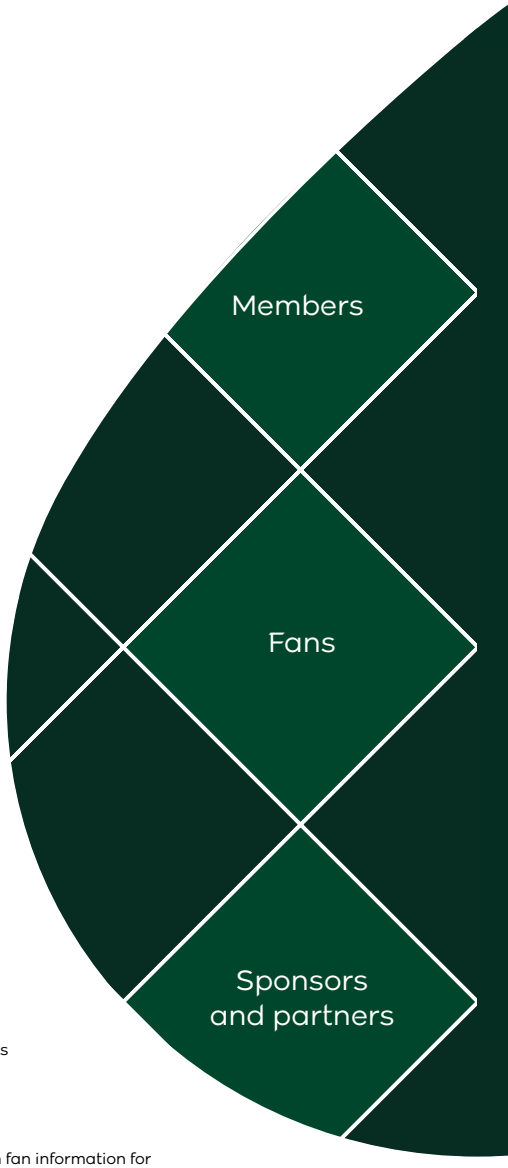
- "Cups for a Good Cause" (see page 70)
- FCA Christmas Wishes (see page 70)
- Welcoming first-year pupils (see page 71)
- FCA remembrance work (see pages 72–75)
- Diversity and anti-discrimination (see pages 76–77)



The FCA family

Working together with our stakeholders is an essential foundation for both sporting and economic success, as well as part of our shared responsibility within the city and region of Augsburg.

Through participation and dialogue formats tailored to specific needs, we aim to gain a better understanding of what is expected from the club and how we can make further progress together.



Members

Key figures

24,975 members, 30.06.2024 → **28,017** members, 30.06.2025

36.7 % of members in the KidsClub

50 newsletters

4 member clubs (MiniClub, KidsClub, TeensClub, ClassicClub)

36 events, including **12** for the KidsClub

5,732 total participants at events, including **2,685** at KidsClub events

Participation formats

- **1** general assembly
- **2** members' evenings on selected topics
- **4** ongoing working groups focused on improving the stadium experience, with a total of **12** meetings
- ✓ Surveys via the FCA market research panel

Highlights and new initiatives

- ✓ Red-Green-White Night at the Augsburg Plärrer
- ✓ Free childcare for MiniClub members on matchdays
- ✓ "Gaudi Corner" for children on the club website
- ✓ MiniClub and KidsClub partnership with the Environmental Education Centre Augsburg
- ✓ Welcome packages in cooperation with the Ulrich Workshops Augsburg

Fans

Key figures

57 fan clubs, 30.06.2024 → **62** fan clubs, 30.06.2025

1,859 fan club members, 30.06.2024 → **1,947** fan club members, 30.06.2025

63,500 service enquiries processed

28 events, including **12** exclusively for official fan clubs

7 home matchdays with the "Augsburg Calling" programme

12 events as part of "Wellenbrecher"

20 newsletters with fan information for away matches, **5** fan club newsletters and **19** email bulletins for season ticket holders

Participation formats

- **4** ongoing working groups focused on improving the stadium experience, with a total of **12** meetings
- **2** fan club meetings and fan workshops
- ✓ Surveys via the FCA market research panel

Note: The figures and formats on this page refer to the 2024/25 season.

Sponsors and partners

Key figures

431 sponsors and hospitality partners, 30.06.2024 → **474** sponsors and hospitality partners, 30.06.2025

10 events

46 newsletters

Participation formats

- ✓ Introduction of the "Brückenbauer" partnership model
- ✓ Joint initiatives with sponsors and partners during "Green Week", including the tree-planting campaign, Football School projects, and the introduction of easy-to-read language
- ✓ Surveys via the FCA market research panel



Players

Key figures

1 first team with **29** players on professional contracts

11 teams at the Paul-Renz-Akademie (U9-U23) with **213** players

9 women's and girls' teams with **200** players

Looking beyond the pitch

- **12** sustainability activities involving FCA first-team players
- **15** social initiatives undertaken by the women's, girls' and youth teams
- ✓ Educational sessions for academy teams
- ✓ Further initiatives on personal development, career support and responsible use of social media
- ✓ Child and youth protection training provided for all academy teams

Employees

Key figures

86 employees* at the head office (30.06.2025)

29 employees* in stadium operations (30.06.2025)

55 employees* at the Paul-Renz-Akademie (30.06.2025)

Participation formats

- **4** staff meetings (2 held in person)
- **4** ongoing working groups focused on improving the stadium experience, with a total of **12** meetings
- ✓ Surveys via the FCA market research panel and other internal staff surveys
- ✓ Cross-departmental working groups on various topics

*Full-time staff – see the overview at the top of page 14.

Committees

Key figures

3 executive committee members of Fußball-Club Augsburg 1907 e. V.: Markus Krapf (president), Raphael Brandmiller (vice-president), Jürgen Urban

5 supervisory board members of Fußball-Club Augsburg 1907 e. V.: Thomas Müller (chairman), Sebastian Priller, Manfred Ringer, Walter Sianos, Gerhard Wiedemann

5 honorary council members of Fußball-Club Augsburg 1907 e. V.: Maximilian Hofmeister (chairman), Dominik Hoffmann, Irene Krapf, Andreas Thomas, Jürgen Völkel

6 supervisory board members of FC Augsburg 1907 GmbH & Co. KGaA: Thilo Sautter (chairman), Halil Altintop, Stefan Frederking, Markus Krapf, Scott Krase, Johannes Ruppert

The “Brückenbauer”

Taking responsibility together with FCA

FCA’s partners make a valuable contribution to achieving the club’s sporting and business goals. Together with them, we act as advisors, facilitators and drivers of shared projects, raising awareness and creating impact. With the "Brückenbauer" initiative, we have established a new form of partnership focused on sustainability and joint project work, one that we aim to strengthen and expand further in the future.

Why become a "Brückenbauer"?

The "Brückenbauer" jointly advance sustainability efforts and create added value.

They are featured through reports and communication activities highlighting the development of shared projects and processes.

FCA Brücken bauer

The "Brückenbauer" network provides a platform for making contributions visible, sharing progress and inspiring others to follow suit.

It also generates influence and momentum for FCA’s own development.

Our "Brückenbauer"

company bike solutions GmbH

company bike

Core themes of sustainability commitment

Use of sustainable transport solutions and route optimisation to significantly reduce emissions. Expansion of the range of used bicycles to save resources. Promotion of sustainable mobility as a contribution to the social shift in transport.

“Sustainable mobility means more to us than just bike leasing – it’s about contributing to a livable future. As part of FC Augsburg’s "Brückenbauer" network, we want to inspire people, connect communities and drive the mobility transition forward. Only together can we bring about real change.”

Gökhan Sancak, Chief Operating Officer company bike

Understanding of sustainability

We are committed to more sustainable mobility and a healthier society. By promoting company and fleet bikes, we motivate people to cycle more – improving their health and supporting environmentally friendly mobility.

Joint focus topic

Company bike leasing for our employees and joint promotion of cycling as a sustainable, healthy way to get around.

Creativeaty GmbH

Core themes of sustainability commitment

We use raw materials sourced from Germany and – where this is not possible – exclusively from Western Europe, minimising transport-related CO_2 emissions. We also donate products on a regular basis.

"As a regionally rooted company, we want to actively take responsibility through the "Brückenbauer" project. Working with FCA and other partners gives us the opportunity to make our sustainability and social engagement more visible."

Michael Walk, Managing Director Vemiwa

Understanding of sustainability

For us, sustainability means taking responsibility for the environment and society. We focus on short transport routes and ensure resource-efficient procurement at all times.

Joint focus topic

Together with Creativeaty, we are expanding the range of plant-based food options offered in our operations and on home matchdays.

ISAS GmbH

Core themes of sustainability commitment

Sustainable renovation planning, supporting and developing employees, innovative solutions for efficient wastewater use, reducing external environmental impacts during sewer rehabilitation, and promoting sustainability in municipalities and across the sector.

Understanding of sustainability

Regeneration represents ISAS's approach to sustainability. Through our core business – the rehabilitation (or regeneration) of wastewater systems – we make an important contribution to environmental protection and public health.

Joint focus topic

Analysis of FCA's water infrastructure. Based on this, we identify and plan meaningful infrastructure measures together.

"We are grateful to be part of a strong, shared movement with FCA through the "Brückenbauer" network – all in the spirit of sustainability."

Alexander Jung, Managing Director ISAS

Kühl Entsorgung & Recycling Süd GmbH

Core themes of sustainability commitment

Development of innovative, practical solutions for environmentally friendly waste disposal and forward-thinking material flow management.

"The goals of the "Brückenbauer" – protecting the environment and climate, and engaging socially, especially for the youngest in society – fit perfectly with our corporate philosophy."

Oliver Staffa, Managing Director Kühl Entsorgung & Recycling Süd

Understanding of sustainability

A holistic sense of responsibility for the environment, society and economy. We see it as our duty to conserve resources, close material loops and ensure economic efficiency through responsible action.

Joint focus topic

At home matches at the WWK ARENA, Kühl handles waste disposal, expands waste separation processes and works with us on a systematic waste management concept.

Ladenbau Balzer GmbH

Core themes of sustainability commitment

Sustainability across the entire value chain – from consulting and design to production and installation. A hybrid vehicle fleet, digital meetings, remote working and efficient travel planning help to reduce CO_2 emissions. When purchasing, preference is given to certified partners with verified environmental and quality standards. Social engagement is also an important part of the company's philosophy.

"We became "Brückenbauer" because sustainability, for us, means more than CO_2 reduction and certified materials. It's about building bridges between people and cultures, breaking down social barriers and making compassion something natural again."

Robert Schechinger, Designer, Shareholder and Managing Director Ladenbau Balzer

Understanding of sustainability

For us, sustainability starts long before the choice of materials – it begins with consulting and the design. Throughout the development process, we plan responsibly: from selecting durable materials and working with regional partners to production and installation.

Walter Fensterbau

Core themes of sustainability commitment

Production of energy-saving products (highly insulated windows). The entire operation is heated using waste from production (wood waste and shavings). Other key areas include using recycled materials in PVC window profiles, returning PVC waste to the recycling loop and generating our own electricity through a photovoltaic system with nearly 300 kWp capacity.

"I find this topic really exciting, fully support sustainable action in our region, and have been trying to contribute for years. Our company's history is also closely linked with the topic of water."

Markus Walter, Managing Director Walter Fensterbau

Understanding of sustainability

'From the region, for the region' is one of our guiding principles. When selecting suppliers, we prioritise working with regional and national partners wherever possible.

Successful kick-off for "Brückenbauer"

Pictures from the launch at the home match against 1. FSV Mainz 05





More information about "Brückenbauer"

Sustainability network

As part of our acting together approach, we participate in local initiatives and attend network events.

Network in the city and region of Augsburg

- Member of the "A³ climate-neutral" initiative
- Participation in A³ sustainability network meetings and the A³ Sustainability Day
- Support for the A³ Sustainability Monitor in cooperation with the Technical University of Applied Sciences Augsburg
- Participation in the BlueCity Climate Conference
- Participation in the Regional Climate Protection Conference
- Lectures at the University of Augsburg and the Technical University of Applied Sciences Augsburg
- Additional talks at public events and for companies

Nationwide network

- DFL assembly of sustainability representatives from the Bundesliga and 2. Bundesliga
- Regular club calls for sustainability officers of the Bundesliga and 2. Bundesliga
- "Bundesliga bewegt" networking meetings
- Club webinar series on sustainability standards and developments

Partnership with the Environmental Education Centre Augsburg



Under the motto "Shaping the future sustainably", the Environmental Education Centre Augsburg offers a wide range of events on nature, climate and resource protection in the Augsburg region. Water and Augsburg's World Heritage status also play a central role.

After several joint initiatives in recent years, a long-term partnership with the Environmental Education Centre was agreed for the 2024/25 season.

FCA Kids will now benefit from the Environmental Education Centre's programmes and expertise through a range of selected activities. In addition, FCA will also provide support for the Augsburg Water Campus in the future.



Watch the FCA TV feature here

Youth football at the Paul-Renz-Akademie

The Paul-Renz-Akademie, our club's youth academy, plays a key role in FCA's overall philosophy. Our aim is to create the best possible conditions to prepare our own youngsters for professional football and, through a long-term strategy, enable as many homegrown players as possible to make the step up to the WWK ARENA. At the same time, as a club committed to developing young players, we bear a great responsibility for their academic education and personal growth.



213 players across all youth teams

17 players living in the boarding residence

13 players living in shared accommodation near the club facilities

49 coaches and support staff

87 players using the daily transport service

4 education and welfare staff

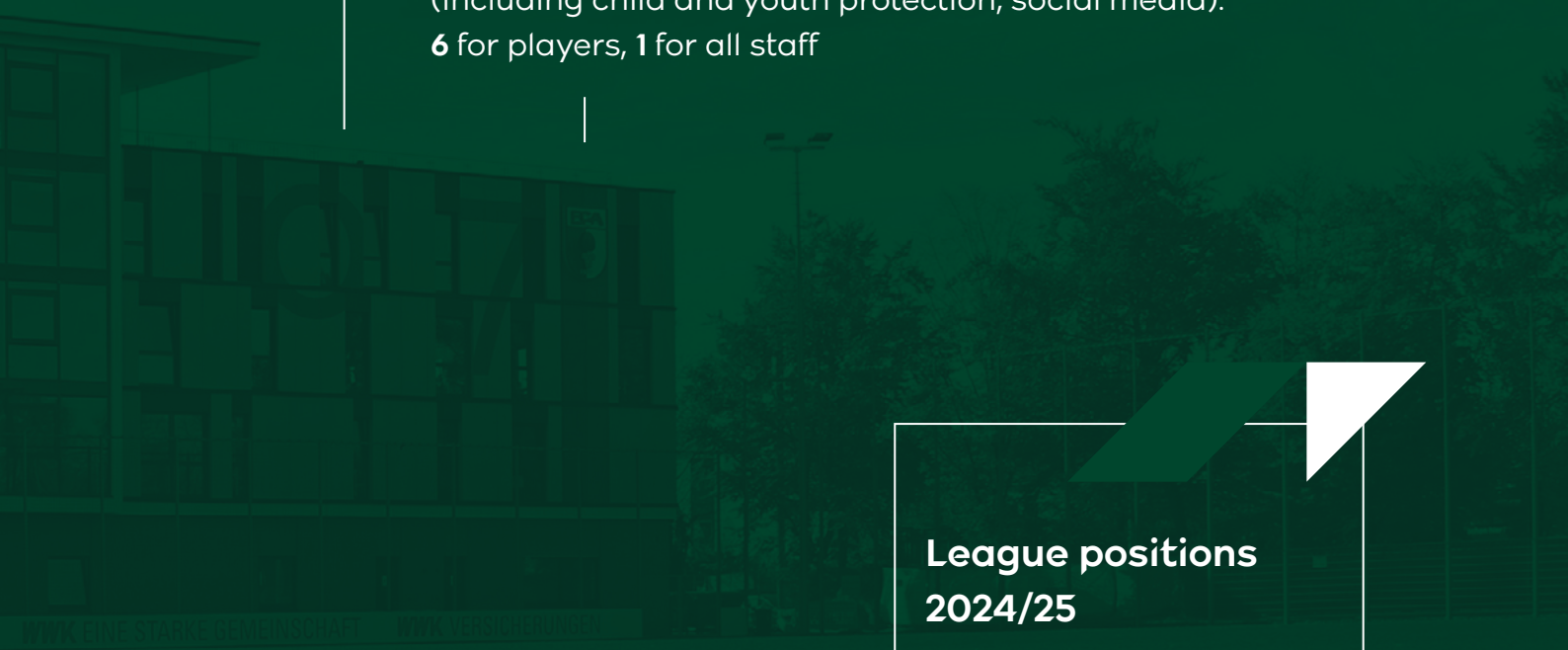
17 different primary nationalities &

16 different secondary nationalities

15 players who have represented their national team at youth level

5 partner schools

7 training formats (including child and youth protection, social media): **6** for players, **1** for all staff



23,244
Instagram followers

Visit the Instagram page

7,388
Facebook followers

Visit the Facebook page

League positions 2024/25

- **U23:** 12th in the Regionalliga Bayern
- **U19:** 1st in Group E, League B of the DFB Youth League
- **U17:** 4th in Group D, League A of the DFB Youth League / Round of 16 in the German Championship
- **U16:** 7th in the U17 Bayernliga
- **U15:** 6th in the Regionalliga Bayern
- **U14:** 3rd in the U14 Academy Development League
- **U13:** Bavarian indoor champions, 5th in the U13 Academy Development League
- **U12, U11, U10, U9:** Did not complete in competitive leagues







Looking beyond the pitch
Social initiatives by the youth teams

Following the motto 'Looking beyond the pitch', every FCA youth team carries out at least one social project each season in partnership with organisations in Augsburg and the surrounding region. Personal development is, alongside sporting and academic education, a key pillar of our youth philosophy. These activities often involve meeting and spending time with peers, giving our young players valuable insight into the everyday lives of others their age while broadening their own experiences beyond school. Shared movement and sport always play an important part too.

Team	Initiative
U23	A joint kickabout with the Ulrich Workshops Augsburg ended in a dramatic penalty shootout and plenty of smiles at the Paul-Renz-Akademie. The team also lent a hand one morning supporting the Vesperkirche.
U19	As part of our remembrance work, the U19s visited the Dachau concentration camp memorial. The tour provided historical understanding while also drawing links to the city of Augsburg and the theme of "Football in the concentration camp".
U17	In November, the U17s organised a joint training session with the Evangelische Kinder- und Jugendhilfezentrum, followed by pizza together afterwards.
U16	During their visit to the Ulrich Workshops in Aichach, the team were given an extensive tour of the facility, gaining insights into day-to-day working life, before sitting down with the workshop's own football team for a lively and engaging conversation about their shared passion for the sport.
U15	At a joint training session with the St. Gregor children's home, the boys showed off their favourite tricks before rounding off the day with pizza.
U14	The U14s visited the AWO youth centre, home to teenagers with refugee backgrounds. After getting to know one another, they all put their football skills on display.
U13	Young met old as the U13s enjoyed an intergenerational visit to the AWO Göggingen care home, spending time with residents and sharing stories.
U12	Following a talk by the Werkstatt Solidarische Welt e. V., the team gained insight into the organisation's work before stitching a football together themselves.
U11	In autumn, the U11s visited an animal shelter, where, alongside meeting the animals, they attended a talk on animal welfare.
U10	The U10s went on a scavenger hunt through the einsmehr hotel, which employs people both with and without disabilities, and learned more about Down syndrome (trisomy 21).
U9	The youngest FCA academy players spent an enjoyable afternoon with pupils from the school for children with hearing impairments, finishing the day with a game of football.

Noahkai Banks









From the FCA Football School to the Bundesliga

Noahkai Banks will never forget 12th January 2025 when FC Augsburg hosted VfB Stuttgart at the WWK ARENA. After Maximilian Bauer was forced off injured just before the half-hour mark, it was the young centre-back's moment – one he had worked towards for years, showing once again how strongly we believe in our youth players.

Early development through the FCA Football School

Born on 1st December 2006 in Hawaii, Banks grew up from the age of three in Dietmannsried in Oberallgäu. He began playing football at an early age with his local club, and his first contact with FCA came at just eight years old. During one of our Football School holiday camps, the tall youngster immediately caught the coaches' eye and was soon invited to join the club's U10 team.

From there, his development accelerated quickly. Banks progressed through our youth teams, often playing in higher age groups. Since the opening of the Paul-Renz-Akademie in 2022, Banks spent three years living in the boarding residence with other youngsters, training daily and forming friendships for life – including with Mert Kömür and Kerim Yaman, both of whom still play for the club today.

The step up to the first team

In June 2024, the centre-back signed his first professional contract and then joined the summer training camp in South Africa. He went on to make his aforementioned senior debut in January 2025, becoming the 15th academy graduate to do so. His assured performance did not go unnoticed as the USA youth international was soon rewarded with a place in the starting XI for the away match against 1. FC Heidenheim just two weeks later.

Women's and girls' football

Over the past year, we have taken further important steps to improve the framework for our women's and girls' section of the club and to strengthen women's football in the region. The club is focusing on the sustainable development of players across all age groups through a broad-based training programme. Qualified coaches and a close-knit, supportive environment offer young players the best setup for growth and development.

FC Augsburg Women Masters

The international "FC Augsburg Women Masters" has been established for several years as a high-quality indoor football tournament for women and girls in Augsburg. Across five matchdays, the event attracts around 90 teams from various age groups from Germany, Austria, Switzerland and the Czech Republic.

Double success! First team promoted to the Landesliga, U15s crowned champions

The women's first team secured their second consecutive promotion in the 2024/25 season. Following last year's rise to the Bezirksoberliga, the team continued their momentum straight into the Landesliga Süd.

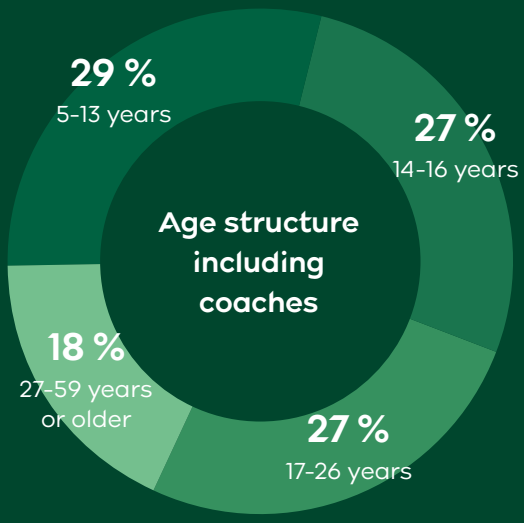
The U15 girls also had reason to celebrate, capping off an excellent second half of the season with only one defeat to claim the title in their league.

"What the girls – together with the entire coaching and support team – have achieved over the past two years is truly emarkable and deserves enormous respect."

Markus Krapf, FC Augsburg president

Age structure

Around 200 players and 24 coaches are active in the women's and girls' section of the club. 52% of players come from the city of Augsburg, while 48% are from the surrounding districts.



Organisation

The creation of a new full-time position as "Coordinator for women's and girls' football" has further strengthened the section's positive development for the coming years. As the central point of contact, the coordinator plays a key role in both the strategic and operational direction of women's and girls' football.

Media presence

Working closely with the media & communications department and through central coordination of public relations, the women's and girls' section now benefits from a more professional online presence. Regular reporting has also helped boost its visibility in the media.

3,620
Instagram followers
30.06.2025

Visit the Instagram page

2,712
Facebook followers
30.06.2025

Visit the Facebook page

Player recruitment

Regular open trial days are helping more and more young talents find their way to the club. There is also a high rate of progression from the girls' teams into the women's squads. For the 2025/26 season, another team will be entered into competition in the form of an U11 side.

Learning from the seniors

Living up to the motto 'Being a role model for others', one player from the women's team coaches the club's youngest age group together with her mother. Their sessions are designed to be especially fun and varied, helping the youngest girls develop their love for the sport and their bond with FCA.

Further initiatives for girls' football

Each summer, our Football School runs a multi-day girls' camp during the holidays. In the 2025/26 school year, a girls' after-school group will also be introduced at the Maria-Ward-Realschule in Augsburg, organised through our Ball School programme.





Looking beyond the pitch: Social initiatives

- Participation of the U15 girls in the most recent tree-planting campaign in the FCA Forest
- Participation in the 'Reading Tram' project

League positions 2024/25

Women I: 1st in the Bezirksoberliga

Women II: 5th in the Kreisliga 2 Schwaben

U17: 4th in the Landesliga

U15 I: 1st in the Bezirksoberliga Oberbayern

U15 II: 6th in the Bezirksoberliga Schwaben

U13 I: 6th in the 'Norwegian Model' group

U13 II: 2nd in the 'Norwegian Model' group

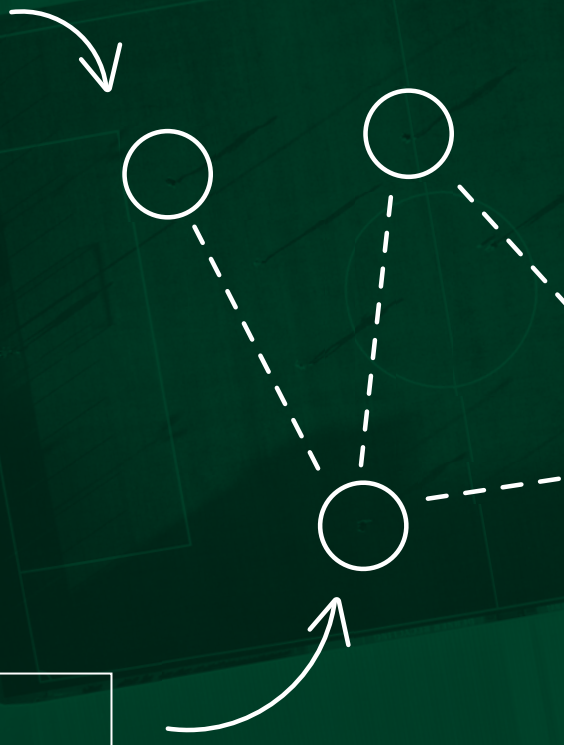
U13 III: Not ranked

What we achieved in 2024/25

At this point, we would like to take a look back at what we accomplished over the past year. We will show which steps we have taken and which processes we have initiated. In doing so, we are able to make our progress visible and increase our motivation for future tasks – after all, there's still much more that we hope to achieve!

Continuing to refine responsible corporate governance and a values-based culture

- Further development of compliance management through the launch of a project group and a needs analysis
- Introduction of an updated child and youth protection concept
- Training sessions on the child and youth protection concept for staff and 11 youth teams



Strengthening transparency in reporting and data quality

- Publication of the progress report
- Implementation of software for the systematic recording of greenhouse gas emissions
- Impact measurement for the "FCA Ball School" and "Bildungsarena Zirbelnuss" projects
- **5** additional surveys conducted through the FCA market research panel

Continuously developing and embedding the sustainability strategy

- Introduction of defined objectives and key figures
- Annual review of progress towards sustainability goals
- Establishment of a project group and regular meetings

Achieving greater impact through partnerships

- Launch and initial communication of the "Brückenbauer" initiative with **6** companies
- Active participation in regional and national networks and initiatives

Strengthening community, participation, identity and fan experience

- **4** ongoing working groups to further improve the matchday experience, with a total of **12** meetings across all groups
- **5** fan surveys conducted through the FCA market research panel

Advancing women's and girls' football

- Creation of a full-time coordination role
- Promotion of the women's first team to the Landesliga

Environmental and climate protection

Reducing environmental impact



We are firmly committed to our corporate responsibility for environmentally sustainable business practices. This includes identifying, systematically improving and reducing our own ecological footprint. Our goal is to continuously enhance our environmental performance while ensuring full compliance with environmental regulations.

Building on this foundation and using our wide reach, we aim to be an authentic role model and driving force for sustainable development. Through education and awareness initiatives, we want to inspire and engage the FCA family to adopt environmentally and climate-friendly behaviours. Our environmental strategy provides the framework for this, taking a holistic approach with clear priorities and defined objectives.

Environmental management system: EMAS

Building on the groundwork laid between 2021 and 2024 as part of the ÖKOPROFIT programme, we introduced an environmental management system at the start of the 2024/25 season. As a now EMAS-verified organisation, we ensure that our environmental performance is improved in a structured and measurable way.



Legal requirement

The total final energy consumption of the WWK ARENA site, including all accompanying buildings and facilities, exceeds the threshold of 7.5 GWh per year. As a result, FC Augsburg 1907 GmbH & Co. KGaA is legally required under the Energy Efficiency Act to implement an energy or environmental management system.



A deliberate choice for EMAS

Our decision to adopt EMAS (Eco-Management and Audit Scheme; Regulation (EC) No. 1221/2009) was based on how well it complements our sustainability strategy, its practical relevance and its tangible benefits beyond merely fulfilling legal obligations.



The European regulation helps organisations to

- further develop their environmental performance,
- increase transparency,
- and strengthen legal compliance and resource efficiency.

This is achieved through

- identifying key environmental aspects,
- defining environmental targets,
- implementing measures and regularly reviewing progress.



Requirements

The regulation builds on the international ISO 14001 standard but includes additional elements such as

- a public environmental statement,
- independent verification by external auditors,
- and active involvement of employees.



Step-by-step approach

For us, this meant systematically analysing the environmental impact of operations at the WWK ARENA site, identifying optimisation opportunities, involving relevant stakeholders and embedding environmentally responsible operations even more firmly into our overall strategy.



Added value and opportunities

EMAS serves as a bridge, enabling us to translate our existing foundations into concrete improvements and make targeted use of the opportunities it creates for regional environmental and climate protection. In doing so, we make a meaningful contribution to a more sustainable future and strengthen our overall sustainability strategy in its ecological dimension.

Focus areas and developments from the introduction of EMAS

01 Environmental aspects and resource conservation

- Evaluation based on both qualitative (environmental impact) and quantitative (measurable) factors
- Current priorities: electricity, heating and cooling, water, waste, chemicals, CO_2e emissions

→ These form the focus areas for identifying potential savings

02 Employee involvement

- Staff ideas and feedback are actively incorporated
- Joint development of environmental topics, including EMAS requirements
- Environmental aspects considered in decision-making and process design

03 Optimised data management

- Stronger foundations thanks to a comprehensive environmental review
- 2023/24 season as a baseline
- Focus on automation, digitalisation and accurate data

04 System organisation

- Definition of responsibilities
- Creation of efficient workflows through the environmental team
- Continuous improvement through regular review, adjustment and optimisation of processes and measures

05 Legal compliance

- Identification of all applicable environmental obligations
- Recognition and targeted management of related opportunities and risks
- Ongoing internal and external audits to ensure compliance

06 Environmental goals and measures

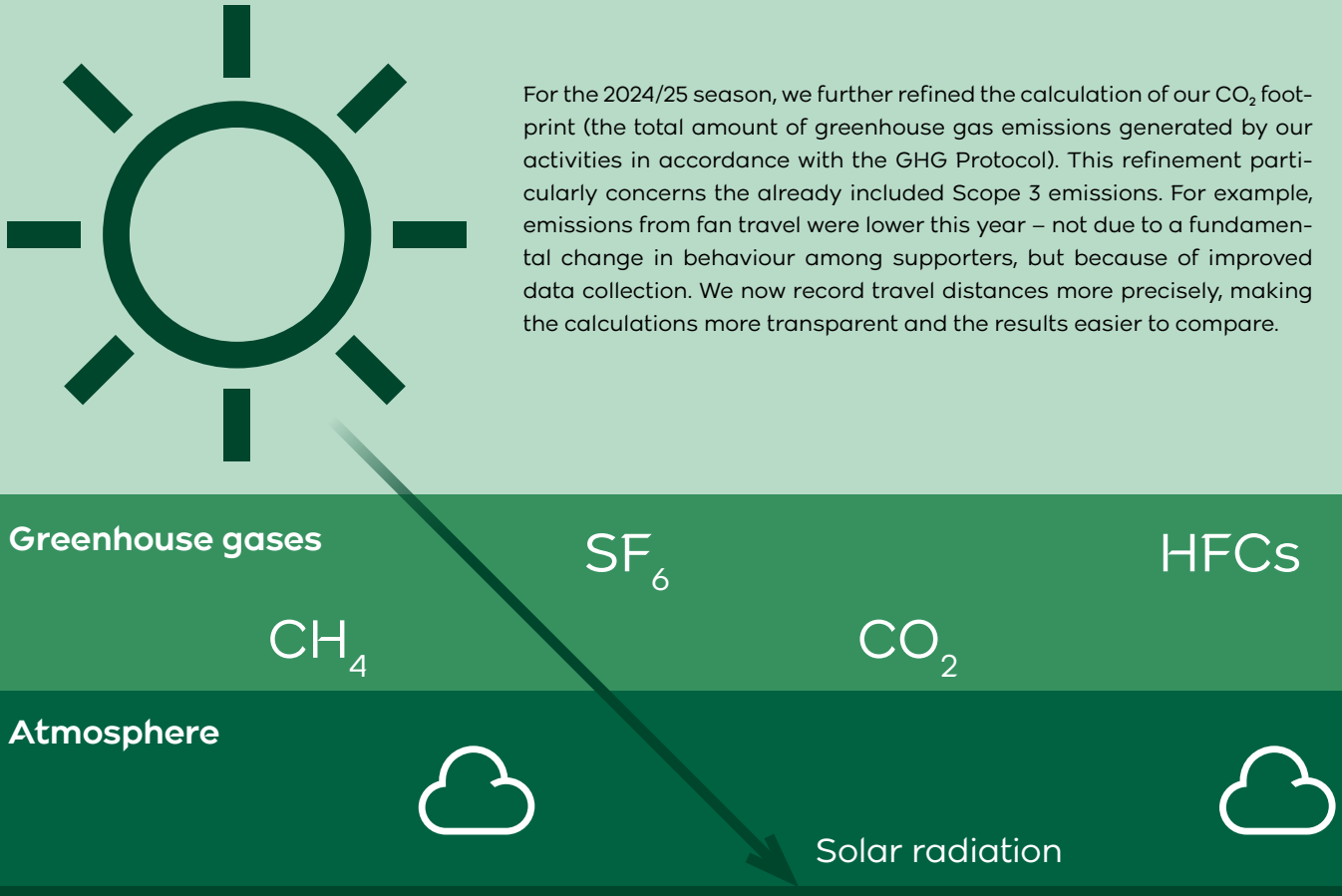
- Clear objectives set for short-, medium- and long-term timeframes
- Based on previous groundwork, with consideration of opportunities and risks
- Strengthening environmental performance through adaptable actions

07 Environmental statement

All key aspects of our environmental management system are presented transparently in a separate environmental statement.

Read our environmental statement here

For the 2024/25 season, we further refined the calculation of our CO_2 footprint (the total amount of greenhouse gas emissions generated by our activities in accordance with the GHG Protocol). This refinement particularly concerns the already included Scope 3 emissions. For example, emissions from fan travel were lower this year – not due to a fundamental change in behaviour among supporters, but because of improved data collection. We now record travel distances more precisely, making the calculations more transparent and the results easier to compare.

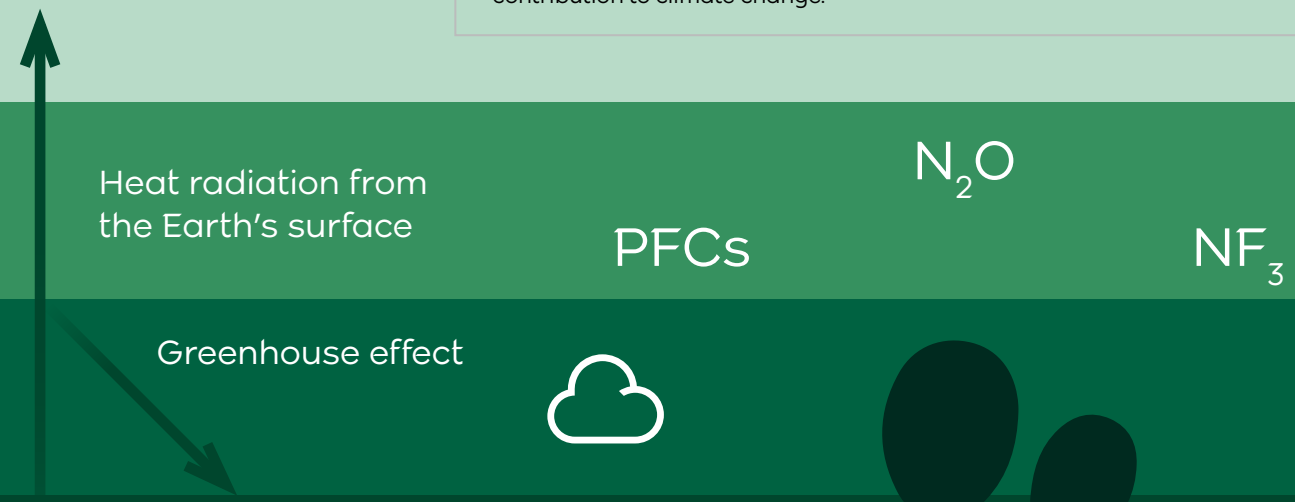


Scope 1
Direct emissions generated by us.

Scope 2
Indirect emissions from purchased energy (market-based).

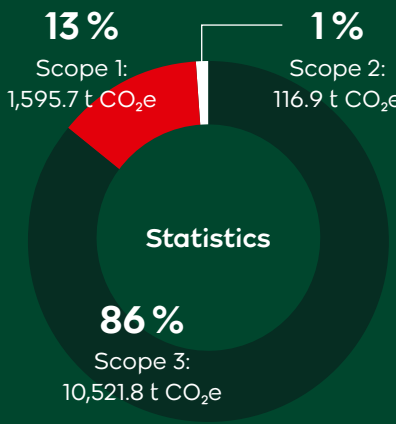
Scope 3
Indirect emissions occurring in the value chain outside the company.

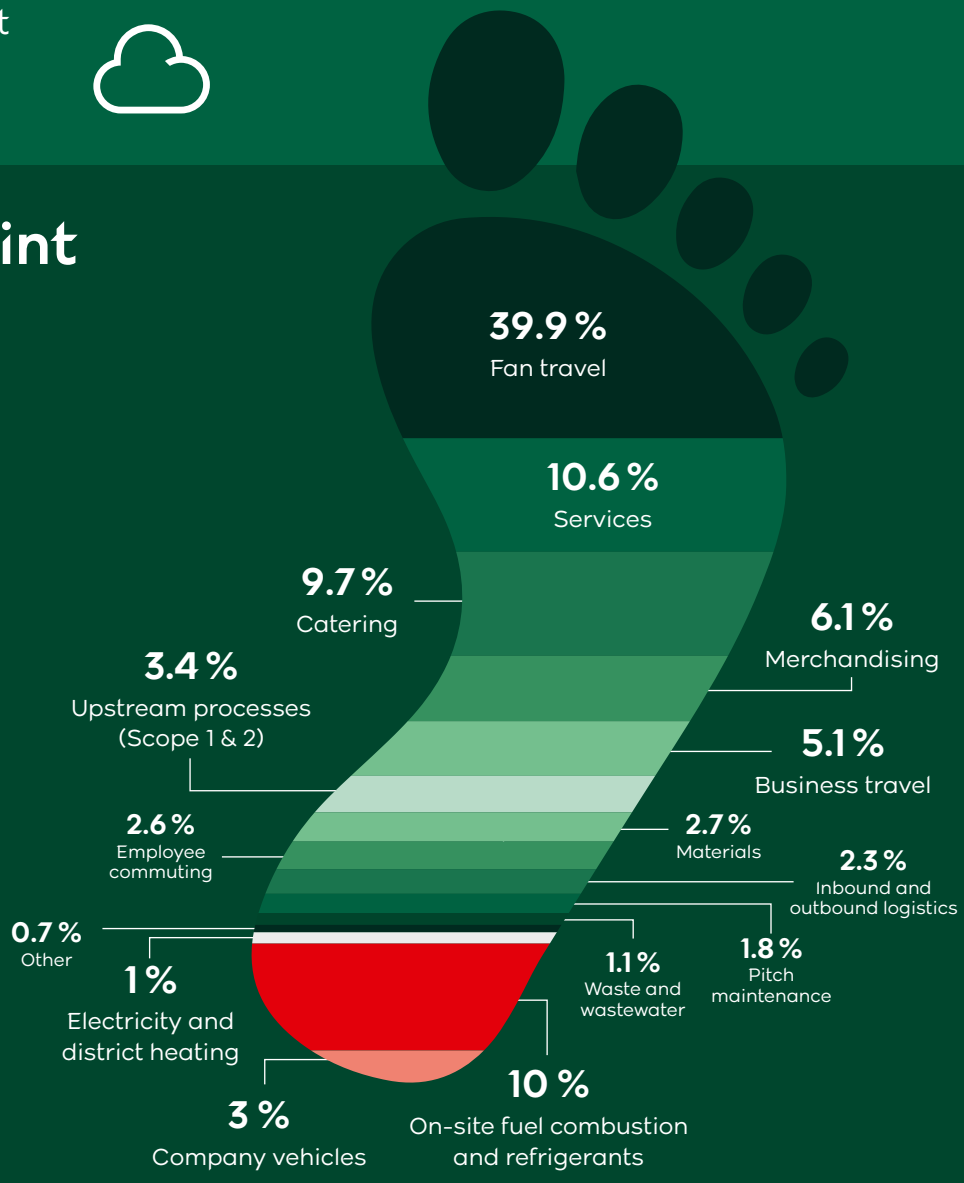
The greenhouse effect is a natural process in which certain gases in the atmosphere absorb heat from the Earth's surface and radiate it back again. However, human activity can increase the concentration of these greenhouse gases, causing too much heat to be retained in the atmosphere. This results in global warming and therefore makes a significant contribution to climate change.



Our CO_2 footprint at a glance

Name: 2024/25 CO_2 footprint
Position: Emissions output
Weight: 12,234.4 tonnes CO_2e*



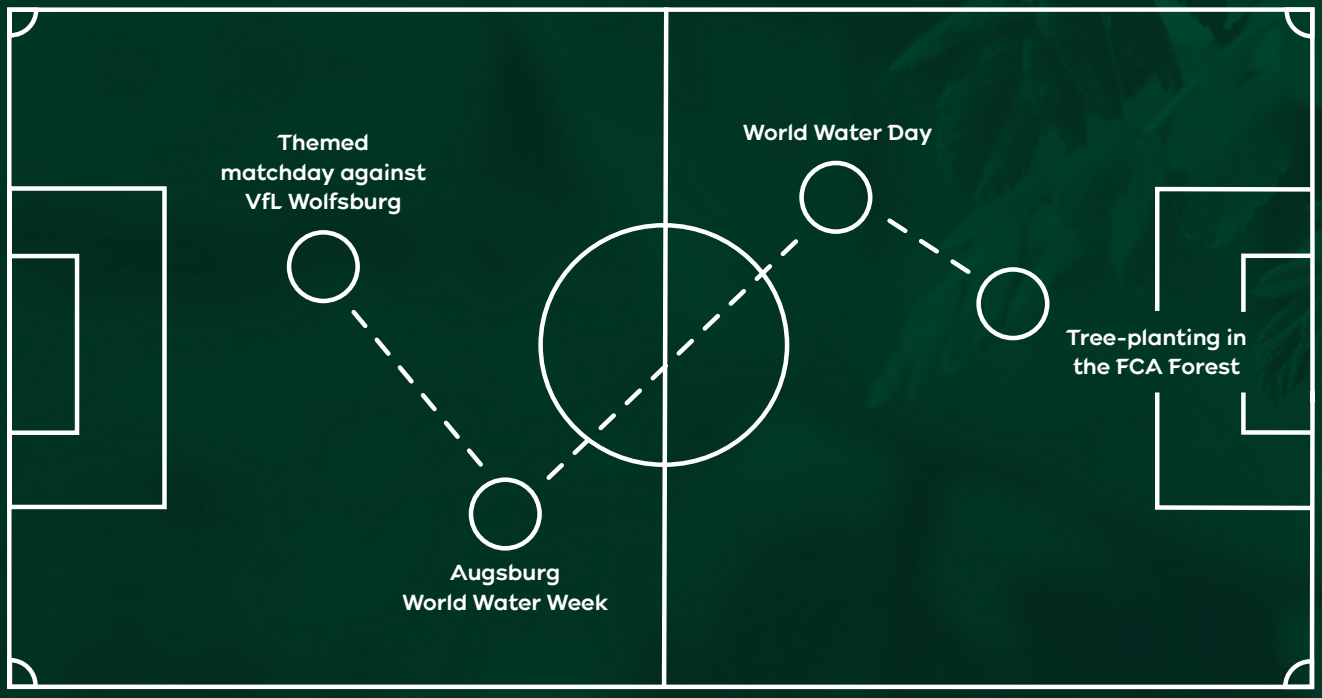


* *CO_2e (carbon dioxide equivalent) is the unit used to express the climate impact of different greenhouse gases relative to CO_2.

Putting water centre stage

Green Week 2025

We held our 'Green Week' for the second time, this year with a strong focus on water. With a themed matchday, a wide range of events and an insight into our water-related projects, the aim was to raise awareness of this vital resource and highlight practical ways to protect it.



Goals of Green Week

- Raising awareness of water as a vital resource
- Showcasing the wide range of our projects and educational work in this area
- Working with partners to promote messages around regional environmental protection
- Taking part in and supporting Augsburg World Water Week

Green Week in numbers

28,351
attendees on the themed matchday

1,910
participants across all activities

400,000
people reached on social media

10
new initiatives on the themed matchday

11
articles published on our website

9
participating companies and organisations

5,120
fans travelled to the match by tram

4,922
trees funded

1,418
fans travelled to the match by bicycle

"We see ourselves as ambassadors of Augsburg's World Heritage Site, which is why water was placed at the heart of this year's Green Week. We know we're not perfect, but we want to take responsibility for this essential resource within football."

Michael Ströll, FC Augsburg CEO

Augsburg World Water Week

- KidsClub activity "FCA River Pirates" in cooperation with the Environmental Education Centre Augsburg
- A special football tournament as part of the WASH project with Viva con Agua in South Africa
- An exclusive tour of the historic waterworks run by swa at Hochablass
- Special "water exercises" took place in our FCA Ball School sessions during the week
- On World Water Day, we were also present with an activity stand at Augsburg's Rathausplatz. Linked to the global sustainability goal "Clean Water and Sanitation" (SDG 6), the themes of drinking water and water protection play a central role in our diverse project and educational work







FCA Forest

With plenty of team spirit, the FCA family headed to the reforestation site for the fourth and final time. This final tree-planting day in the FCA Forest brought the 2025 Green Week to a close and once again underlined the project's importance within our sustainability strategy – a genuine joint effort.

Since the project launched in 2022, the FCA Forest has been taking shape on an area between the Wertach and the Singold rivers in close cooperation with the City of Augsburg and the Municipal Forestry Service Augsburg. With their expertise, almost 20,000 trees have been planted across roughly four hectares. As part of the wider city initiative for climate protection, the aim is to develop a species-rich, climate-resilient mixed forest.

The project is a clear example of how the FCA family embraces its responsibility and of what can be achieved when everyone pulls together with real commitment. It is a project that continues to grow – in the most literal sense of the word.

Together for regional environmental protection

Societal challenges are complex and require many different parties to work together. Over the course of the 2025 Green Week, the entire FCA family – members and fans, sponsors and partners, players and staff – demonstrated how much can be achieved collectively for sustainable development in the region when everyone pulls in the same direction. It became clear just how powerful shared commitment can be. Our sincere thanks go to all supporters and contributors whose cooperation and dedication made the project possible in the first place.

Green Week partners

swa · Umweltbildungszentrum Augsburg · Viva con Agua South Africa

FCA Forest partners

WWK Versicherungen · LOTTO Bayern · SPORTFIVE · HONOLD LTS Logistik · netz 16 IT-Systeme

Water protection and education

Below we outline the key elements and projects within our water-focused work, and report on our water consumption.

Football4WASH

The water-education project takes a holistic approach to the topics of water, sanitation and hygiene (WASH). These three pillars are essential for providing safe drinking water, while improving water infrastructure is an additional priority. Sport, music and art play an important part in the learning experience. The programme is coordinated by Viva con Agua South Africa.

Cooperation partner

Viva con Agua South Africa

Further project partners

Deutsche Fußball Liga (DFL), Gesellschaft für Internationale Zusammenarbeit (GIZ), TS Galaxy FC, FCA family

2,600

participating pupils from John Mdluli Primary School and Cyril Clarke Secondary School in Mbombela

Project goals

Through workshops and activity days on WASH topics, children and young people are equipped in a playful and engaging way with the knowledge, skills and values to drive positive change within their communities. This is intended to support healthier lives and, in the long term, improve living conditions on the ground.

Target group

Children and young people in some of the most disadvantaged communities in Mbombela, where there is no access to basic water, sanitation and hygiene provision.

Results and impact

The project uses the universal language of football to teach hygiene knowledge, promote gender equality and create safe learning environments. By building and training a local project team, it has also created new jobs.

Further information on the first year of the project is available here

“With our Water Days for FCA partner schools, we help pupils build a special connection to our local waters. A day by, on and in the Lech river inspires them to take action to protect it – for example through NIMM3.”

Pascal Rösler, Pure Water for Generations e. V.

FCA Water Days

Project days on, by and in the water, featuring a range of learning and activity stations centred on the topic of water. The sessions begin with the documentary film “2467 km – Eine Reise ins Schwarze Meer” (A Journey to the Black Sea) by club founder Pascal Rösler. The highlight of the day is a stand-up paddle tour to round things off.

Project partner

Pure Water for Generations e. V.

200

participating pupils

Results and impact

The pupils take an active role and create lasting memories during our Water Days. The activities strengthen their connection with nature and deepen their appreciation of water as a vital resource.

Target group

Pupils aged 12-14 at FCA’s partner schools

Project goals

Based on the principles of Education for Sustainable Development (ESD), the project aims both to strengthen young people’s connection to nature and awareness of water as a resource, and encourage a sense of responsibility and the ability to put it into practice.

Further information on the project is available here

NIMM3 (“Take 3”)

A simple task for young and old to put into practice in everyday life. On your next trip outdoors, pick up three items that don’t belong there and dispose of them properly.

Protecting water through microplastic filters

Installation of individually adapted, decentralised filter solutions that trap microplastic directly at the source – on the pitch, in building cleaning or when washing textiles.

Project goals

To reduce water pollution caused by microplastics and minimise associated environmental and health risks.

Results and impact

Based on impact measurements (through repeated analysis of laboratory filter cartridges), it was determined that around 60 kg of microplastic can be intercepted per season. This represents a significant contribution to protecting water and local ecosystems.

Project partner

Guppyfriend (LANGBRETT GmbH)

"FCA River Pirates"

Using the principles of Education for Sustainable Development (ESD), children explore the topic of water in a playful and age-appropriate way.

60
participating children

Project partner

Environmental Education Centre Augsburg

Project goals

To raise awareness of the responsible use of water – a vital resource – including with regard to future challenges.

Target group

FCA KidsClub

Results and impact

The young FCA fans gained knowledge on a variety of water-related topics and understand how important this resource is, including in the context of future challenges such as climate change or periods of drought.

Watch the FCA TV feature here

Water consumption at the WWK ARENA site in numbers

249,066.54 m³*
Well water for the stadium

21,858.65 m³
Well water for the training pitches

9,943.1 m³
Drinking water

***Information on water consumption:**
A large share of total consumption is linked to the heat pump system. Around 97% of this water is returned to the groundwater.

Developments in mobility

Completely eliminating CO_2 emissions from travel connected to the matchday experience is not achievable under current conditions. Our current footprint (see page 39) shows that a significant share of emissions stems from different types of mobility linked to the club.

We therefore record key figures on an ongoing basis, analyse the data and explore potential changes, including initial measures already put in place.

A more detailed breakdown of fan and staff mobility can be found in last year's progress report on pages 55-56.

Average traffic volume across 17 Bundesliga home matches, one DFB-Pokal game and the Family Day event in the 2024/25 season

3,013
cars recorded on average

5,084
fans use the tram on average

17
coaches recorded on average

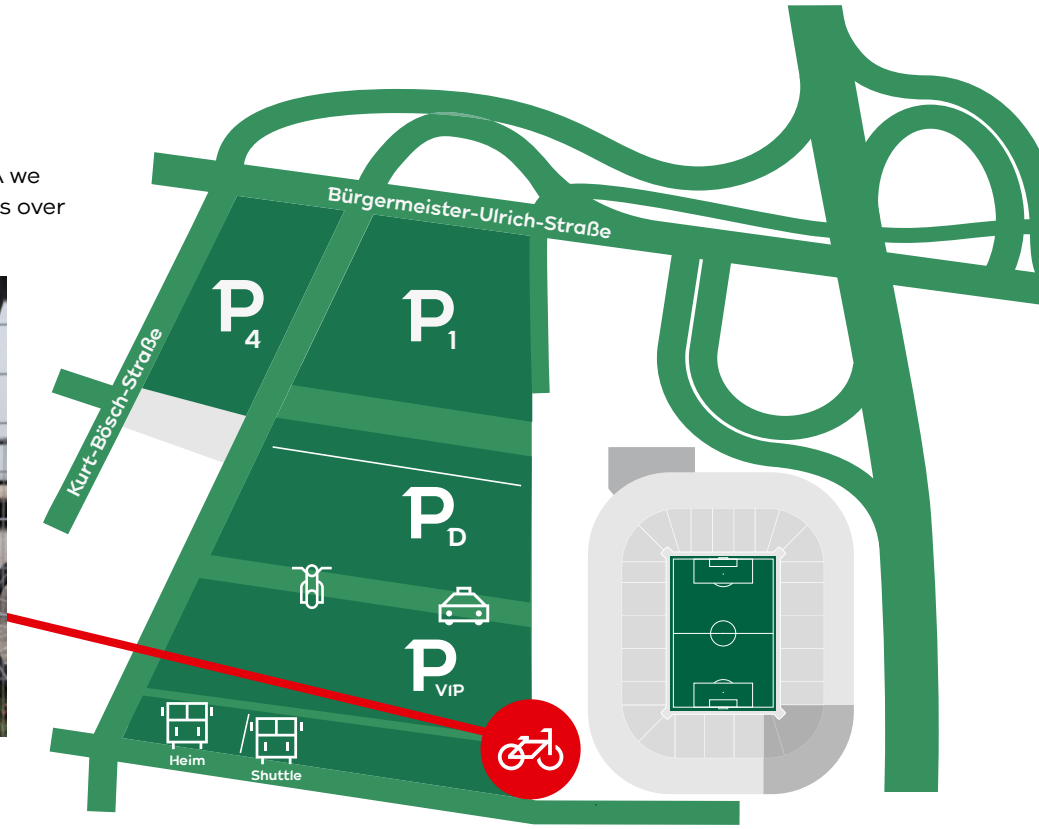
1,610
fans travel by bicycle on average

80
scooters/motorbikes recorded on average

Additional bicycle parking capacity

On the south side of the WWK ARENA we added further bicycle parking options over the past season.





Approaches taken

Below are three measures that were newly introduced in the 2024/25 season.

Company bike leasing

To encourage more staff to get involved, we introduced a company bike leasing scheme, which was also a direct result of our staff survey.

Project partner
company bike solutions GmbH

Target group
FCA staff members

10 %
of staff have already started leasing a bike

"Brückenbauer"
company bike are also one of our "Brückenbauer" and will continue to run joint cycling initiatives with us.

Project goals
Encouraging staff to be more active and giving them the option of using an environmentally friendly form of transport for their daily commute.

Bike sharing

With swabi, the bike-sharing system operated by our exclusive partner Stadtwerke Augsburg, fans can cycle to home games.

Project partner
Stadtwerke Augsburg (swa)

Target group
FCA fans

Project goals
Encouraging our fans to be more active and offering them an eco-friendly transport option for travelling to the WWK ARENA.

How it works
Download the swabi app, add the promotional code SWABI2FCA and enjoy 30 minutes of free riding per trip on matchdays. The code is valid from 00:00 to 24:00 on the day of home games. Rental bikes can be returned at the bike parking area on the stadium forecourt.

The ride-sharing portal for the Bundesliga

Since 2024/25, the DFL has offered a nationwide ride-sharing portal for all Bundesliga and 2. Bundesliga matches.

Project goals
Encourage football fans across Germany to reduce individual car travel and make an active contribution to cutting CO_2 emissions.

Target group
Fans of clubs in the Bundesliga and 2. Bundesliga

How it works
In the Bundesliga app under "Mitfahrportal" or via bundesliga-mitfahrportal.de, fans can select a club and search for or offer lifts to home and away games. The portal allows fans to form carpools across the country.

Initiator
DFL Deutsche Fußball Liga

Red-Green-White

Product portfolio



449
products in the full range

17 %
of all products are manufactured in Germany

21 %
of all products are manufactured in the EU (including Germany)

3 %
of revenue from products with a social label

63 %
of revenue from products with an environmental label

23 %
of merchandise items have an environmental label

6 %
of merchandise items have a social label



"We also consider environmental factors and social aspects when making decisions in merchandising. This includes placing importance on recognised labels such as OEKO-TEX MADE IN GREEN, the Global Recycled Standard (GRS), Grüner Knopf and the Global Organic Textile Standard (GOTS). We work closely with our suppliers to drive improvements across the supply chain. The EMAS process in particular helps us analyse workflows and put structures in place that enable us to develop our product portfolio further and make it progressively more environmentally conscious."

Denis Othmani, FCA director of merchandising

Our colours, your design

How the new 2025/26 home shirt came to life

January 2024
Launch of the shirt contest

At the start of 2024, fans were invited to submit their own design proposals as part of the shirt contest.



February 2024
Submission deadline and initial selection

- Number of submitted designs: **2,500**
- Before a shirt can be worn on the pitch, it goes through an extensive process involving quality management and production lead times. Many different departments and partners are involved, and each design is reviewed for feasibility – including compliance with DFL regulations and the manufacturing options of our kit supplier, Mizuno.
- A jury featuring well-known figures from the FCA family then selected the **07** finalists from a shortlist of **100** designs.

March 2024
Members' vote

The exclusive members' vote followed, with around **5,000** club members having their say on the the final home shirt.





From April 2024
Sample phase

The winning design was produced as a sample, reviewed and refined, before final approval for production was given.

May 2025
Delivery and sales launch

- Delivery of the shirts
- The team wore the winning shirt for the first time at the final home match of the 2024/25 season. From that point onwards it was available to purchase in the fan shop. The shirts are shipped and sold using grass paper packaging from Biobiene.

February 2025
Production starts

- Production country: Vietnam
- Material: 100% recycled polyester
- Additional info: GRS certified

Developments in catering

At the start of the 2024/25 season, we took full responsibility for all catering operations at the WWK ARENA for the first time since the stadium opened in 2009. In addition to running the kiosks and the fan pub ourselves, we now collaborate even more closely with regional suppliers and concession partners from the city and wider region, which further broadens the variety of food and drink available on matchdays. The range of appealing vegetarian and vegan options is being steadily expanded, and there is also an increased focus on offering seasonal produce.

Expanding our vegan food options with our "Brückenbauer" Creativeaty

While all "Brückenbauer" contribute jointly to selected sustainability projects, each individual company also places a spotlight on a shared focus area. Working with Creativeaty, we are expanding the range of plant-based meals available both on matchdays and in day-to-day catering operations (e.g. the vegan burger at "The Burger Kitchen").

Nothing wasted: Donating surplus food to the Wärmestube Augsburg

To ensure as little food as possible goes to waste, prepared meals (around 250 kg per matchday) and baked goods (around 1,000 items) are donated to the Wärmestube and distributed to people in need.

Securing 5th place in PETA's "Vegan Stadium Ranking 2025"

PETA's latest ranking of the most vegan-friendly stadiums in the Bundesliga and 2. Bundesliga highlighted once again that our public catering at the WWK ARENA is performing strongly in this area. We place great value on offering fans an inviting and varied selection of plant-based dishes – from vegan schnitzel rolls to falafel wraps. Our ambition is not only to maintain this standard going forward, but to keep expanding it with even more diverse, appealing and high-quality options in the coming years.

13 kiosks, including the fan pub

7 additional speciality food stands*

8 additional beverage stands**

40 food items on sale

16 of which are vegetarian or vegan

32 beverages on sale

14 of which are alcoholic

18 of which are non-alcoholic

*Plus additional crêpe and pretzel stands

**Plus additional beer stations

Regional focus: Our catering partners

We place strong emphasis on regional sourcing – both in terms of products and the partners we work with. This helps us ensure quality, benefit from short supply routes and maintain a close working relationship to drive ongoing improvements. In the public catering areas, more than **85 %** of our offering currently comes from the region.

The map shows the distribution of our food suppliers and concession partners: each partner is marked with a point, with larger points indicating several partners based in the same area.

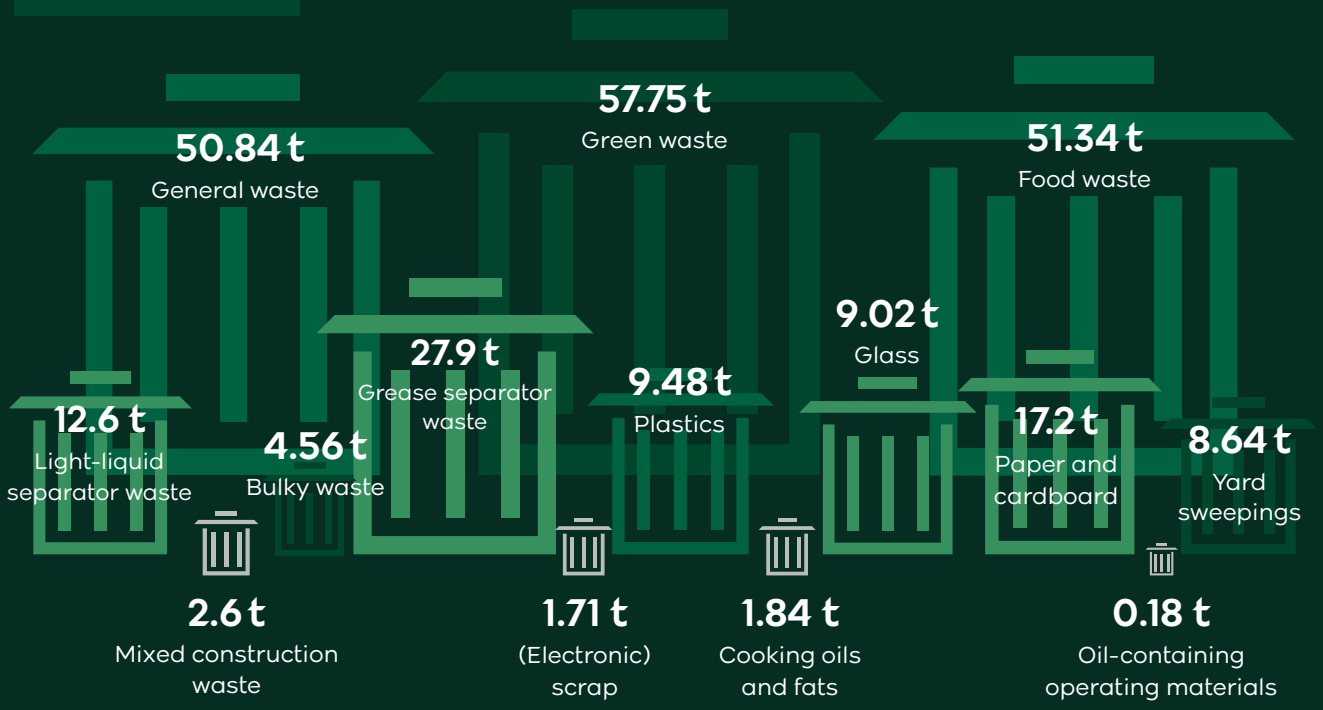


Waste management

A home match at the WWK ARENA is a special occasion for the entire FCA family – both on and off the pitch. However, the stadium experience also brings certain challenges. Matchdays in particular generate large volumes of waste.

Total waste generated at the WWK ARENA in the 2024/25 season

Total
255.65 tonnes



Additional measures

Team line-ups before the match and league tables after the match are no longer provided as print-outs in the VIP area

Switch to FSC-certified recycled paper for matchday programme

Microplastic filters installed pitchside and at the Paul-Renz-Akademie (see page 45)

Grass paper packaging replacing plastic packaging

Reusable cups introduced in the public areas of the WWK ARENA



Waste separation at the WWK ARENA

A sustainable approach to waste requires a structured waste-management system, ensuring that waste is sorted as effectively as possible and, ideally, sent for recycling. In recent years, various process improvements have already been made to reduce volumes and separate waste more efficiently. Together with our new partner and "Brückenbauer", Kühl Entsorgung und Recycling Süd GmbH, we are taking another big step in the right direction. From the 2025/26 season, full waste separation will be introduced at FCA home matches. The new system will also apply to operations at our head office.

Grey bins for general waste will remain in place throughout the stadium concourse. These will be supplemented by bins with blue lids (paper and card) and yellow lids (plastics) at selected locations. Clear explanatory posters are there to help guide fans in separating their waste.





The new system will also be fully implemented across the hospitality and media areas, supported by the explanatory posters.

255,000
cardboard cupholders saved per season by switching from handle-less cups to cups with handles

680,000
single-use plastic cups saved per season by switching to reusable cups

2 tonnes
of used paper towels collected per season and recycled into new paper towels or other hygiene products.
This results in an approximate saving of **0.87 t CO_2e**

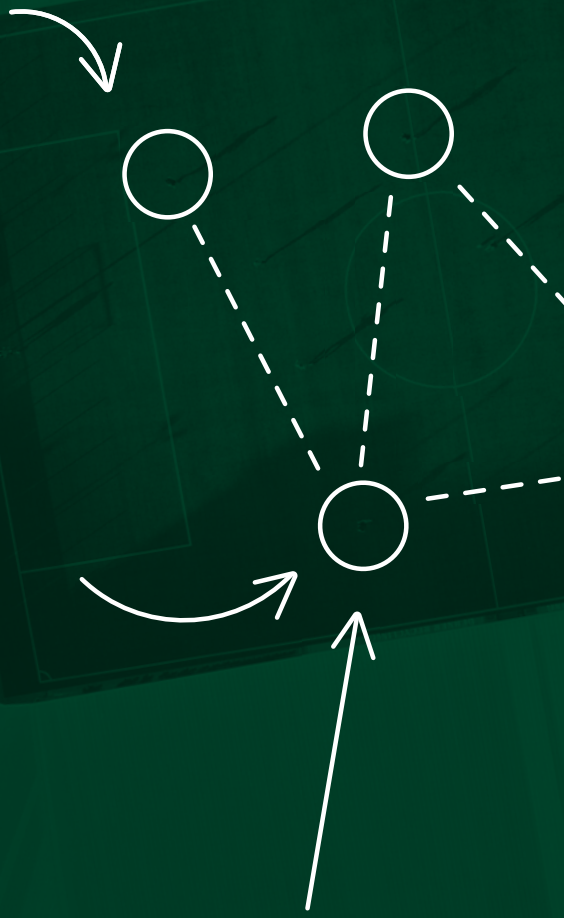
20
wall-mounted ashtrays installed around the stadium concourse for cigarette disposal

What we achieved in 2024/25

At this point, we would like to take a look back at what we accomplished over the past year. We will show which steps we have taken and which processes we have initiated. In doing so, we are able to make our progress visible and increase our motivation for future tasks – after all, there's still much more that we hope to achieve!

Developing activation measures

- Implementation of the **second Green Week**, including a dedicated matchday
- Fourth tree-planting day in the FCA Forest – almost **20,000** trees have now been planted
- Environmental awareness added as an additional focus area within the Bildungsarena Zirbelnuss programme



Promoting responsible mobility

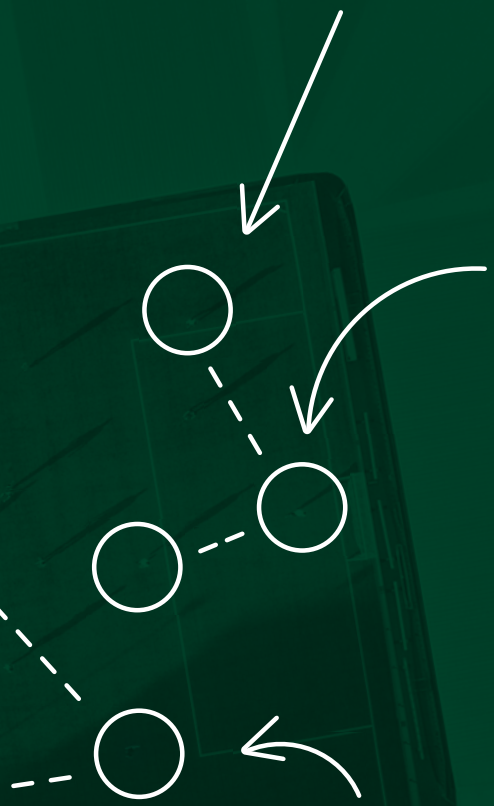
- Completion of **1** further mobility analysis
- Additional bicycle parking created with the new "Süd" parking area
- Introduction of swabi, the bike-sharing system of our exclusive partner Stadtwerke Augsburg
- Launch of bicycle leasing for employees in cooperation with "Brückenbauer" company bike
- Participation of an FCA team in the Stadtradeln Augsburg cycling challenge

Further developing environmental and data management

- Introduction of an EMAS environmental management system with successful initial validation and publication of an environmental statement and strategy
- Calculation of the CO_2 footprint across Scopes 1-3, supported by improved data management

Optimising energy management

- Energy management improved through a digital platform and the installation of initial smart consumption meters at main access points and sub-meters
- Enhancements to building control technology
- Switch to LED lighting (including in changing rooms and the Mixed Zone)



Taking responsibility in the supply chain, product portfolio and waste management

- Development of a new waste-separation system at the WWK ARENA together with partner and "Brückenbauer" Kühl Entsorgung und Recycling Süd GmbH. The concept covers the public, hospitality and media areas, as well as operations at the club's head office
- Reduction of **255,000** cardboard cupholders by switching from handle-less cup to cups with handles
- Surplus food no longer disposed of, but instead donated to the Wärmestube Augsburg
- Collection of **2** tonnes of used paper towels per season, recycled into new paper towels or other hygiene products

Strengthening water as a human right and as part of Augsburg's World Heritage

- Improved data quality in water-consumption reporting
- Water-protection measures through installing microplastic filters pitchside, in building cleaning and for textile washing, in cooperation with start-up Guppyfriend
- Implementation of **4** Water Days with **200** school pupils
- More than **2,600** children and young people took part in weekly sport and education sessions as well as action days during the first year of the project "Football4WASH"
- Integrating water knowledge into the FCA Football School
- Implementation of "FCA River Pirates" with **60** KidsClub members and the Environmental Education Centre Augsburg

Moving and education

Promoting exercise and shifting education into new learning environments



As a sports club, it is a core principle of FC Augsburg to encourage exercise and sport, especially among young people. Through physical activity, children and teenagers develop social skills, build self-confidence and experience a sense of community. At the same time, it supports their overall personal development. Under the motto "FCA bewegt" (FCA moves), we offer year-round programmes to get young people exercising.

By harnessing the fun and enjoyment of exercise and sport, we build a bridge to engaging educational opportunities in distinctive learning environments. These are designed to help young people think and act with the future in mind, while understanding how their own actions affect the world around them. These learning environments include the FCA Ball School – which is expanded through an additional focus on reading – as well as the "Bildungsarena Zirbelnuss" directly at the WWK ARENA.

Education for Sustainable Development

Our educational programmes follow the holistic approach of "Education for Sustainable Development", aimed at learners of all ages, but especially young people. The concept focuses on helping individuals understand how their actions impact the world (awareness of change) and develop the ability to adopt new behaviours and take meaningful action within their own environment (skills for informed decision-making and shaping the future). The approach brings together ecological, economic, social, cultural and political topics in an integrated way.

"FCA bewegt": Promoting exercise all year round at FCA

Our 07 exercise principles

The 07 exercise principles form the core foundation of "FCA bewegt". They define our commitment to holistic, child-friendly and socially equitable physical activity – from nursery to school, from everyday life to the playground. These principles guide our actions, shape our initiatives and serve as a framework for reflection and further development.

01
Time for exercise
Structured, regular and firmly embedded in daily life

02
Variety of exercise
Across multiple sports, through play and exploration

03
Quality of exercise
Educationally grounded, professionally guided and impact-oriented

04
Attitude to exercise
Using exercise to build relationships with heart and responsibility

05
Access to exercise
Easily accessible, local and fair in opportunity

06
Joy of exercise
With fun, team spirit and genuine experiential value

07
Exercise with impact
Holistic, measurable and sustainably designed

Principles of the Ball School sessions

- Age-appropriate introduction to the world of sports
- Broad and playful teaching of general, child-friendly, multi-sport basic skills
- Fun-centred competitions
- Exercises using hands, feet and rackets – inspired by classic playground games
- Teaching values through sport

Combining moving and education

During the 2024/25 school year, the exercise sessions at two primary schools were also expanded to include the concept of promoting reading.

Our instructors become important reading role models by reading aloud to the children for ten minutes from a book at the end of each session.

In addition, the participating class is divided into pairs by the instructor. Each pair features an 'athlete' (a child who finds reading difficult) and a 'coach' (a child who can already read well). Between the school holidays, each pair reads a book together and presents it to the class and our instructors in the final session before the next break.

For every successful book presentation, the children receive a stamp. At the end of the school year, those with five stamps can exchange their stamp card for a personalised shirt and two tickets to a home match at the WWK ARENA.







We were honoured with the Sepp Herberger Award for this initiative (see page 7).

Watch the feature on the award-winning project on FCA TV here

Our growth continues!

With the start of the 2025/26 school year, our Ball School – now combined with promoting reading at most partner schools – continues to expand in cooperation with the Augsburg State School Authority and 13 partner schools:

Key figures: Exercise programmes

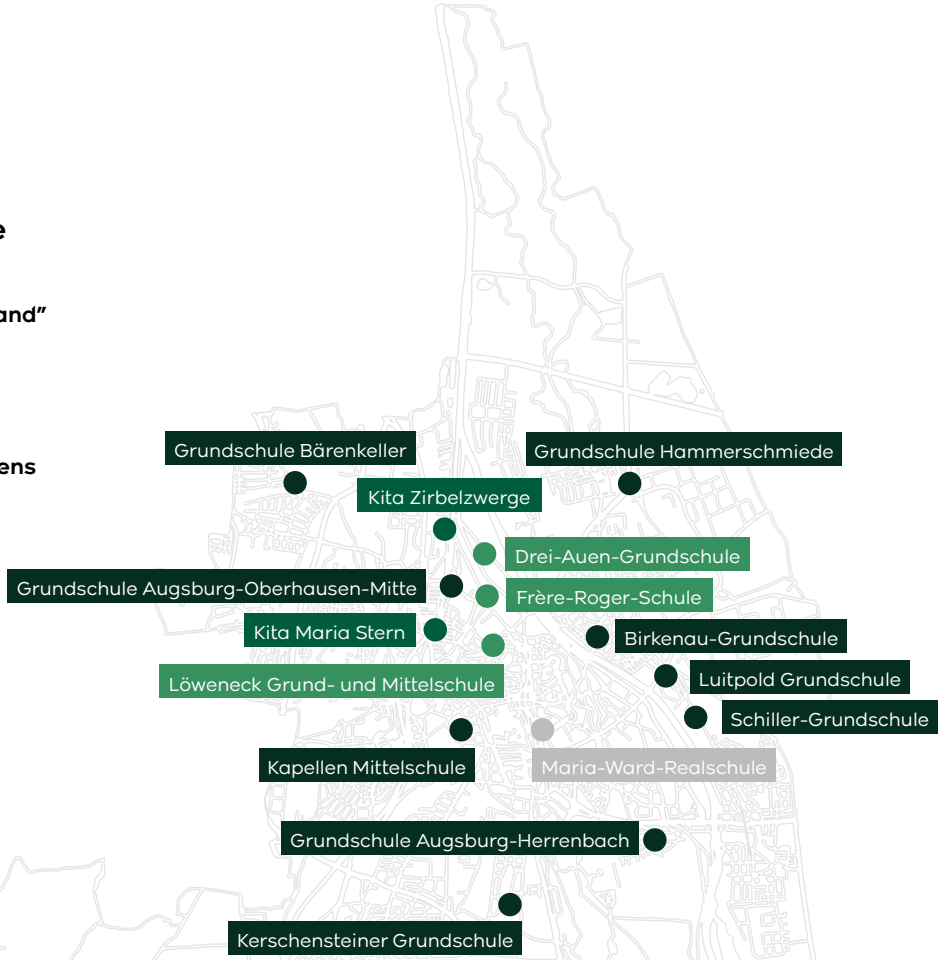
2024/25 school year		2025/26 school year
6 primary schools per week	↗	**11** primary schools and **2** secondary schools weekly
2 nurseries per week	→	**2** nurseries per week
220 children reached (aged 3-11) per week	↗	**750** children reached (aged 3-12) per week
8 weekly sessions	↗	**40** weekly sessions
280 total sessions across the school year	↗	**1,400** total sessions across the school year
35 weeks of activities	with	**3,150** minutes of average exercise time per child

Key figures: Educational content

2024/25 school year		2025/26 school year
2 primary schools with a so-called "Reading Island"	↗	**8** primary schools and **2** secondary schools with "Ball School meets Reading Island"
6 books read per child	→	**6** books read per child
120 book presentations	↗	**1,809** book presentations
1 secondary school with "Football meets Culture"	→	**1** secondary school with "Football meets Culture"

Locations where FCA Ball Schools take place

- **"Ball School meets Reading Island" at FCA partner schools**
- **Ball School at FCA partner schools**
- **Mini Ball Schools at kindergartens**
- **Girls' football school club at FCA partner school**



Impact assessment

Awareness and physical ability have improved

25 % of children say they are active on more days per week thanks to the Ball School

30 % of children say their physical fitness has improved through the Ball School

40 % of children say their technical skills (throwing, catching, bouncing, dribbling) have improved through the Ball School

Findings from the combination with promoting reading

- Noticeable improvement in reading and presentation skills
- Greater motivation to read due to the link with physical activity
- FCA instructors become reading role models
- Children with a more positive attitude towards reading books and stories

Feedback from teachers

"As most children today spend much of their free time primarily engaged in digital games, it is all the more important to introduce regular exercise sessions and to bring these to life within a group setting. This, in turn, plays an important role in developing and strengthening their motor coordination."

"Many children became more physically active over the school year and participated in the Ball School sessions with greater enthusiasm."

"The children are curious and love to try new things. A ball is a great tool for that."

Feedback from parents and guardians

"My child has had very positive experiences and really enjoys playing together with the other children. The atmosphere is always friendly and supportive."

"My child is more active, more balanced, and has more energy in everyday life. Their concentration has improved. They show greater enjoyment in exercise. Their teamwork and social behaviour have developed positively. Their overall fitness has also improved."

"Since taking part in the FCA Ball School, my child has developed noticeably – both in how active they are and in their general fitness levels. They now show much more enjoyment in exercise, along with improved coordination and stamina. Their confidence when handling the ball has also grown significantly and continues to strengthen over time."

Network meetings for FCA partner schools

Once a year, a network meeting is held with all partner schools that are part of "FCA bewegt".

2024
inaugural meeting

20
participating teachers

Location
Hosted by one FCA partner school

Impact goal
To discuss with participants how everyday school life can (once again) become more physically active. In addition, the meeting serves as an opportunity for exchange and reflection on the partnership.

"Bundesliga bewegt"

This is a joint initiative and shared philosophy of clubs from the Bundesliga, 2. Bundesliga and 3. Liga, together with the DFL Foundation, aimed at promoting physical activity in a structured and sustainable way.

Read more about the initiative

21
participating clubs

2021/22
Initiated at FCA

Impact goal
Children have everyday access to suitable, high-quality, multi-sport activity options in their local environment. The people around them understand how important regular exercise is for a healthy life, and there are strong networks in place that help shape active neighbourhoods and spaces that encourage children to be active.

"Football meets Culture"

Children receive skills-based lessons and football training twice a week. Once a year, the participating groups from across Germany also come together to take part in a nationwide tournament.

25
participating children

Project partners
Initiated by the non-profit organisation LitCam and supported by the DFL Foundation

Impact goal
Participants improve their German language skills, communication abilities and social behaviour.

1
participating school

2021
Initiated at FCA

Children's Activity Day 2024

A highlight for participants in our Ball School to round off the school year before the summer holidays.

5
participating schools

Guiding principle
A morning full of fun and joy through exercise, as the children explore a variety of activity stations.

10
activity stations

Location
Paul-Renz-Akademie (FCA youth performance centre)

250
participating children



2024
Inaugural event

FCA Football School camp formats

Under the motto "Train like the pros", our Football School was once again on the road across the region in the 2024/25 season with its six different camp formats. Nearly 2,650 participants were able to enjoy being active, share their love of football and experience the excitement of being part of FCA.

Our different camp formats:

- School holiday camp
- Pro camp
- Matchday camp
- Girls' camp
- Vacation camp
- Weekend camp

33
locations

2013
Initiated at FCA

46
events

2,650
participants



180
event days



Find out more here

A special place for learning: The “Bildungsarena Zirbelnuss”

bildungsarena zirbelnuss

2024
Launched as part of a kick-off event

839
participants in the 2024/25 school year

Impact goal
Using the unique stadium setting to inspire young people to engage with socially and politically relevant topics, and to develop their ability to act and make decisions.

39
workshops in the 2024/25 school year

Target group
Secondary school pupils aged 11+

A project by: stadtjugendring augsburg
In cooperation with: FCA
Supported by: DFL STIFTUNG
Part of the network for: LERNORT STADION

Read more about the project here

Impact analysis

How the programme was received

Participants gave the workshops an average rating of **4.2** Zirbelnüsse, with **87 %** awarding four or five Zirbelnüsse.

Participants rated the clarity and purpose of the tasks at **4.3** Zirbelnüsse on average, with **84 %** awarding four or five Zirbelnüsse.

Teachers rated the workshops an average of **4.4** Zirbelnüsse, and **90 %** said they would take part again with their class.

Changes to awareness and skills development

33 %
of participants mentioned one or more of the workshop’s key objectives in response to the question “What did you take away from it?”.

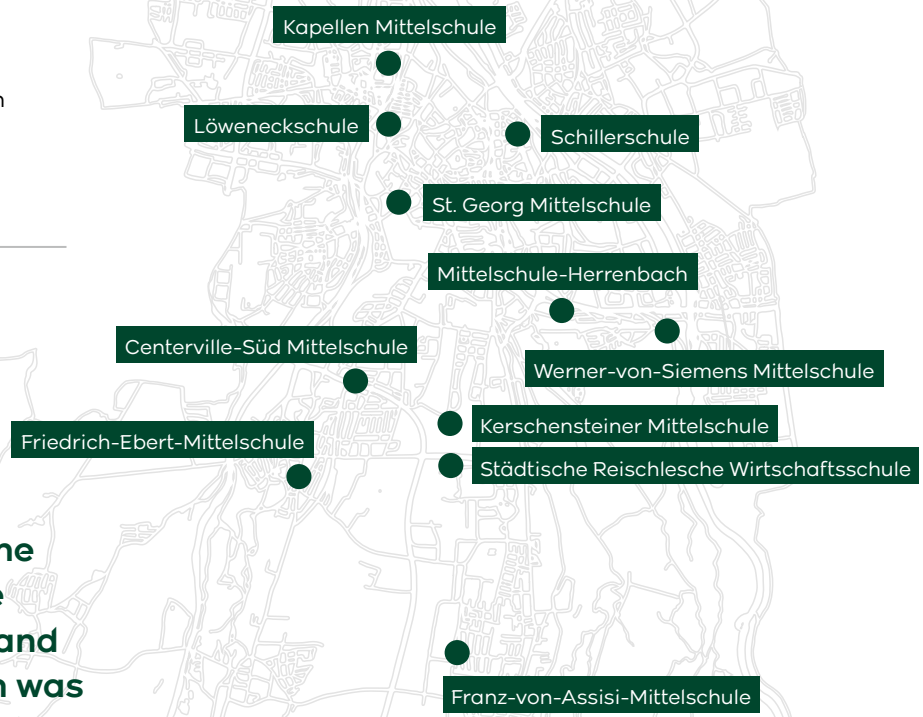
58 %
of teachers observed increased awareness of the workshop topic and/or positive behavioural changes among their pupils.

29 %
of teachers continued discussions on the workshop topic with the pupils during regular school lessons.

Schools that took part in a workshop with at least one class

Additional schools:

- Anna-Pröll-Mittelschule Gersthofen
- Brunnenschule Königsbrunn
- Dr.-Jaufmann-Mittelschule Bobingen
- Illertal-Gymnasium Vöhringen
- Mittelschule Buchloe
- Mittelschule Großaitingen
- Mittelschule Langweid am Lech
- Mittelschule Meitingen
- Realschule Dornstadt
- Staatliche Realschule Neusäß



"During the workshop, the needs of the pupils were addressed individually, and it was clear that the aim was to reach each participant personally."

Feedback from a teacher

Workshop portfolio

Class teamwork

Focused on strengthening the sense of community within the class. Pupils get to know each other better, identify their individual strengths, learn the seven secrets of what makes a good team and consider how to apply these to their own class environment.

redGREENwhite ARENA

This workshop explores environmentally friendly everyday habits. Pupils take part in a digital rally around the stadium grounds covering topics such as plastic waste, mobility, nutrition and consumption. They then work in small groups to look more deeply into these areas and identify actions for everyday (school) life.

EU vs. fake news

This workshop introduces the basics of the European Union and raises awareness of fake news. After a themed stadium tour, participants create their own fake news stories centered in a football context. The workshop is run in cooperation with Europe Direct Augsburg.

Show violence the red card

In this workshop, young people discuss different forms of violence, share personal experiences, learn about their own boundaries and those of others and reflect on how to step away from situations before violence occurs. The workshop is run in cooperation with Passarello e.V.

What we achieved in 2024/25

At this point, we would like to take a look back at what we accomplished over the past year. We will show which steps we have taken and which processes we have initiated. In doing so, we are able to make our progress visible and increase our motivation for future tasks – after all, there's still much more that we hope to achieve!

Providing impactful exercise programmes under the motto "FCA bewegt" and continuing to expand them

- Expansion of the Ball School from **180** to **220** pupils per week in the 2024/25 school year
- In the coming school year, the number of participants will increase to **750** per week. The network of partner schools involved in the Ball School will also grow from **6** to **13** schools
- Implementation of **46** camp formats with **2,650** participants and **180** event days
- Collection of feedback through questionnaires for participants, teachers and parents/guardians
- Organisation of an annual network meeting with partner schools
- Organisation of a Children's Activity Day in July 2024 with **250** participants as an end-of-year highlight before the summer holidays
- Definition of the objectives of our commitment under the "FCA bewegt" programme and development of the 07 exercise principles







Expanding educational work in special learning spaces and in line with "Education for Sustainable Development"

The pilot project "Ball School meets Reading Island" was expanded from **1** to **2** schools during the 2024/25 school year and will be scaled up to **10** schools in 2025/26, making the topic of promoting reading a permanent feature of our Ball Schools

1st place at the Sepp Herberger Awards 2025 in the "School and Club" category for our pilot project "Ball School meets Reading Island"

The "Bildungsarena Zirbelnuss" project has firmly taken root in its first full year, with **39** workshops delivered and **839** participants taking part

Implementation of **4** Water Days with **200** participants

Participation in the inclusive educational programme "Football meets Culture", through which **23** children received language-skills lessons and football training twice a week

New cooperation agreed with the Environmental Education Centre Augsburg, including an inaugural KidsClub activity


Social
commitment

Working together and giving back to society



As a club deeply rooted in the city and region, it is important to us to bring people together and promote a tolerant and diverse society that fosters potential. In doing so, we help to break down barriers and strengthen social cohesion. We aim to create a football experience that is open and accessible to everyone.

We also actively support a living culture of remembrance, ensuring that history is never forgotten and that the crimes of National Socialism can never be repeated. Building on this, we take a clear stance for diversity and against all forms of discrimination. Every day, we work to bring our 07 values to life – on the pitch and beyond.

"Cups for a Good Cause"

FCA fans were once again able to donate the deposit on their cups at every home match in the WWK ARENA during the 2024/25 season.

27,540
cups donated

55,080 €
total amount raised

4
fundraising goals for 2025/26

19
home matches (incl. DFB-Pokal and Family Day)

30,734 €
donated to FCA-selected projects

Goal
Our fans donate their cup deposits for a good cause, supporting the valuable work of a wide range of organisations.

2023/24
Initiative introduced

24,346 €
donated to Ulrich-Biesinger-Tribüne e. V., supporting a range of initiatives

FCA Christmas Wishes

Once again in 2024, we supported several social projects across the region during the festive period. One example is the FCA Christmas Wishes initiative, organised together with Tafel Augsburg e. V., the WWK Kinderstiftung and many dedicated FCA fans.

525
children registered with Tafel Augsburg received gifts

Location
WWK ARENA



4
FCA first-team players helped distribute the presents

Goal
The FCA family ensures that children registered with Tafel Augsburg – many of whom face various challenges in their daily lives – have a gift waiting for them under the Christmas tree.

2016
Initiative introduced

Welcoming first-year pupils

In autumn 2024, our team once again visited 48 primary and special-needs schools across the city and the rural district of Augsburg to welcome the new first-year pupils.



07

2013
Initiative introduced

Goal

At the beginning of each school year, we visit a range of schools to wish all new pupils a successful start to their primary school journey. For children at our partner schools, this also marks the starting point for further FCA activities during their time in primary school.

45
schools visited in the city

3
schools visited in the rural district

25
FCA first-team players who took part across the various visits

6,000
first-year pupils who received an FCA gym bag

Matchday dedicated to the WWK Kinderstiftung

Our Bundesliga home game against TSG Hoffenheim in November 2024 was centred around social commitment and the WWK Kinderstiftung ("Children's Foundation"), which celebrated its 20th anniversary.

A key part of the WWK Kinderstiftung's work is their collaboration with specialised organisations. As part of the matchday programme, three partner organisations were able to showcase their work:

- Albert-Schweitzer-Familienwerk e. V.
- Nicolaidis YoungWings Stiftung
- Ambulantes Kinderhospiz München



183
participants who enjoyed a special home-match experience through the WWK Kinderstiftung



22
children who were player escorts through the WWK Kinderstiftung

67
children who took part in the KidsClub lap of honour through the WWK Kinderstiftung

Remembrance needs space – and commitment

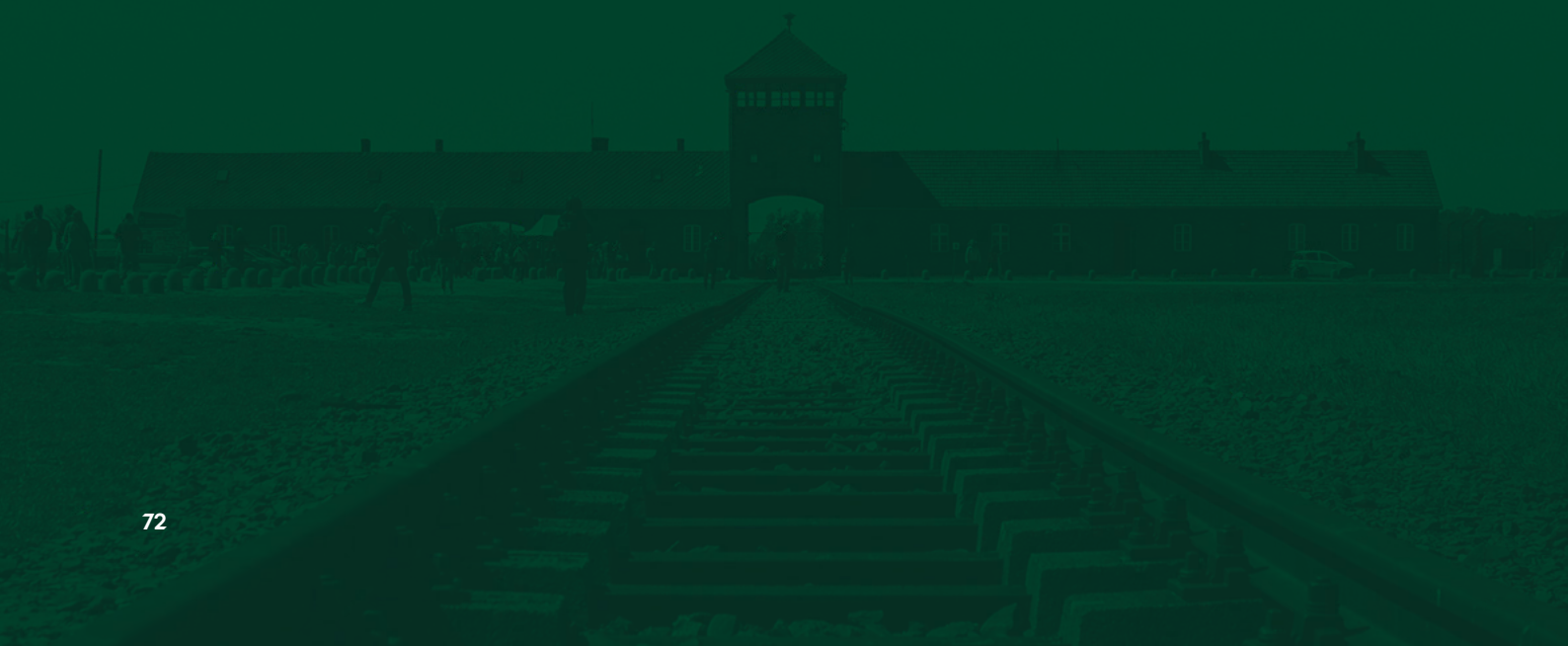
How we shaped active remembrance work and took responsibility in 2024/25

A football club is more than its first team. More than points, league tables and matchdays. Anyone who takes responsibility seriously must also confront their own history – including its dark spots. At FC Augsburg, we therefore practise active remembrance work that is firmly rooted in our identity as a club. For us, this means not only commemorating and remembering, but also continuously engaging with present-day antisemitism and other forms of discrimination in our society.

In the 2024/25 season, this commitment took on particular significance: under the guiding theme of "Creating encounters and taking a stand", and in collaboration with partners such as the Jewish Museum Augsburg Schwaben, the Dachau concentration camp memorial site and the Stiftung Erinnerung, a diverse programme was created for the entire FCA family – including memorial visits, exhibitions and lectures.

A key priority was to actively involve fans, members, staff and, above all, our youth players in the programme. In addition to remembering the victims of National Socialism, the survivors and their families, our aim was to create tangible spaces for dialogue, historical learning and meaningful engagement with present-day antisemitism and the different forms of discrimination that continue to exist in our society.

The programme was further strengthened by our participation in the "Augsburg against the right-wing shift" demonstration and by our activities around the 2025 federal election under the banner "DemokraTEAM".





Sending a clear message

As part of the 21st Day of Remembrance in German football, we again took part in the "!NieWieder" initiative in 2025 to honour the victims of National Socialism. To mark the 80th anniversary of the liberation of the Auschwitz concentration and extermination camp, the entire German football community united under the motto "So that Auschwitz never happens again". We launched our programme of activities around the home match against 1. FC Heidenheim, bringing a range of initiatives to the city – from a guided tour of Halle 116 and the exhibition "In Memory of the Children", to supporting a lecture by cultural scholar Markwart Herzog at the Jewish Museum Augsburg Schwaben, which highlighted the forgotten biographies of Jewish athletes such as brothers Isidor and Max Einstoß.

Remembrance also remained a key focus within the club, as youth players from the Paul-Renz-Akademie visited both the Dachau and the Auschwitz-Birkenau memorial sites, helping them to engage with history in a tangible way and supporting their personal development. We also supported the awarding of the Marion Samuel Prize by the Stiftung Erinnerung, founded by FCA honorary president Walther Seinsch. Under the patronage of the City of Augsburg, the prize was awarded to the anti-fake-news blog "Volksverpetzer". An emotional highlight was our participation in the commemoration event marking the 80th anniversary of the liberation of the Dachau concentration camp – a moment that underscored how closely remembrance and responsibility are linked, especially today.







Remembering means taking responsibility

Our remembrance work is not built on isolated initiatives but embedded in a network of civil-society partners, educational professionals and historical institutions – all guided by the question: What does responsibility mean today? It is not about ritualised remembrance, but about a culture that enables learning and encourages critical reflection.

At a time when historical amnesia, exclusion and antisemitism are becoming more visible again, a clear stance is needed. As the largest sports club in the Bavarian-Swabian area, we do not rely on grand gestures, but on meaningful, reliable methods that are close to the people and clear in their message – because remembrance needs space.

FC Augsburg would like to thank the Dachau concentration camp memorial site, the Jewish Museum Augsburg Schwaben, the City of Augsburg, Halle 116, the Stiftung Erinnerung founded by honorary president Walther Seinsch, and all other organisations and individuals involved.

The online encyclopaedia of Jewish footballers

With its online encyclopaedia of persecuted Jewish footballers, the German Football Museum brings the Jewish roots of German football history back into view. We contributed three biographies on Jewish athletes Isidor Einstoß, Max Einstoß and Henry Landmann.



Isidor Einstoß



Max Einstoß

Visit the online encyclopaedia of Jewish footballers

2025 programme of activities

25th January
21st Day of Remembrance in German football themed matchday

27th January
Participation in the City of Augsburg's memorial event

6th February
Guided tour of "Halle 116"

15th February
Guided tour of the exhibition "In Memory of the Children"

7th April
"Return of the Outcasts: Jewish Footballers in the Post-war Era" event

07

Start
25th January 2025

End
4th May 2025

11
initiatives

200,000
views on social media



30,600
attendees on the themed matchday

187
people engaged through events and activities

75
youth players from the FCA academy engaged

"Our values form the foundation of how we act and how we treat one another within the FCA family. Social commitment, remembrance work and political education are issues that matter to us and are firmly embedded in our sustainability strategy."

Markus Krapf, FC Augsburg president

9th April
Supporting the 2025 Marion Samuel Prize with our U23s also in attendance

14th April
U19s and staff visit the "Football in the Dachau Concentration Camp" exhibit

27th April
U15s visit the Auschwitz memorial site as part of the Nations Cup

4th May
80th anniversary of the liberation of the Dachau concentration camp

Diversity and anti-discrimination

Wellenbrecher support team: Awareness work on matchdays

The "Wellenbrecher" (breakwater) support team brings together volunteers, FCA employees and staff from the Fan Project Augsburg at the Stadtjugendring Augsburg. The team is responsible for implementing the club's awareness concept at home matches and at other FCA events. Its aim is to offer a safe place for people affected by sexism or sexualised violence. In addition to providing immediate support, the team can refer individuals to specialist services if they wish.

Workshops

2
training sessions for volunteers in 2024/25

Additional event support provided by Wellenbrecher

1
training session for hostesses and hosts working at home matches in the WWK ARENA

The updated awareness workshops promote self-reflection and aim to create long-term impacts in order to build a preventative network within the stadium environment.

The Wellenbrecher support team regularly contributes its expertise by responding to enquiries from both institutions and private organisations. For example, it assisted in the formation of the Augsburger Panthers ice hockey club's "Powerplay" support team. The hostesses and hosts working in the hospitality areas at home matches in the WWK ARENA also benefited from a joint workshop designed to enhance their sense of safety.

Network activities

The support team also strengthened matchday processes through increased network collaboration. In coordination with the security and stewarding teams, reporting chains were updated at the start of the season and communicated across all areas. During a guest lecture from "VIA – Ways out of Violence", volunteers received additional insights on gender-specific support.

Wellenbrecher is also active at national level, for example within the "Against Sexism in Football" network, taking part in online expert sessions and attending a network meeting at the Millerntor. Exchanging experiences on shared challenges and developments with other clubs is essential for further improving the work on site.

16 active volunteers in the 2024/25 season

Updated awareness workshops

Awareness concept

- for **19** FCA home matches
- for the "Augsburg Vereint" fundraising gala
- for the chartered train to the away match in Bochum
- for the Copa Augusta Antiracista

Active role as an expert, e.g. for "Powerplay" and for FCA's hostesses and hosts

Strengthened network through participation in various formats

Easy-to-read language for greater inclusion and accessible information at FCA

Being able to understand is the key to participation. With our easy-to-read language offering, we provide an important basis for independent participation, especially when it comes to visiting the stadium. Information is the first step towards inclusion – that is why we offer key content on our website in an easy-to-read German language, including ticket and travel information for matchdays as well as additional services.

This offering is aimed at anyone who benefits from information presented in a simpler way. It also assists people with limited German skills, learning difficulties or reading challenges – helping us create accessible information for a wide range of target groups. In cooperation with the Integration Service Schwaben, we continue to develop and expand this content.

The data shows how important this offering is: last year, our easy-to-read pages were viewed around 30,000 times. The most frequently accessed content was ticket information – a key element of an inclusive stadium experience.

We see diversity as a strength and actively promote greater inclusion. Our easy-to-read offerings are a concrete step towards improved accessibility and participation, both at the stadium and beyond.

What is "easy-to-read" language?

Easy-to-read is a simplified form of German.

It is easier to understand and easier to read.

This helps many people access and understand information and text.

Access our easy-to-read information here

Reporting for the visually impaired: Promoting inclusion for 14 years

For 14 years now, fans with visual impairments have been able to follow every home match via an audio description service, receiving a live account of the action through a wireless receiver. The commentary is provided by dedicated volunteer reporters and can be accessed from anywhere in the stadium. Thanks to their commitment, supporters with visual impairments can enjoy a full and meaningful matchday experience.

The audio description team consists of **5** highly dedicated reporters.

4 of our reporters were also involved at UEFA EURO 2024, commentating on several matches.

9 season-ticket holders – as well as many additional matchday guests – make use of the service.

To further improve quality, **3** reporters took part in the T_OHR forum at the Hennef Sports School near Bonn in 2024/25.

In addition, the DFL's Commentary Live system was introduced in spring 2025, giving the reporters access to a fully professional technical setup.

However, the audio description service is much more than just 90 minutes of football. A key figure since the very first season in 2011/12 has been Elmar Mair, who originally volunteered as a reporter through our fan club Schienbachtal '07 Rieblingen, and has been a core member of the team ever since. As well as his work in the commentary booth, he acts as an important link between the reporting team and visually impaired fans.

Another highlight has been the special-edition annual season preview of kicker magazine in Braille. Season-ticket holders were able to order the magazine through FCA for a reduced promotional price of **€19.07**.

What we achieved in 2024/25

At this point, we would like to take a look back at what we accomplished over the past year. We will show which steps we have taken and which processes we have initiated. In doing so, we are able to make our progress visible and increase our motivation for future tasks – after all, there's still much more that we hope to achieve!

Taking a clear stance on social issues and promoting diversity and anti-discrimination in line with our 07 values and the values of sport

- Participation in the "!NieWieder" Day of Remembrance in German football and expansion of our remembrance programme to **11** initiatives, involving **260** participants and reaching **230,000** people
- Updated awareness workshops from the Wellenbrecher support team and an expanded awareness concept applied to additional event formats
- Implementation of easy-to-read language on our website, with the pages being accessed around **30,000** times
- Further development of our audio description commentary service, where reporters took part in a quality-development forum, and a new live system was introduced to provide a fully professional technical setup
- Season-ticket holders can purchase the kicker special-edition season preview in Braille at a reduced promotional price
- Joining the "Thank you to volunteers" initiative for the home match against VfL Bochum, with more than **5,000** volunteers from the region invited. **7** long-serving volunteers were also honoured as they celebrated their 10-year anniversary at FCA
- FCA celebrated the Augsburg Peace Festival

Working together with the FCA family, acting as role models and giving something back to the region

- Held the first "Augsburg Vereint" fundraising gala together with the Augsburger Panthers and Schwabenhilfe Augsburg, raising a total of **€150,000** for **9** charitable causes
- Through the "Cups for a Good Cause" initiative, the FCA family collected a total of **€55,080** in donations, which was then passed on to a range of different organisations
- **525** children registered with Tafel Augsburg received a Christmas present through the FCA Christmas Wishes initiative
- Additional Christmas activities implemented or supported, including the RT1 fundraising marathon, a charity mulled-wine stall and "Stadtweihnacht" in the Rosenau
- Joint matchday initiative with the WWK Kinderstiftung, providing support for several partner organisations
- **3rd** annual blood-donation drive held in the fan pub with **250** participants





Looking ahead

Our plans for 2025/26 and beyond

Key

Development process and concept initiated

Not completed by editorial deadline and/or ongoing work

Responsible corporate governance

An overview of the goals achieved in 2024/25 can be found on pages 32-33.

Goals	Actions and measures	Status
Continuously developing and embedding the sustainability strategy	• Further review of progress towards the sustainability goals • Further developing management methods and performance dashboard • Further development of dialogue formats	
Strengthening transparency in reporting and data quality	• Annual publication of progress report • Further development of impact analyses • Setting up an annual planning cycle for market research and impact assessments, which will be consolidated and coordinated in one central location	
Continuing to refine responsible corporate governance and a values-based culture	• Further development of compliance management (including updates to data-protection standards, creation of guidelines and policies, implementation of digital accessibility, etc.) • Analysis of human-rights risks in line with due-diligence obligations (including within the supply chain) • Development of an overarching digitalisation concept • Further development of HR processes following the stages of the employee lifecycle Ongoing annually • Involving the first team in sustainability activities • Implementing one sustainability activity per year for each team in the youth academy and in the women's and girls' department	
Being fan-friendly and helping build community, participation, identification and special experiences	• Increasing FCA's visibility in the city and wider region • Ongoing development of dialogue opportunities (including the Stadium Experience working group) • Continuous improvement of service quality for fans • Additional fan surveys carried out via the FCA market research panel	
Achieving greater impact through partnerships	• Strengthening the "Brückenbauer" partnership model, expanding its reach and deepening its content base	

Environmental and climate protection

An overview of the goals achieved in 2024/25 can be found on pages 54-55.

Goals	Actions and measures	Status
Further developing environmental and data management	• Further develop the environmental management system in line with EMAS and update our environmental statement annually	
	• Continue improving data quality and the robustness of emission-calculation results by optimising digital platforms and central data management in all areas	
	• Annual publication of the emissions calculation	
	• Identify and derive potential reductions based on sector-specific breakdowns, enabling more robust evidence of improvements and balancing interdependencies	
	• Implement guidance on sustainable resource use, broken down by environmental aspect	
	• Examine and assess the feasibility of introducing an environmental balance sheet	
	• Examine the aspect of climate resilience	
Developing activation measures	• Expand and firmly embed awareness-raising and engagement across the FCA family for regional environmental and climate protection	
Optimising energy management	• Ongoing identification of further opportunities to reduce overall energy intensity	
	• Implement the energy concept in phases	
	• Increase the amount of energy generated in-house	
	• Continue the switch to LED lighting	
Strengthening water as a human right and as part of Augsburg's World Heritage	• Conduct an analysis together with ISAS GmbH, create digital plans of the water system, and identify and assess further options for water-infrastructure measures	
	• Review potential measures in groundskeeping (including reducing water use through automated irrigation control)	
	• Expand and firmly embed water-education activities	
Promoting responsible mobility	Fan mobility	
	• Launch further awareness- and incentive-focused initiatives	
	• Expand the scope of the combined matchday/transport ticket	
	Club operations	
	• Launch further awareness- and incentive-focused initiatives	
	• Make club operations more efficient	
	• Assess and test groundskeeping equipment that uses alternative drive systems	
	• Gradually expand charging infrastructure for electric mobility	

Goals	Actions and measures	Status
Taking responsibility in the supply chain, product portfolio and waste management	• Raise awareness within the FCA family for proper handling and separation of waste on matchdays	
	• Further develop a systematic concept for waste management	
	• Expand the separation of waste streams	
	• Examine and assess the feasibility of implementing a "zero waste" approach	
	• Optimise the packaging used at the kiosks for food service from an environmental perspective	
	• Improve the inventory management system and procurement processes in line with ecological sustainability	
	• Ongoing supplier visits	

Moving and education

An overview of the goals achieved in 2024/25 can be found on pages 66-67.

Goals	Actions and measures	Status
Providing impactful exercise programmes under the motto "FCA bewegt" and continuing to expand them	• Ensure the quality of the exercise sessions as the programme continues to expand	
	• Develop additional modules to further promote physical activity	
	• Expand impact measurement	
Expanding educational work in special learning spaces and in line with "Education for Sustainable Development"	• Ensure the quality of the sessions promoting reading at the Ball Schools as the programme continues to expand	
	• Broaden and embed the "Education for Sustainable Development" offerings (including for further groups within the FCA family)	
	• Expand impact measurement	

Social commitment

An overview of the goals achieved in 2024/25 can be found on pages 78-79.

Goals	Actions and measures	Status
Working together with the FCA family, acting as role models and giving something back to the region	• Continued implementation of existing project modules	
	• Development of additional modules under the theme of "Working together"	
Taking a clear stance on social issues and promoting diversity and anti-discrimination in line with our 07 values and the values of sport	• Further develop the "Wellenbrecher" support team and increase its visibility	
	• Implement digital accessibility on the club website, mobile app and online shop	
	• (Ongoing) development of activities aimed at combating discrimination and at promoting equality, diversity and inclusion across the organisation	
	• Further develop the overall accessibility concept	



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