

B4People, the sustainability platform of Lega B, is launched

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It will serve as the umbrella for social and environmental initiatives and, from autumn, will host the LNPNB's ESG Project.

B4People has been launched as the platform through which Lega Serie B aims to give coherence and continuity to all its social and environmental sustainability initiatives. The initiative is based on the belief that football, thanks to its popularity, must deliver positive messages and actions to its community of fans, while promoting projects through its strong communication power. B4People will have a dedicated area within Lega Serie B, with its own structure and staff.

The platform was presented at Palazzo Brasini in Rome, in the presence of Lega Serie B President **Paolo Bedin**, Minister for Sport and Youth **Andrea Abodi**, and Minister for Family, Birth and Equal Opportunities **Eugenia Roccella**. A video message was also delivered by Minister for Disability **Alessandra Locatelli**, while **Paolo Molinari**, Head of the Department of Policies against Drugs and Other Addictions, also addressed the event.

Opening the event, President Paolo Bedin stated: *"This is a commitment we are taking in a structured way. We are not just an organisation that runs a championship; we represent millions of fans and benefit from significant media exposure. This gives us a responsibility to deliver messages with an educational purpose. With B4People, we formally commit to promoting the values of sporting ethics, fair play, inclusion, and social and environmental sustainability within our territories, through our events and visibility."*

Minister Andrea Abodi highlighted that this initiative builds on a journey that began in 2010, now framed within a more structured vision aimed at the common good. He underlined that the project's value is primarily social rather than financial, reflecting a coherent vision translated into daily actions with impact beyond sport.

Paolo Molinari emphasised the growing importance of addressing behavioural and digital addictions, particularly among young people. He noted that collaboration with Lega Serie B is strategic, given football's strong influence, helping raise awareness of risks and promote responsible use of technology.

A platform to structure initiatives

B4People builds on previous projects such as *B Solidale* and *B.ig for People*, bringing together all initiatives carried out by Lega Serie B and its third-sector partners throughout the 38 matchdays of the season.

It will also include new activities aimed at addressing social challenges, alongside the development of a structured ESG project with a three-year vision. This project will progressively

align with the objectives of the **UN 2030 Agenda**, building on the League's long-standing values of territorial engagement and inclusion.

First projects

The first initiative under the platform is the Palermo stage of the *Integrity Tour*, a project running for over 10 years in partnership with Sportradar and the Institute for Sports and Cultural Credit, aimed at combating match-fixing and sports fraud.

A new pilot module focusing on digital addictions will also be introduced, targeting both first teams and youth sectors, in collaboration with national authorities. The initiative responds to a growing issue affecting young people in particular, with clubs' academies actively involved.

Future development: ESG Project

From autumn, B4People will host a structured ESG project involving both the League and its member clubs. This initiative will progressively address all areas of interaction between the **UN 2030 Agenda** and the football ecosystem of the Serie BKT Championship.

Examples of initiatives (2025/2026 season)

Throughout the season, Lega Serie B has implemented numerous initiatives, including:

- Promotion of active lifestyles through the European Week of Sport
- Support for breast cancer awareness (Komen Italia)
- Campaigns promoting reading among young people
- Actions against gender-based violence
- Inclusion initiatives (*Football is for Everyone*)
- Road safety awareness campaigns
- Fundraising for children with serious illnesses (Dynamo Camp)
- Holocaust Remembrance Day initiatives
- Support for the Paralympic Games Milano-Cortina 2026
- Charity initiatives supporting children's hospitals
- International Women's Day
- Support for AIL (leukaemia research)
- Anti-racism campaigns

Upcoming initiatives include actions on addiction prevention, Earth Day, Red Cross Day and Special Olympics programmes.