



FOOD FOR THOUGHT:

SUSTAINABILITY AS A WAY OF LIVING

ANNE JENSEN, JUNE 15TH



WHO AM I

ANNE JENSEN

- Consultant, sailor, musician, nomad...
- Until June 2022: Director of Sustainability & Branding, AGF
- Prev. Director of intl brand development at FKP Scorpio, Hamburg
- Prev. Management group at NorthSide and Tinderbox festivals

1

**THE JOURNEY AHEAD – A
PERSONAL ENTRY**

2

**WHAT AGF HAS DONE TO BE A
MORE SUSTAINABLE FOOTBALL
CLUB**

3

**HOW SUSTAINABILITY AS A WAY
OF LIVING CAN INSPIRE
ORGANISATIONAL CHANGE**





1

THE JOURNEY AHEAD OF *ME*







- TRANSPORTED BY THE **WIND**
- POWERED BY THE **SUN**
- HYDRATED BY THE **SEA**





**OUR *EVERYDAY* WILL
BE DEFINED BY
SUSTAINABLE CHOICES**

3

4



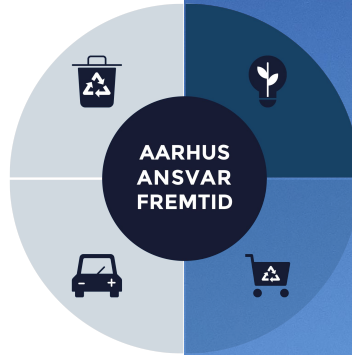
2

WHAT AGF HAS DONE ALREADY





100% CLEAN ENERGY



JERSEY MADE OF 100% RECYCLED MATERIALS



“PANT-FOR-PANT” = WIN-WIN-WIN

HOMELESS AND DISADVANTAGED PEOPLE MAKE MONEY COLLECTING CANS AND BOTTLES FOR THE DANISH DEPOSIT SYSTEM – WHILE KEEPING THE SITE CLEAN



CLEAN-UP AARHUS X 2

THE FIRST TIME, 150 KG OF WASTE WAS COLLECTED. AMONG OTHER CURIOSITIES WERE A SINGLE SKATE AND AN OLD HELMET.



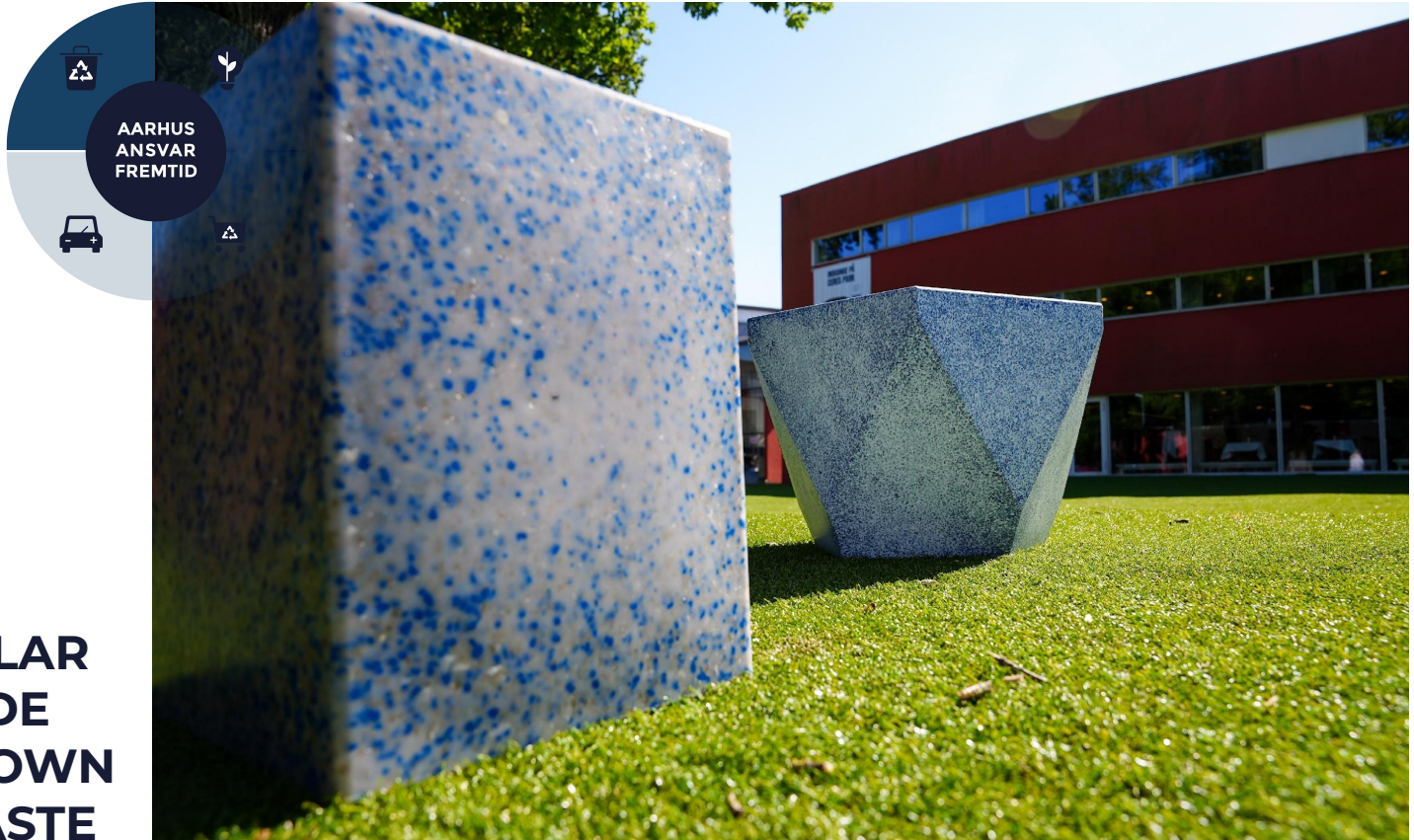
AARHUS
ANSVAR
FREM TID





A
"MULTI-JOURNE
Y CARD"
MOTIVATES
KIDS TO WORK
OUT
ENOUGH POINTS FOR
AN AGF JERSEY





AARHUS
ANSVAR
FREMTID

**100% CIRCULAR
CHAIRS MADE
FROM OUR OWN
PLASTIC WASTE**



AARHUS
ANSVAR
FREM TID

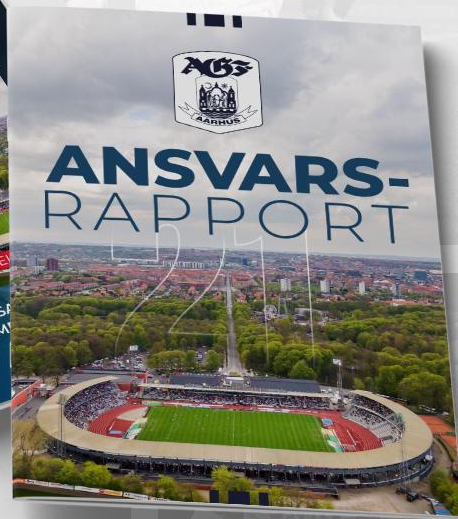


FIRST ORGANIC BAR IN THE LEAGUE



**NOMINATION FOR
AN
INTERNATIONAL
AWARD
THOUGH!**

● **RESPONSIBILITY REPORT 21**
PUBLISHED JANUARY 2022



RESPONSIBILITY STRATEGY 2021-2026





HOW DO WE PUSH FORWARD AS A COMPANY?

3

4



3

SUSTAINABILITY AS A WAY OF LIVING // WORKING





HABITS & HASSLE

MINDSET

SCALABILITY



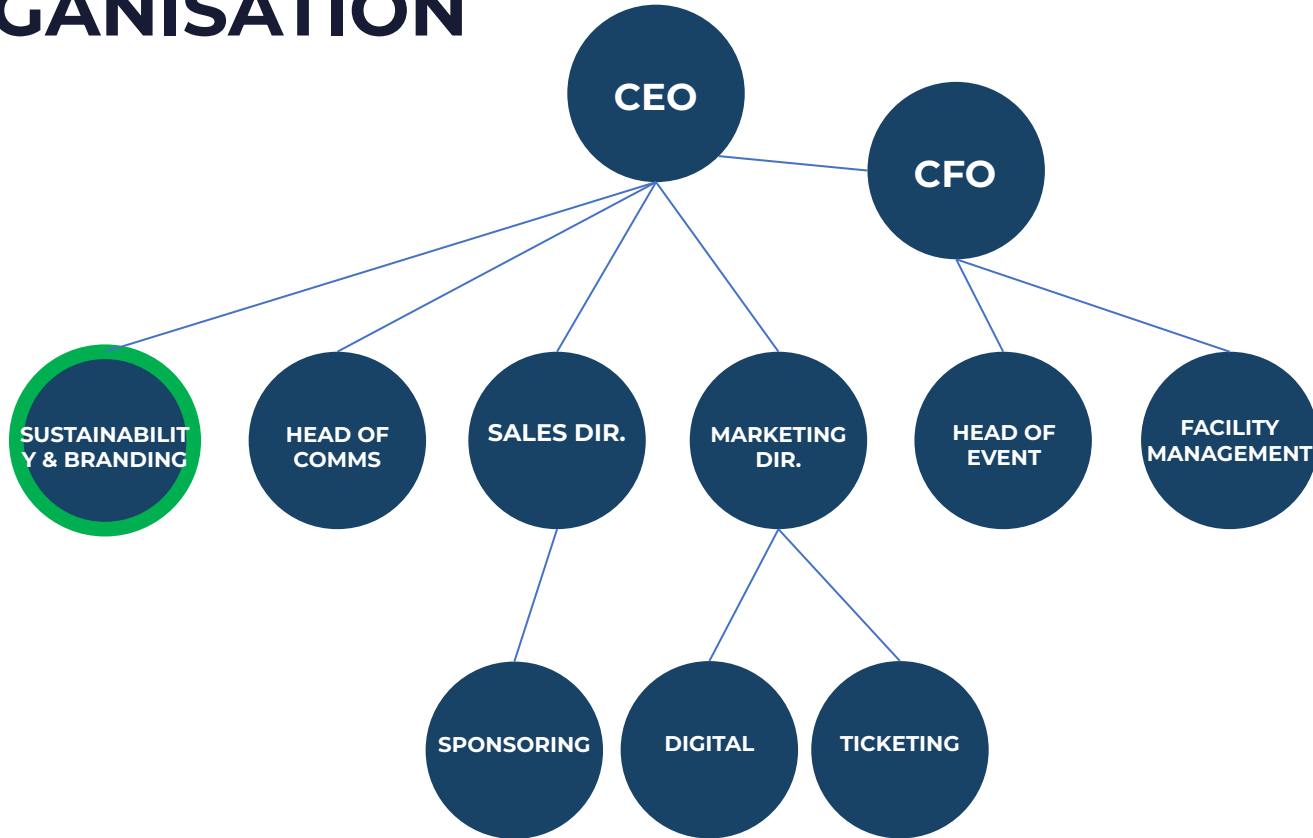
**DOES THE GREEN
TRANSITION NEED A
PHYSICAL TRAINER?**



Here, we separate
our waste

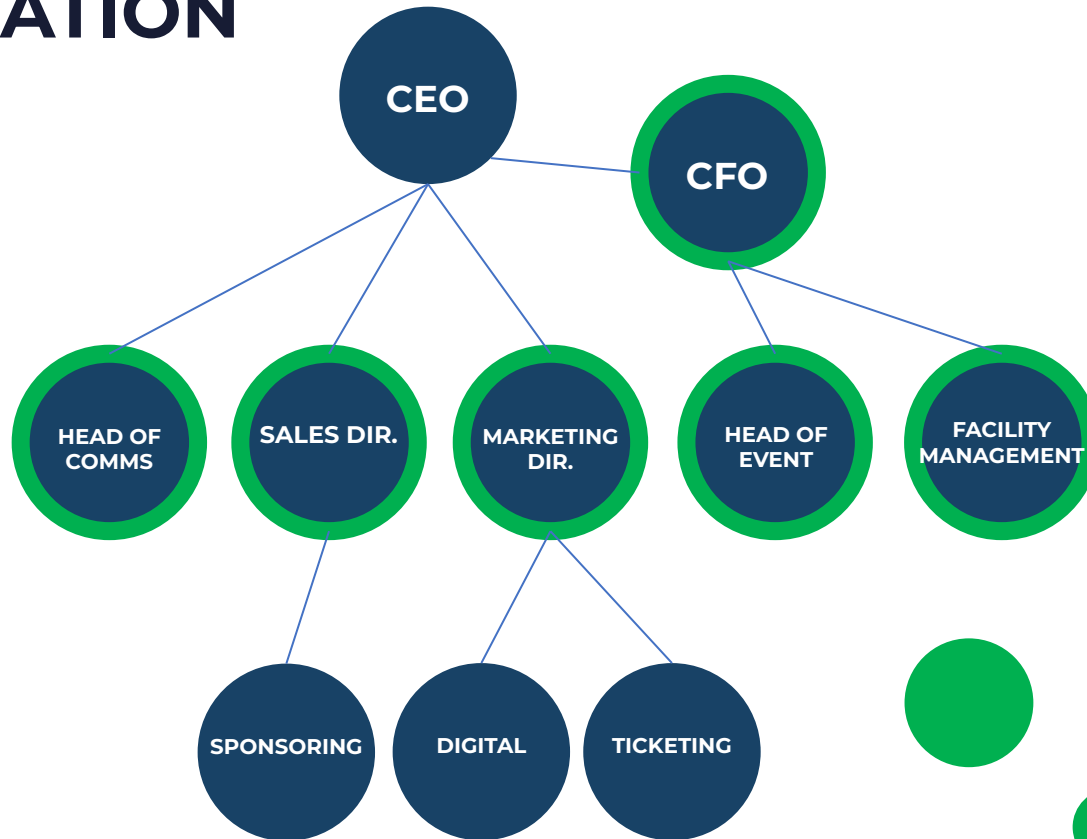
REORGANISATION

AGF EXAMPLE

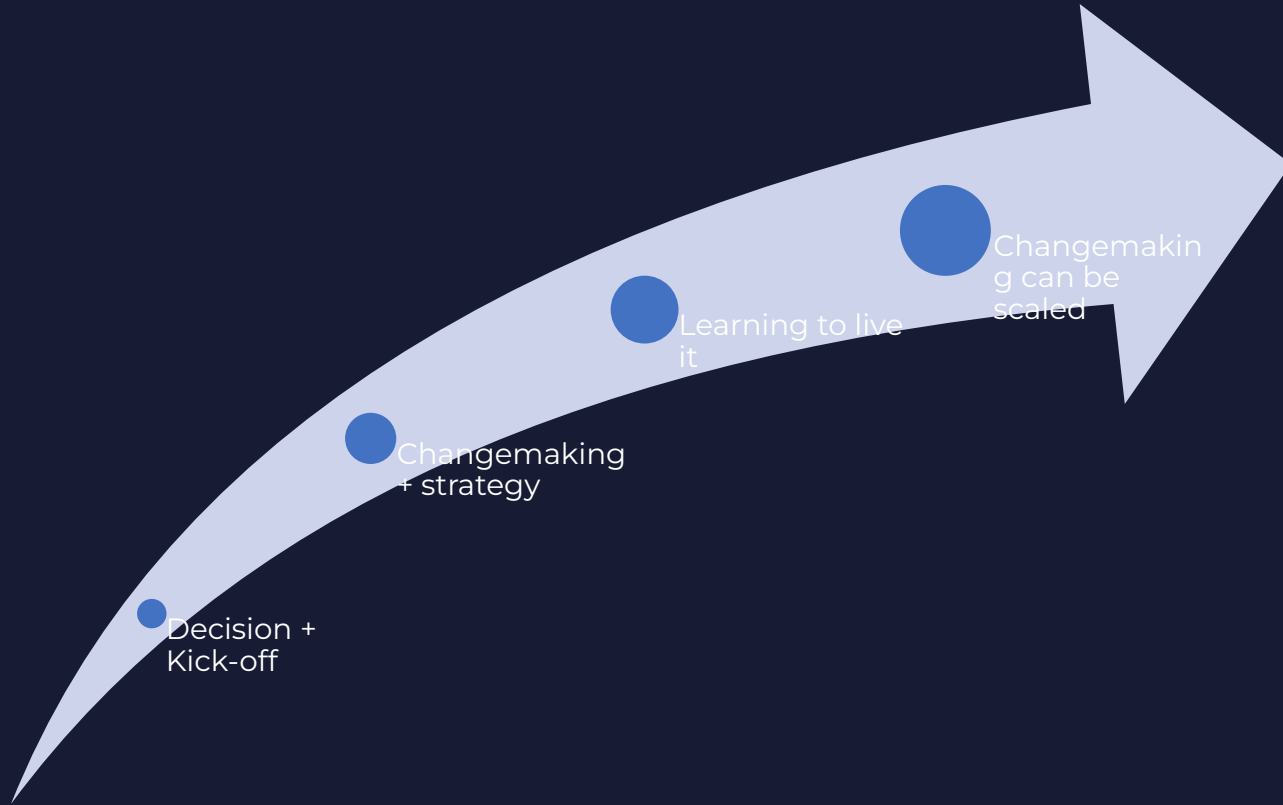


REORGANISATION

AGF EXAMPLE



THE LEAP TO SCALABILITY





IN THE COMPANY OR ORGANISATION,
OUR *EVERYDAY* NEEDS
TO BE DEFINED BY
SUSTAINABLE CHOICES



I'LL LEAVE YOU WITH 3 QUESTIONS

HOW CAN WE (YOU) HELP
CLIENTS OR COWORKERS
FEEL IT?





HOW CAN WE (YOU)
HELP CLIENTS OR
COWORKERS **LIVE** IT?



HOW CAN WE (YOU) HELP CREATE
MOTIVATION TO **PROMOTE** IT?

THANK



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