

Nitto ATP FINALS

NEWS RELEASE

9 November 2024

ALL IN: COLLABORATION & SUSTAINABILITY HEADLINE NITTO ATP FINALS AS TORINO GREEN PROJECT ENTERS SECOND YEAR

TURIN – As the Nitto ATP Finals kicks off, the second year of the Nitto ATP Finals Torino Green Project continues to elevate the tournament’s commitment to environmental sustainability. This initiative, driven by Nitto, ATP and the Federazione Italiana Tennis e Padel (FITP), features a series of projects that connect fans, partners, and local stakeholders, underscoring the power of partnership in advancing sustainable practices within the sport.

Highlight: The Green Wall

In the heart of the Fan Village, visitors will find *The Green Wall* — a sustainability-focused installation designed with live plants, developed collaboratively by Nitto, ATP and FITP. The wall invites fans to engage directly with the theme of sustainability, offering a vibrant backdrop for photos and social media shares that promote environmental awareness. Following the tournament, *The Green Wall* will be relocated within Turin, an active symbol of the city’s sustainability mission. As one of the European Commission’s 100 “Mission Cities”, Turin has committed to achieving climate neutrality by 2030.



Photo: FITP

Innovation Summit: Circular Economy Leadership

This year’s Nitto ATP Finals Innovation Summit hosted its third edition on Friday, bringing together thought leaders to discuss the ‘Right to Repair’ and circular economy initiatives. Speakers from Nitto, FITP, the City of Turin, and the Politecnico of Torino, among other industry representatives, joined a series of roundtable discussions, focusing on innovative approaches to sustainable consumption and waste reduction. The Summit reaffirms Nitto and ATP’s shared commitment to sustainability through thought leadership and active partnership with local institutions.

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Fan Participation: Tracking Travel Emissions

For the first time, fans attending the Nitto ATP Finals will have the chance to support the tournament's sustainability goals by logging their travel to and from the event. Powered by Nitto in collaboration with sustainability startup LOWR, this initiative will provide valuable insights into the carbon footprint of fan travel, a major contributor to event emissions. This project is part of ATP's broader ATP Serves strategy, which focuses on advancing the sport's sustainability.

"The Nitto ATP Finals is the pinnacle of our season, and we're proud to see it leading the way on our sustainability roadmap," said Massimo Calvelli, ATP CEO. "This progress is driven by partnerships, combining strengths to achieve meaningful change. Nitto's support, alongside the commitment of all our partners, has been essential in making this event the best it can be — for tennis, our community and the planet."

This year's Nitto ATP Finals Torino Green Project initiatives build on a successful year in 2023, with actions including planting 40 trees in the vicinity of the Inalpi Arena, installation of green roofs atop select bus stops in the city and donating €100,000 to the Municipality of Turin.

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About The Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for PIF ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, Shanghai and London. The tournament has been held in Turin since 2021. For more information, please visit www.NittoATPFinals.com.

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About Nitto

Since its founding in 1918, Nitto has been a manufacturer of highly functional materials that have been deployed into a wide range of global industries, from electronics, automotive, environmental, to healthcare. Based on four core technologies: adhesion, coating, polymer function control, and polymer analysis & evaluation, Nitto provides customers with various products such as polarizing films, which are indispensable for screen displays of smartphones and TVs, industrial adhesive tapes, automobile parts, and medical supplies. Under the brand slogan of “Innovation for Customers”, Nitto places ESG (Environment, Society, and Governance) at the core of its management and is committed to solving social issues while creating economic value. Through our sponsorship of the Nitto ATP Finals, we are proud to support these important sustainability initiatives. For details, please visit www.nitto.com/ or this special website by Nitto www.nitto.com/NittoATPFinals/.

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