





WORKSHOP 3

How to manage the environmental impact of motor sport?

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FIA Environmental Sustainability Strategy: proposal to WMSC



FIA goal

Within the decade, motor sport will be recognised as

an **exemplar of best practice in sustainability**

&

a **world leader for environmental innovation** creating a positive impact on both the track and road

Two pillars

MEASURE & IMPROVE

INNOVATE & PROMOTE

A two steps project carried out by FIA and Michelin in 2012-2013



01

**Environmental
impact
assessment**

Scope : WRC 2012



02

**Framing of FIA
environmental
strategy**






25 - 27 JUNE

An environmental impact assessment as a starting point



Environmental impact assessment results of WRC 2012



WRC 2012 results		Equivalence
 <p>Human health</p>	41 DALY	<p>5'300 Europeans' annual emissions</p> <p>2 millions smoked cigarettes</p>
 <p>Ecosystem quality</p>	13'500 kPDF.m ² .yr	<p>2'900 Europeans' annual footprint</p> <p>2.7 deforested football pitch (100 years to recover)</p>
 <p>Carbon footprint</p>	76'000 t CO ₂ -eq	<p>7'600 Europeans' annual emissions</p> <p>376 A330 flights (one-way) from Paris to NYC</p>
 <p>Natural resources</p>	1'200'000 GJ	<p>7'900 Europeans' annual consumptions</p> <p>10 days of elec. prod. from an average nuclear power plant</p>
 <p>Water footprint</p>	930'000 m ³	<p>3'100 Europeans' annual consumptions</p> <p>370 Olympic size swimming pool</p>

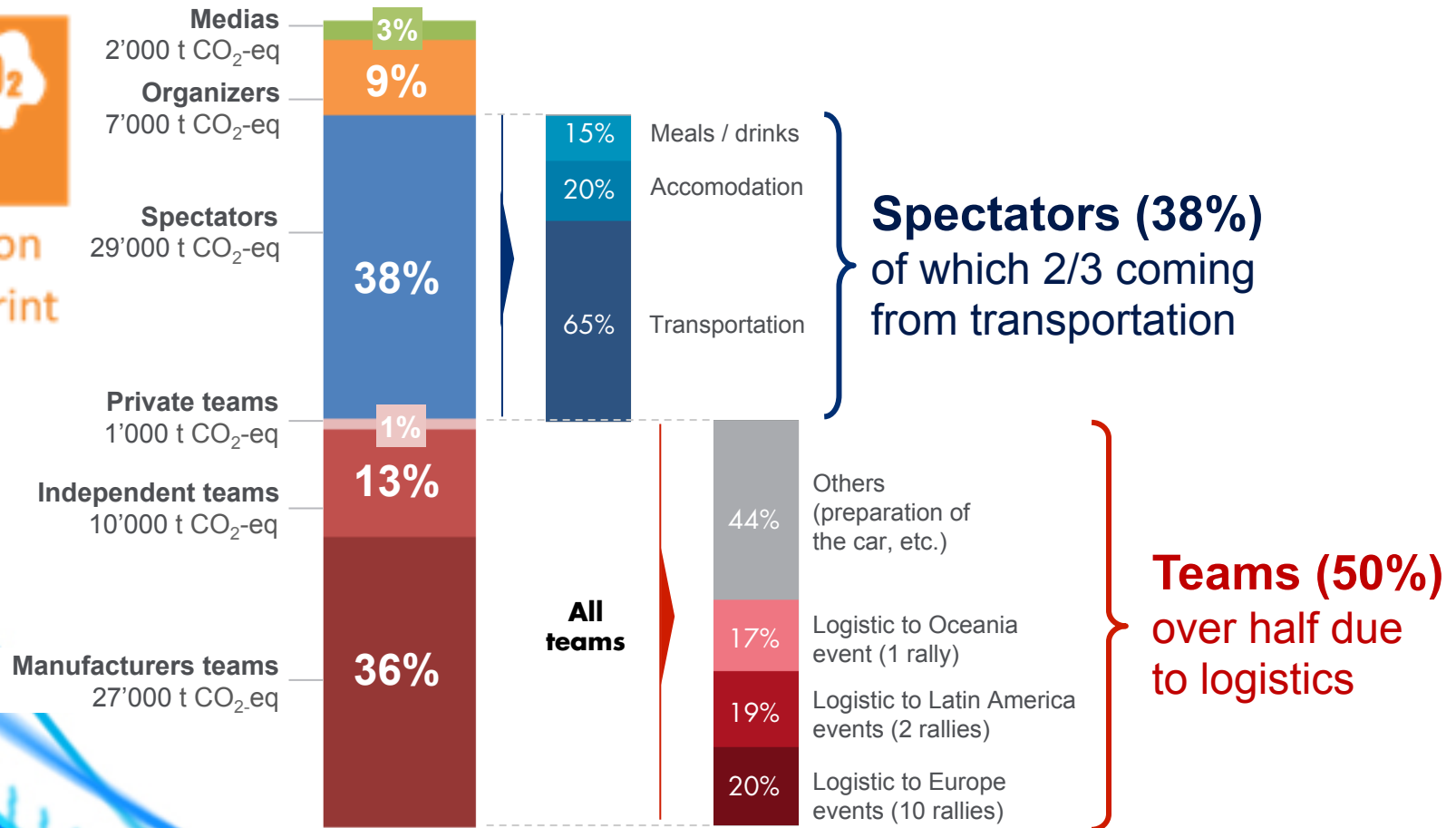
Major carbon impact from spectators and teams



WRC 2012: **76'000 t CO₂-eq**



Carbon footprint



Environmental impact assessment & external analysis to define a strategy



Priority areas

- FIA own operations
- Events environmental impacts
 - Direct scope : organizers and teams
 - Indirect scope: spectators and suppliers
- Regulations for sustainable new technologies
- Technology transfer to the consumer market

FIA goals

MEASURE
& IMPROVE

INNOVATE
& PROMOTE

Case study: **10 Green Rules** of a spectator environmental charter



Various reasons

Significant impact

→ Spectators represent 38% of WRC carbon footprint

Emblematic

→ It could be a first emblematic action (a quick win) on which it is easy to communicate

"Leverage-able"

→ Spectators and motor sport fans could be fantastic ambassadors to relay FIA environmental strategy

Used practice

→ Spectator environmental charters have already been deployed in other sports and events

"Implement-able"

→ Initiative that you could easily implement in your ASN

Objective: end-up with a list of 10 rules starting with an action verb



I WANT TO BE A RESPONSIBLE MOTOR SPORT SPECTATOR
I PROMISE TO:

1 use the appropriate recycling bins available in the spectator area	6
2	7
3	8
4	9
5	10

A photograph of a large crowd of spectators at a motor sport event, many wearing sunglasses and holding cameras.

Let's go!



45'



Defining 10 « green » rules

Using the poster and with the help of moderators, write 10 environmental rules for spectators

Illustrate with appropriate sticker



Write 10 green rules (100 characters max)





SPORT
CONFERENCE
WEEK
2013