



FIA
INTRODUCTORY
GUIDE FOR
**SUSTAINABLE
EVENTS**



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INTRODUCTION

The Fédération Internationale de l'Automobile (FIA) is a global organisation that not only promotes motor sport, but also safe, sustainable, and accessible mobility for all road users worldwide. The FIA acknowledges that its activities and events have an impact on the environment and climate change. Together with its stakeholders, the FIA is committed to minimising these impacts and building a sustainable legacy. With a range of sustainable actions, the FIA is improving the quality and social acceptance of its events and continuing to raise awareness of their environmental impact, as part of its long-term sustainable vision. The FIA's environmental initiatives follow the guidelines of the international standards of ISO 20121, ISO 14001, and ISO 26000. Building on the existing programmes and experience of the various FIA Commissions, the FIA will use #PurposeDriven to function as a catalyst and a guide to responsibly accelerate our sport's positive contribution to society.

This manual provides guidance and support to FIA stakeholders and members to increase their sustainability performance. It introduces the main principles of sustainable management to event organisers, with concrete examples of actions, which are easy to implement regardless of the level of knowledge on sustainability.

In a rapidly changing climate, and increased public expectations concerning environmental sustainability, the FIA invites everyone to actively contribute to this common goal through sustainable actions. By implementing these practical solutions, event organisers will be able to have a meaningful impact and help support the positive image of motor sport.

PURPOSE OF THIS GUIDE



This manual aims to provide technical support and guidance to event organisers on how to identify simple and clear actions for improving the sustainability performance of FIA events, and align their working methods with the requirements of the FIA Environmental Accreditation Programme. It emphasises that small actions can lead to significant changes.

/ THE MAIN PURPOSE INCLUDES

/ To guide the event organisers providing a simple and practical list of actions needed for the organisation of sustainable events

- > Explanations of sustainability concepts
- > Guidance for consistent environmental management
- > Guidance for effective communication
- > List of impact areas with specific targeted action

/ To educate the event organizers on the environmental best practices and their implementation

- > Disseminate the information on the pathway FIA is driven to take in respect to Environment and Sustainability
- > Prove that the organisation of a sustainable event does not necessarily mean spending more money

/ To support and promote a positive image of motor sport relating to the environment and showcase its commitment to continually making a difference

BENEFITS OF SUSTAINABLE EVENTS

Organising sustainable events not only reduces their environmental impact but can also benefit the key stakeholders involved.

1 REDUCED ENVIRONMENTAL IMPACT

- > Fewer resources required and used (materials, natural resources, financial resources, catering)
 - Creating more with less
- > Reduced amount of waste generated
- > Reduced overall emissions ratio waste to landfill
- > Reduced potential contamination of land or water
- > Reduced overall event carbon footprint

2 INCREASED COST SAVINGS AND IMPROVED MANAGEMENT EFFICIENCY (OPTIMUM UTILISATION OF RESOURCES AND MINIMUM WASTE OF RESOURCES)

- > Small actions can lead to substantial changes

3 INCREASE POSITIVE PERCEPTION AND ACCEPTANCE OF MOTOR SPORT IN THE PUBLIC DOMAIN

- > Raising environmental awareness and inspiring change
- > Attracting sponsors to support the sustainable mission

4 ENCOURAGE INNOVATION

- > Development of new products and services which are more sustainable

5 BUILD STRONGER RAPPORT WITH SUPPLY CHAIN TO ACHIEVE COMMON GOALS

- > Increasing credibility during the event

6 DEVELOP A LEGACY WITHIN THE LOCAL COMMUNITY AND ENHANCE POSITIVE BRAND PERCEPTION

- > Development and growth of local economy and business

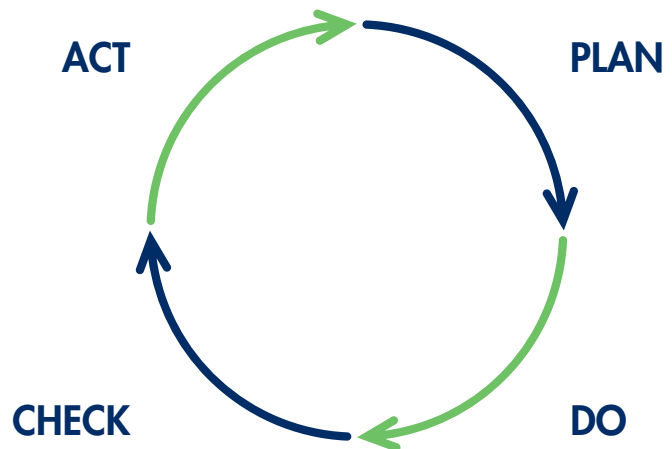
PRINCIPLES OF SUSTAINABLE MANAGEMENT



/ EVENT ORGANISATION

This chapter describes how to set up an efficient and robust management system, which will support the event organisers in achieving continuous improvements towards sustainable events. The event organisers shall establish, implement, maintain, and continually improve an event sustainability management system.

The event organization part provides the organisers with key principles, that they need to follow to set up an effective management system, focusing on delivering a sustainable event. The proper planning of facilities and services, requires a good estimation of the event size and the number of all the people involved, including stakeholders and spectators.



Environmental Management Plan

/ KEY PRINCIPLES FOR PLANNING A SUSTAINABLE EVENT

ASSESS YOUR CURRENT SITUATION

INVOLVE TOP MANAGEMENT IN PROMOTING ENVIRONMENTAL LEADERSHIP THROUGHOUT THE ORGANISATION

APPOINT A SUSTAINABILITY OFFICER*

DEFINE A CLEAR VISION AND MISSION OF THE EVENT

IDENTIFY KEY ISSUES AND ASSOCIATED RISKS AND OPPORTUNITIES TO FOCUS ON

PREPARE AN ACTION PLAN WITH KEY MILESTONES

DEFINE SMART (SPECIFIC MEASURABLE, ACHIEVABLE, REALISTIC, TIME-RELATED) OBJECTIVES

ALLOCATE SUFFICIENT RESOURCES TO ACHIEVE OBJECTIVES OF THE ACTION PLAN

CREATE A COMMUNICATION PLAN

IDENTIFY AND ENGAGE THE STAKEHOLDERS*

IDENTIFY PERFORMANCE MONITORING AND MEASURING PROCESS

DEFINE AN ASSESSMENT TOOL

COMMUNICATE WHAT HAS BEEN ACHIEVED

ESTABLISH A FEEDBACK PROTOCOL WITH SUGGESTIONS AND IMPROVEMENTS

*THE ROLE OF THE SUSTAINABILITY OFFICER

For effective planning and implementation of sustainable objectives and actions, the organisers should assign a responsible person with responsibilities and credentials to enforce and manage the sustainable initiatives at the event, of which they should inform all the stakeholders of the event. The sustainability officer plays an essential role in the development and implementation of a management system. Creates new sustainability procedures and improves existing ones.

*THE ROLE OF THE STAKEHOLDERS

By engaging stakeholders, you are raising the profile of the diverse groups contributing to the event, which will make the event more successful. Engagement makes it possible to inspire change and create legacy that will last long after the event.



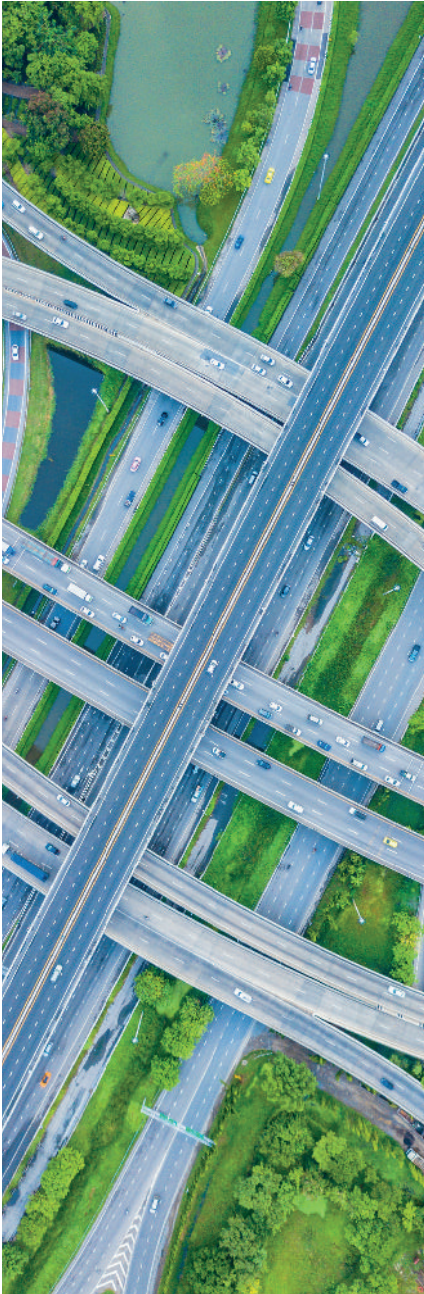


COMMUNICATION STRATEGY

A communication plan will be created as early as possible. The purpose of the communication plan is to develop the channels and tools that will ensure maximum involvement by all relevant stakeholders and target groups, as well as further education on sustainability. This chapter provides event organisers with support for effective communication that will enhance and extend the impact of their sustainable sporting event beyond the boundaries of direct environmental and social impact, and create the long-lasting positive legacy that the FIA is seeking.

EFFICIENT AND TRANSPARENT COMMUNICATION IS KEY.

COMMUNICATION STRATEGY



/ OBJECTIVES

- Organise a safe, sustainable, and accessible motor sport event
- Reduce the environmental impact of the event
- Spread awareness about sustainable motor sport and its impact on climate change
- Achieve/ the FIA Environmental Accreditation for the event
- Contribute to the FIA Environmental Strategy

/ KEY MESSAGES

- Sustainable development is a high priority in all motor sport events
- Organisation of a sustainable event should ensure that the motor sport event works in a harmonious way with the environment.
- To be more sustainable motor sport event can implement actions in the main key impact areas: Energy, Transport & air quality, waste, Social responsibility, supply chain and Water& Biodiversity
- The event serves to raise awareness about environmental issues and sustainable development.
- The event is considering the environmental, social, and economic impact on the location

TACTICAL STEPS

1 / BEFORE THE EVENT

- > Announcement should state "XXXXX Sustainable Event"
- > Highlight the key sustainable focal points
- > Distribute action plans to the people responsible, with specific actions assigned to each person
- > Communicate your sustainability strategy to all your stakeholders
- > Meet with the drivers/teams/officials/event organisers to ensure awareness and understanding of sustainable initiatives
- > Post information about the sustainable event, on the organizers' webpage
- > Announce if the event is accessible to everyone
- > Prepare social media posts with environmental focus
- > Choose a key message connected to sustainability
- > Produce the hashtag

2 / DURING THE EVENT

- > Meet with the drivers/teams/officials/event organisers for sufficient share of required information regarding sustainable initiatives at the event Communicate the sustainable partnerships through various channels (website, social media, newspapers)
- > Post on social media with an environmental focus
- > Include the hashtag in all your posts.
- > Set up visible signs and visual representation of all your actions
- > Create a call for action video to spread awareness and educate the general public
- > Promote the chosen sustainability slogan
- > Create a map identifying the specific environmental locations of the event are. For example, recycling points, toilets, refuelling, water stations, etc.

3 / AFTER THE EVENT

- > Prepare the evaluation report and include all sustainable and environmental actions – both positive and negative
- > Debrief and Share what you have learned
- > Include the achieved results and commitment in your speeches, interviews, and press releases.
- > Communicate through all the channels whether the targets and objectives have been achieved and commit to continues improvement in the future





KEY IMPACT AREAS

All of the following categories are aligned with the recommendations provided by the UNFCCC which include measuring, monitoring, and offsetting when emissions are unavoidable. The actions provided in each section can be applicable to various different FIA events regardless the size and location. However, it is important to understand that not all actions are not always relevant to all the events, which is why it is important to create an action plan and define which areas can be addressed by the individual event.

The actions provided have been separated in two priority groups. First group is the set of actions which are most essential, and second group is the set of actions which are complimentary. It is encouraged to strive to implement as many as possible from both categories. The groups are defined based on the importance and urgency of specific action to be implemented at the event.



Energy use



Air Quality & Transport



Waste management



Water & Biodiversity



Supply Chain

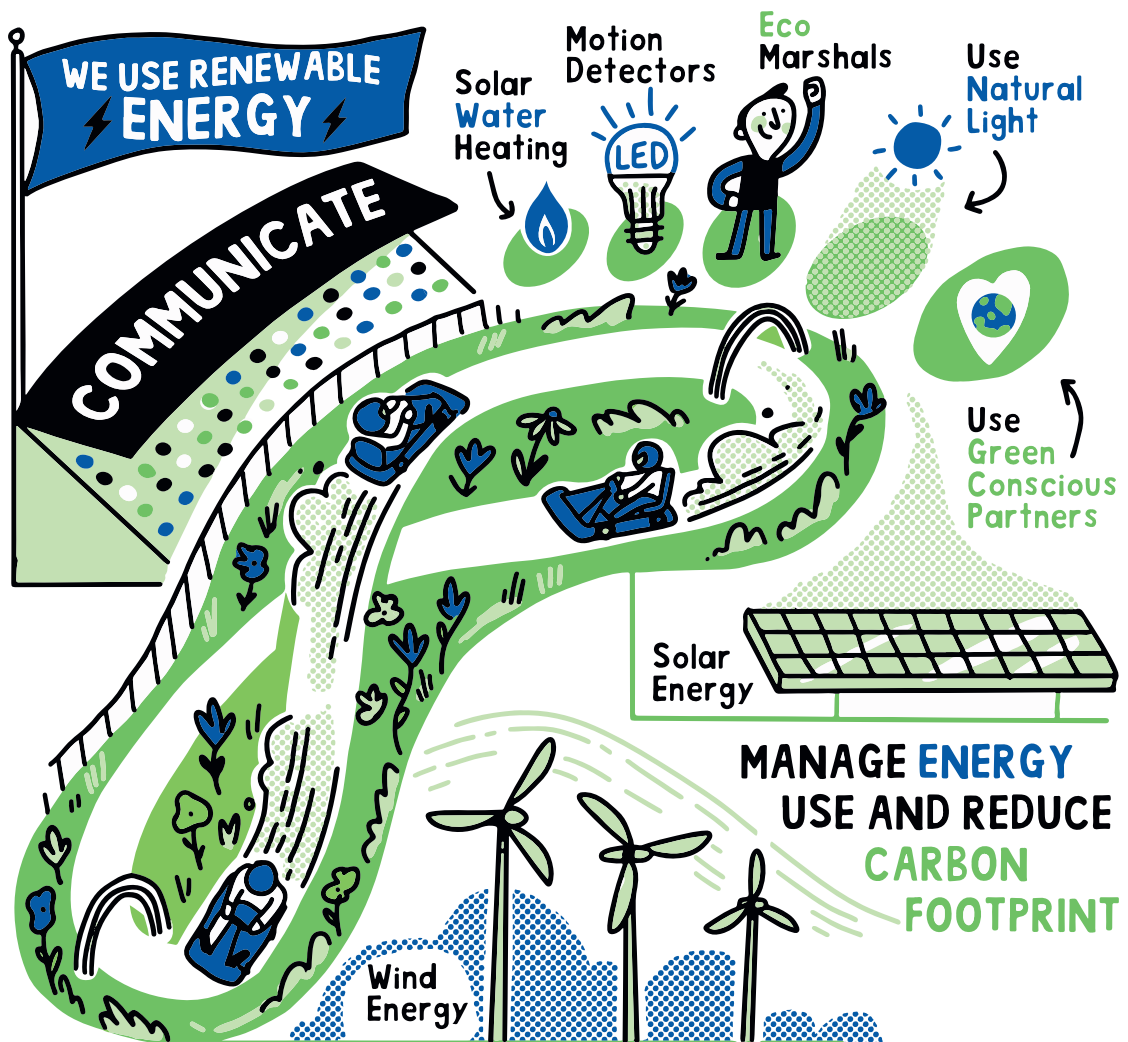


Social Responsibility

ENERGY USE



Managing and reducing energy consumption not only saves money but also helps to improve the image and reputation of FIA and their events, by paying attention to the needs of the environment and climate change. The primary objective of energy management is to achieve and maintain optimum energy procurement and utilisation throughout the event, which may help minimising energy costs whilst balancing the effects both positive and negative on the environment.



General approach

- > Identify your energy sources, are they sustainable?
- > **Identify your energy usage, how much, for what purpose?**
- > **Set reduction targets to reduce your energy consumption**
- > Monitor your progress, have you reached your objective?

Key actions

- > **Use energy saving devices (LEDs, thermostats, motion detectors)**
- > Choose energy conscious partners to help reduce emissions at the event
- > **Choose a green energy supplier if possible**
- > Consider installing renewable energy sources (solar panels, solar water heaters etc.)
- > Promote accommodation that complies with green energy standard, or national equivalents
- > **Encourage everyone to switch off lights, thermostats or computers when leaving premises / facilities**
- > Rely on natural light and ventilation for heating/cooling systems whenever possible

Communication

- > **Your energy comes from a renewal source? Communicate it!**
- > **Share information about how participants can save energy**
- > You have defined an energy reduction plan over a period of time. Report it.



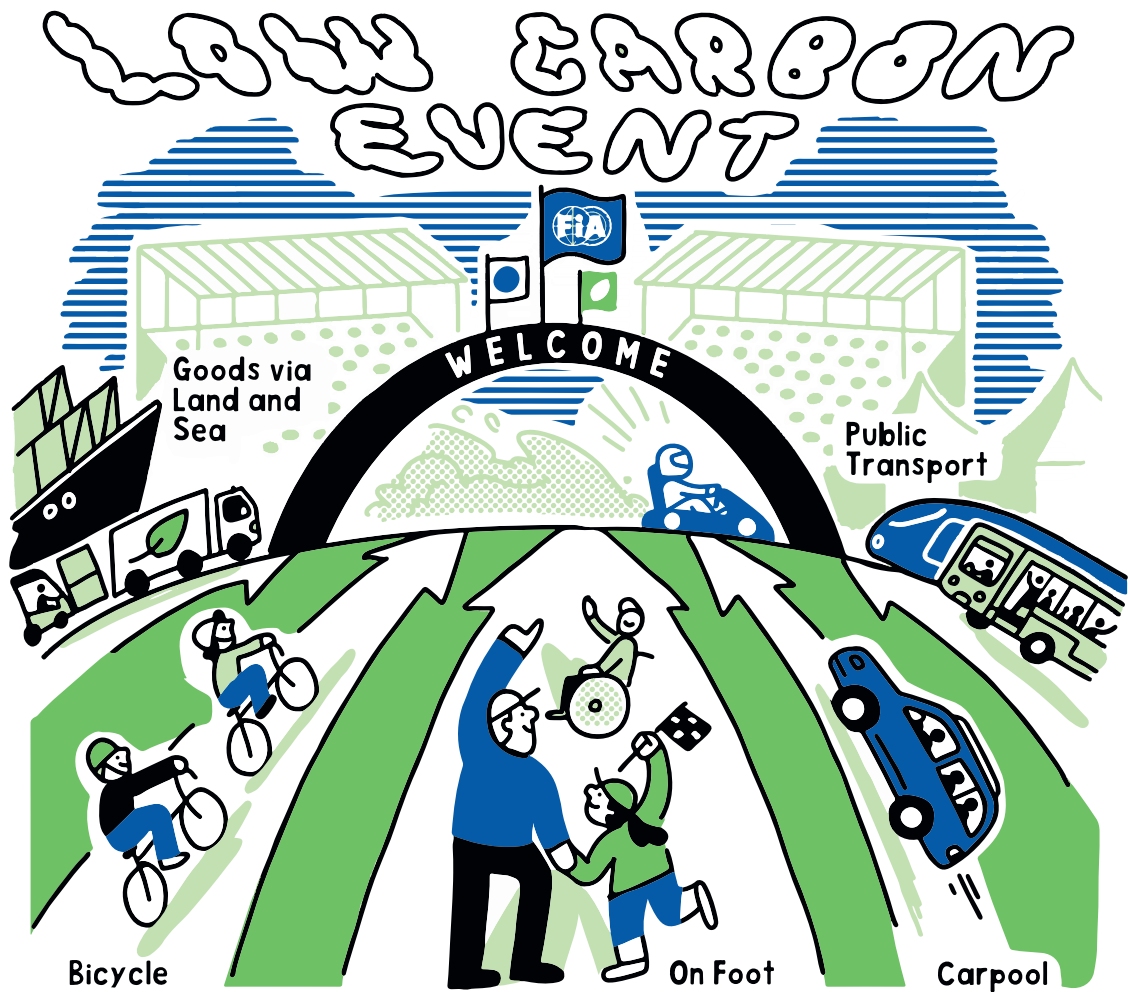
Gather More info on how to choose a green energy supplier

Develop an Energy Management Plan

Calculate your carbon footprint, including the emissions related to energy use

AIR QUALITY & TRANSPORT CO₂

Transportation is considered the primary contributor to an event's footprint as the event industry strongly relies on the mobility of goods and people. Promoting alternative modes of transport and ensuring that your event is accessible can drastically reduce the event's emissions footprint. In addition to carbon emissions, bigger events can cause disruption and congestion to local traffic, which may cause additional air quality issues. For the above reasons, event organisers should make sustainable transport means a more convenient option.



General approach

- > Gather logistical information – how much is shipped to the event and via which routes?
- > **What trips can be reduced? The best trip is the one we do not have to make!**
- > How can the transport efficiency be improved?
- > **Gather travel information – how will people arrive at the event?**
- > Consider a Logistics Manager

Key actions

- > **Review if it is possible to access the event by public transport**
- > Book accommodation close to the event and provide information on how to get from the hotel to the event using public transport
- > Encourage micro-mobility on and off site: bikes, scooters, etc.
- > Make public transport/bikes the most convenient option to arrive at the event
- > **Consider organizing green transport if the event is taking place in a less accessible place**
- > **Issue tickets for the event that entitle their holders to free public transit rides**
- > Avoid holding the event during peak congestion hours

Communication

- > Promote the use of public transport - social media, website posts, signs, etc...
- > **Indicate how people can access the event by foot, by bike, or by public transport**
- > Increase awareness on air quality amongst stakeholders
- > Show how much pollution participants can save using a more sustainable transport means
- > Promote the use of electric vehicles and provide charging points where possible

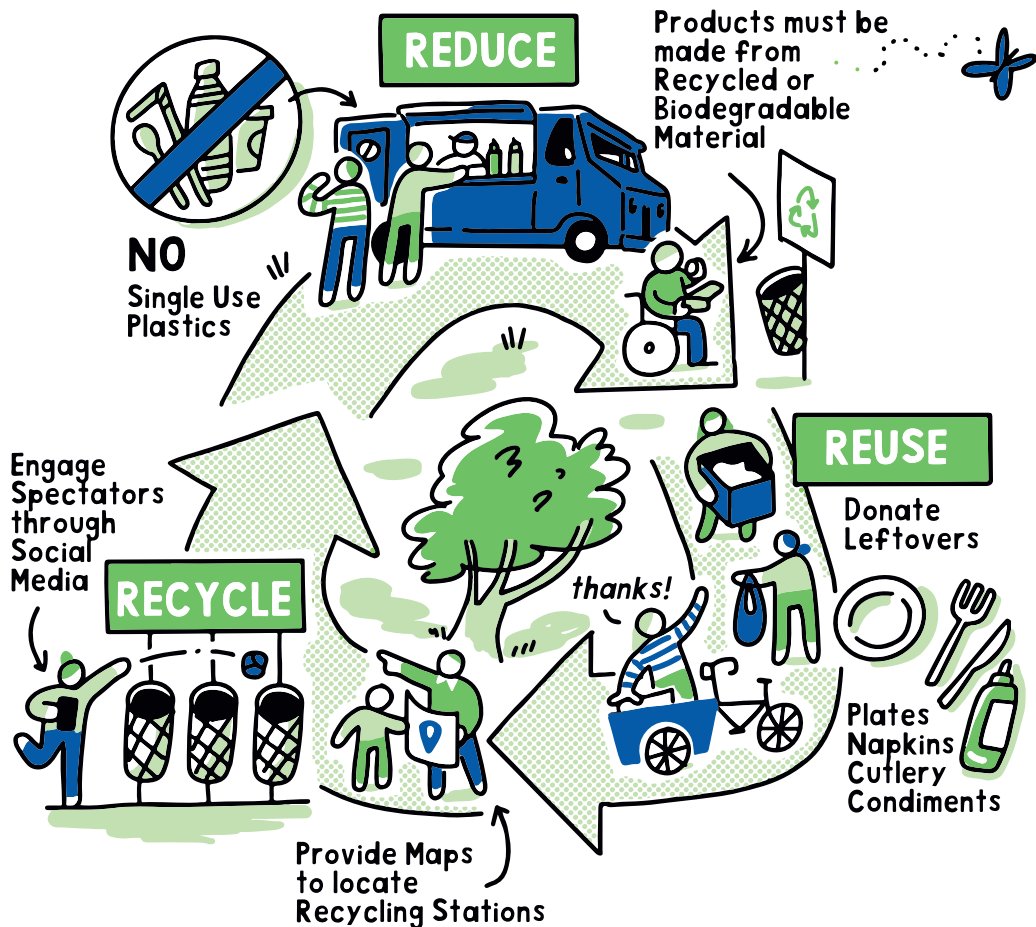


Calculate your carbon footprint, including the emissions related to transport

Once you have reduced what you can, offset your residual emissions, but **only** after looking at the options available.

WASTE MANAGEMENT

Sporting events generate large quantities of waste, something which always raises concerns and challenges for the environment and local communities, as well as projecting a negative image to the public. It is also a great financial burden. The largest source of waste is usually generated by packaging, single-use products as well as promotional materials from partners and sponsors. The organiser needs to follow the international principle of **REDUCE, REUSE, RECYCLE** – the 3Rs – to minimise the amount of waste produced with the aim of achieving Vision Zero at sporting events. To ensure that this is efficiently managed, a plan should be developed to maximise potential and implement the desired waste reduction management plan.



General approach

- > **What waste can be avoided?**
- > Have you identified the main sources of waste?
- > **Who is responsible for controlling the waste before, during and after the event?**
- > Has the waste management plan been created?
- > How much waste is expected to be created? Set reduction targets, to minimize the waste

Key actions

- > **Ensure there are enough bins for recycling dispersed around the event area**
- > Reduce paper use to a minimum and encourage the use of technology
- > **Establish recycling stations**
- > Order less food and serve smaller portions
- > Protect areas where hazardous wastes can harm the environment
- > Contact the relevant authorities for the authorisation to manage waste properly and according to standards.
- > **Donate leftover food, paper napkins, plates, condiments or decorations to local food banks and charities**
- > **Check with your suppliers for reusable branding or décor (whenever possible, do not add a date so you can reuse)**
- > Distribute rubbish waste bags to spectators and organise a competition around recycling

Communication

- > **Communicate the location of recycling stations in maps and visual signage**
- > **Encourage spectators to recycle and dispose of waste correctly**
- > Communicate the initiative on social media, the website, proper signs
- > Explain the rules of recycling
- > Engage spectators to act responsibly regarding waste

WATER & BIODIVERSITY



Motor sport and other sporting events can potentially have a serious impact on the natural environment and harm local biodiversity, placing a high demand on natural resources such as water, land, and forests. Maintaining quality drinking water, without which there is no life, is one of the central areas of sustainable development and the subject of fundamental intergenerational responsibility. Sporting events are large consumers of water and certain events (for example rural rally stages) can present a great danger to the quality of water supplies.



General approach

- > Set water reduction targets- How do you plan to reduce the water consumption?
- > **Do the event participants have access to fresh drinking water, and how can they access it?**
- > **Does the event have a potential to harm or disrupt natural habitats?**
- > Have protected areas been respected and rules followed?
- > Did the event organisers prepare educational material regarding regional ecosystems and biodiversity

Key actions

- > **Protect any source of water (spring, river, lake, sea)**
- > Identify areas that may be vulnerable and ensure their protection
- > **Prevent any kind of leakage**
- > **Use reusable bottles and cups and encourage refilling them**
- > **Ensure environmental mats for ground protection**
- > Protect the soil from electricity generator leaks or any other possible oil/fuel contamination
- > Containers or tanks need to be placed on concrete level ground
- > **Designate special areas for car washing**
- > Use biodegradable soaps
- > Provide washing bays with concrete surfaces and proper drainage, preferably with an oil separator
- > Use leftover ice to water plants

Communication

- > Communicate to the spectators that water should be used with care
- > **Communicate the designated areas for car washing**
- > In summary – good signage must be used
- > Raise public awareness about biodiversity
- > **Clearly Indicate water refill stations**



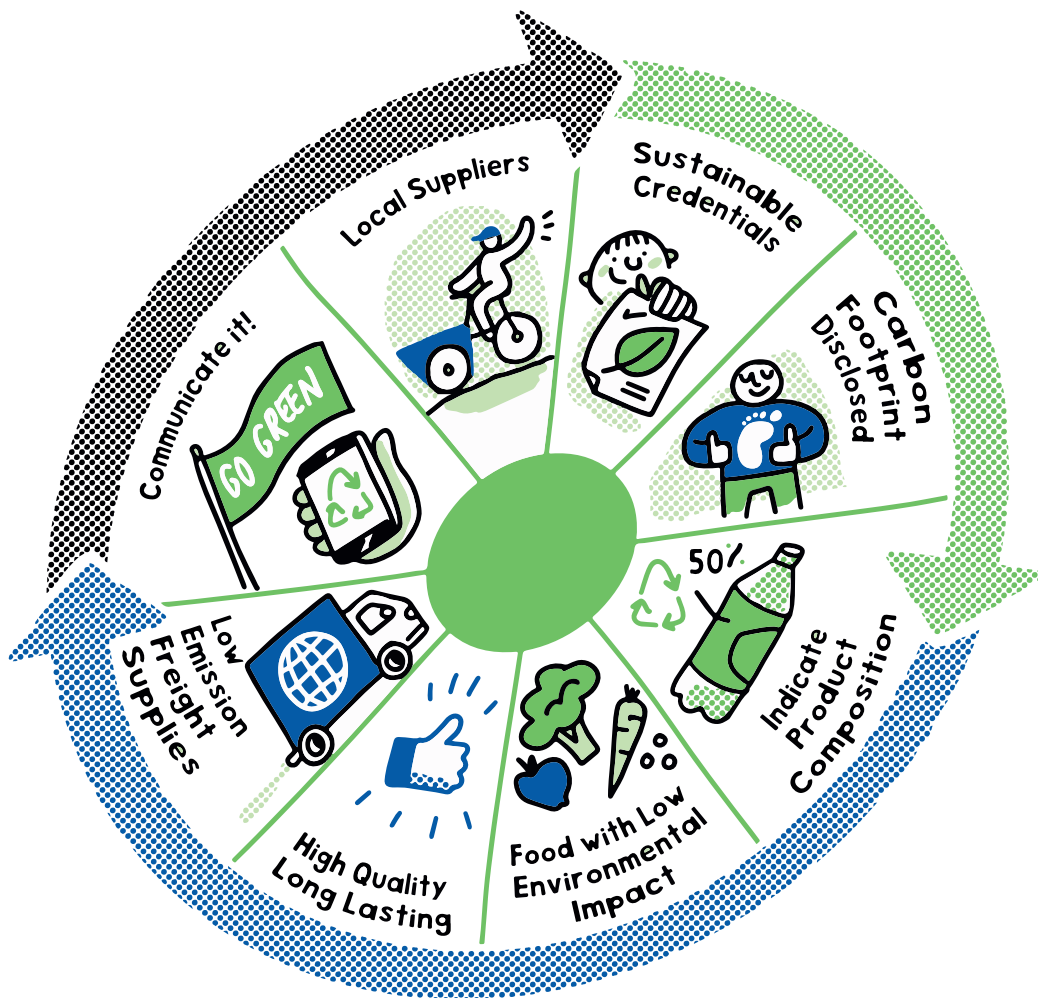
Conduct an analysis of biodiversity in the area

Test water potability

Generate funds for financing protected areas and heritage sites

SUPPLY CHAIN

One of the most effective ways of reducing the environmental impact of an event and showing the sustainable credentials is through the choice of the suppliers and sponsors. It is the area where the event organisers have the most influence and choice. The goods and services the organiser decides to buy, rent or license has an impact on the environment, people, and local businesses.



General approach

- > Map your supply chain: what services/products are you looking for?
- > Communicate expectations: disclose a supplier code of conduct- How did you include sustainability as a key part of the selection criteria
- > Engage stakeholders: How will the suppliers be informed and involved in embracing the sustainable vision of the event?
- > How will you measure your success and improve the objectives in the future?
- > **Check environmental performance: Do they have any environmental accreditation themselves and if so, ask for their Environmental Policy. Ask for a copy of their environmental management system**

Key actions

- > Develop a pre-event and a post-event evaluation process to assess the sustainability performance of your supply chain
- > **Prioritise local suppliers over international ones, whenever possible**
- > Use products with green labels or that are certified (see below)
- > **Only buy products that contain recycled material and whose packaging is fully or partially recyclable**
- > Only purchase from companies that disclose their carbon footprints, where or if possible
- > **Switch from a product to a service**
- > **Encourage food with less environmental impact: vegetarian, seasonal, locally sourced, local supplies**
- > Select freight suppliers that operate low-emission fleets, optimise their transport, and compensate their carbon footprint

Communication

- > Communicate partnerships with sustainable suppliers and indicate what benefits do they contribute
- > **Communicate choosing products that are produced ethically and ecologically**
- > **Inform the suppliers how they can help you make the event more sustainable**
- > Set and communicate clear expectations from suppliers



Develop a supplier code of conduct

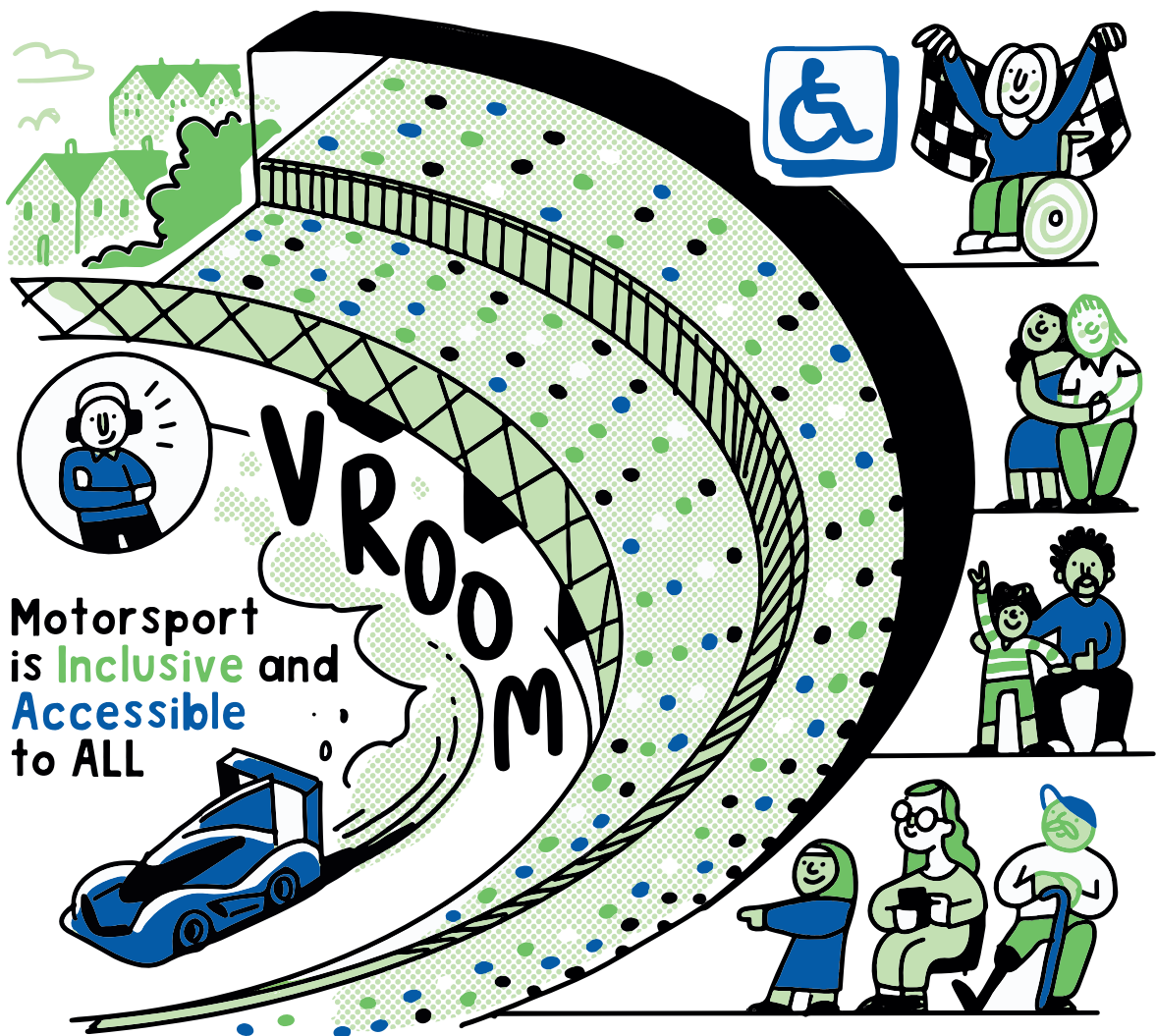
Officially add sustainability as part of your selection criteria

Build the case to purchase goods that are more sustainable by calculating the total cost of ownership of your product

SOCIAL RESPONSIBILITY



Economic and social elements are key components of sustainability. By using local businesses for services and supplies, event organisers can provide substantial support to the local economy. The organiser should always consider how their event can benefit local communities and what value the event brings to people's lives.



General approach

- > How are you ensuring the positive image of the event at the local/regional level?
- > **Did you consider involving local communities, businesses, and authorities to embrace your sustainable commitment?**
- > **Does the event adhere to the championship regulations regarding noise control and its measures?**
- > How are you ensuring continuous improvement of your event?

Key actions

- > Follow the legislative requirements of the area and ensure your event fully complies with all health and safety requirements
- > **Make your event accessible to all and do not tolerate any discriminatory behaviour**
- > Provide adequate safety equipment to people exposed to loud noises
- > Conduct sound level tests
- > Separate the loud noisy areas from other areas of the event
- > **Hire local staff and purchase from local suppliers where possible**
- > Involve the event host city's youth and senior citizens and local sports clubs as volunteers. Theme here is Caring About the Local Environment.

Communication

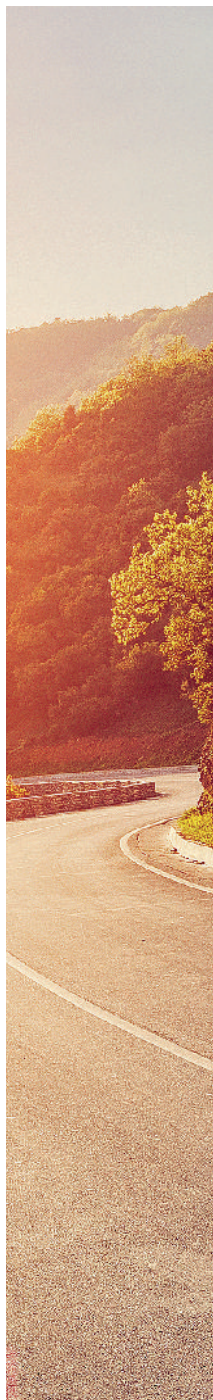
- > Advertise the event in the local newspaper/magazine
- > Promote the local/regional sustainable actions
- > **Give local groups the chance to gain exposure by involving them in your event and communication/publicity**
- > Inform spectators about the use of responsible behaviour at the event, and a zero-tolerance policy for no compliance



Organise a "Girls on track" event, to promote female participation in motorsport and push for gender equality

Create a side event dedicated to the children from the area (e.g. a workshop on motor sport, or environmental management, etc.)

FIA ENVIRONMENTAL INITIATIVES



1989

Creation of the FIA ALTERNATIVE ENERGY COMMISSION

2002

FIA becomes member of CLEAN FUEL AND VEHICLES Partnership

2008

Launch of MAKE CARS GREEN campaign

2009

Introduction of KERS – FIRST ENERGY RECOVERY SYSTEM

2013

FIA ENVIRONMENTAL ACCREDITATION PROGRAMME

2014

Introduction of new HYBRID ENGINE

Launch of FORMULA E

2016

Launch of the FIA SUSTAINABLE MOBILITY PROGRAMME

WRC makes FIA accreditation compulsory for all its championship events

2017

Creation of the FIA ENVIRONMENTAL AND SUSTAINABILITY COMMISSION

Implementation FIA SMART CITIES initiative

2018

FIA supports Green NCAP programme

2020

Launch of FIA Environmental grant

FIA joins UNFCCC SPORTS FOR CLIMATE ACTION



/ FIA ENVIRONMENTAL ACCREDITATION PROGRAMME

The FIA has developed a wider environmental accreditation framework aimed at increasing awareness of environmental management issues and providing guidance to motor sport stakeholders worldwide to measure and improve their environmental performance. By introducing clear and consistent environmental management into motor sport, it provides stakeholders with a three-level framework, against which to accredit their activities.

One-Star and Two-Star accredited stakeholders will be encouraged to progress toward the next level of accreditation.

The FIA's long-term objective is to bring all stakeholders on board through a continuous process, of raising collective awareness and improving overall understanding and environmental performance, balancing motor sport needs with the global ecosystem.

This guide has introduced you to the main principles of environmental management. Should your event be compliant with the key principles explained in this guide, you will be eligible for a Two-Star accreditation.

Please get in touch in order to start the accreditation process. The FIA Sustainability team will accompany you through the steps necessary to become eligible:

- > The formalisation of your commitment to an environmental policy.
- > The set-up of key objectives for relevant impact areas
- > The gathering of a key legal framework for relevant impact areas



/ CONTACT

www.fia.com/environmental-accreditation-programme

sustainability@fia.com



ADDITIONAL RESOURCES

/ REFERENCES AND FURTHER GUIDELINES



SUSTAINABILITY: The big picture

- [IOC Sustainability Strategy](#)
- [IOC Sustainability Essentials](#)
- [IOC Sustainability Report 2020 Objectives](#)
- [IOC Sustainability Management in Sport](#)
- [IOC Sport for Climate Change](#)
- [UNFCCC Sport for Climate Action Framework](#)
- [The United Nations Environment Programme and the 2030 Agenda](#)
- [IUCN Mitigating Biodiversity Impacts of Sports Events](#)
- [UN Sustainable Development Goals](#)
- [2030 Agenda for Sustainable Development](#)
- [Key planning recommendations for mass gatherings during COVID-19](#)

CORE PRINCIPLES OF SUSTAINABLE EVENT MANAGEMENT

- [FIM Guide for Preparing an Environmental Management Plan](#)
- [Guide to Developing an Environmental Management System - Plan](#)
- [ISO 20121:2019 Event Sustainability Management Systems](#)
- [ISO 14001: 2015 Environmental Management Systems](#)

KEY SUSTAINABILITY IMPACT AREAS KEY SUSTAINABILITY IMPACT AREAS

- [Energy Efficient Outdoor Events - Temporary Power](#)
- [Moving Towards A Climate Neutral Un](#)
- [Sustainable Mobility In Sports](#)
- [Guidelines For Developing A Mobility Plan](#)
- [Plastic-Game-Plan-For-Sport-Guide](#)
- [Unleash Your Waste](#)
- [Water Risk In Agricultural Supply Chains](#)
- [FISA Environmental Sustainability Policy & Guidelines](#)
- [Buying Responsibly](#)
- [Sustainable Sourcing In Sport](#)

/ SUPPORTING DOCUMENTS

The following templates have been prepared and are freely available upon request in order to support you in running a sustainable event

Sustainable event action plan

Developing a sustainability action plan helps the organiser turn their vision into reality. It increases efficiency and accountability within the organisation. The action plan shows how and when the objectives will be met through concrete action steps. It is important to connect your action plan to your strategy, which will ensure you stay on track, in parallel with ensure compliance to FIA's Mission and Vision.

Waste management plan

An effective waste management plan helps the organisers define where the waste comes from and how it will be handled. By establishing a plan, the organiser delivers a safer and more welcoming event for all involved.

Event sustainability report

Creating a sustainability report helps the organisers understand and evaluate their sustainable performance. The report allows the organisers to communicate what they have learnt and what they can improve at their future events. A copy of this report should be sent to the FIA in order to track sustainable practices and encourage future assistance of all FIA event organisers.

/ CONTACT

sustainability@fia.com



/ SUSTAINABLE SUPPLIERS

Using credible sustainability standards can be an easy way to improve sustainable procurement practices.

Examples of common suppliers' certifications and labels to look for:



Forest Stewardship Council



ISEAL Alliance



The EU Organic



Rainforest Alliance



Fairtrade



Electronic Product Environmental
Assessment Tool



Eco-Management and
Audit Scheme



EU Ecolabel



Better Cotton Initiative



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