

Sustainability Roadbook

By WRC Promoter and Rallycross Promoter



Contents

Foreword

1. The World of Rallying 5

- Introduction
- Our Sports, our Championships
- The Rallying Community

2. Sustainability & the Sport of Rallying 10

- Our connection with the Environment and Society
 - Climate Change and Natural Environment
 - People and Communities
 - Public Policy and Societal Relevance
- Our numbers to date

3. Our Sustainability Journey 16

- Beyond Rally
- A Platform for Innovation
 - Accelerating Sustainable Mobility
 - Alternative Powertrains
 - Sustainable Fuels
 - Reducing the impact of TV Production
 - Helping to safeguard UNESCO World Heritage Sites
 - The first to mandate Excellence
 - Global reach, local impact

4. Sustainability Governance 32

- Addressing Sustainability for our Future
- Our Structure
- Key Stakeholders
- Alignment with the FIA Environmental Strategy
- Alignment with the SDGs
- Vision, Mission & Values

5. Plan Development 39

- Our Approach
- Stakeholder Engagement
- Definition and integration of Action Areas

6. Action Areas 43

- Climate
 - Carbon Footprint Methodology and Roadmap
 - Baseline Carbon Footprint
- Biodiversity
- Innovation
- Responsible Management
 - Environmental Accreditation Roadmap
- Social Impact

7. Our Partners 63



Click on Chapter Title to jump to page



Foreword

Jona Siebel
*Managing Director,
WRC Promoter GmbH*



Rooted in our core values of innovation, leadership, efficiency, credibility and inclusivity, our championships serve as innovation labs, applying technology to public roads. We're pioneers in sustainable technology, from running on sustainable fuels to electric cars, propelling the transition to a sustainable future.

This journey is accelerated with support from our rallying community and stakeholders, integral partners in this shift towards a lower-carbon, inclusive world. With close collaboration and a strategic framework outlined in this Roadbook, we believe we're on firm footing to meet our targets and contribute to motorsport's exciting and necessary transformation.

Our sport is deeply connected to the environment, with beautiful and diverse landscapes enhancing its unique appeal. Prioritising a healthy environment is essential for our sport's future and community's well-being.

This Sustainability Roadbook underlines our strong commitment to reducing our environmental impact, showcasing past efforts and presenting a practical strategy for the future.

Arne Dirks
*Managing Director,
Rallycross Promoter GmbH*

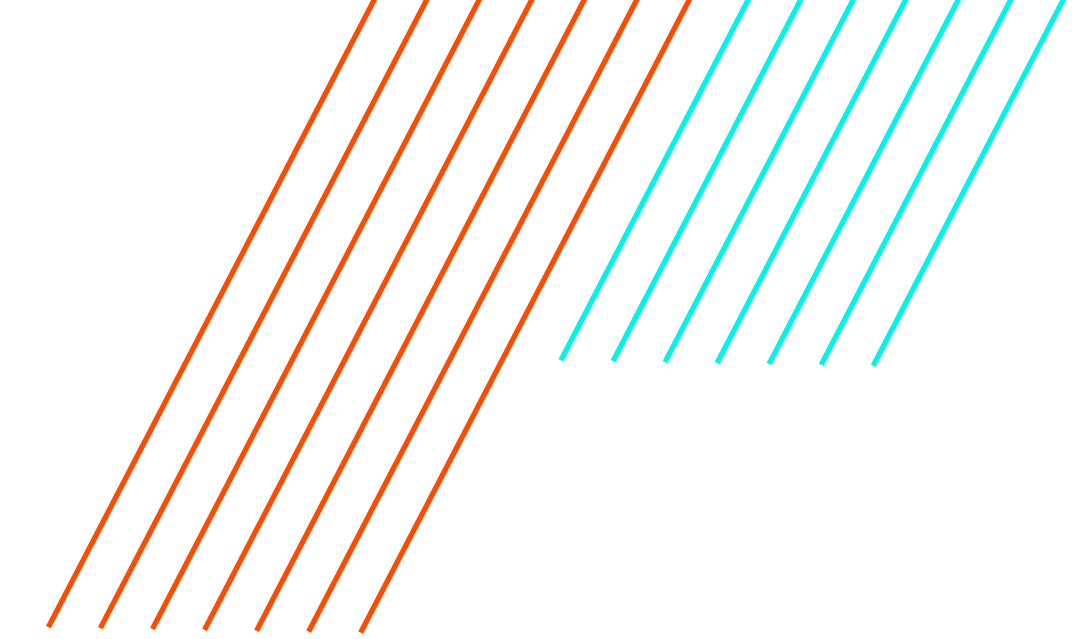


The Sustainability Roadbook embodies our commitment to pushing the boundaries of innovation and sustainability. It builds on our dedicated efforts to foster more sustainable motorsport, including the collaboration with the FIA for the groundbreaking launch of the first-ever electric World Rallycross Championships in 2022, as well as the 2024 era, as the field opens up to include sustainably-fuelled combustion-engined (ICE) cars alongside the current electric cars – setting the stage for a thrilling 'Battle of Technologies'.

This Roadbook provides precise guidance to position our championships as a driving force for sustainable progress. We take pride in serving as a testbed for technologies that bring positive environmental impact both on and off the track, inspiring us daily to lead the way towards a low-carbon future.

But as well as innovation, we hold four other core values guiding our vision: leadership as a beacon for our community, resource efficiency and inclusive decision-making for our sport and championships.

The Roadbook serves as our guiding light, outlining a clear vision from the Promoters and their diverse community of stakeholders. It not only envisions the future of sustainable motorsport but also outlines how the sport can contribute to a better future for everyone.





“ In our sport, we have the power to lead the way in sustainable technologies and practices, not just for racing but for the entire automotive industry and beyond. Embracing responsibility and sustainability in rallying means we’re pushing boundaries, exploring alternative energy sources and ensuring cleaner operations. This diversity of innovation is what defines us, and together as a community, it will propel us to establish rallying as a force for positive change. ”

Jari-Matti Latvala

Former WRC driver and Team Principal of Toyota Gazoo Racing World Rally Team

01

The World of Rallying



The World of Rallying

Introduction

Rallying is a thrilling sport with a huge global fan-base. It consists of two main disciplines: rally, where competitors conquer diverse conditions, from snowy forests to scorching mountain passes, and rallycross, featuring head-to-head races on mixed surfaces. These sports have always had a close connection to both their fans and the natural environment, with championships spanning four continents.

Like all motorsports, there is a growing demand for sustainability, encompassing environmental, social and governance aspects. The Fédération Internationale de l'Automobile (FIA), our governing body, has actively promoted environmental responsibility and issued its first Environmental Strategy in December 2020.

As WRC and Rallycross Promoters, our primary role is commercial, involving sponsorship, TV production, licensing and global media marketing. To operate successfully, we must maintain a social licence, ensuring relevance, transparency and accountability. Sustainability is central to our operations, allowing us to innovate for the benefit of the wider public.

While technical and sporting regulations fall under the FIA's authority, as Promoters we influence championship calendars and event itineraries, enabling us to mitigate potential impacts on the climate, environment, host communities and people. We are well-positioned to foster innovation within and beyond motorsports, leveraging our global reach to raise awareness, educate and advocate for sustainability.

Recognising that no sport, including our own, can exist in isolation from external factors, we acknowledge the world's dual climate and biodiversity crisis. Therefore, this Sustainability Roadbook extends beyond our commercial responsibilities, aiming to build a stronger, more sustainable and enduring rallying sport and community.

RALLY and **RALLYCROSS** will often be referred to collectively as **RALLYING** in this Roadbook



The World of Rallying

Our Sports, our Championships



Established in 1973, the FIA World Rally Championship (WRC) is the pinnacle of rallying. It features production-based cars fuelled by 100% sustainable fuels, challenging drivers and co-drivers on diverse terrains across four continents in all seasons. With 13 events annually (forecasted to increase to 14), each rally comprises 15-25 special stages on closed public roads, totalling 300-500 competitive kilometres. WRC involves five main manufacturers (including its supporting categories), each with 3-4 drivers and co-drivers. The sport utilises real roads and conditions, promoting innovation through sustainable fuel.



TV & WEB
CUMULATIVE AUDIENCE

805+
million
viewers



SOCIAL
MEDIA

600+
million
video views



SOCIAL
MEDIA

7.7
million
followers



DIGITAL
IMPRESSIONS*

13+
billion



The FIA European Rally Championship (ERC) launched in 1953 continues to attract drivers of all ages and experience levels. It serves as a valuable training ground for aspiring talents in motorsport. The ERC comprises eight events in eight European countries, featuring 10-17 special stages on closed public roads. Each two-day event covers around 200 competitive kilometres, with cars powered by regular petrol.



TV & WEB
CUMULATIVE AUDIENCE

56+
million
viewers



SOCIAL
MEDIA

55+
million
video views



ONLINE

600
thousand
followers



DIGITAL
IMPRESSIONS*

935+
million

The World of Rallying

Our Sports, our Championships



Launched in 2014, the FIA World Rallycross Championship (World RX) is the pinnacle of the dual-surface discipline, which originated back in 1967. Featuring head-to-head, 5-lap races on mixed gravel and asphalt circuits, the championship operates in amphitheatre-like venues and is supported by the single-make RX2e category with its 100% electric cars. In 2023, World RX hosted eight two-day events – six in Europe and two overseas (Africa and Asia) – with potential expansion to 8-10 events moving forward. The 2023 championship involved five teams, with 1-3 drivers per team. World RX promotes gender equality within teams and exclusively, from 2024, the field opens up to include sustainably-fuelled combustion-engined (ICE) cars alongside the current electric beasts.



TV & WEB
CUMULATIVE AUDIENCE

36+
million
viewers



SOCIAL
MEDIA

91+
million
views



The FIA European Rallycross Championship (Euro RX), established in 1973, features two titles: RX1 cars (2,000cc) and RX3 cars (1,600cc). Serving as the main support for World RX in Europe, it follows the same racing format. The cars run on regular petrol and the series showcases intense racing on a variety of terrains as it develops and tests new technologies in real production-based cars.



ONLINE

3+
million
followers

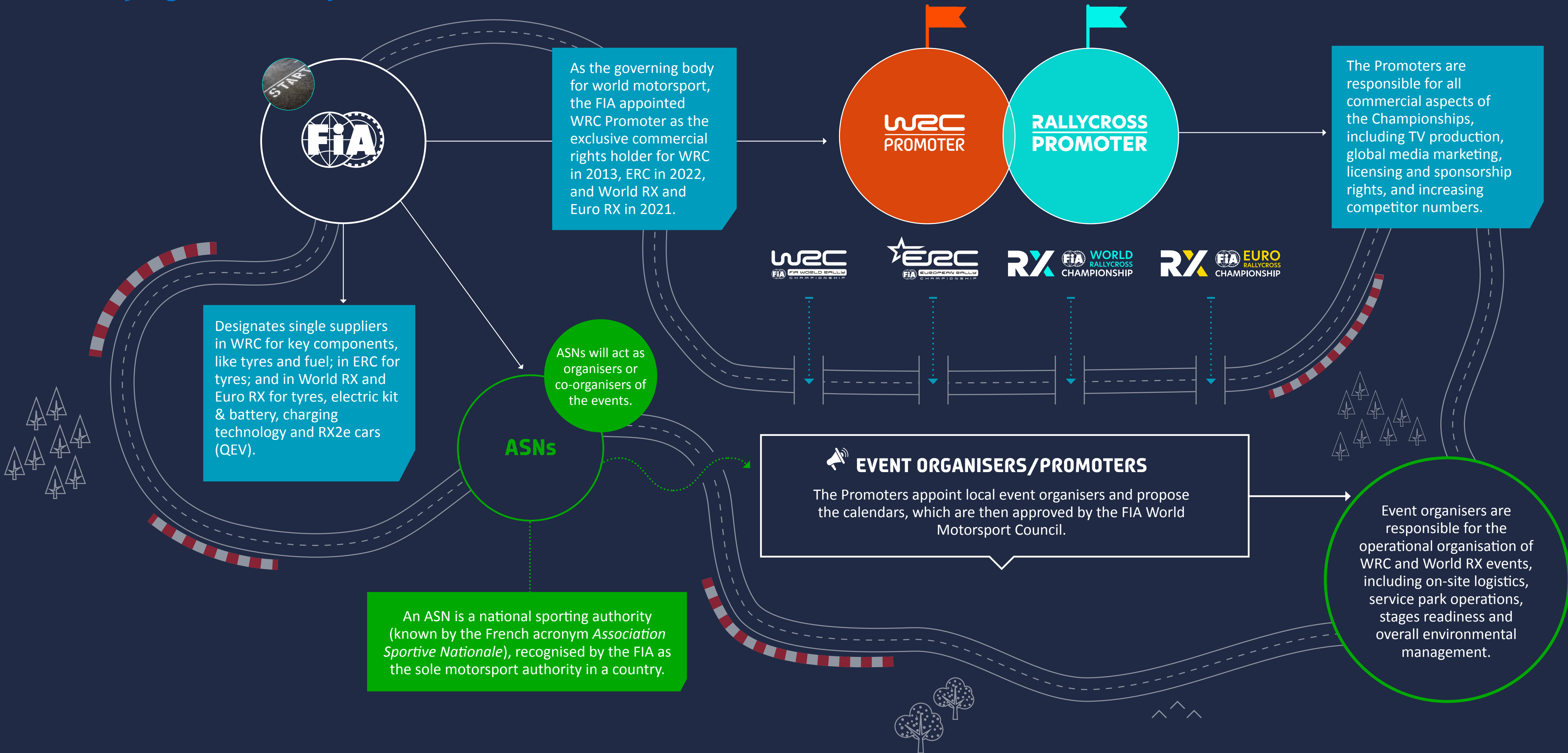


DIGITAL
IMPRESSIONS*

767+
million

The World of Rallying

The Rallying Community



02

Sustainability and the Sport of Rallying

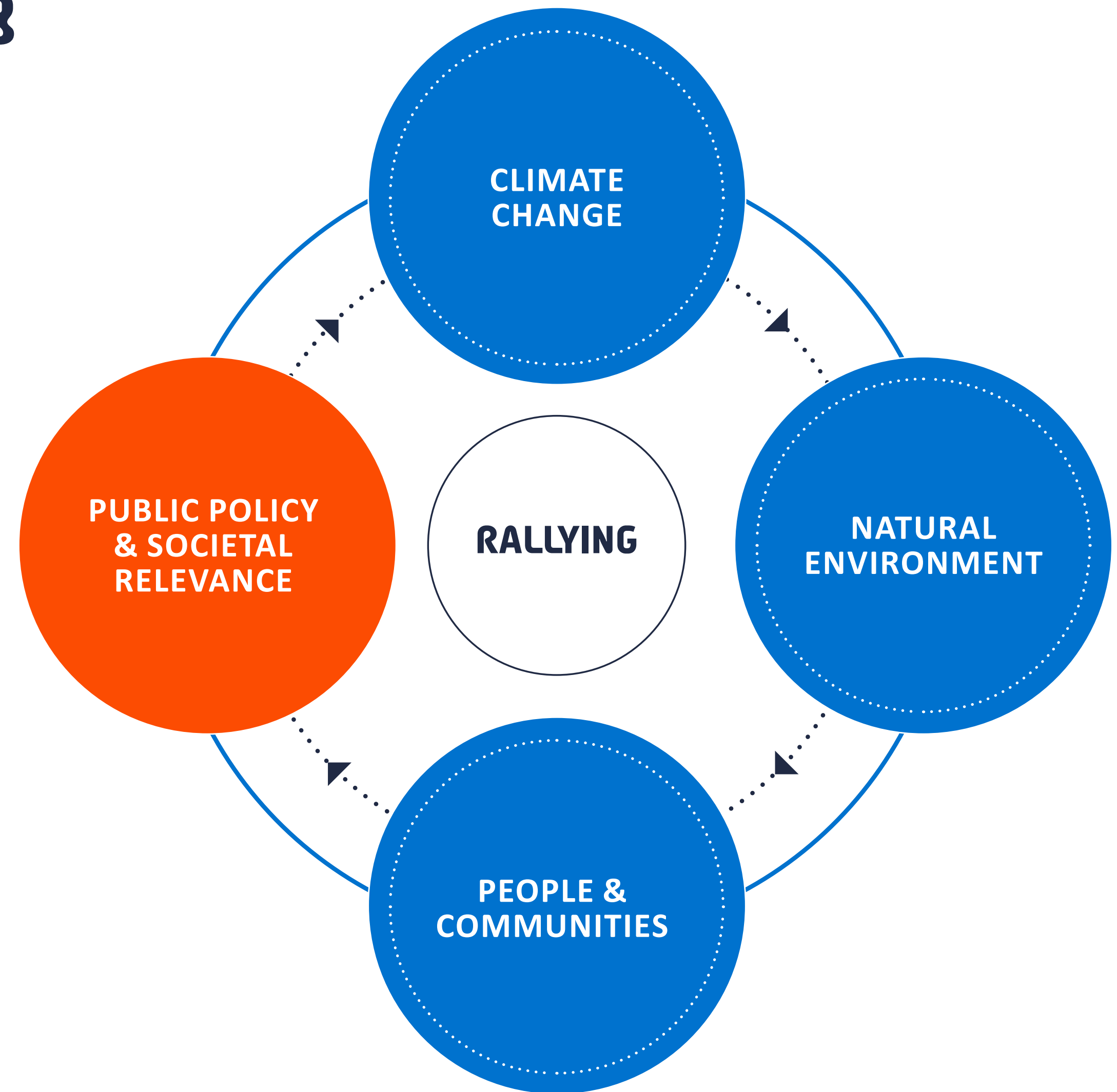


Sustainability and the Sport of Rallying

Our Connection with the Environment and Society

WRC Promoter GmbH has managed the commercial aspects of the FIA World Rally Championship since 2013 and the FIA European Rally Championship since 2022. Rallycross Promoter GmbH, under its umbrella, has handled the commercial matters for the FIA World and European Rallycross Championships since 2021.

Sustainability is a crucial focus for these championships due to their natural environments, impacting four key areas: climate change, natural environment, people and communities, and responding to public policy.



Sustainability and the Sport of Rallying

Climate Change and Natural Environment

Rallying has a symbiotic relationship with the environment, as it operates in spectacular landscapes that require responsible management. Extreme weather events like wildfires, droughts and storms pose risks to rally events, potentially leading to cancellations.

Despite featuring electric cars and ICEs running on sustainable fuel, there are associated emissions from logistics and event operations, contributing to a substantial carbon footprint. Natural areas can be affected when temporary infrastructure and spectators disrupt wildlife and vegetation, particularly in protected areas.

Rallies often traverse landscapes previously affected by human activities, presenting opportunities for ecological initiatives to raise awareness and attempt to redress the balance. These endeavours necessitate long-term commitments and well-considered ecological management solutions, such as reforestation and habitat restoration.



Sustainability and the Sport of Rallying

People and Communities

Collaboration with host communities can yield long-lasting benefits for both people and the environment. Rallying has traditionally boosted local economies, but it now faces challenges in areas like equality, diversity, inclusion and human rights. Engaging with affected parties, selecting appropriate partners, and giving back to hosts are pivotal for developing a sustainable plan and ensuring the sport's resilience.

Rallying's impacts on climate, the natural environment, people and communities are of public interest and contribute to its societal relevance. The sport's platform, as well as its impact on millions of spectators' behaviour worldwide, allows for addressing key sustainability areas, fostering biodiversity conservation, involving local communities and adhering to high environmental standards.



Sébastien Ogier during the "hongi", a traditional Māori greeting
WRC Repco Rally New Zealand 2022

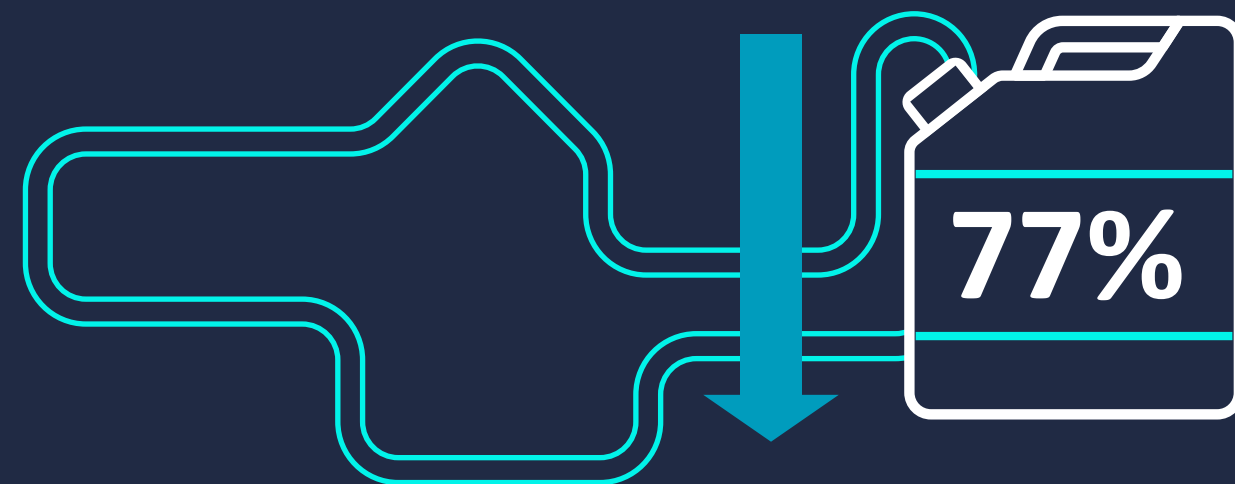
Sustainability and the Sport of Rallying

Public Policy and Societal Relevance

Innovations tested in motorsport - including alternative powertrain systems, energy efficiency and sustainable fuels - are refined before broader application. Rallying serves as an incubator for research and development, promoting sustainable practices and technologies. Beyond Rally Innovation Forums showcase sustainable racing technologies, engagement with local authorities and biodiversity stewardship initiatives, all of which demonstrate rallying's commitment to sustainability and advocacy for relevant public policies.

Sustainability and the Sport of Rallying

Our Numbers to Date



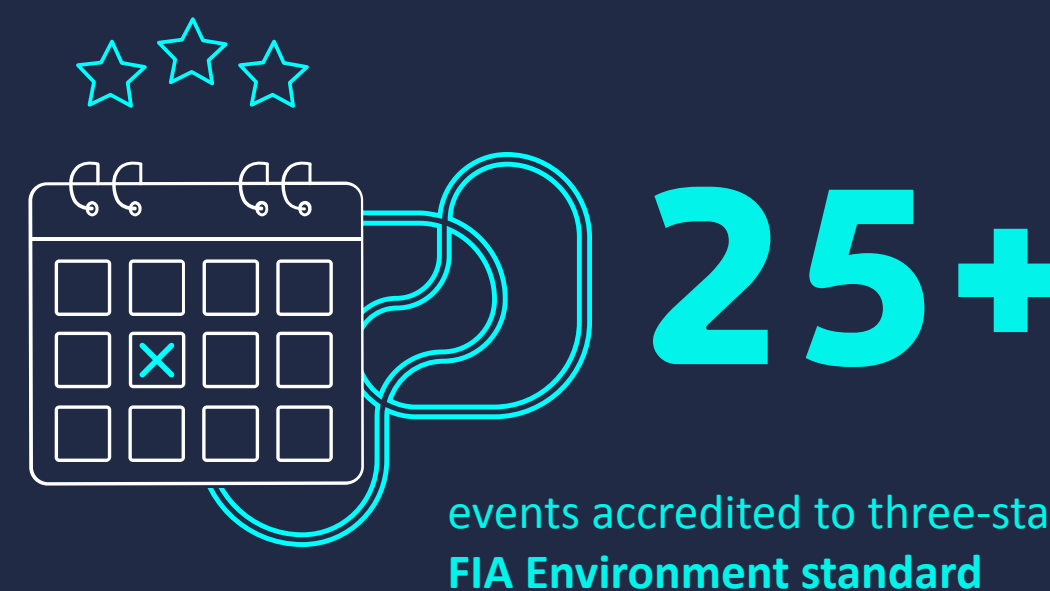
CO₂e reduction achieved through P1 sustainable fuel, compared to fossil fuel (from 537 to 121 tonnes of CO₂e)



metric tonnes of CO₂e saved per season by WRC and WRC2 cars switching to sustainable fuel since 2022



Promoters' stakeholders accredited to the FIA Environment standard



events accredited to three-star FIA Environment standard



natural and mixed UNESCO World Heritage Sites globally addressed with our commitment



weight reduction related to equipment shipped through our sustainable production model (compared to 2019)



unesco
World Heritage Convention

03

Our Sustainability Journey



Our Sustainability Journey

Beyond Rally

Beyond Rally serves as our overarching platform for driving sustainability. Our aim is twofold: to guide motorsport towards a sustainable future and to magnify its positive influence on society.

Through this platform, we focus on areas like climate, biodiversity, innovation, responsible management and social impact. This extends to fostering engagement within the rallying community at large.

Central to Beyond Rally's ethos is the recognition that our championships encompass more than world-class sports events. We rally with purpose; with a firm belief that rallying has a role to play in addressing critical global challenges. By leveraging our sport as a real-world testing ground and laboratory for scalable sustainable solutions, we aim to contribute to resolving pressing issues.

In the following pages, we outline where we have done this to date, demonstrating rallying's unique position in contributing to broader sustainability goals.

Our purpose

In motorsport, new technologies now hold crucial value for the road car market. Developments in racing shape future mobility solutions, addressing environmental and societal challenges. Technologies like EVs and fossil-free fuels drive us towards a sustainable future. We aim to be a knowledge hub, showcasing motorsport's innovations for cleaner, safer, and more connected everyday mobility.

Showcasing and sharing innovations

The Beyond Rally Forum, part of WRC, and World RX in the future, uniquely propels race-driven innovations for broader applications in transport. It gathers motorsport and mobility stakeholders, governmental bodies, academia and more to discuss rallying's role in global sustainability, safety and connectivity.



Our Sustainability Journey

Beyond Rally

Innovation and technology have been integral to our sport since its inception, driving advancements in sustainability both within our realm and beyond. Our sport has the capacity to effect meaningful change, with innovation and sustainability achievements resonating in daily life; influencing transportation, resource management, organisational practices and environmental conservation.



Our Sustainability Journey

Beyond Rally

Sustainable innovation milestones achieved in our championships throughout the years



Historic reference → Motorsport pioneers – In 1901, Austria's Rally Exelberg was won by an electric-hybrid car engineered by Ferdinand Porsche.



In 2009, Citroen introduced a WRC hybrid prototype, showcased by champion Sébastien Loeb.



From 2013-2015, FIA Junior WRC introduced GEM (Gasoline-Ethanol-Methanol) fuel with renewable methanol from Icelandic volcanoes.



A fuel-cell Toyota Mirai was featured in the 2015 ADAC Rallye Deutschland.



In 2016, WRC became FIA's first World Championship mandating event organisers to achieve and maintain the highest level of environmental accreditation.



Tartu University's self-driving car conquered Rally Estonia stages, without the help of road markings in 2020.



Former Toyota President Akio Toyoda piloted an H2 GR Yaris in the 2022 Ypres Rally.



WRC and World RX's 2022 change: WRC Hybrid Rally1 cars; World RX EVs and all events are mandated to attain top FIA environmental accreditation.



WRC becomes FIA's first World Championship adopting 100% sustainable fuels at the 2022 season's outset.

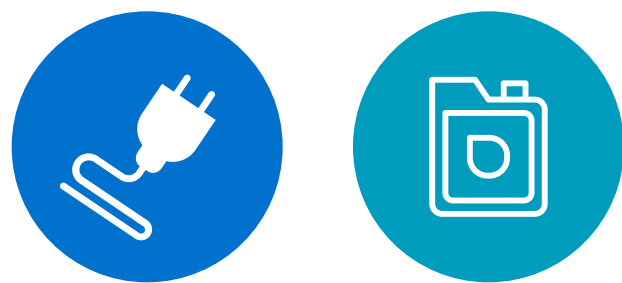


In 2023, TV production of an overseas event was fully conducted remotely for the first time.



WRC Promoter committed to safeguarding UNESCO natural and mixed World Heritage Sites (2023).





Our Sustainability Journey

Accelerating Sustainable Mobility

Addressing global climate targets, like Europe's carbon neutrality goal by 2050 and the UNFCCC Sports for Climate Action Framework's 2040 net zero goal, requires more than policy frameworks. Technology and innovation deployment across sectors are essential. The transport sector, responsible for a quarter of emissions, faces unique decarbonisation challenges.

Sustainable fuels are crucial for aviation, maritime, and road transport decarbonisation. They also extend internal combustion engine (ICE) lifespan, reduce emissions and decarbonise fuel supply chains while electrification develops.

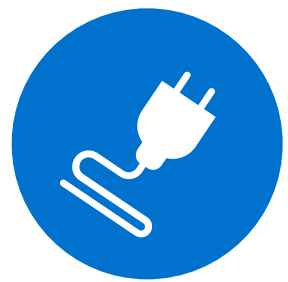
The EU's 2035 ban on new ICE vehicles except carbon-neutral ones will shift focus to EVs, sustainable fuels and other emerging alternatives. These will play pivotal roles in decarbonising transport and nurturing low-emission mobility.

Our contribution centres on sustainable fuels like P1's WRC sustainable fuel, substituting fossil sources (see 'sustainable fuels' section on pages 22-23). World Rallycross electric and ICE cars (from 2024) and WRC ICEs, fuelled with alternatives (see 'alternative powertrains' section on the next page), serve as real-world testbeds for diverse technologies - Real cars, real roads, extreme conditions -.

Closer to consumers by spearheading the transfer of technology from rallying to everyday mobility through real cars, real roads and extreme conditions.

Maintaining relevance by tracking regulations and emerging tech that can be tested, developed and scaled-up through our championships, we offer value through innovation leadership, policy influence and global solutions under the sporting and technical leadership of the FIA.





Our Sustainability Journey

Accelerating Sustainable Mobility

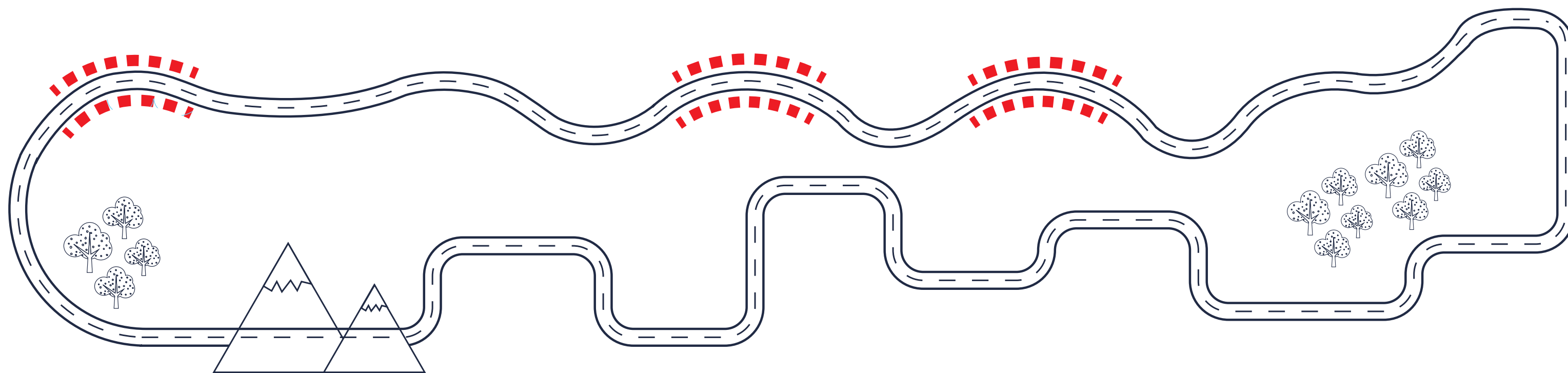
Alternative powertrains

In **World RX**, the electric cars exhibit remarkable power, with 500kW (equivalent to 680bhp) distributed to twin motors. Their acceleration outpaces Formula 1 counterparts, all while retaining the sport's recognisable bodyshells.

The success of electric vehicles hinges on robust infrastructure, and facilitating electric racing in World RX and RX2e is a tailored mobile charging solution. During intervals, the cars are refuelled by energy containers holding 300kWh, coupled with five 50kW mobile charging stations.

From 2024, the field opens up in World RX to include sustainably-fuelled ICE cars alongside the current electric beasts.

Additionally, in the 2022 season, **Volvo Construction Equipment** (Volvo CE) ventured into the FIA World Rallycross Championship. Aligned with Volvo CE's ambition to achieve a fully electric lineup by 2030, the World RX tracks provide an ideal testing ground for the advancement of electric construction machinery.



World RX electric cars



Volvo Construction Equipment



Our Sustainability Journey

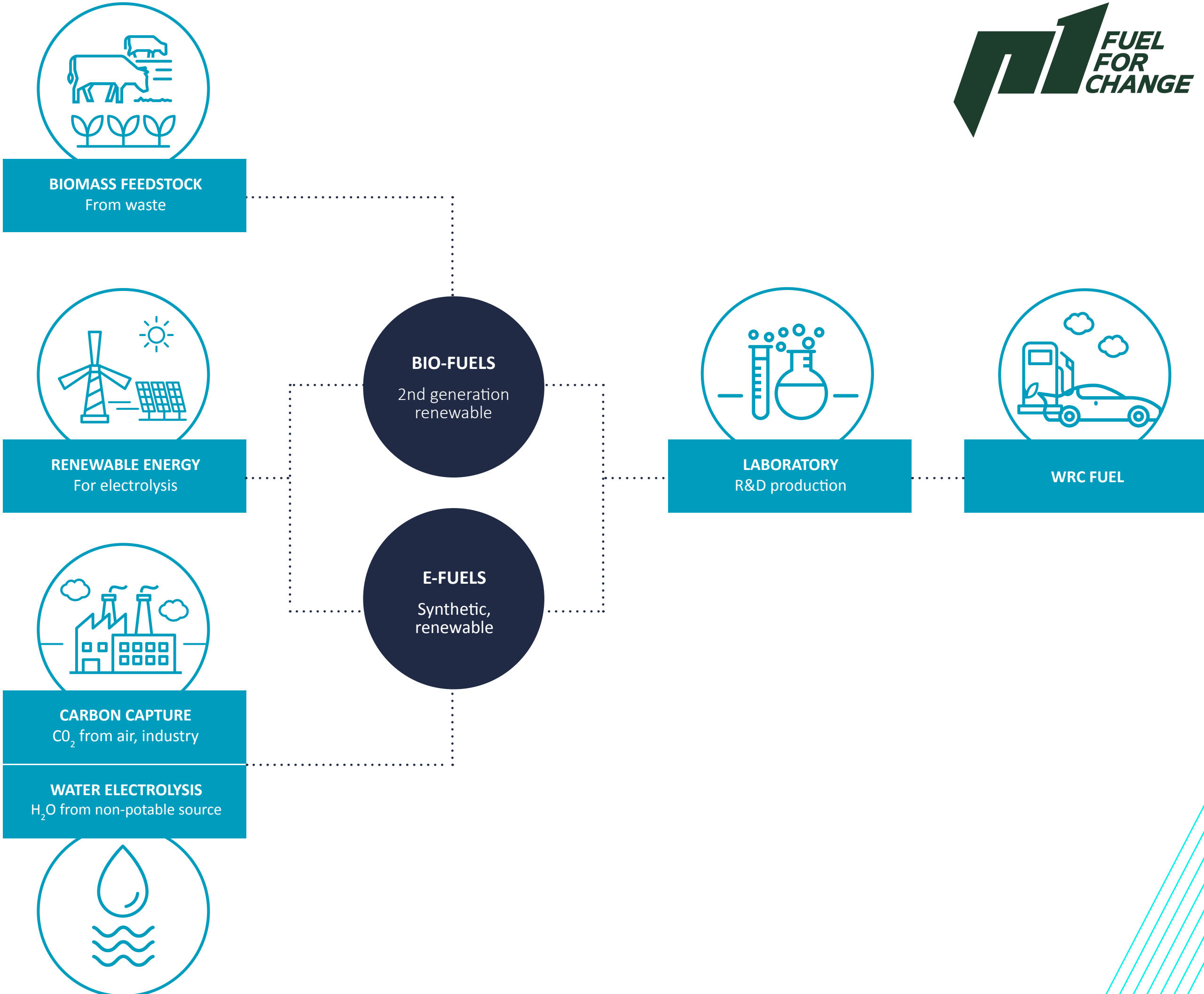
Accelerating Sustainable Mobility

Sustainable fuels

Since 2022, P1 Fuels has powered WRC and WRC2 cars using innovative hydrocarbon-based fossil-free fuel - a first in FIA Championships

This fuel incorporates biofuels and hydrogen-based synthetics produced with renewable electricity.

By adopting this fuel, WRC and WRC2 cars reduced CO2 emissions by 415 tons, equivalent to the yearly CO2e absorption of approximately 20,000 trees. P1 fuel achieves a 77% CO2e reduction compared to conventional fuels when taking the entire value chain into account. Validated across varied climates, it underwent testing in passenger cars for emissions and drivability.





Our Sustainability Journey

Accelerating Sustainable Mobility

WRC-developed P1 fuel provides a sustainable solution for existing ICEs, requiring no infrastructure changes. It embodies motorsport-driven innovation, curbing emissions and transferring technology to everyday mobility, complementing WRC's inventive spirit.

415 metric tonnes of CO₂e saved by WRC and WRC2 cars switching to sustainable fuel in 2022, equivalent to the yearly CO₂e absorption of approximately 20,000 trees.

77% CO₂e reduction achieved through P1 sustainable fuel, compared to 537 tonnes of CO₂e emitted if using fossil fuel.



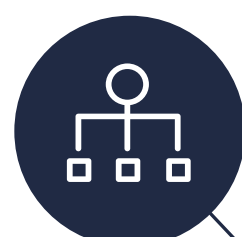


Our Sustainability Journey

Reducing the impact of TV Production

5. WRC office in Helsinki prepares live feed, distributes to Rally.TV and global channels

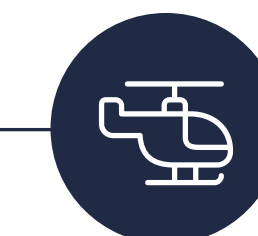
4. Footage transferred via TATA Communications fibre and satellite to WRC post-production in Helsinki



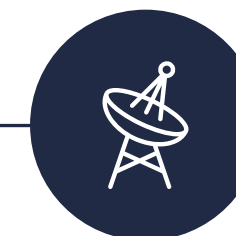
How live TV is produced

1. Captured via helicopter, stationary cameras and on-board cameras

2. Helicopter and on-board footage transmitted to TV compound



3. Stationary camera footage sent via satellite to TV compound



6. TV product available on your phone, tablet and Television with RallyTV and broadcasters.



The new home of rallying - Non-stop, 24/7, live and on-demand rallying action in one platform





Our Sustainability Journey






Reducing the impact of TV Production

We've taken deliberate steps to enhance the sustainability of our live TV production process. Previously, the live feed was generated on-site, consuming significant staff and material resources. However, from 2018 to 2023, we adopted a two-step approach that markedly reduced our environmental impact.

In 2019, we began direct video editing in London, leading to a 20% decrease in required staff. Then, in 2023, we shifted post-production entirely to a permanent office in Helsinki. This move halved on-site staff and reduced materials shipped by 50%. From 2019 to 2023, our presence in Helsinki increased from none to 40, while on-site staff decreased from 100 to 60, contributing to reduced travel-related impacts.

Additionally, we achieved a 34 % drop in generator fuel consumption, effectively lowering the carbon footprint.

The estimated reductions of 40% in staff-related emissions, 62% in material shipment emissions and 34% in generator fuel emissions from 2019 to 2023 underscore the tangible environmental progress achieved through these efforts.

 YEAR	 STAFF MEMBERS IN HELSINKI	 STAFF MEMBERS ON SITE	 WEIGHT OF EQUIPMENT SHIPPED TO RACE LOCATION	 GENERATOR FUEL
2019	0	100	12.6 tonnes	750 litres
2020	20	80	12.6 tonnes	750 litres
2023	40	60	4.8 tonnes	500 litres
REDUCTION	40%		62%	34%



Our Sustainability Journey

Helping to safeguard UNESCO World Heritage Sites

The concept of future-proofing rallying extends beyond just using more sustainable vehicles. With events like WRC and ERC set in natural environments, rallying has a strong interest in conserving ecosystems and sustaining their ecological function.

In line with this, we have made a commitment to contribute to the protection of UNESCO World Heritage Sites. This decision sets our championships apart as the first in motorsport to take such a step. Alongside World Rowing, we are the only sporting organisations to have made this pledge.

World Heritage Sites encompass cultural, natural and mixed locations of outstanding universal value. These sites showcase some of humanity's most remarkable natural treasures, and, beyond their cultural significance, they play a vital role in benefiting society, safeguarding natural ecosystems and preserving resources that are crucial for human wellbeing.

Our commitment is demonstrated through how we plan our WRC and ERC calendars and event itineraries. We are dedicated to avoiding any negative impacts on existing and future designated natural and mixed World Heritage Sites, including their buffer zones.

We also plan to implement a nature management tool at current and future WRC and ERC events, starting with Kenya in 2024, to support impact assessments and spatial risk evaluations. Only competition activities that can showcase responsible management will remain part of the sporting schedule for WRC and ERC events. The nature management tool should serve as a mechanism for assessing and managing nature across our events, even beyond the realm of World Heritage Sites.

Alongside the UNESCO World Heritage Centre and the Advisory Bodies to the Convention, we will continually and carefully assess necessary actions we need to take to contribute to preserving the world's valuable heritage.



Pink flamingos spotted at Lake Elementaita
UNESCO natural World Heritage Site
WRC Safari Rally Kenya 2022



Our Sustainability Journey

Helping to safeguard UNESCO World Heritage Sites

Why we need to play our part in protecting UNESCO World Heritage Sites



UNESCO lists **1,199 World Heritage Sites** in **168 States Parties**, spanning **279 million hectares**



2/3

Two-thirds are important sources of freshwater

Sites bolster economies via tourism, recreation, resource export and fostering sustainable development



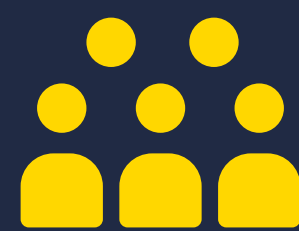
By taking this commitment, WRC Promoter recognises its responsibility to ensure these unique but fragile sites are not impacted by their sports events. We hope that this commitment will inspire other sports stakeholders to take similar steps.

Lazare Eloundou Assomo
Director, UNESCO World Heritage Centre

We are pleased that WRC Promoter is joining in the recognition of the shared responsibility in conserving the world's most iconic places. This is an important step for the motorsports industry and sports more broadly to ensure they can continue to be enjoyed without harming our heritage.

Tim Badman
Head of Heritage and Culture at IUCN

90%



of sites offer jobs, with **11 million people** relying on them for homes, livelihoods and ecosystem services

World Heritage forests sequester close to **13 billion tonnes of carbon**, vital for local-global climate balance



At least **56 World Heritage Sites** are considered to be threatened by human activities

Supported by:





Our Sustainability Journey

The first to mandate Excellence

FIA Environmental Accreditation explained

An industry-tailored environmental certification system, drawing from recognised standards like ISO 14001:2015. Globally aids motorsport stakeholders in gauging and elevating environmental practices, offering accreditation tiers – basic to exemplary.

According to WRC and World RX sporting regulations, organisers must achieve two-star accreditation in the inaugural year and upgrade to three stars the following year. Even with the top-level Environmental Accreditation, we offer stakeholders continuous support for further enhancement.

Three-star accreditation, valid for two years, involves an FIA-appointed ISO-experienced auditor conducting an on-site audit. This assesses comprehensive compliance within mandatory environmental and impact categories.

Core principles of environmental management

- Environmental management commitment
- Environmental objectives and targets
- Environmental communication and training
- Compliance with environmental regulations
- Measuring environmental performance

Environmental impact areas



- Energy use
- Waste management
- Prevention of ground and water pollution
- Supply chain, design and materials (procurement)
- Transport
- Monitoring of carbon emissions





Our Sustainability Journey

The first to mandate Excellence

In 2016, the WRC became the first FIA World Championship to mandate the highest three-star Environmental Accreditation for all event organisers.

We collaborate with current and prospective event organisers, teams, partners, suppliers and stakeholders to expand the programme's reach, share optimal environmental practices and minimise our ecological impact. This involves:

Providing an accreditation roadmap and comprehensive guidance for each stakeholder

- Supplying documents, templates and tools
- Conducting workshops, webinars and site visits
- Establishing best practices and standards

In 2023, the WRC Promoter, Rallycross Promoter and associated championships (FIA World Rally Championship, FIA European Rally Championship, FIA World Rallycross Championship and FIA European Rallycross Championship) achieved three-star Environmental Accreditation – the highest within the FIA framework. This recognition followed an audit by an independent FIA-appointed auditor with ISO certification experience.

Our journey to a three-star accreditation involved:

- Creating a verifiable, ISO 14001:2015-inspired Environmental Management System encompassing the Promoters' corporate activities and operations across all four championships
- Evaluating and demonstrating performance against the framework's most rigorous criteria across 12 key areas, addressing environmental management principles and impact areas, such as commitment, objectives, communication, training, compliance, performance measurement, energy, water, waste, procurement, transport, biodiversity and carbon emissions monitoring

The Promoters are committed to continuously enhancing their environmental management performance based on recommendations from the on-site audit. These suggestions will be integrated into our management system and addressed before the upcoming renewal audit in 2025.





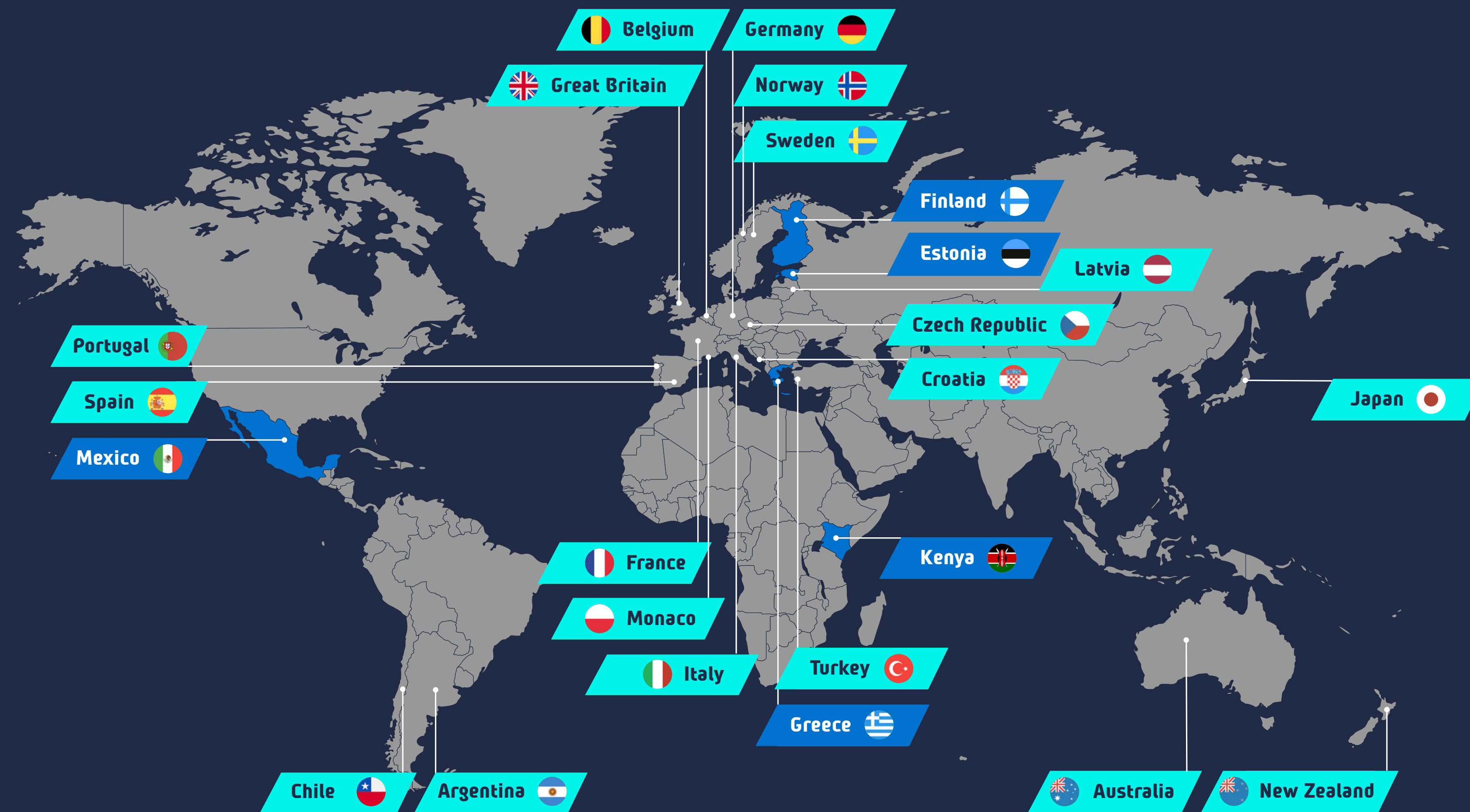
Our Sustainability Journey

Global reach, local impact

35+ Stakeholders have been environmentally accredited in the history of the Promoters' championships, including 25+ events with 3 stars in the history of the WRC (more than any other FIA world championship).

● Leading WRC Sustainability Initiatives (see page 31)

● Countries with environmentally accredited stakeholders in the history of the Promoters' championships (WRC, World RX and ERC)





Our Sustainability Journey

Global reach, local Impact





Climate
Finland




Achieved carbon neutrality since 2021, including the offset of 2021 and 2022 event and competitor footprints through the planting of 13,500 trees on a 5.5-hectare peat production site acquired in 2017. Ongoing tree planting of birch and spruce will further offset annual carbon emissions.



Biodiversity
Kenya

The Safari Rally Kenya Greening Legacy Project intends to restore ecosystems and reforest by planting 19 million seedlings over three years, symbolising the 19 years of WRC absence in Kenya. Pre- and post-event assessments of flora and fauna are conducted in rally stage areas, encompassing comprehensive environmental impact assessments of protected areas, including UNESCO World Heritage Sites and Ramsar Sites. These assessments include ecological sensitivity ratings and a risk mitigation matrix tailored to each stage and risk type.



Responsible Management
Greece




Circularity in practice: 20% safety net reuse, 80% upcycled, slashing CO2 by 70% (9 tonnes/300 km annually). Initiatives include awareness campaigns, plastic recycling for new products and reusable cup series minimising environmental impact after the first use.



Innovation
Estonia




In 2022, 50% of Estonian National Museum (ERM) and Service Park electricity came from renewables. The Wolf Power Stage finish at Leigo spectator area was entirely powered by solar panels in collaboration with Solarstone.



Social Impact
Mexico




Rally de la Salud, or the Health Rally, is Rally Mexico's social initiative offering various free medical services like dental, vision, vaccinations, mental health support, and providing essential devices such as glasses, wheelchairs and hearing aids. Established 14 years ago, this initiative has assisted over 100,000 individuals in 28 communities across the Guanajuato, León, and Silao regions.

04

Sustainability Governance



Sustainability Governance

Addressing Sustainability for our Future

The first part of this Sustainability Roadbook highlights the close connection between rallying and the environment, as well as our efforts to date to reduce our negative impact. As our ambition in this area increases and sustainable innovation advances, we have reached a point where we need to define a strategic framework to make sure our efforts are more systematic and impactful. In this part of the Roadbook, we outline our strategic approach.

Our Structure

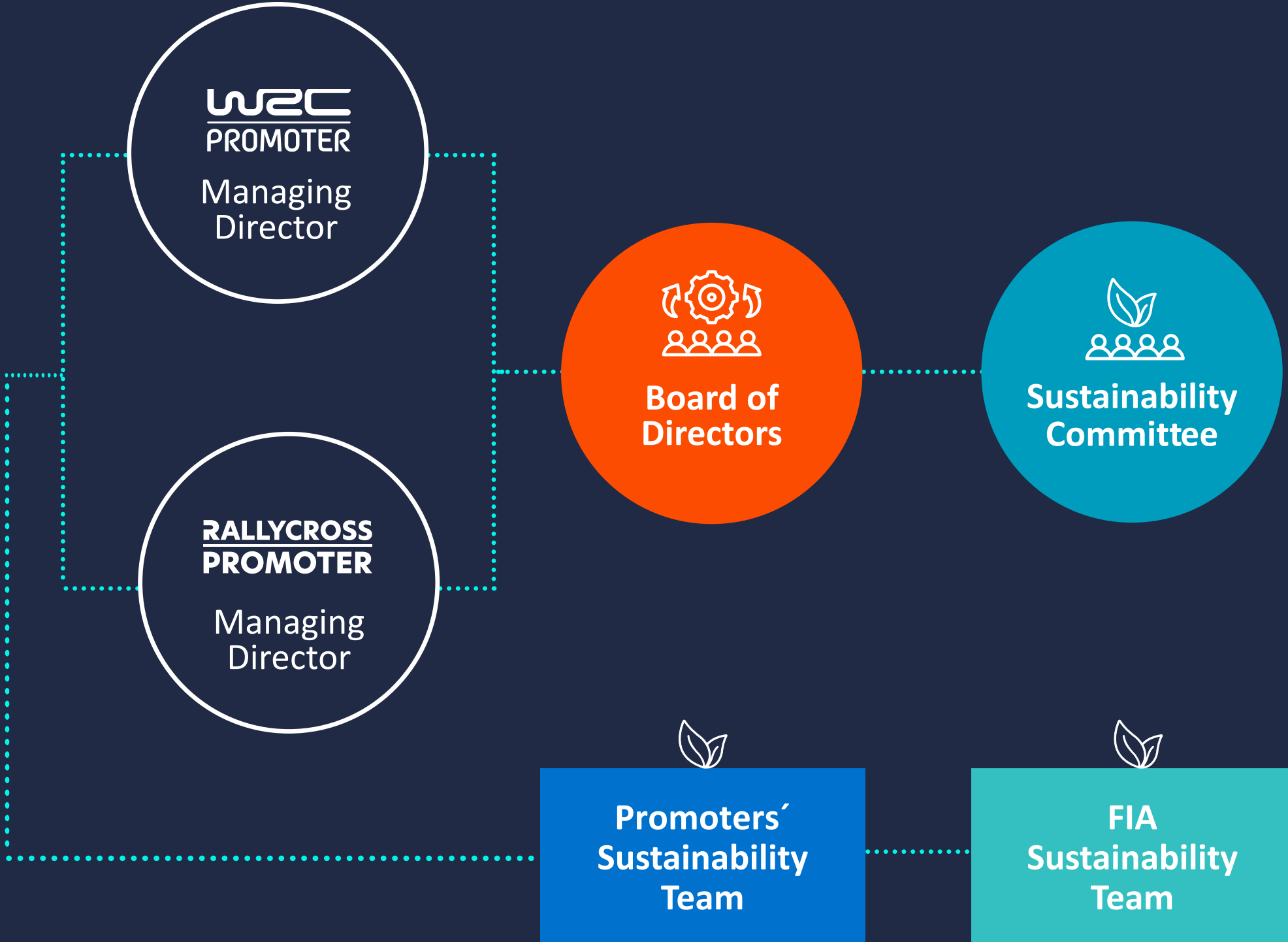
In 2022, we established a sustainability department and enhanced governance by introducing an environmental management system. Throughout 2022 and 2023, we've crafted an environmental roadmap and reporting system, audited by the FIA Environmental Accreditation Programme.

Our Sustainability Leadership is now directly linked to the Managing Director to provide comprehensive oversight and guidance for the sustainability initiatives of the Promoters and the championships.

We have done so through the following steps:

1. Forming a sustainability team
2. Establishing the Environmental Management System for the Promoters
3. Approving the Environmental Policy
4. Integrating the Sustainability Team under the Managing Director
5. Attaining the FIA 3-star Environmental Accreditation
6. Publicly sharing the approved Sustainability Strategy


We are working on forming a team that can offer support and guidance to all departments, encouraging their involvement in implementing our Environmental Management System and supporting our sustainability agenda.



Sustainability Governance

Key Stakeholders


We have identified our key stakeholder groups and we consider it our duty to involve them closely in our sustainability approach.



PROMOTERS

WRC, Rallycross

We embrace leadership roles in sustainability from our corporate operation, committed to driving meaningful change within our industry and beyond.



CHAMPIONSHIPS AND FIA

WRC, ERC, World RX, Euro RX


We align our efforts with the FIA Environmental Strategy and set rigorous standards, objectives and action plans to chart a sustainable course for all four championships.



PLAYERS

Teams, manufacturers, event organisers, suppliers, drivers


Leveraging our role as commercial rights holders, we actively support and guide Championship players in adopting and promoting best sustainability practices.



PARTNERS

Sponsors, Partners

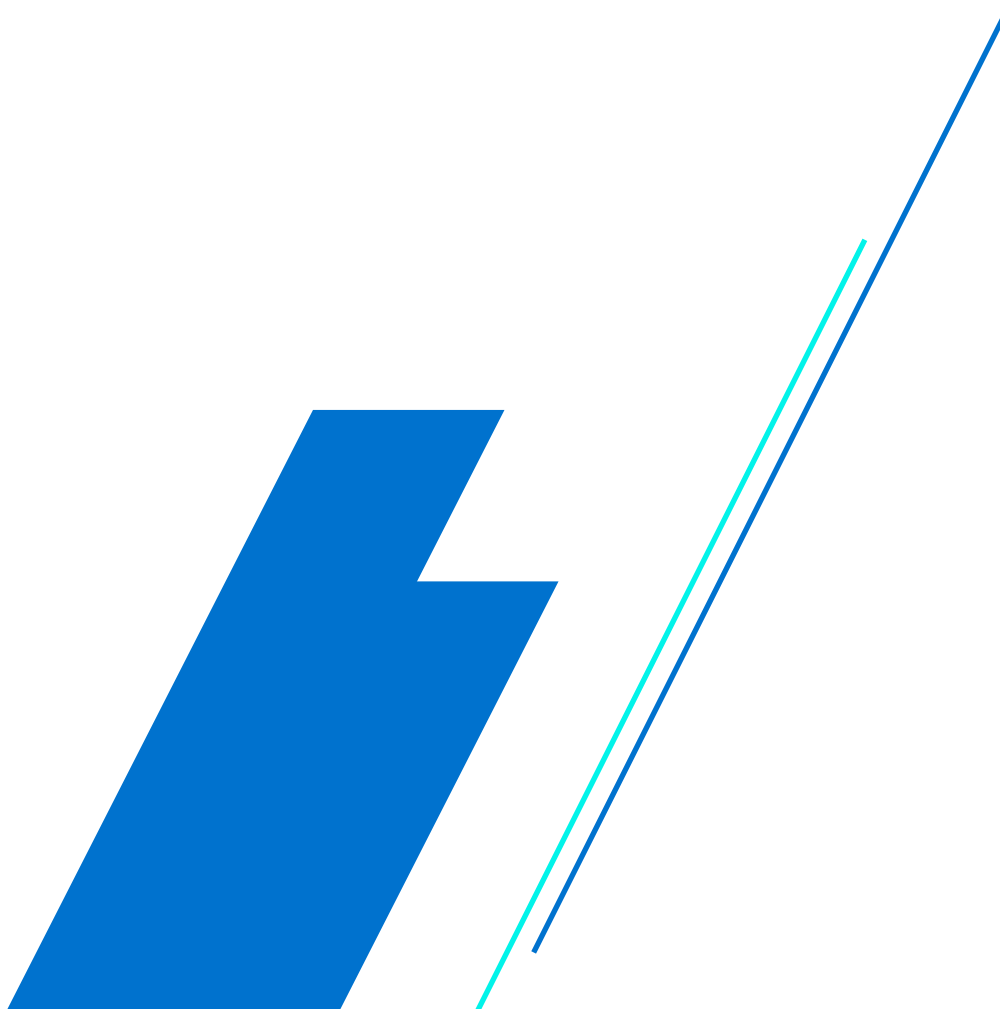
Collaboration with our sponsors is pivotal. Together, we aspire to transform the championships into innovation hubs, harnessing motorsport technology to advance global societal goals.



COMMUNITY

Fans, governments, local communities, NGOs

We aim to inspire and mobilise the broader rallying communities, fostering a collective commitment to sustainability across all areas of the Promoters' operations.



Sustainability Governance

Alignment with the FIA Environmental Strategy

At the FIA, we are committed to accelerating the transition towards more sustainable motorsport and mobility by engaging all our stakeholders on this journey and are firmly committed to our goal of reaching net-zero emissions by 2030. We are fostering innovative solutions and technology, leveraging the global outreach of our community, and making a change through diverse initiatives. The WRC and Rallycross Promoters' Sustainability Roadbook is aligned with our vision and strategy and will undoubtedly make a meaningful contribution to our sport's broader sustainability objectives.

Sara Mariani

FIA Sustainability and D&I
Director



In December 2020, the FIA Environmental Strategy was adopted, putting forward its ambition to achieve net zero by 2030. It outlines three strategic goals and related objectives:

Climate action

Joining the UNFCCC Sports for Climate Action Framework for a low-carbon, sustainable future, taking responsibility for its carbon footprint and advocating climate action

Technology and innovation

Motorsport has a history of radical innovation; FIA is driving awareness and cooperation for sustainable, disruptive tech solutions

Sustainable practices

Prioritising environmental protection, minimising event impacts and supporting member sustainability efforts and advocacy for sustainable mobility

The championships' (WRC, ERC, World RX and Euro RX) Sustainability Roadbook aligns with and supports the FIA Environmental Strategy. We also provide guidance for achieving goals that go beyond the scope of the FIA World and sanctioned championships.



Sustainability Governance

Alignment with the SDGs

The United Nations Sustainable Development Goals (SDGs) serve as a comprehensive framework outlining the major societal challenges. Comprising 17 Goals along with numerous objectives and KPIs, they provide a roadmap toward a fairer society, a sustainable planet and a resilient, low-carbon economy.

While it's acknowledged that rallying (indeed, all sport) cannot fully address all SDGs, we believe we can actively contribute to specific aspects of their achievement. Our priority action areas align with multiple SDGs, as depicted in the graphic on the next page.

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”

Paragraph 37, UN 2030 Agenda for Sustainable Development



Hansen Motorsport is ISO 14001:2015-certified, and a UNFCCC Sport for Climate and Race To Zero signatory. First World RX team to attain the FIA 3-star Environmental Accreditation (2021) and to reach carbon neutrality (2022)



Sustainability Governance

Alignment with the SDGs



Vision, Mission & Values

In addition to aligning with established frameworks, our sustainability efforts are fundamentally guided by our long-term vision, overarching mission and core values.



Vision

For rallying to be an exemplar of sustainability in sport



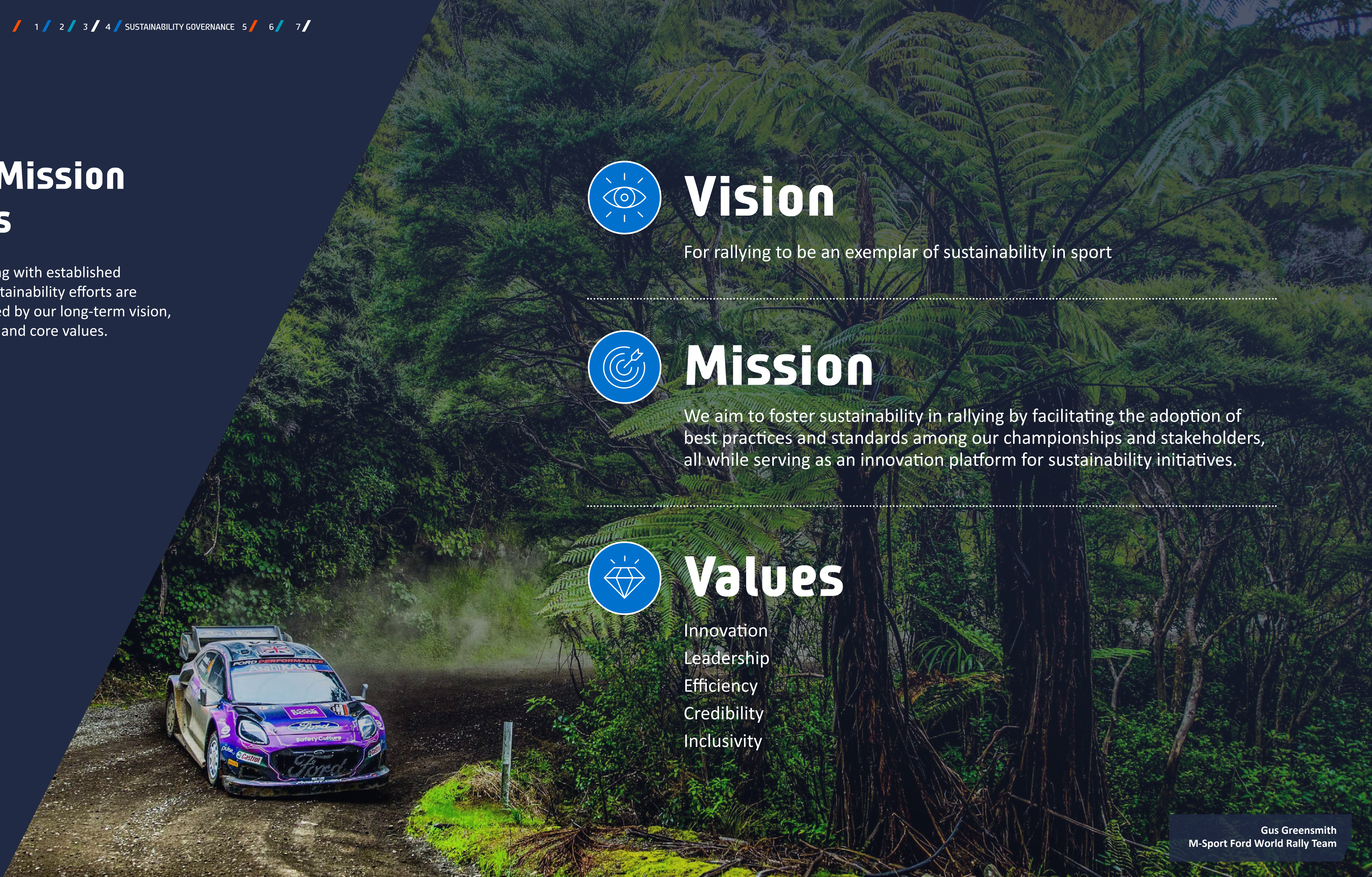
Mission

We aim to foster sustainability in rallying by facilitating the adoption of best practices and standards among our championships and stakeholders, all while serving as an innovation platform for sustainability initiatives.



Values

- Innovation
- Leadership
- Efficiency
- Credibility
- Inclusivity



05

Plan Development



Plan Development

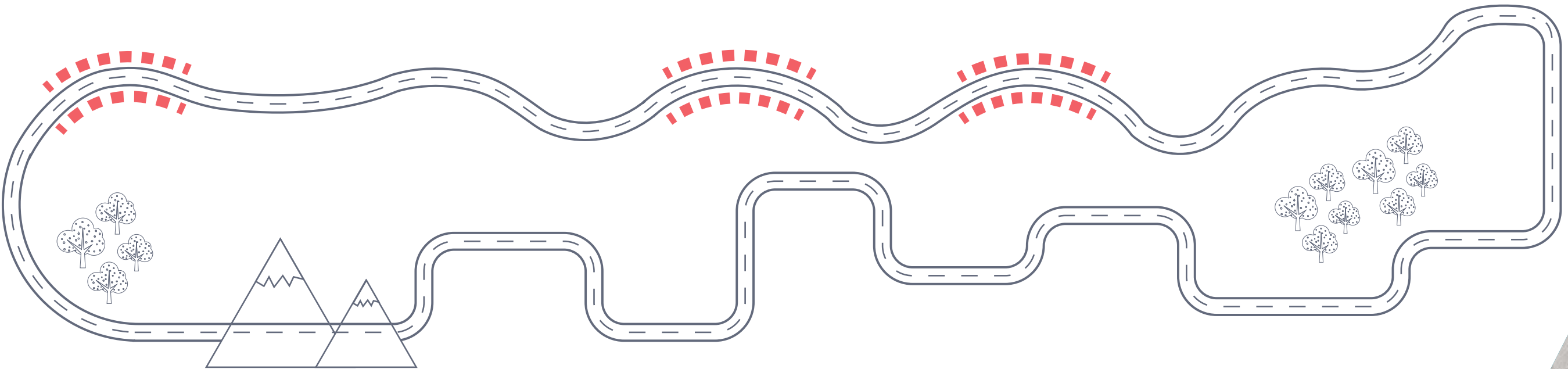
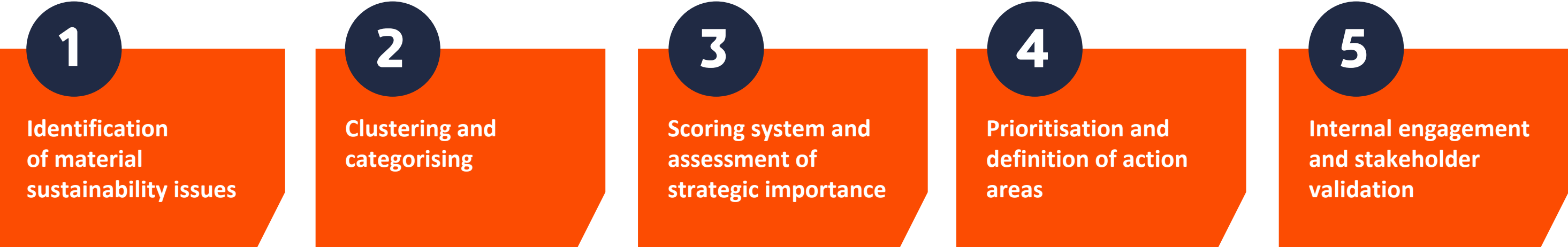
Our Approach

Our approach to defining our ambition and focus areas consisted of two stages.

First, we conducted research and reviewed our previous work to understand our context, while also engaging stakeholders through surveys, interviews and internal working groups.

Second, we conducted a materiality assessment, evaluating sustainability risks, legal and compliance issues, public concerns and opportunities for positive impact.

At this stage we also assessed material sustainability issues, which involved five steps:



Pace notes check
WRC Rally Sweden 2022

Plan Development

Stakeholder Engagement

The creation of this Sustainability Roadbook was made possible thanks to the active involvement of the entire rally and rallycross communities. We gathered input from our stakeholders, including the FIA, event organisers, teams, manufacturers, athletes, suppliers, partners and sponsors, ensuring that the collective vision of these communities is accurately represented in our Roadbook.

The Promoters initiated the work by identifying key sustainability topics across four major areas:

- Environment
- Social Impact
- Economic Impact
- Governance

Our consultation process encompassed surveys conducted from May to July and direct interviews conducted from January to August (2023).

We engaged with a diverse set of stakeholders, totalling 45 respondents out of 77 (58%). These consultations were conducted across multiple regions, spanning the Americas, Europe, Africa, Asia and Asia-Pacific.

We ranked the identified assessment areas and material topics based on their impact on our value chain, significance for our business and importance to shareholders.

Materiality Assessment

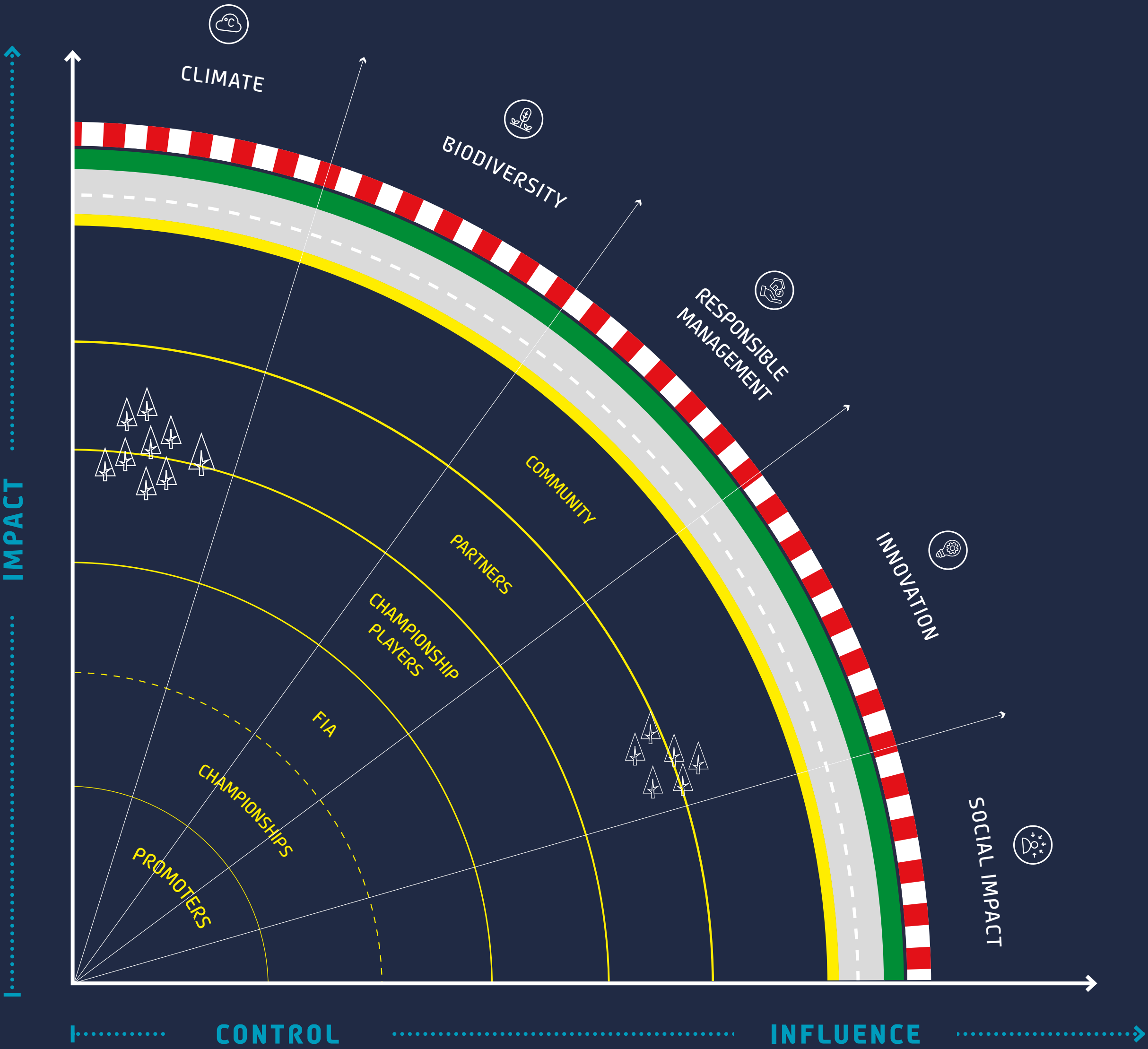


Plan Development

Definition and Integration of Action Areas

Out of the four primary consulted domains (environment, social impact, economic impact, governance), we distilled five key strategic action areas, which mirror the results of our materiality assessment and the stakeholder consultation process, while integrating our approach with each groups of stakeholders.

-  CLIMATE
-  BIODIVERSITY
-  INNOVATION
-  RESPONSIBLE MANAGEMENT
-  SOCIAL IMPACT



06

Action Areas



CLIMATE

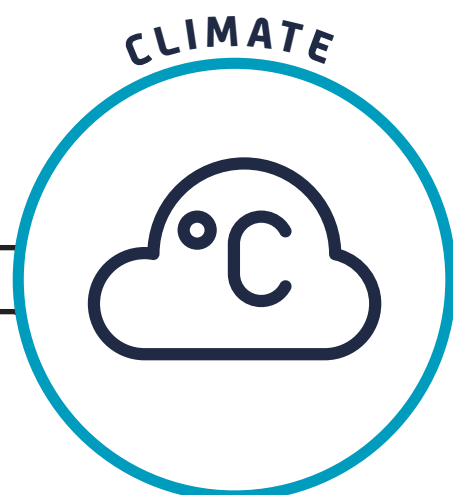


Our Objective

By 2024, Championships to define science-based, near-term and net-zero targets and develop a carbon reduction plan accordingly.

SDGs addressed





Our Context

Our sport thrives on pushing drivers to their limits against nature's harshest challenges. Rally drivers conquer freezing cold, snowy terrain and desert-like landscapes, making our discipline among motorsport's most demanding and thrilling.

However, climate change is intensifying these conditions. In 2022, we relocated WRC Rally Sweden to Umeå due to warming temperatures causing snow banks to disintegrate on impact, risking cars getting stuck.

Our competitions span four continents and numerous nations, all grappling with climate change. Record-breaking heat scorched Europe in 2023, while in our race locations like Kenya, Chile, South Africa and Japan, threats like rising sea levels, floods, wildfires and extreme storms loom large.

Our sport is now exposed to climate change's impacts. To counter this, we commit to reducing our carbon footprint, embracing sustainable fuels and e-mobility and adopting more sustainable operational practices.

Simultaneously, we'll ensure our championships and stakeholders prepare for impending changes through strategic planning and risk assessment.

Beyond operations, we aim to leverage our influential platform for climate advocacy. By engaging our millions of fans and collaborating with partners, race venues and manufacturers, we aspire to drive sustainable innovation and promote responsible behaviours.



2024 - 2025



From 2024, trial measurement methods to assess fans' carbon footprint in WRC and World RX. By the end of 2026, provide a comprehensive estimation



By 2024, Championships to define science-based, near-term and net-zero targets and develop a carbon reduction plan accordingly



ERC and Euro RX to measure their carbon footprint by 2024



From 2024, enact a sustainable travel policy for Promoters' business trips



By the end of 2025, establish and execute a second-life initiative for used tyres in WRC and World RX



Championships to join UNFCCC's Sports for Climate Action Framework by 2025

2026 -2030



By end of 2026, Promoters to establish a comprehensive range of integrated climate, nature and social projects to compensate for our GHG emissions



TV production aeroplanes to adopt sustainable aviation fuel by 2026



Conduct a life cycle analysis of Rally1 and RX1e cars by the end of 2028

2030 - 2040



World Championships to achieve carbon neutrality by 2030, offsetting unavoidable greenhouse gas emissions

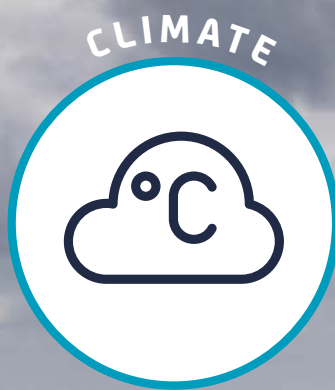


Promoters to support event organisers, teams and key suppliers in achieving carbon neutrality by 2030



Promoters and championships to achieve net zero by 2040



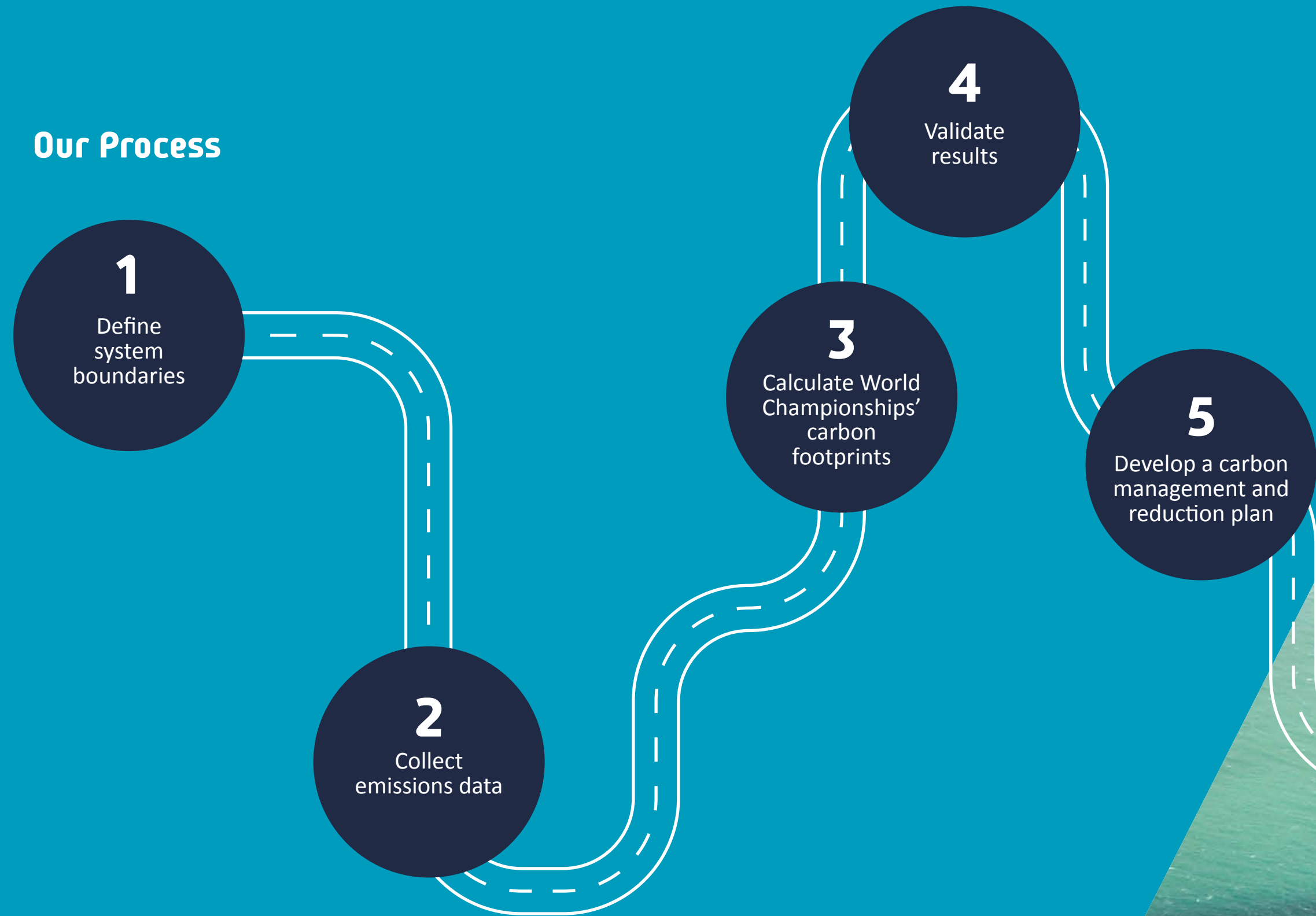


Climate

Carbon Footprint Methodology

We annually measure our carbon footprint to track our World Championships' GHG emissions and their environmental impact. Ongoing monitoring and enhancements align with our race-specific carbon management and reduction plan. Our measurement follows the globally recognised Greenhouse Gas Protocol under the Corporate Accounting and Reporting Standard.

Our Process



Key Facts

Number of rallies/races

Number of countries

13

10

13

6



Climate

Baseline Carbon Footprint

We assessed the carbon footprint of both WRC and World RX taking 2022 as the baseline year, encompassing Scope 1 (all energy produced) and Scope 2 (all purchased energy), along with Scope 3 emissions from these sources:

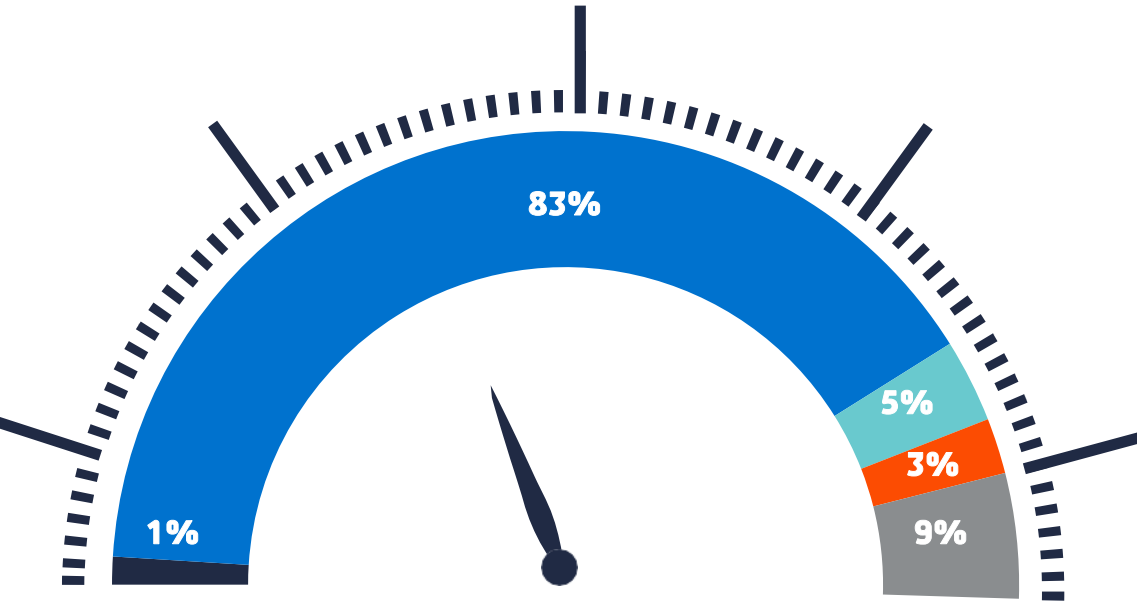
RACING CARS: We accounted for emissions from WRC and WRC2 cars using P1's sustainable fuel during all 13 WRC events and the energy consumption of all fully-electric RX1e cars in the 10 World RX rounds.

FREIGHT AND LOGISTICS: All emissions tied to Championship logistics, including WRC teams, World RX teams, event organisers/circuits, tyre manufacturers, charging infrastructure suppliers and promoters.

EVENT OPERATIONS: All emissions from service park operations (WRC) and paddock operations (World RX), encompassing electricity, generator usage and catering for teams, suppliers and event staff.

TV PRODUCTION: All emissions linked to producing Rally.TV content for the Championships, encompassing aerial and ground footage, generator usage, staff logistics and freight transport.

BUSINESS TRAVEL: All emissions from staff air and road travel and event-related accommodation.

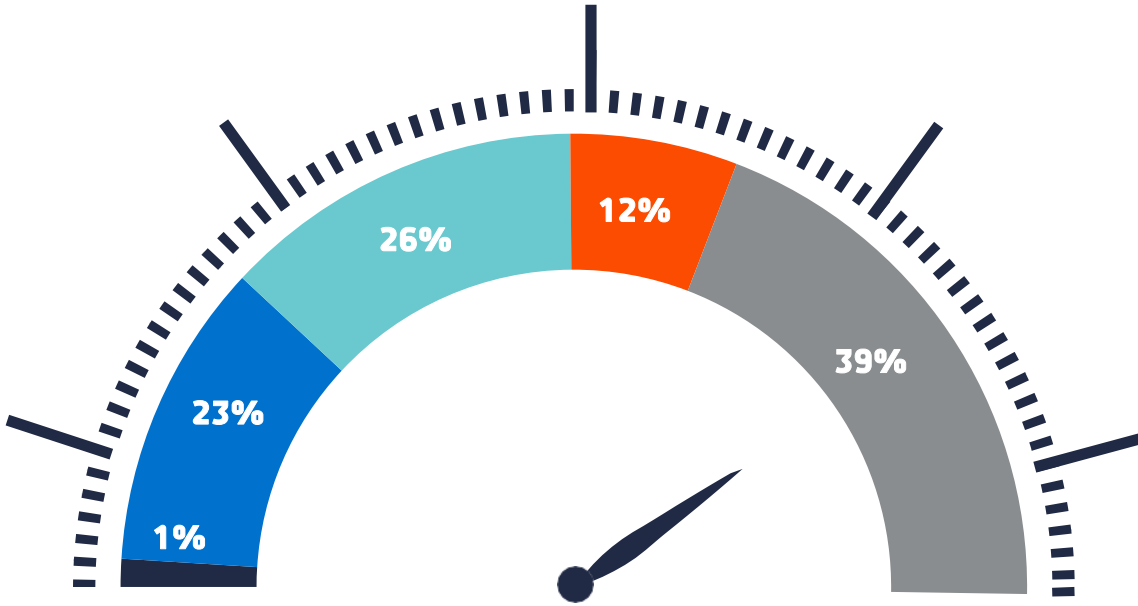


WRC footprint in tCO₂e, per category

- Racing Cars 121
- Freight & Logistics 66.074
- Event Operations 4.358
- TV Production 2.504
- Business Travel 6.858

WRC's estimated carbon footprint for the 2022 season (baseline year) is 79.915 tCO₂e*

	tCO ₂ e	%
Scope 1 & 2	876,1	1,1%
Scope 3	79.038,9	98,9%



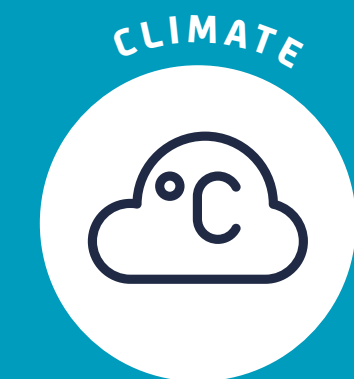
World RX footprint in tCO₂e, per category

- Racing Cars 14
- Freight & Logistics 565
- Event Operations 619
- TV Production 277
- Business Travel 929

World RX's estimated carbon footprint for the 2022 (baseline year) season is 2.404 t CO₂e*

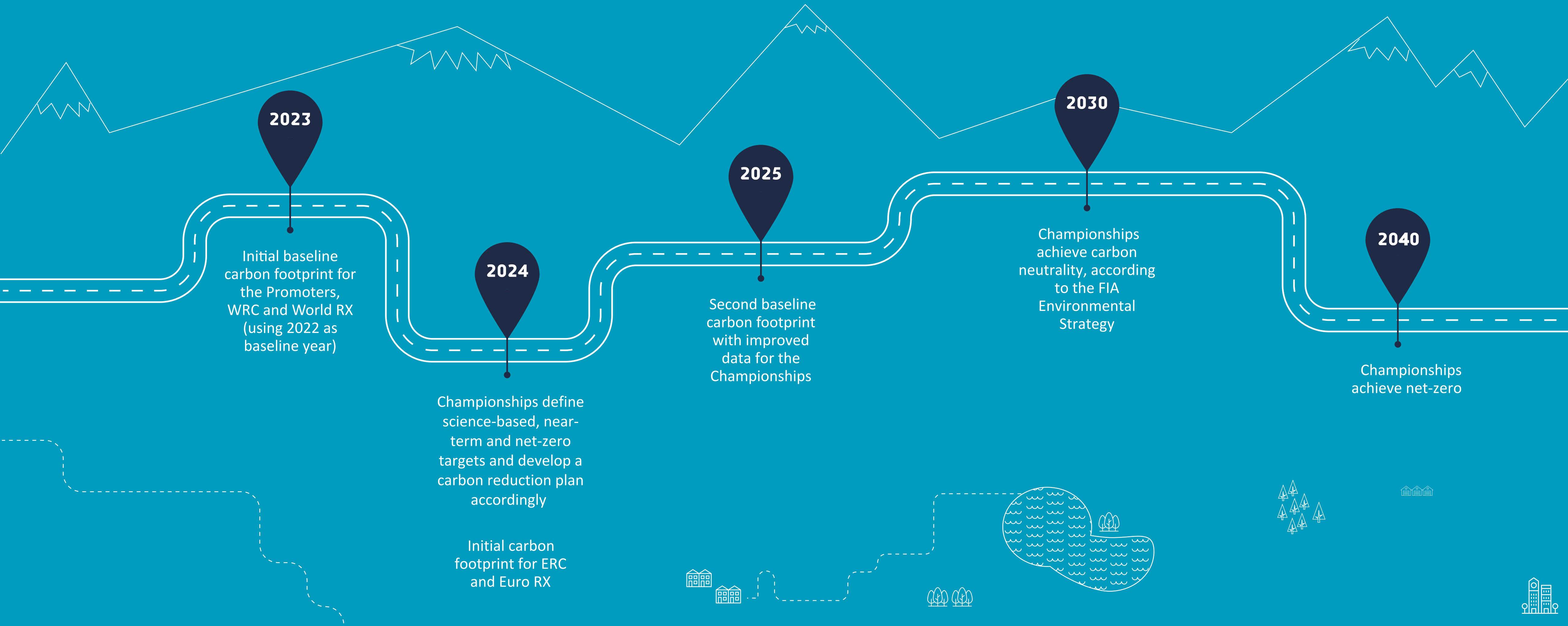
	tCO ₂ e	%
Scope 1 & 2	233,2	9,70%
Scope 3	2.171,1	90,30%

*WRC and World RX's 2022 carbon footprint did not include emissions associated to spectators, due to the difficulty in accurately and consistently collecting quantitative and qualitative data. We aim to include spectator data by the 2025 calculations.



Climate

Carbon Footprint Roadmap



BIODIVERSITY



Our Objective

Understanding and addressing the impacts of rallying on biodiversity and leading nature-positive action by 2030 and beyond.

SDGs addressed





Our Context

At its core, our sport thrives in breathtaking yet demanding natural settings. The delicate balance between ruggedness and beauty defines rallying's appeal. Preserving the natural environment and biodiversity isn't just desirable; it's integral to safeguarding our sport's unique essence.

In WRC, our drivers journey from the majestic French Alps to the mountainous landscapes of Aichi and Gifu in Japan, with scenic stages in between set against the Mediterranean backdrop of Sardinia, the safari terrains of Kenya and the Pacific coast of Chile. Throughout a World RX season, our drivers explore diverse surroundings, from Hungary and Norway to South Africa and Hong Kong.

Our commitment to nature protection extends beyond our sport's success; it's a fundamental duty to all life on Earth. Sustaining biodiversity – encompassing animals, plants and microorganisms – fosters healthy ecosystems, ensuring clean air and water. Additionally, safeguarding and rejuvenating nature plays a pivotal role in climate action, aligning with our climate efforts.

Following the Sports for Nature Framework, we aspire to create a nature-positive future, halting and reversing nature loss. Our promoters will measure rallying's impact on nature and biodiversity, assess mitigation, conservation and restoration measures, and report progress in accordance with international standards and roadmaps.

"A nature-positive future means that we, as a global society, halt and reverse the loss of nature measured from its current status, reducing future negative impacts alongside restoring and renewing nature." Sports for Nature Framework





2024 - 2025



By 2024, Promoters to create a Nature Management Tool to aid championships' event organisers in ecological due diligence, covering nature and biodiversity assessment, risk evaluation, and mitigation actions



Championships commit to signing the Sports for Nature Framework by the end of 2024, actively engaging in associated working groups and attending COP CBD starting in 2024



Starting in 2024, WRC Safari Rally Kenya to implement the Nature Management Tool, and other selected WRC and ERC event organisers to test it, with full implementation in both championships scheduled for 2025



WRC Promoter extends commitment to protect UNESCO cultural World Heritage Sites and Ramsar sites by 2025

2026 -2030



Starting in 2026, WRC and ERC event organisers (and World RX/Euro RX when applicable) will initiate nature restoration actions following the Nature Management Tool's implementation



Starting in 2026, World RX event organisers will conduct biodiversity impact studies, building upon the findings in the Species Inventory for the Swedish Motorsport Federation (2022)

2030 →



Championships aim to achieve a nature-positive status by 2030 and beyond



INNOVATION



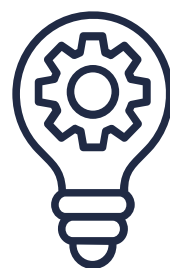
Our Objective

Championships evolving into sustainability innovation platforms.

SDGs addressed



INNOVATION



Our Context

We regard sport as a catalyst for sustainable development, and motorsport as a dynamic innovation hub fostering solutions for environmental preservation.

Innovation and technology have been inherent to our sport, and we aspire to collaborate with rallying communities to translate this technology into tangible improvements in daily life, spanning transportation, resource management, organisational methods and environmental conservation.

Through harnessing the innovation fostered by our sport for the transport and related sectors, we aim to develop scalable solutions that can address global challenges and targets effectively.





2024 - 2025

2026 -2030



Starting in 2024, implement the remote and more sustainable TV production model in two European WRC events



By the end of 2024, establish and lead a working group for developing the future sustainable WRC and World RX cars



From 2024, host Beyond Rally Forums in WRC once a year, showcasing motorsport innovations that advance mobility, with a focus on sustainability, safety and connectivity; extend this initiative to include a Beyond Rally Forum within a World RX event framework from 2025



By 2025, ERC cars to implement 100% sustainable fuel



Starting in 2026, initiate the Beyond Rally innovation contest, inviting innovators to address the championships' key sustainability challenges



By 2027, ensure that 75% of all service parks (WRC and ERC) and paddocks (World RX) are powered by local renewable energy grids or zero-emission generators, aiming to reach 100% by 2030



RESPONSIBLE MANAGEMENT



Our Objective

WRC certified to ISO 20121 by 2025 and World RX by 2026, stakeholders with FIA three-star Environmental Accreditation by 2027 and 25% sustainability criteria in the Promoters' procurement evaluations from 2026.

SDGs addressed



MONTALEGRE

AJUDA-NOS A REDUZIR A PEGADA ECOLÓGICA DO EVENTO
Help us to reduce the environmental footprint of the event



DEPOSITE AQUI
DEPOSIT HERE

AJUDA-NOS A REDUZIR A PEGADA ECOLÓGICA DO EVENTO
Help us to reduce the environmental footprint of the event



DEPOSITE AQUI
DEPOSIT HERE



Our Context

Both WRC and World RX have made the Environmental Accreditation Programme mandatory for event organisers, with WRC setting the three-star level as a requirement since 2016 and World RX following suit in 2022.

We will continue to lead in expanding the programme's adoption among event organisers, teams, and suppliers. Additionally, we will seek certification for their operations based on top environmental management standards and regularly review and report on their sustainability commitments.

In sourcing, the motorsport sector recognises the significant influence it has on the supply chain, including working conditions and resource usage. We will prioritise local sourcing when feasible, promote inclusive economic growth, reduce overall resource consumption and embrace circular economy practices where applicable.

This commitment extends across all championships' supply chains. Engaging athletes and the public in concrete sustainability efforts, motorsport aims to raise awareness about responsible consumption and design practices, and the promoters will collaborate with stakeholders to facilitate and promote such engagement.

About ISO 20121:2012

International certifiable standard, specifying requirements for an event sustainability management system for any type of event or event-related activity.





2024 - 2025

2026 -2030



Create V.2. of the environmental management support package for Championships by the end of 2024



By the end of 2024, introduce tabards made from recycled materials to WRC



Starting in 2024, establish an annual sustainability award for the top event organiser of the year, assessed based on their Environmental Accreditation Programme performance



Starting from the publication date, annually review the Sustainability Roadbook progress and issue a sustainability report every two years



WRC to achieve ISO 20121 certification for sustainable events' management by 2025



Annually, starting from late 2025, Promoters will release best practice case studies from selected event organisers and stakeholders



Starting in 2025, hold stakeholders' engagement and consultation surveys every two years, broadening their scope to include input from fans and host communities



Promoters to issue a Sustainability Guidebook to rally fans by the end of 2025



World RX to achieve ISO 20121 certification for sustainable events' management by 2026



Championships to implement sustainable event standards from 2026



WRC to include circularity of safety nets (where applicable) from 2026



Enforce minimum catering sustainability standards in WRC and World RX by the end of 2026



Promoters to enforce their sustainable procurement policy from 2026, obliging suppliers to demonstrate sustainability credentials



By the close of 2027, ensure all championships' stakeholders achieve FIA three-star accreditation in accordance with the Environmental Accreditation roadmap



Starting in 2027, World Championships prioritise more sustainable logistics routes for over 50% of the season's events





Environmental Accreditation Roadmap

Championships

Stakeholders

2022 2023 2024 2025 2026 2027



Promoter
Event Organisers
WRC Teams Key
Suppliers



Promoter
Event Organisers/Circuits
RX Teams
Key Suppliers



Promoter
Event Organisers
ERC Key Teams
Key Suppliers



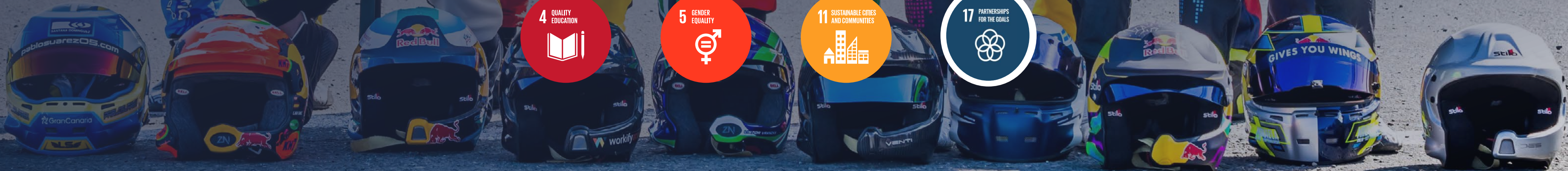
SOCIAL IMPACT TARGETS



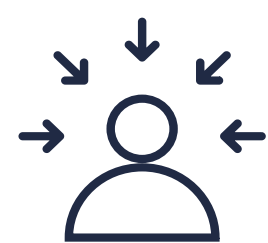
Our Objective

Promoting diversity, inclusivity and fostering a positive social impact in the communities where our events take place.

SDGs addressed



SOCIAL IMPACT



Our Context

In 2021, an FIA report highlighted the motorsport industry's global contribution to economic and community development: €159.2 billion in annual gross output, 1.5 million paid jobs and support for 21,600 local motorsport clubs as vital community anchors.

Our commitment extends to creating enduring, meaningful social impacts for host countries and communities. Promoters' events are strategically designed to address local needs and foster development. This encompasses potential benefits such as enhanced infrastructure, economic growth, expanded labour and education opportunities, improved international relations, heightened awareness of cultural heritage assets, bolstered volunteerism and increased global visibility for host cities.

Promoters prioritise diversifying the sport and making it more accessible, ensuring that it belongs to everyone.



Klara Andersson
First-ever permanent World RX female driver



2024 - 2025

2026 -2030



Establish a Women's Acceleration Programme by the end of 2024 to promote and financially support the professional growth and participation of female drivers in WRC



Launch the Beyond Rally Ambassadors Programme by the end of 2024, where Championship drivers engage with fans and drive sustainability initiatives



Starting in 2025, selected event organisers will host 'Learning Beyond Rally' sessions and event visits focusing on STEM skills



Starting in 2025, all championships will establish a volunteering programme dedicated to sustainability stewardship at events



By the end of 2025, commission a report on diversity in rallying roles, assessing the representation of women, ethnicities and cultural backgrounds in various positions within the Promoters' championships



Include sustainability content on Rally.TV by the end of 2026, featuring documentaries, facts, best practices and championship relevance



Starting in 2026, Promoters will back a social charity per championship



Starting in 2026, all event organisers will create or support social legacy projects benefitting local communities, inspired by Rally Mexico's Health Rally initiative



From 2026, event organisers will collaborate with local communities to establish waste management programmes, repurposing waste into products for community use or commercial purposes, as demonstrated by WRC Monte-Carlo, Kenya, Greece and Central European Rally

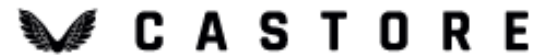


07

Our Partners



Global Partners



BEYOND RALLY 

WRC Promoter GmbH & Rallycross Promoter GmbH

Hermann-Weinhauser-Straße 73
81673 Munich
Germany

Contact

Santiago Peña Gomez - Head of Sustainability

April 2024

