



FORMULA E



2016

FIA Formula E 2016 Visa London ePrix
Sustainability Case Study



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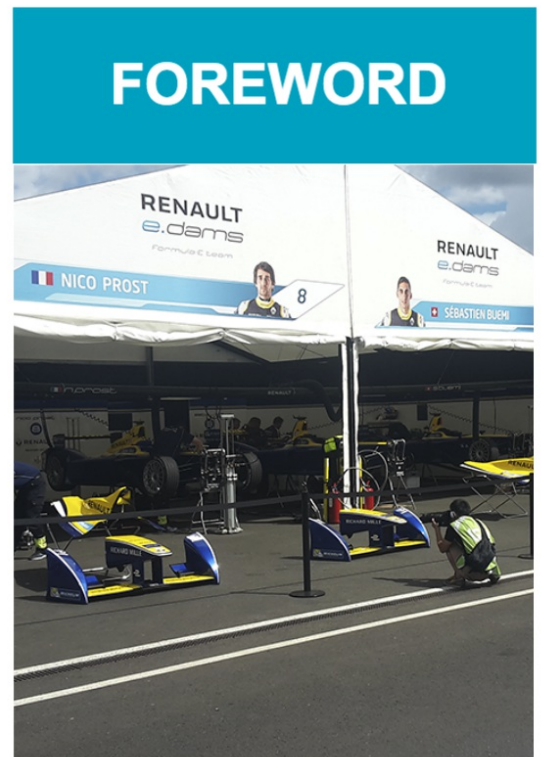
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Positive Impact, who specialise in sustainability within the event industry, explain the significance of an innovative event such as the FIA Formula E Championship season two finale...

On July 2 & 3 2016, the Formula E Visa London ePrix took place in Battersea Park, London. However, this was more than just a sporting event taking place in the heart of the capital. It was the first Formula E event to implement the global standard for event sustainability, ISO 20121.

The electric street racing series has sustainability at their core. The championship is a leader and has strived to embed sustainability further by considering the social, economic and environmental impact of the 2016 Visa London ePrix at every stage of the event planning and management process. It is important to note that ISO 20121 is all about creating a culture of sustainability and showing continual improvement, not simply working through a checklist.

Formula E have built ISO 20121 into their event management system. As a young championship (only two seasons old), Formula E have shown commendable passion and drive for sustainability to be a part of all their processes in only two seasons. In the future, sustainability will be non-negotiable and the fact that Formula E are sharing their journey means others can learn from them and be inspired to join the fight against climate change.



Audience Awareness

Quotes from the Formula E 2016 Visa London ePrix

COMMUNITY



"Are you aware of how The FIA Formula E Championship work sustainably within the community?"

"I know that they offer free tickets for people who live around here. Also it's free for children to get in anyway, and there are free games on offer for them."

"I know that street games is run by local volunteers."

"What do you enjoy most about Formula E?"

"Because there is less pollution and noise from the cars, we can watch racing in the centre of a city, which is really unusual."

"I like that everything here is centered around sustainable driving. There are cars and technologies over in the Inspire tent I didn't know about before and I find them really interesting."

"I like the feeling of supporting something which is more sustainable than normal racing."

"I like that you can vote online for your favourite driver to help them win, it makes you feel like you are having an impact on the race itself. Also it's free to vote as you just do it online."

EXPERIENCE



In one word, how would you describe Formula E?

Fun Friendly Sustainable Futuristic Innovative



ENERGY

"Walking around the site, you can see they have a lot of solar panels, they also seem to be powering a large area which is impressive."

80 per cent of the Visa London ePrix was powered by renewable energy

(Formula E Glycerine Fuel run special generators that are virtually emission free. This is used to charge the cars).

ISO 20121

Formula E have been committed in their efforts to implement ISO 20121 for the FIA Formula E 2016 Visa London ePrix and it is through this persistence that they are ISO 20121 first party certified and have created a plan for continual improvement. ISO 20121 is all about creating a culture change and can be adopted for all types of event organisations. It is certainly not, "one size fits all" and Formula E have integrated sustainable initiatives that work for them as a disruptive and unique company. Here are some of the aspects of their culture that Formula E have reviewed and revised in order to create an improved way of working within their electric street racing series.

PURPOSE:

Global leader in innovative entertainment, bringing electric street racing to city centres and discovering solutions for climate change through a fusion of technology, sustainability and digital channels.

VALUES:

leadership, entertainment, inclusivity, legacy, honesty, collaboration, openness and trust.

OBJECTIVES:

- Reduce the overall CO₂ emissions of the FIA Formula E 2016 Visa London ePrix by 20 per cent by the end of Season six (2020)
- Increase and improve our communication both internally and externally with interested parties, in relation to the FIA Formula E 2016 Visa London ePrix, compared to Season one (2015)
- Engage more effectively with the Battersea Park/ Wandsworth local community, in relation to the FIA Formula E 2016 Visa London ePrix compared to Season one (2015)
- Leave a long lasting positive heritage on sustainability by implementing at least one Legacy initiative at each hosting city, from FIA Formula E 2016 Visa London ePrix Season two onwards (2016)

For more detail on Formula E's Purpose and Objectives, please visit:
<http://cms.fiaformulae.com/en/sustainability/our-management-system/>

SUSTAINABLE INITIATIVES AT THE FIA FORMULA E 2016 VISA LONDON ePRIX

Solar powered charging points provided to the public.



'ONE DROP' and the 'Prince Albert II of Monaco Foundation' are the Official International Foundation Partners to the FIA Formula E Championship. These foundations benefit from a silent auction and the live auction at the Gala Dinner. Since Season one, \$1.2 million was raised for a common project in Guatemala, changing 37,000 people's lives through clean water access and sustainable living conditions.

SUSTAINABLE INITIATIVES AT THE FIA FORMULA E 2016 VISA LONDON ePrix

Showcasing the solar powered racing car built by the Cambridge University Eco-Racing Team (CUER).



Volunteers were used throughout the entire event, engaging the local community.



Free interactive activities for kids all day, advertised in local schools beforehand. Donations are accepted.

Formula E supports local charity, 'Street Games' - an inclusive charity that uses sports to empower disadvantaged young people.

There is the option to text to donate to Street Games, alternatively attendees can donate when buying a ticket online.

The eVillage food vendors will entirely offset their emissions via eForest projects in the UK.

The FIA Formula E 2016 Visa London ePrix carbon footprint will be entirely offset thanks to Energy Partner, Enel.

The tyres produced by Michelin specifically for Formula E are suitable for all weather conditions are recycled after the race.

The 2016 FIA Formula E Visa London ePrix hosted London's first ever solar farm.



Charging stations

Solar powered cash machines



Formula E provide some of the most sustainable food options in the eVillage: vegetarian and vegan meals, locally sourced food, organic ingredients, biodegradable packaging, fair trade products, food that's in season and homemade meals.

Formula E use Glycerine Fuel which is a revolutionary zero emission fuel used for charging our cars at each and every single race.

STAKEHOLDER ENGAGEMENT

A key part of implementing ISO 20121 is stakeholder engagement. The term stakeholder can apply to any person that has an interest in the event you hold. For Formula E, this could mean suppliers, sponsors, fans, local community and more.

As part of ISO 20121, Formula E created an online engagement programme to allow suppliers, sponsors, staff and the general public to view and feedback and ask questions about Formula E's sustainability policy, key issues, objectives, targets and the scope within which these activities will be applicable.

Below are some of the comments and feedback that Formula E received from key stakeholders:

PARTNERS



→ "Looks absolutely great what you guys are doing/planning to do!"
"Is this policy going to be created for all events? I see that London is being described as a pilot – when do you estimate to have similar policies implemented for the other cities?"

Julius Baer

→ "I've looked into the various documents you've shared and these are really good action plans, congratulations. Let us know if we could support further."

TAG Heuer

SUPPLIERS



→ "I've reviewed the documents you've sent and all look good. In the future we'd be more than happy to provide you with CO₂ calculations, output, emissions and more to help you achieve your goals set out in the documents."

LEED Screen Supplier

TEAM



→ "My feedback is that they do reflect what I understand as the objectives. As I mentioned in last week's briefing, I think a single one page slide that states these objectives and the key messages would be very useful for us all."

Head of Production

→ "I would be really interested in doing it for Berlin!"

Event Manager

Through stakeholder engagement, the FIA Formula E Championship are able to consider both internal and external voices when building the culture of ISO 20121 into their business. Furthermore, stakeholder engagement is an example of inclusivity and allowing involvement from more than just your internal sustainability or events team. Formula E in the future have identified that they should be particularly focused on this aspect and have communicated this as one of their objectives.

THE FUTURE OF FORMULA E

By implementing ISO 20121, the globally recognised standard for sustainable event management, Formula E have demonstrated innovation, sustainability, inclusivity while remaining entertaining and exciting.

The FIA Formula E Championship are continually improving on the commendable work that they have already put in to the 2016 Visa London ePrix. The electric street racing series measure and report on their carbon emissions for each and every race in their Life Cycle Assessment and ensure that all carbon emissions from the 2016 Visa London ePrix will be offset. The future will involve pushing the boundaries of innovation and technology in order to create a more sustainable sporting and entertainment event series, leaving a legacy behind them at each event that takes place.

In a world where we are in dire need of reducing the impact we have already had on our planet, and improving relationships with local communities while running a financially successful organisation; it's admirable that Formula E plan to implement ISO 20121 by considering their event's social, economic and environmental impact. The plan is to grow the scope, improving all three aspects of sustainability in the planning, event, and post-event stages of their races by certifying the entire FIA Formula E championship with ISO 20121.

