

RACING TOWARDS A SUSTAINABLE FUTURE

A review of the sustainability of international racing circuits

2021 Edition

- First of its kind, the *Sustainable Circuits Index™* assesses the sustainability performance of global racing circuits against the UN's SDGs, the ESG framework, industry specific awards and accreditations.
- The work draws from data publicly disclosed by circuits and collected between August 2020 and December 2020.
- Out of 96 assessed circuits, 31 demonstrated and disclosed some sustainability credentials and only 3 show a good stage of implementation.

Silverstone (UK) – Milano (Italy), 21st July 2021; Enovation Consulting Ltd and Right Hub Srl are delighted to launch this first of its kind report which reviews the sustainability performance of global motorsport venues.

The report uses the *Sustainable Circuits Index™* (SCI) to rank 96 international motorsport venues by means of 21 sustainability performance criteria in the context of the United Nations' Sustainable Development Goals (SDGs), the Environmental, Social and Governance (ESG) framework, industry specific environmental and social targets, awards and accreditations. In line with other sustainability and ESG indexes the SCI uses exclusively data disclosed by race tracks.

The *Sustainable Circuits Index™* (SCI) has used carefully calibrated indicators and third-party validation by industry and academic experts to provide a comprehensive and robust state of play of motorsport venues' sustainability.

The topic of sustainability is still relatively new in the motorsport industry and the findings show that, when it comes to a commitment to sustainability and data disclosure, global circuits still have a lot of work ahead of them, as, out of 96 analysed circuits, only 31 have demonstrated and disclosed some sustainability credentials. Of these, only 3 motorsport venues are showing a good stage of implementation. Yet, the paper also outlines new metrics for success in the global race towards a more sustainable future and provides circuits with an understanding of where they need to take action in order to accelerate changes.

The 2021 edition was carried out between August and December 2020. The *Sustainable Circuits Index™* is going to be a yearly assessment and venues will have the opportunity to improve their positioning.

Dr Cristiana Pace, Founder and Managing Director of **Enovation Consulting Ltd.**: *“Too often motorsport has been accused of greenwashing, where stakeholders have used nice words and loose promises. The Sustainable Circuits Index™ proposes a robust assessment of racing tracks' sustainability performances based on disclosed data and a well-developed framework, aiming to enable motorsport venues to benchmark each other and, ultimately, accelerate actions and changes. Because the time for vagueness has run out.”*

Luca Guzzabocca, Founder and CEO of **Right Hub Srl**: *“We strongly believe that the Sustainable Circuits Index™ can be an effective tool to inspire all the circuits around the world to think over, plan and execute environmental and social impact initiatives and even evaluate building up a proper sustainable*

management system, for instance based on the international standard ISO 20121 – Sustainable Event Management.”

Prof Paolo Taticchi, OMRI, UCL School of Management: “Sustainability is one of the key issues of today’s society as confirmed by the increasing attention of governments, media, academics. In the context of Sustainable Development, business that is often referred to as part of the problem can be part of the solution. Eventually the Sustainable Circuits Index™ has the potential to influence both practice and policy.”

Enovation Consulting Ltd is purpose-driven sustainability and strategic management consultancy, specialising in helping motorsport companies drive their sustainability agenda. We believe that motorsport and sport as a whole can be part of the solution to climate change by embracing and being powerful vehicles to convey the sustainability message.

We use a cross-sectoral approach to create and implement bespoke, data-driven, robust and resilient sustainability strategies, meaningful partnership activations, positive impact campaigns and legacy projects to drive brand value and societal changes.

Deeply rooted in the motorsport industry, with an exceptional understanding of sustainability, motorsport technology, ecosystems and business models, we truly believe that each and every one of our customers can play a significant part in building the legacy of sustainability.

Right Hub Srl is a leading Italian consulting firm with a distinctive expertise and experience in sustainable event management systems and has an outstanding track record of facilitating motorsport stakeholders to understand and embrace the ISO 20121 standard. Furthermore, we design and realize ad-hoc initiatives in order to improve the environment and social impact connected to the world of events. We fully support all the key motorsport events’ stakeholders at international level: promoters, organizers, circuits, teams, sponsors and partners, suppliers of goods and services.

Right Hub also has a wealth of experience in delivering consultancy services related to sustainable supply chains, social procurement and supplier diversity.

We would like to thank Prof. Paolo Taticchi from UCL for his extensive guidance on this paper.

Additionally, we would like to thank our partners on the *Sustainable Circuits Index™*:



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