



FEI™
SPORTS FORUM
29-30 APRIL 2024
IMD, Lausanne (SUI)

SESSION 2

Sustainability
A call for action





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Somesh Dutt

FEI Games Operations
Department

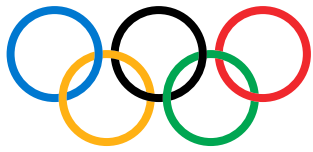


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International
Olympic
Committee

IOC & FEI – WORKING TOGETHER FOR THE CLIMATE

FEI Sports Forum

Fabrizio D'Angelo, Sustainability Manager

04/2024



IOC SUSTAINABILITY PATHWAY AND STRUCTURE

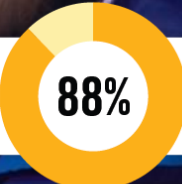


SUSTAINABLE TRANSFORMATION THROUGH OLYMPIC AGENDA 2020 AND 2020 + 5



PILLARS
Credibility
Sustainability
Youth

40
RECOMMENDATIONS



Achieved by
The start of 2021



15
RECOMMENDATIONS

TRENDS & OPPORTUNITIES

Solidarity
Digitalisation

Sustainable development

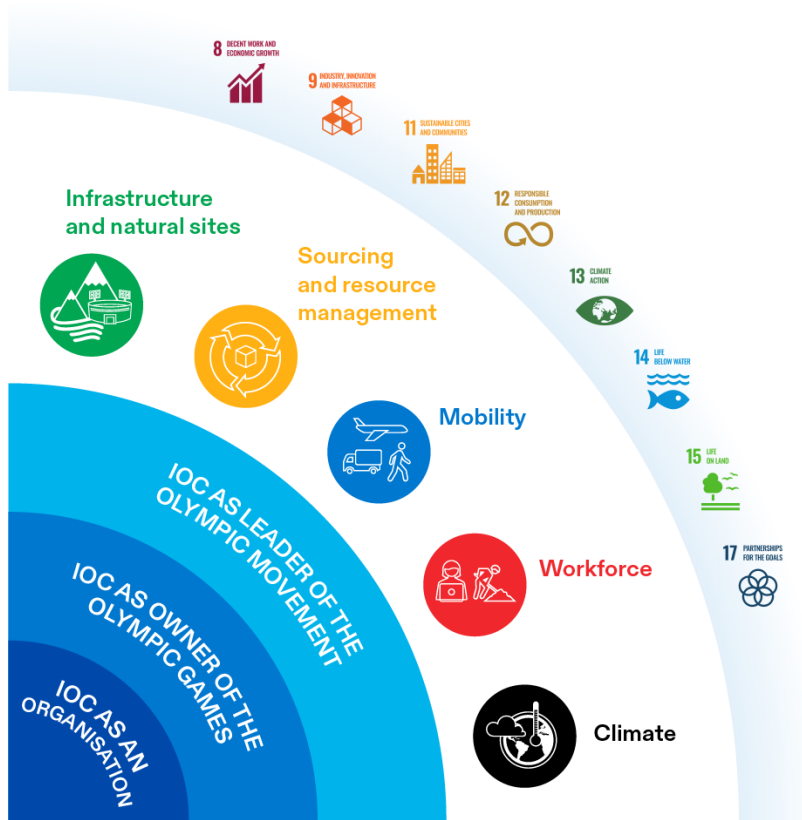
Credibility
Economic and financial resilience

SUSTAINABILITY, IMPACT AND LEGACY WITHIN OUR REMIT



Sustainability

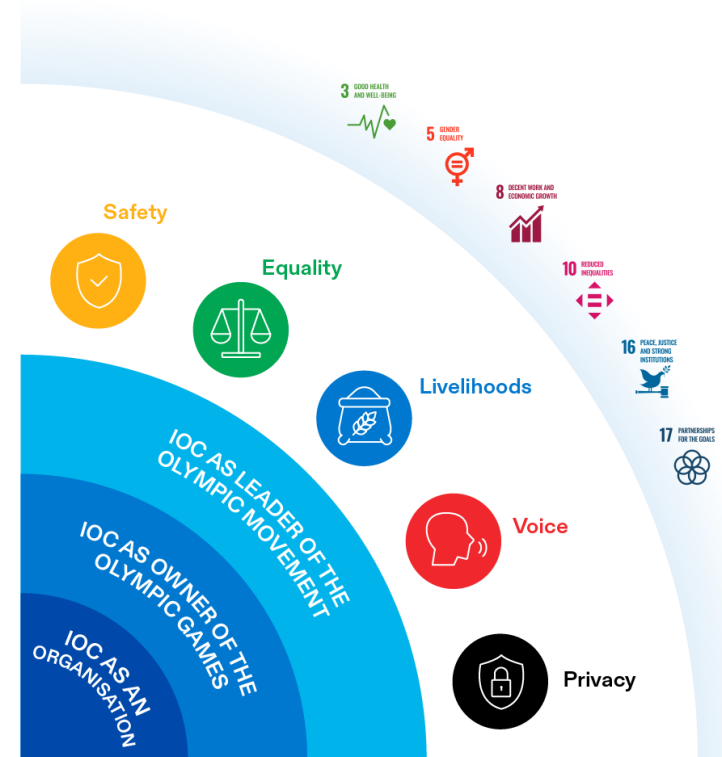
Environment



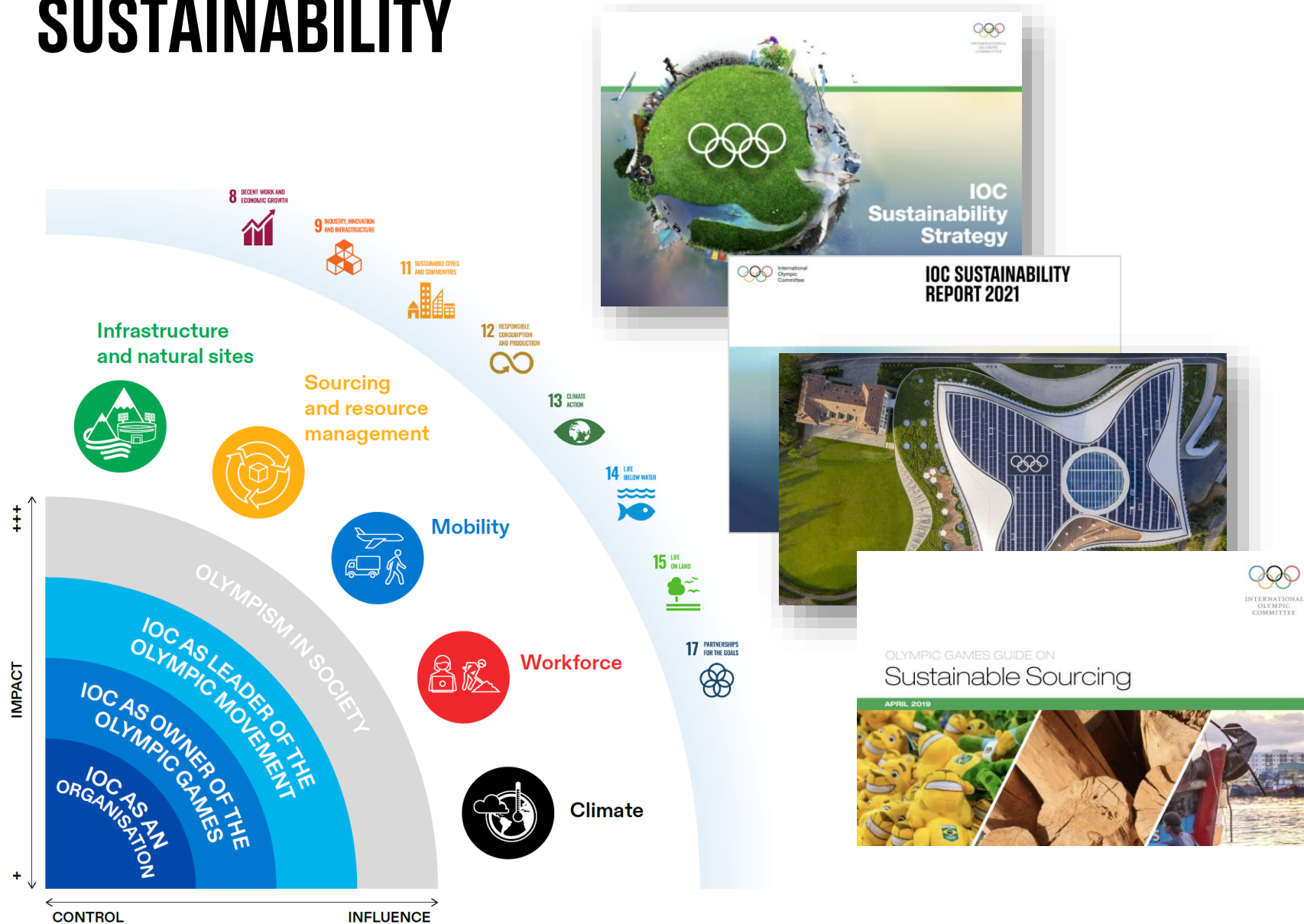
Gender equality and inclusion



Human Rights



ENVIRONMENTAL SUSTAINABILITY

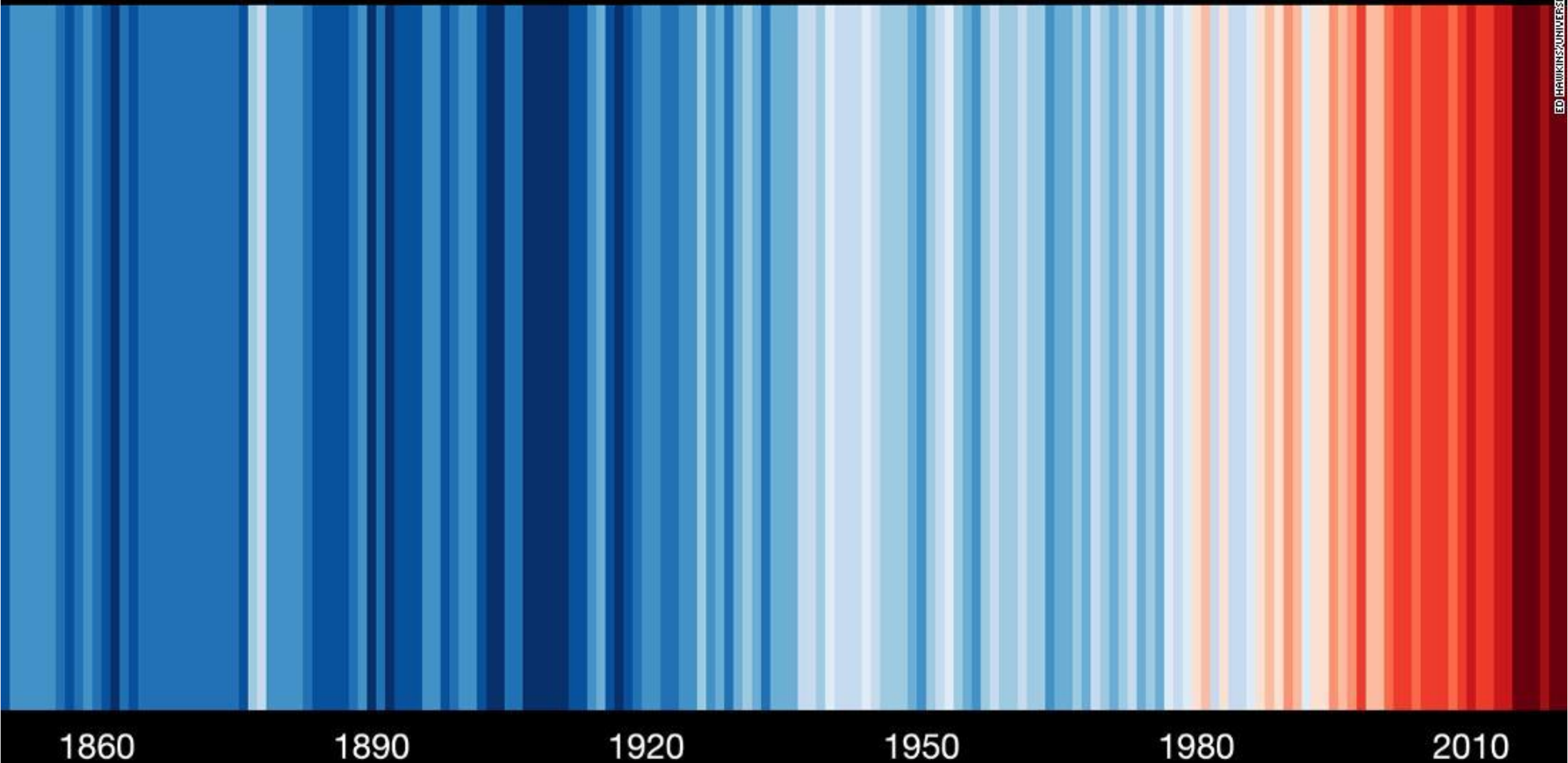


- **Climate action**
 - 30% CO2 reduction by 2024. (IOC)
 - 50% CO2 reduction by 2030 (IOC)
 - Sport for Climate Action
- **Biodiversity**
 - Sport for nature
 - Network of Olympic Forests
- **Circular economy**



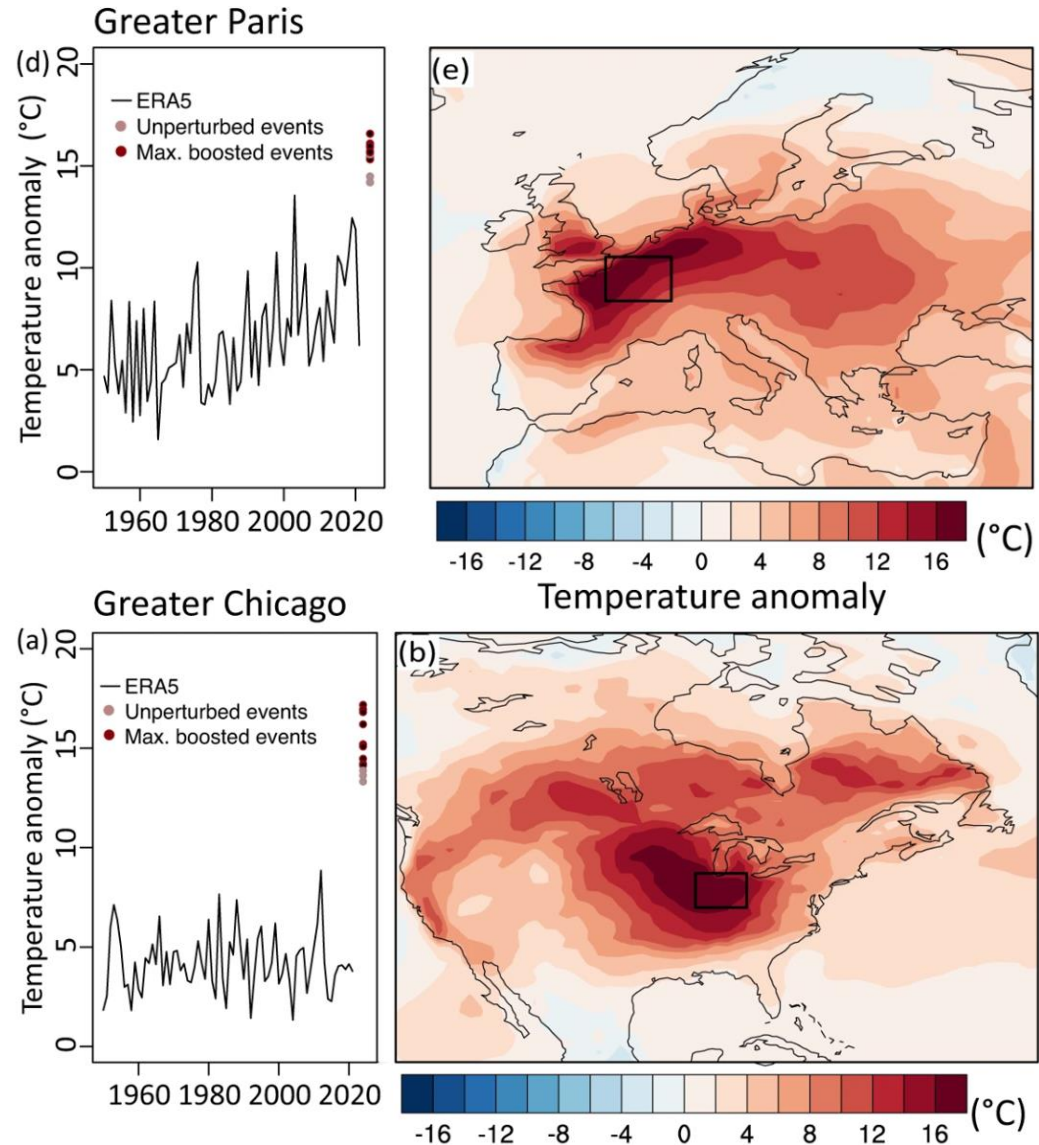
**WHY DO WE NEED SPORT TO
ACTIVATE FOR CLIMATE?**

Global temperature change (1850-2020)



IMPACT OF CLIMATE CHANGE IN FUTURE HOSTS COUNTRIES

- Too warm in winter, hot extremes in summer
- Previous records in Paris (~42°C) could be exceeded in 2024 by 2-3°C
- Previous record in Chicago (~40°C) could be exceeded in 2024 by 6-7°C.



WHAT IS THE IOC DOING ABOUT IT?



IOC CLIMATE COMMITMENT



REDUCING OUR EMISSIONS IN LINE WITH THE PARIS AGREEMENT

50% reduction of direct and indirect carbon emissions by 2030

30% reduction by 2024



COMPENSATING MORE THAN 100% OF OUR RESIDUAL EMISSIONS

200,000 tonnes of CO₂ equivalent sequestered through the Olympic Forest



USING OUR INFLUENCE TO ENCOURAGE OUR STAKEHOLDERS AND OLYMPIC FANS TO TAKE ACTION AGAINST CLIMATE CHANGE

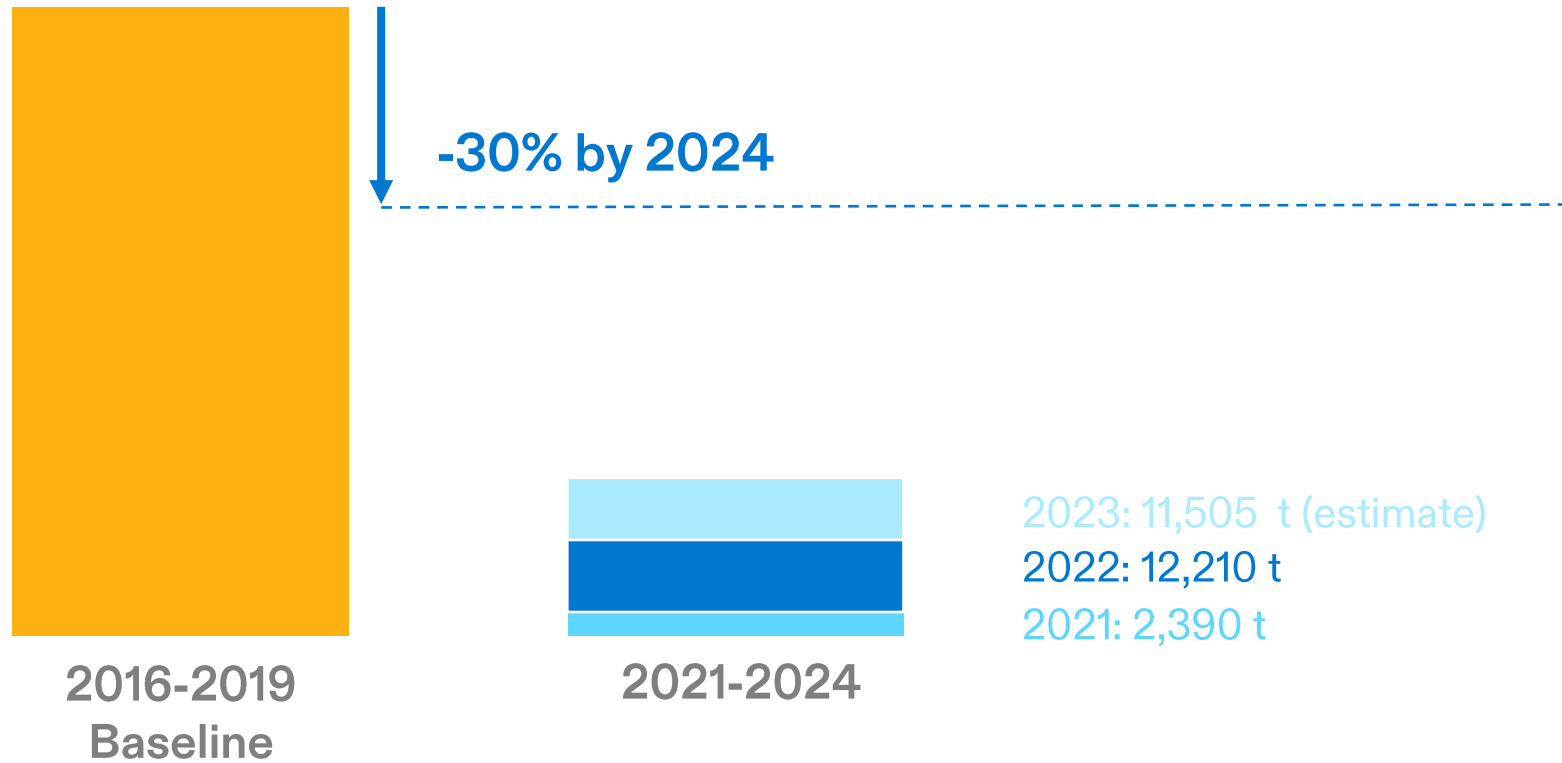
VIDEO

[“Dear Leaders of the world”](#)

BUSINESS TRAVEL: -30% TARGET BY 2024

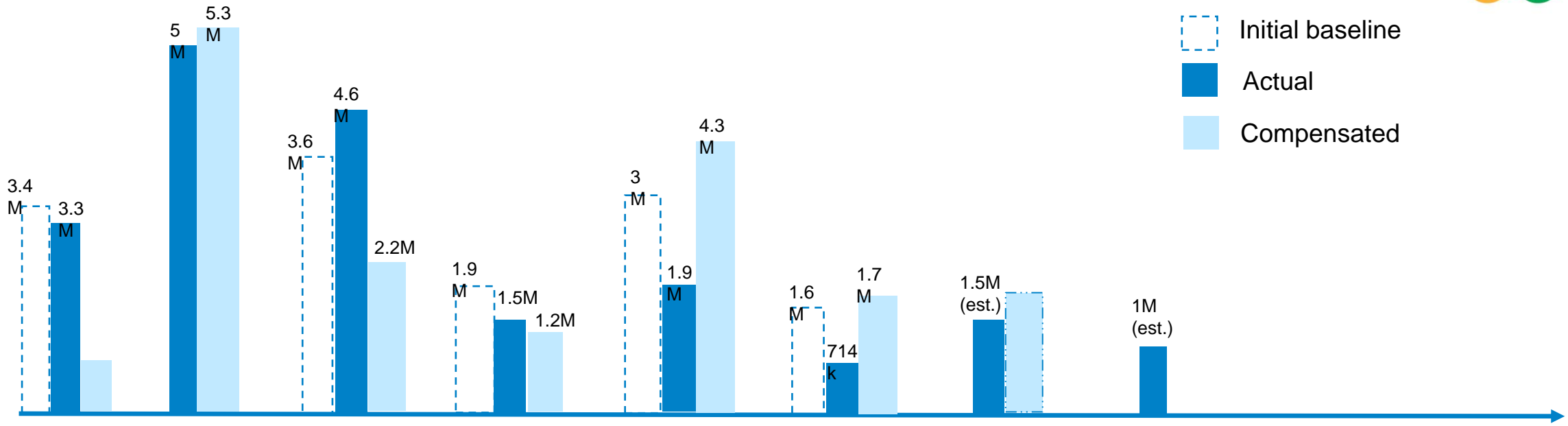


92,200 t CO₂e
(sum of emissions
over the 4-year period)



Scope: All trips paid by the IOC for IOC staff, IOC Members, guest and external providers.
Excludes OBS-OCS Games-time travel and accommodation and flights paid for NOC delegations to the YOG.

OLYMPIC GAMES CARBON FIGURES (TONNES CO2E) & COMPENSATION



London 2012
Sochi 2014
Rio 2016
PyeongChang 2018™
TOKYO 2020
BEIJING 2022™
PARIS 2024
MILANO CORTINA 2026
Brisbane 2032
 Olympic and Paralympic Games Host
Queensland

An aerial view of a large equestrian arena during a competition. The arena is filled with spectators and features several jumps and obstacles. In the background, a city skyline with modern skyscrapers is visible under a cloudy sky. The text "HOW CAN NATIONAL EQUESTRIAN FEDERATIONS CONTRIBUTE IN FIGHTING CLIMATE CHANGE?" is overlaid in large white letters across the center of the image.

**HOW CAN NATIONAL EQUESTRIAN
FEDERATIONS CONTRIBUTE IN
FIGHTING
CLIMATE CHANGE?**



THREE MAIN AREAS OF ACTION

01

**Sustainability
strategies**
covering
environmental,
social and
economic

02

**Climate and
nature action**

03

**Sustainable
sourcing and
circularity**



SPORTS FOR CLIMATE ACTION

Co-launched with UNFCCC at COP24 in 2018

Two main commitments:

- 50% reduction in emissions in all three scopes of emissions by 2030
- Yearly reporting
- For small-sized IFs and NFs, possibility to contribute through raising awareness and education activities on Climate change and Sustainability



SPORTS FOR NATURE FRAMEWORK, WHAT IS ABOUT?



Co-launched with IUCN, UNEP, Convention on Biological Diversity and Sails of Change at COP 15 in 2022

Main commitments:

- Protect, avoid, regenerate nature
- yearly reporting

Main benefits:

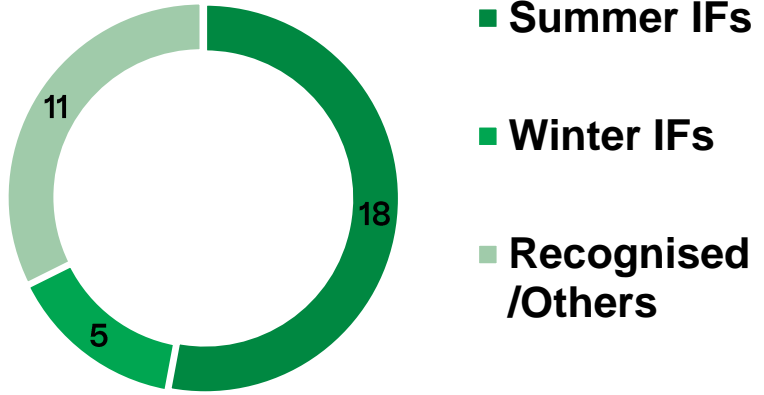
- Strong support system of worldwide experts in conservation
- advocating and raising awareness on the need to restore nature and biodiversity



SPORTS FOR CLIMATE AND NATURE FRAMEWORKS



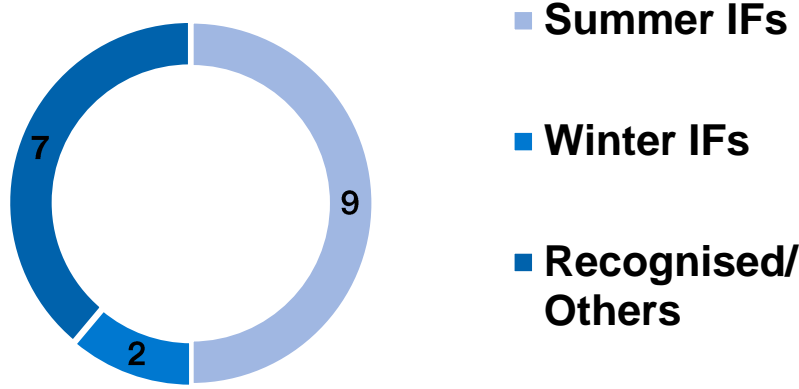
Sports for Climate Action Framework



34 IFs signatories

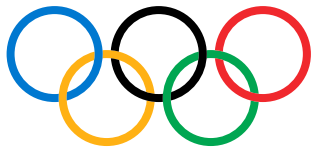
Olympic Movement: **95 (IOC included)** signatories by February 2024
FEI joined the framework in 2018

Sports for Nature framework



23 IFs signatories

Olympic Movement: **34 (IOC included)** signatories by February 2024



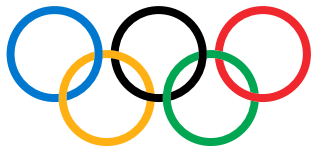
International
Olympic
Committee

FASTER, HIGHER, STRONGER TOGETHER

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International
Olympic
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THANK YOU



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A call for action





SUSTAINABILITY AS AN OPPORTUNITY

FEI SPORTS FORUM 2024

Barbara Silva
FIA Head of Sustainability





1904-2024
120
YEARS

THE FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE





1904-2024
120
YEARS



**The FIA is dedicated to advancing global motor sports,
fostering fair competition, driving innovation, and
promoting sustainability, equality, diversity and inclusion
within the automotive
and motor sport industries**

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE



PERFORMANCE AND PURPOSE

AS THE ULTIMATE AUTOMOTIVE
AUTHORITY, THE FÉDÉRATION
INTERNATIONALE DE L'AUTOMOBILE
CHAMPIONS GLOBAL MOTOR SPORT...

...AND BRINGS TOGETHER THE WORLD'S
LEADING AUTOMOTIVE ORGANISATIONS
TO TACKLE MAJOR AND MEANINGFUL
MOBILITY CHALLENGES

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE



BAHRAIN MOTOR FEDERATION | BMF



OUR IDENTITY ENABLERS

OUR IDENTITY ENABLERS UNDERPIN THE SAFE, FAIR, AND SUSTAINBLE OUTCOMES WE PIONEER, FOR MOTOR SPORT AND SOCIETY



LEADERSHIP

The FIA champions the highest standards of motorsport and mobility safety and reliability. Through the organization's progressive, positive and purposeful work, the FIA has built and passionately nurtures a global reputation built on trust.



INNOVATION

As a catalyst for innovation, the FIA encourages breakthroughs in engineering, regulation and sustainable practices in motor sport and mobility. By fostering a culture of curiosity, creativity and forward thinking, the organisation ensures that meaningful R&D delivers actionable solutions to society's mobility challenges.



TECHNOLOGY

The FIA actively embraces cutting-edge technologies that enhance safety, performance and sustainability across motor sports. The organisation puts motor sports at the forefront of state-of-the-art technological evolutions that drives progress not only on the track, but in everyday driving.



COMMUNITY

At the heart of the FIA's mission is the building and growing of a global motor sports community that advocates for road safety, sustainable mobility and inclusivity. By uniting the thrill of competition with broader societal needs, the FIA creates a balanced and impactful connection between sports and everyday life.



SUSTAINABILITY

The FIA champions environmental responsibility through sustainability initiatives across the motor sport and automotive industries. As a global ambassador for eco-friendly technologies, sustainable practices, and responsible resource management the organization works to minimize the ecological footprint and inspire positive change throughout the automotive sector.



120 YEAR ANNIVERSARY

1904



FOUNDATION OF THE AIACR



1946



AIACR BECAME FIA



1962



CREATION OF THE CIK



1973



CREATION OF THE FIA WORLD RALLY CHAMPIONSHIP



1985



1ST CRASH TEST FOR RACING CAR FRONT SECTION



1997



LAUNCH OF THE EURO NCAP



2012



LAUNCH OF THE FIA WORLD ENDURANCE CHAMPIONSHIP



2014



CREATION OF THE FIA WORLD RALLYCROSS CHAMPIONSHIP



2018



HALO IMPLEMENTED IN F1



2022



CREATION OF THE FIA WORLD RALLY-RAID CHAMPIONSHIPS



1924



1ST 24 HOURS OF LE MANS RACE



1950



CREATION OF THE FIA FORMULA1 WORLD CHAMPIONSHIP



1960



1ST USE OF FULL-FACE HELMET IN COMPETITION



1973



INAUGURAL APPEARANCE OF THE SAFETY CAR IN F1



1996



FIA GREENLIGHTS NEW WORLD LAND SPEED RECORD



2003



HEAD AND NECK SYSTEMS BECOMES COMPULSORY IN F1



2014



INCEPTION OF THE FIRST FULL-ELECTRIC FORMULA E CHAMPIONSHIP



2018



LAUNCH OF THE FIA GIRLS ON TRACK INITIATIVE



2021



INTRODUCTION OF THE OFF-ROAD ELECTRIC SUV SERIES EXTREME E



2022



NEW ERA WITH 100% SUSTAINABLE FUELS FOR WRC CARS





1904-2024
120
YEARS



FIA ENVIRONMENTAL STRATEGY

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE



CLIMATE ACTION
Accelerate net-zero
transformation

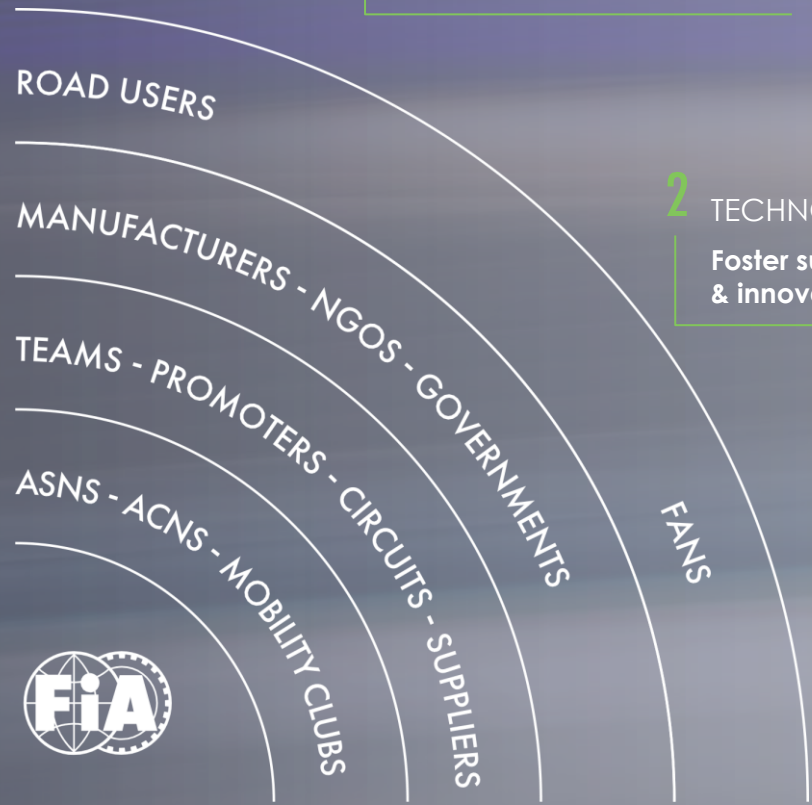


VISION

SUSTAINABLE MOTOR SPORT AND
MOBILITY FOR ALL

FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE **MISSION**

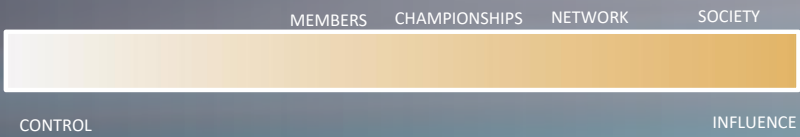
- Develop and improve environmental sustainability across motor sport and mobility
- Guide FIA members and championships towards competitive and sustainable practices and activities
- Promote sustainable motorsport and mobility to contribute to global targets of the environmental agendas



2 TECHNOLOGY & INNOVATION
Foster sustainable & innovative solutions



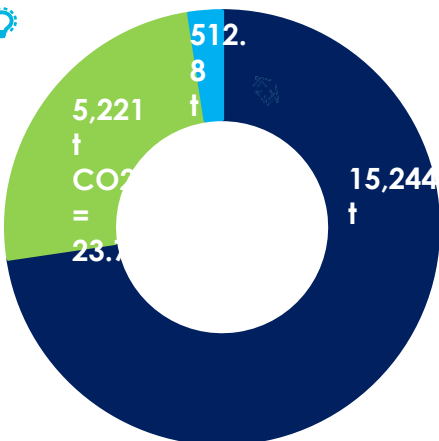
3 SUSTAINABLE PRACTICES
Drive sustainable change



LEAD BY EXAMPLE

Other activities (12.7%)
Includes electricity, energy, purchased goods, capital goods, waste and employee commuting.

Includes freight to champions



FIA Business Travels (73.5%)

Includes FIA Staff travel to events and champions hips (travel and

- Travel**
 - Reduce GHG emissions linked to travel managed by the FIA (employee commuting and business travels)

- Logistics**
 - Reduce GHG emissions linked to freight transport

- Procurement**
 - Ensure integration of sustainability into procurement process

- Energy**
 - Reduce energy consumption
 - Improve energy source

- Waste**
 - Reduce waste generation (non-hazardous waste)
 - Improve waste management (non-hazardous waste)
 - Improve management of electronic waste

- On-site safety**
 - Improve current trainings, emergency preparedness and response procedures to minimise incidents of spills, fire or explosion

- Awareness & influence**
 - Increase awareness among staff (notably by organising awareness raising workshop on climate change)



1904-2024
120
YEARS

UPSKILL YOUR MEMBERS

 **FIA ENVIRONMENTAL SEMINAR**
14-15 FEBRUARY | MUSCAT, OMAN 




FIA LEARNING MODULE
ENVIRONMENT

CLICK ANYWHERE TO START



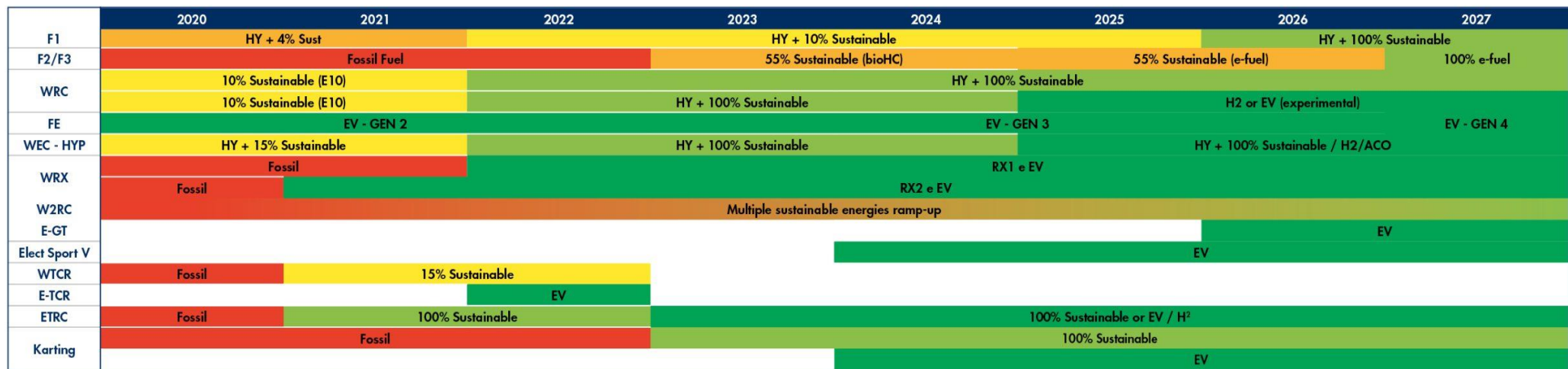
PUSH YOUR CHAMPIONSHIPS

	Step A Processes		Description of Criteria
Climate Change	Calculation of carbon footprint	15%	Calculation of the carbon footprint of the championship based on international best practice (scope 1,2 & 3)
	Carbon reduction plan	15%	Establishment of a reduction plan with ambitious reduction targets
Innovation & Technology	Green energy application plan (championship level)	15%	Establishment of concrete green energy plan for the coming years (reference to biofuels, electrification, etc.).
	Sustainability in supplier selection	15%	Integration of sustainability in the selection criteria process
Sustainable Practices	Environmental Accreditation Roadmap	10%	Development of an environmental accreditation roadmap for world championship stakeholders
	Sustainability Strategy	20%	Creation of a clear sustainability strategy for the whole championship
Resources	Integration of sustainability in the organisation	10%	Integration of sustainability in the promoter's organisation
TOTAL		100%	

	Step B Performance		Description of Criteria
Climate Change	100% Offsetting of residual emissions	15%	Compensation of carbon emissions through offsetting with the aim to become carbon neutral
	Carbon reduction plan	15%	A reduction plan is implemented and monitored on a continual basis
Innovation & Technology	100% renewable energy infrastructure	10%	Events HQs are supplied by 100% renewable energy
	Sustainable engine/fuel	10%	The championship has shifted towards a green energy plan
	Sustainable Tires*	10%	Selection of sustainable tires
Sustainable Practices	Obtaining accreditation as per roadmap**	30%	All championship stakeholders have obtained the FIA Environmental Accreditation as per roadmap
Resources	Human and financial resources	10%	Necessary human and financial resources are in place for implementing various sustainability initiatives

Championships	F1	FE	WEC	WRC	W2RC	WRX	KARTING
TOTAL SCORE Process + Performance (Step A & B)	Advanced	Meeting FIA strategy requirements	On-going	On-going	Not started*	On-going	On-going

PUSH YOUR CHAMPIONSHIPS



FIND YOUR VOICE

Through our global reach, influence and experience we are driving decarbonisation of road transport, upholding our vision of safe, sustainable mobility that is accessible for all.

Supporting points

- The FIA has a legacy of championing and spreading innovation that delivers transformative solutions to worldwide challenges.
- We have ceaselessly worked to improve safety by accelerating innovation in motorsport and its uptake among everyday road users. It's the legacy we are most proud of.
- We are now playing the same role in delivering transformative solutions to our greatest challenge yet, climate change.
- With access to 80 million road users, we have a unique perspective to bring to the table – understanding and representing the views and experiences of road users all over the world, and actively engaging with them to drive positive change.
- Our diverse member base means that we understand there are a variety of paths towards decarbonisation that need to be considered to secure a just transition.

Key pillars

1. We have a grassroots approach that represents users around the world

We represent the views and experiences of 80 million road users from across the world.

This includes people that are traditionally under-represented in policy making decisions.

We can reach those groups, equipping them with the information and guidance they need to support more sustainable behaviour and choices.

2. We are open to all technologies

A sustainable future can only be achieved through a range of technologies which meet the needs of users around the world.

There is no one size fits all solution to decarbonisation.

We believe that a just transition is one that does not leave anyone behind.

3. We accelerate innovation for the benefit of wider society

From seatbelts to rear view mirrors, innovations in motorsports go from track to road, significantly improving our everyday lives.

We are working to speed up innovation in low carbon technologies and transfer innovation more rapidly from track to road.

CHALLENGES & OPPORTUNITIES

FROM TACKLING CHALLENGES TO IDENTIFYING OPPORTUNITIES

MEMBERS BUY-IN	COMMON VOICE
PRICE OF CARBON	ADVOCACY
PERCEPTION VS REALITY	COMPETITION
DATA SHARING	RELEVANCE

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE



CHALLENGES



OPPORTUNITIES

FUTURE

BUILDING A FUTURE-PROOF SPORT

FÉDÉRATION
INTERNATIONALE DE
L'AUTOMOBILE



HYDROGEN

FANS

ROAD USERS

BIODIVERSITY

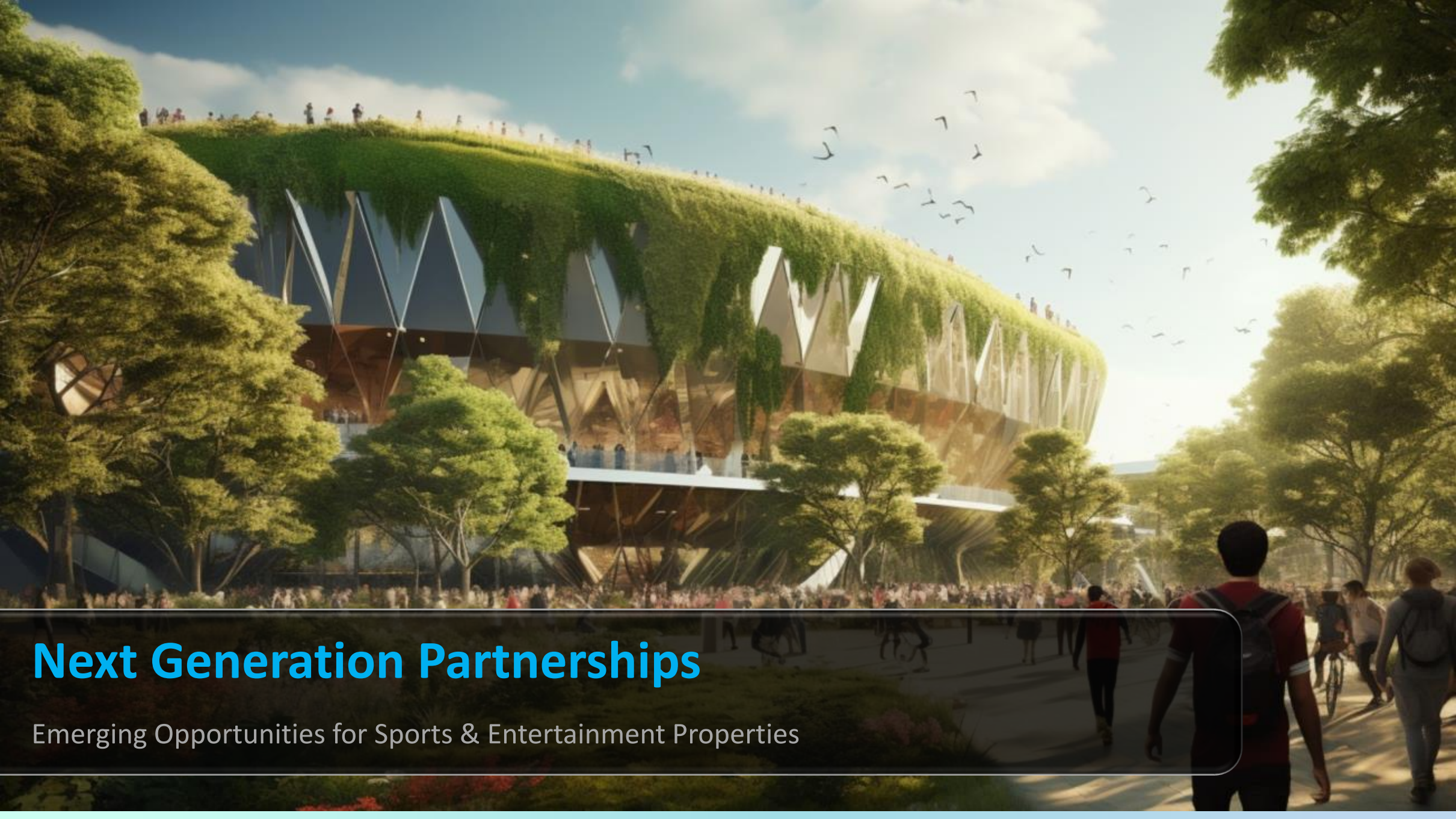
TIRES & BRAKES PARTICLES

CARBON REMOVAL & SAF



1904-2024
120
YEARS

THANK YOU



Next Generation Partnerships

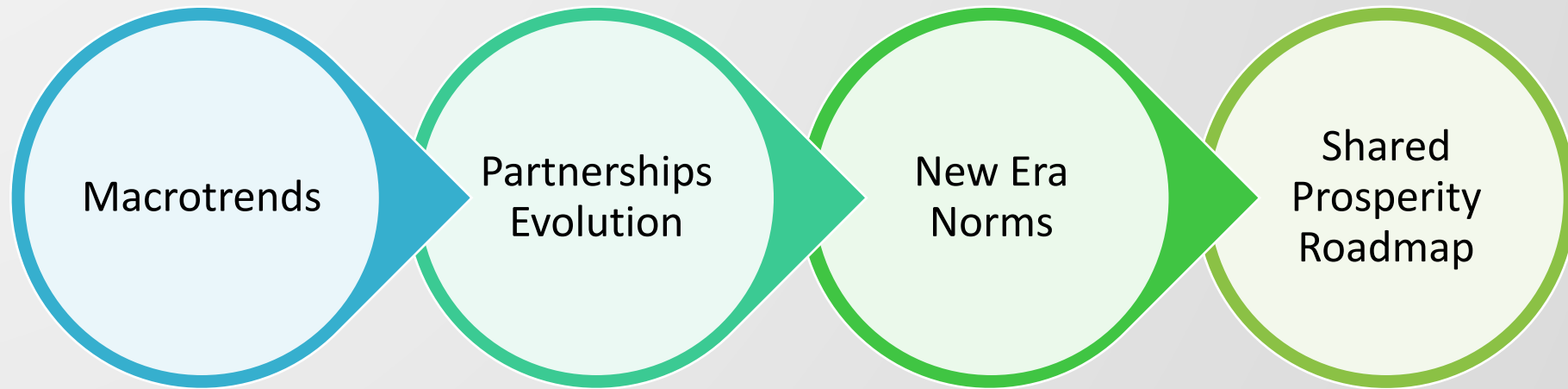
Emerging Opportunities for Sports & Entertainment Properties

About 5T Sports Group

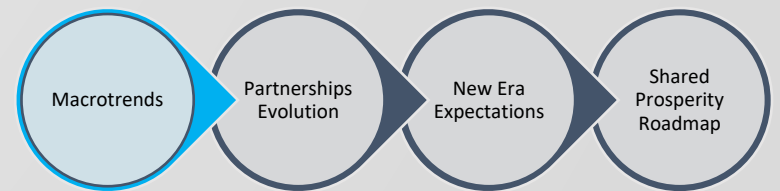
- Globally recognized thought leadership in sustainable sport partnerships and venue / event standards
- Over 30 years business intelligence and brand strategy experience
- Sport sponsorship experience spanning professional leagues and major events in 7 countries
- Specialized expertise in environmental, social and economic impact campaign and activation design
- Brand, agency and rights holder experience
- Sports Partner Score Card™ Due Diligence Tool incl. Indexed Data of 70+ sports sponsors and properties
- Fan Mobilization™ Playbook (expansion ongoing)
- Certified B Corp  and Woman-Owned Business



Session Content



Macrotrends





There has been a **SEISMIC SHIFT** in brand strategy and messaging.

Climate Stress



Culture Shocks



Power Shifts



Consumer / Fan Sentiment is Strong



81% expect public declarations of corporate citizenship from preferred brands (Wassermann)

70% more likely to choose brand promoting diversity & inclusion (Wasserman)

61% choose a brand for its environmental awareness/activism (Wassermann)

33% have punished / boycotted a brand for 'bad behavior' (Edelman)

86% of global sports fans are interested in cause marketing – up from 42% in 2020 (MKTG)

The Five Forces Driving Business

- Corporate Responsibility Reporting & Regulation
- Corporate Citizenship as Recruitment / Retention Driver
- Consumer Expectations
- Greater Sensitization / Direct Exposure to Issues
- Systemic Tensions & Concurrent Crises

© Jul 26, 2023

Investors Want Better Climate Risk Disclosure

SEC Issues Record Penalty for ESG Greenwashing Violations

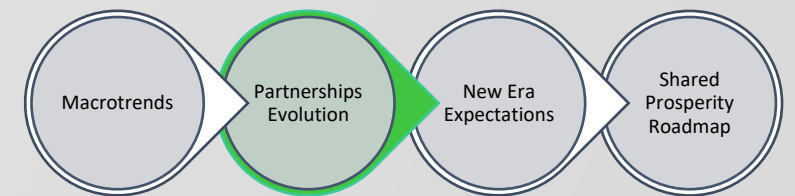
Global heat deaths could quadruple if action is not taken on climate change, study finds

A new study from The Lancet medical journal projects that global warming will create food insecurity for almost 525 million people.

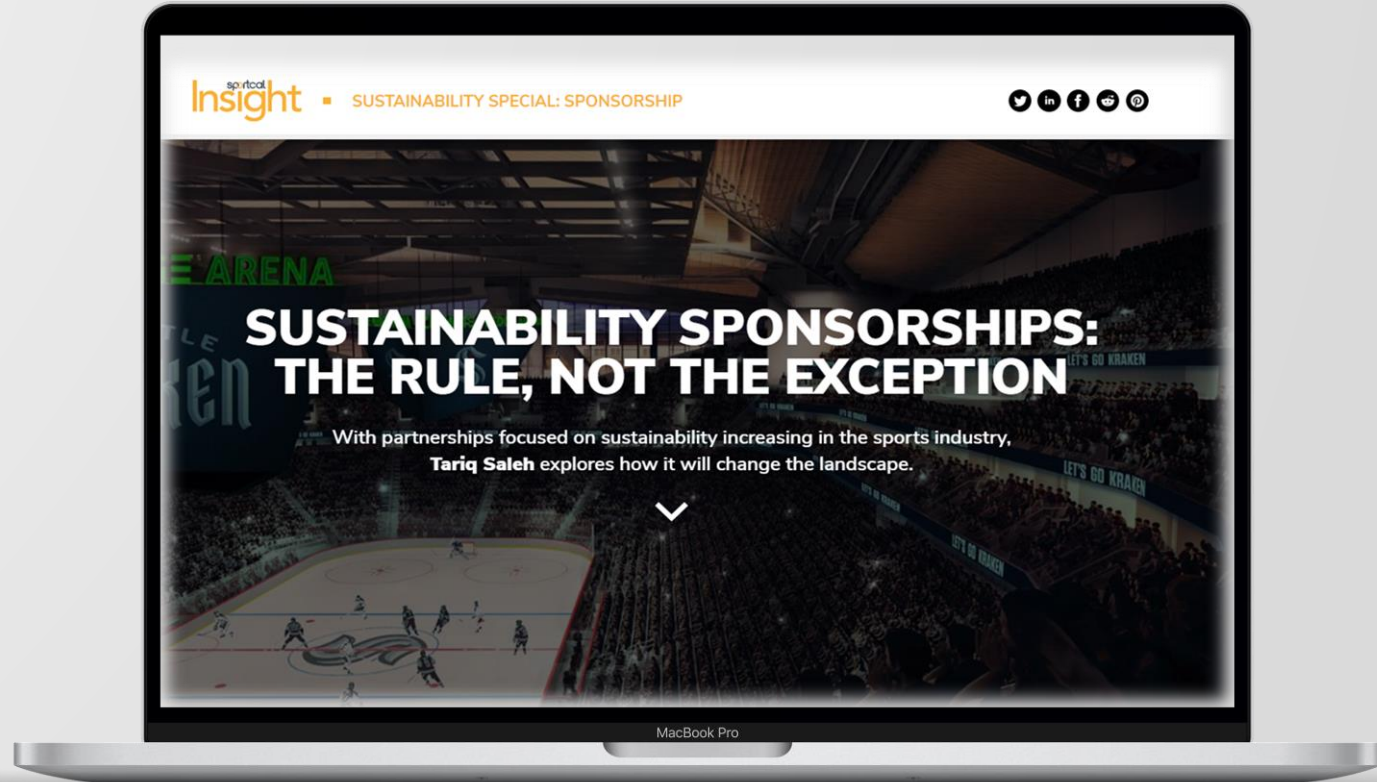
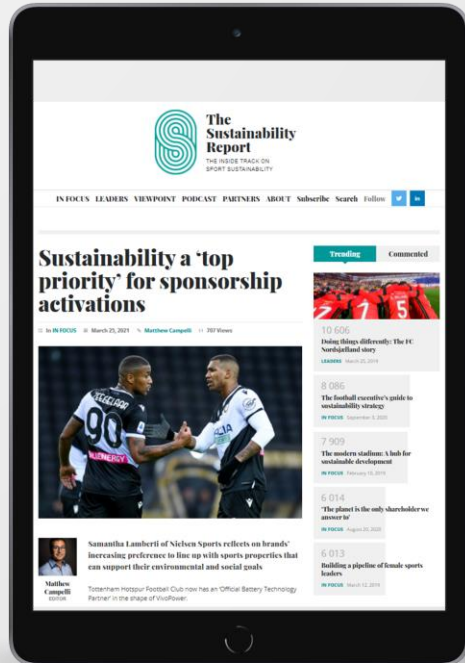
Study: 69% of young sports fans support environmental change

Majority of those aged 16 to 24 expect brands, teams and athletes to support their values, according to GWI.

Partnership Evolution



Sports Partnerships Are Changing





↓ USD 195 M

Poor Due Diligence



↓ USD 24 M



↑ USD 800 M

Values-Aligned Partnerships



↑ USD 100 M

Sustainable Partnerships Are Growth Engines

63%

global brands have shifted their messaging to social equity climate themes.
[Shelton Group, 2020]

11%

annual revenue growth 2021 - 2026 for properties with Sustainability Agenda
[Nielsen, 2021]

67%

sponsorship offers a better platform for values-based marketing than advertising
[MKTG Frontier Study, 2022]

\$10-
16 M

sustainability partnership annual revenue valuation
[private data]

476

brands leveraging an 'Environmental Cause asset'
[SponsorUnited, 2023]

362

properties leveraging an 'Environmental Cause asset'
[SponsorUnited, 2023]

3-10X

Fan Engagement on 'Purpose-Driven' Campaigns

AN ANALYSIS OF PURPOSE DRIVEN POSTS BY TEAMS IN THE NBA, NWSL, NFL, WNBA, MLB, MLS, & NHL.

		THEME	TOP BRANDS	PURPOSE DRIVEN POST ENG. RATE	GENERAL ENG. RATE OF BRANDED POSTS
1	MLB	Charity	Miller Lite	0.92%	0.03%
2	NFL	Community	Pepsi	0.87%	0.58%
3	NHL	Community	Molson Coors	0.75%	0.24%
4	NBA	Women's rights	Nike	0.59%	0.49%
5	WNBA	Social Justice	State Farm	0.50%	0.38%
6	MLS	Community	Coca-Cola	0.36%	0.02%
7	NWSL	Community	CVS Health	0.33%	0.18%

Team owned post from Twitter between 1/1/2020 12:00am ET - 12/31/2020 11:59pm ET

Zoomph / Tradable Bits]

Properties Leveraging Sustainability as a Platform





DAVEY 
Proven Solutions for a Growing World

 **evoqua**
WATER TECHNOLOGIES




U. S. Steel





AUTHENTICITY

OUR SPORT



Protecting the Ice to Protect Hockey's Future

OUR BRAND



A Species at Great Risk



OUR CITY



Committed to Sustainable Change

OUR FANS



A Fanbase That Cares



PLATFORM OVERVIEW

The Penguins Pledge is the Penguins' commitment to improve all efforts of social, economic and environmental sustainability.

The Penguins Pledge is a collaborative effort with like-minded partners with the goal of:

- Educating our fans around the importance of sustainability
- Reducing our negative impact on the environment
- Promoting sustainable practices to help preserve natural resources
- Supporting economic and social development throughout the Pittsburgh community and beyond



Strong Values-Based / Transition Economy Partnerships

(All brands both B2B and B2C)



DHL is working with F1 to optimize / lighten / minimize shipping weight / volume while also showcasing sustainable fuel (sea, aviation, ground) – highlighting their contribution to reducing environmental footprint of supply chain while maintaining performance under demanding circumstances.



Allianz is positioning itself alongside the EV racing circuit as the insurer of choice for the next generation of vehicles while also telling the B2B story of their insuring and financing of next generation infrastructure projects. Formula e races are high-profile events in the world's most progressive eco cities and fastest growing new cities.



Hyundai made an unusual choice to bring forward a climate action campaign aligned to the timing of the 2022 FIFA World Cup in Qatar.

As FIFA did not have a credible platform to support that, Hyundai opted to put 1% of its sponsorship funds toward Common Goal, a social impact platform largely aligned to global football players. A missed opportunity for FIFA to have those funds fuel its own efforts to become a more sustainable sports property.

Case Study : Brand & Rightsholder

Corporate Priorities

Shared Priorities

Partnership Activation

Pepsi Sustainability Partnership Spotlight



PEPSICO



Pepsi and UEFA Activation

- Just renewed to 2027, focusing on Pep+ Agenda
- **\$1M added to partnership rights to collaborate on sustainability projects**
- Goal of Zero Waste Champions League Final by 2026
- Ten Champions League Clubs participating to collect data & develop best practices
- Zero Waste to Landfill will become a requirement for Host Stadiums





DRIVING IMPACT ON AND OFF THE PITCH

PepsiCo is accelerating the circular economy at the 2023 UEFA Final Champions League Final at Istanbul's Atatürk Olympic Stadium and UEFA Women's Champions League Final at PSV Stadium in Eindhoven

Implementing circular economy practices through a "3R" approach:

48 warnings will inform future actions to help UEFA and PepsiCo attain zero waste to landfill at the UCL Final by 2026 permanently.

REDUCE



Reducing single-use plastic by using fully recyclable & biodegradable fiber cups



Achieving carbon neutrality for Gatorade 5v5 football tournaments through carbon offsets, sustainable clothing & recycling

REUSE



Organizing first UEFA Final where returnable packaging solutions are in use for food and drinks



Piloting a sampling experience using 48,000 reusable cups and smart reusable systems allowing to reward fans for their return act.

RECYCLE



Offering 100% recyclability of all PepsiCo beverage & snack packaging supplied at events



Providing 220 recycling bins for diligent waste sorting post-event

AND OUR GLOBAL INITIATIVES CONTINUE TO DRIVE LOCAL

COMMUNITY IMPACT



Using grassroots programs to fuel everybody's sporting ability and performance to inspire the next generation through Gatorade 5v5 football tournaments, played ahead of the 2023 finals in Istanbul and Eindhoven.



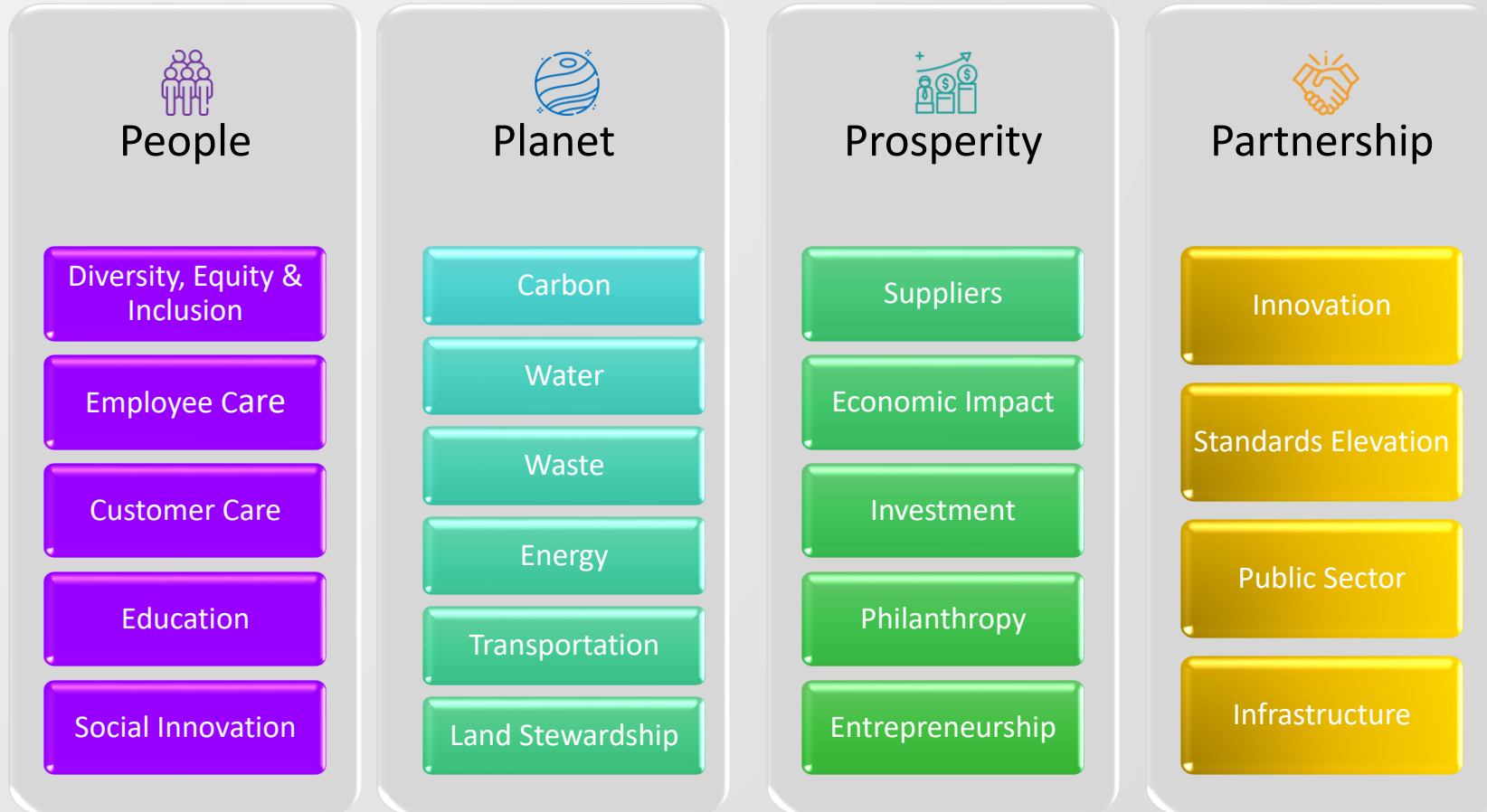
Creating sustainable football pitches in partnership with the UEFA Foundation for underserved communities, using the positive power of play to address local social issues. Lay's RePlay opens in Turkey ahead of the UCL Final.

Score Card Framework

A 60-point quantitative and qualitative assessment examining the full scope of business operations in today's stakeholder capitalism context

4 Lenses

20 Impact Levers



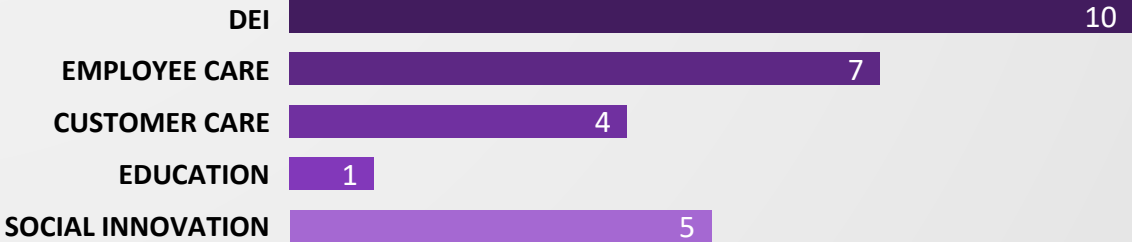
60 Score Components per 'Lever'

- Actions
- Transparency
- Collaboration

Brand Performance Overview

A 60-point analysis of Business Performance, Corporate Citizenship and Risk Management

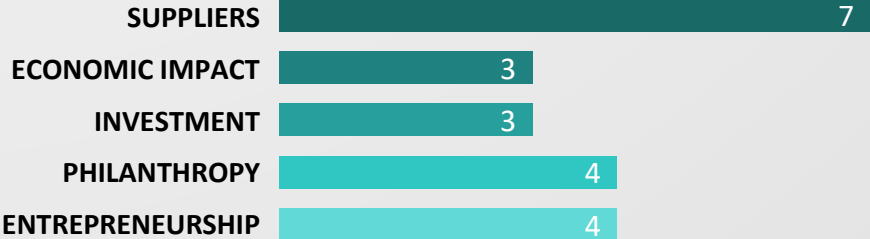
PEOPLE



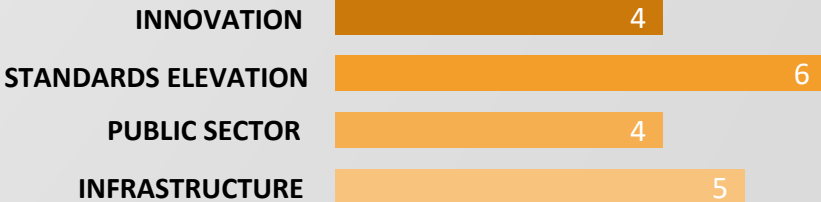
PLANET



PROSPERITY



PARTNERSHIP



**per 5T Score Card 2022 Dataset*

Relative Performance



People



Planet



Prosperity

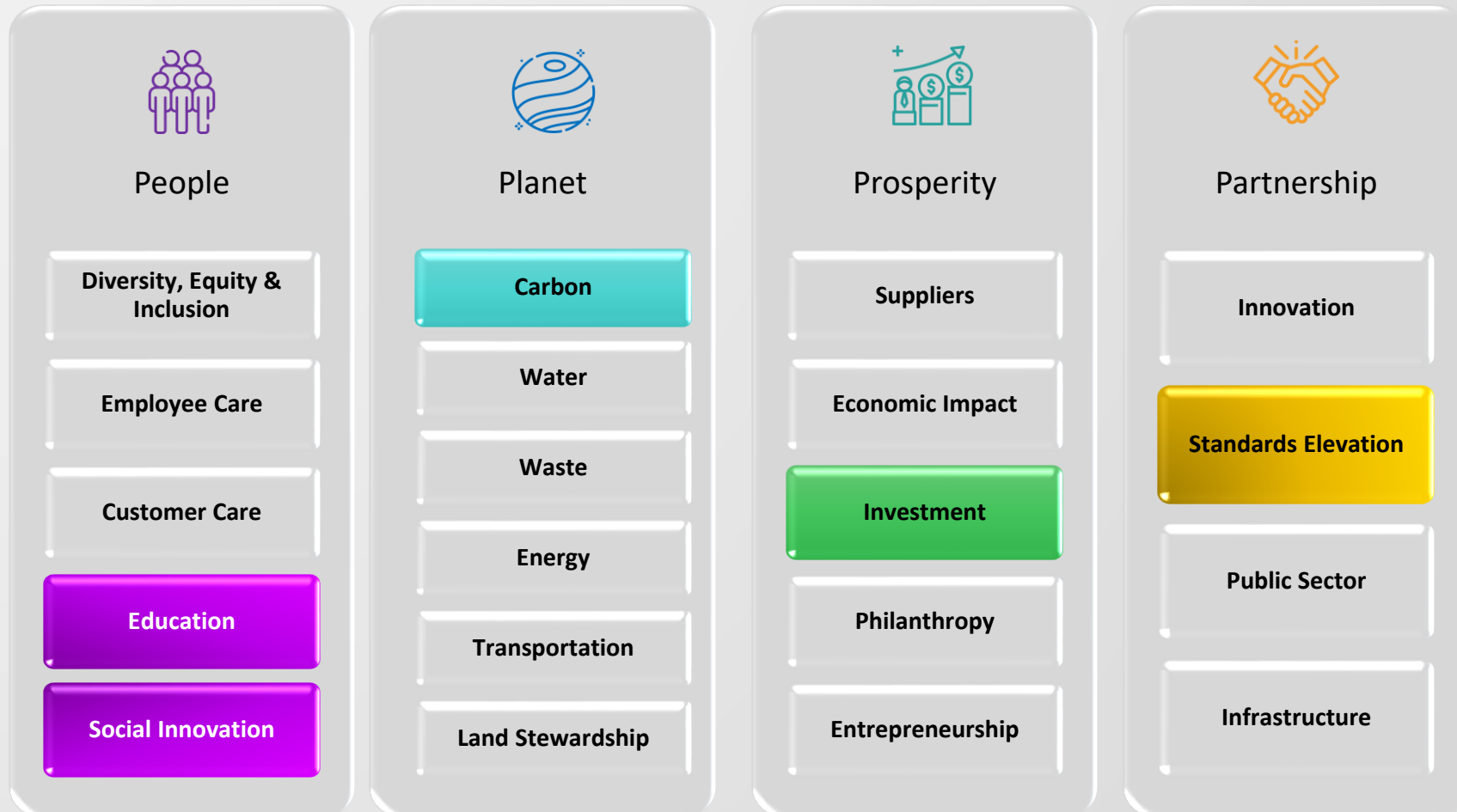


Partnership



Pepsi and UEFA Alignment*

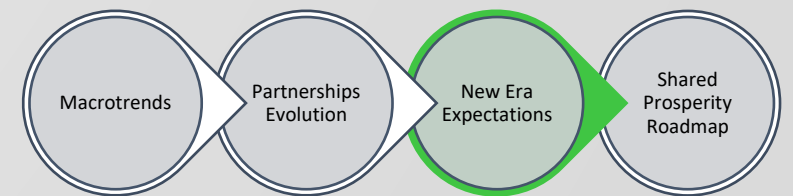
Shared Priorities and Comparable Performance Levels Highlight Strong Topics for Credible Campaigns with Fans. Partners have a roadmap to areas they may choose to activate in future campaigns.



*Analysis using 5T Score Card framework

New Era Norms

Imperative for Verifiable Performance, Impact Metrics and Transparency



Clear Objectives, Real Metrics

Gender Equity and Empowerment, Strong Advocacy of Fiscal Literacy and Financial Independence for Women

DIAGEO



Diageo introduced the Jane Walker brand in 2018 through traditional advertising in an attempt to make whiskey and Scotch less stereotypically “male” but was broadly criticized for it.

The partnership with ACFC has provided the platform to share the company’s commitment to gender equity to be more fully and credibly told.

As a majority women-owned, women’s team clear on their values from the founding of the club, ACFC was able to secure this partnership a full year ahead of taking the pitch.

Each ACFC partnership earmarks 10% of the value for social and community initiatives. The club is, even in its infancy, become well-regarded for its partner selectivity, yet boasts a partner portfolio valuation of \$100M annually, nearly twice the value of the most recent NWSL franchise sale (\$53M).

Publicly Stated Goals / Outcomes to Date

- Collaborative support of IFundWomen, women-owned business funding marketplace,
- 2/3 of target consumers are more interested in the brand as a response to Jane Walker.
- PR coverage reflected a 92% positive sentiment in highlighting Jane Walker as a celebration of women
- 85% of consumers had a positive reaction to the Jane Walker icon.

Data-Driven Performance Measurement

Heineken Case Study – Investment Portfolio Performance Analysis



[ACCESS CASE STUDY](#)

Introducing the Sports Partner Score Card, a scouting report for sponsorship due diligence

Developed by 5T Sports Group, the Sports Partner Score Card offers rights holders and brands a new, data-driven way of assessing the suitability of prospective partners based on sustainability credentials and values alignment. With a focus on Heineken and three of its most high-profile sports partners - Uefa, Formula One and Formula E - SportsPro delves into the data to understand how the scoring framework works in practice.

27 OCTOBER 2022 | MICHAEL LONG

ANALYSIS



Getty Images



Sports Partner Portfolio Assessment

Brands are asking which property(ies) have the capability to support/advance our environmental & social impact targets ? Which are underperformers that pose reputational risks to our brand?



People



Planet



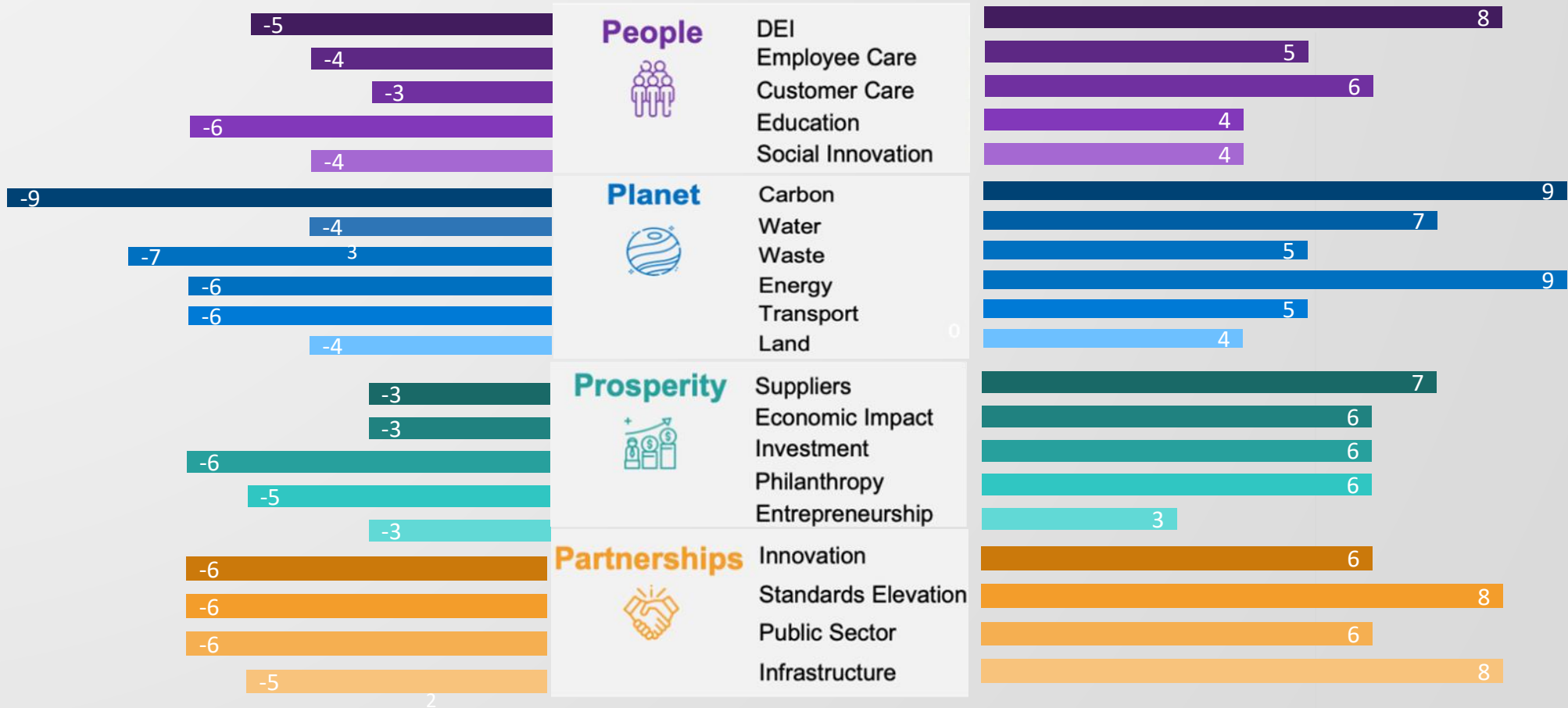
Prosperity



Partnership



Deeper Dive to Identify Activation Focus



HEINEKEN & F1

Shared Priorities

A deeper dive into scores and activities at the 'Impact Lever' level shows both partners with common strength of focus on:

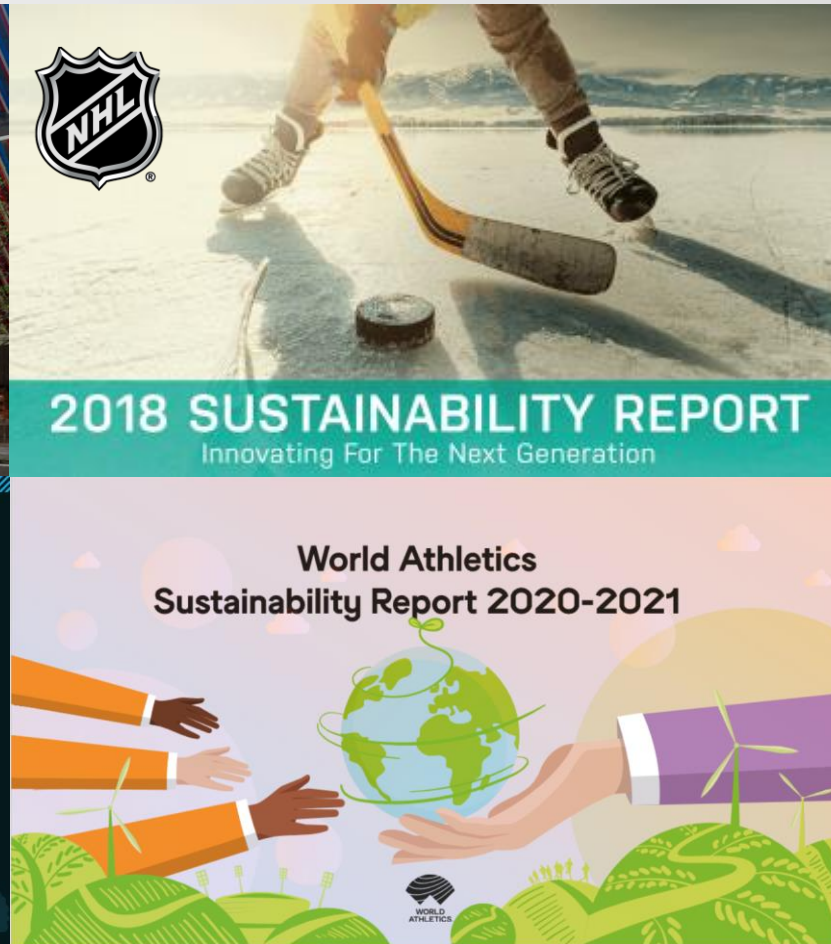
- **Diversity, Equity & Inclusion**
- **Carbon – esp Scope 3 Emissions**
- **Transportation**
- **Suppliers**
- **Investment**
- **Innovation**
- **Standards Elevation**

F1 and Heineken represent industries in transition and evolution and share a fairly bold approach and aggressive targets. There is strong leverage to be had for both internal and external programs and messaging in these areas.



Sustainability Reporting Increasing in Sports

Brands are increasingly used to seeing sponsored properties' sustainability reporting, so likely to expect this more routinely across their investments.



Monitoring & Media Coverage Increasing

F Forbes

CEO Of WM Talks About Sustainability And The Role Of Sport In Driving Change

Sustainability isn't something that replaces the need to generate a profit for

The New York Times

Sports Stadiums Work to Reduce Waste and Improve Sustainable Practices

Leagues, teams and stadiums are working to embrace sustainable practices, fight the effects of climate change and inspire fans to do the...

Sep 20, 2023

Rolling Stone

How Tech, Sustainability and Accessibility are Forever Changing In-Person Sporting Events

Creating events both intellectually and physically accessible has not been historically achieved or even realized in regular events, except in...

Aug 18, 2023

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NHL Is Skating Toward a Sustainable Future With SAP

SEJ SPORTS BUSINESS JOURNAL

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FACILITIES

Big boost in sustainability staff for sports venues

Sports Video Group

SVG Launches Blog To Help Sports-Production Industry Prepare for Sustainability Reporting

As global regulations move towards mandatory reporting on sustainability, businesses must proactively assess their operations to navigate...

3 weeks ago

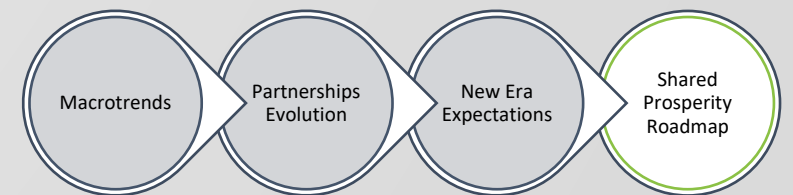


Shared Prosperity Roadmap

Lived Values – Innovation, Performance, Community

Programs, Policies, Process

3rd Party Validation



Pitching Your Brand's Values First



- **Innovation**
- **Performance**
- **Accountability**
- **Community**

Impact Topics for Partnership Pitches



Social

- Hunger / Nutrition
- Education
- Health & Wellness
- Equity & Inclusion



Environmental

- Water
- Energy
- Waste / Recycling
- Transportation
- Food Sourcing
- Biodiversity / Land Stewardship



Economic

- Local Business
- Suppliers
- Training Programs / Mentorship
- Job Opportunities
- Living Wage

Supporting the Asset Portfolio



- **Demonstrated Best Practices**
- **CEO Commitment**
- **Holistic Approach**
- **Published Targets and Impact Metrics**
- **3rd Party Validated Performance**

Key Takeaways

Marketplace Insights

- Market Opportunity is on a Sharp Growth Trajectory, esp. for Properties with the Right Assets and a Global Audience
- Rightsholder Entertainment is a Leading Innovator and a Top Performer in Sustainability with a Strong Portfolio of Assets to Leverage
- Brands are increasingly Assessing the Sustainability Performance of their Sports Partners
- Fans & Consumers Care – a Lot

Prospecting and Sales Insights

- FEI ‘family’ have a Strong Set of Event Tools to Leverage
- FEI has Many Open Partnership Categories to Pursue, and “Shovel-Ready” Projects to Pitch
- Research is Key to Opening New Budgets and Driving Retention/Renewal of Partners

Our Services





Contact

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References & Resources

Sponsorship and Fan Trends

[Futureproofing Sports Partnerships](#)

[Need for Carbon Offsets Could Spur Green Partnership Growth](#)

[Rights Holders urged to raise their game on due diligence to guard against damaging partnerships](#) (Rightsholder perspective)

SportsPro: [Sponsors must demand more from rightsholders](#)

SportsPro: [Introducing the Sports Partner Score Card](#)

SportsPro: [69% of young sports fans support environmental change](#)

SportsBusiness Journal: [Sports Fans Want Teams to Act on Social and Environmental Issues](#)

YouGov [Uncovering the Socially Conscious Sports Fan](#)

[The Power of Purpose - Sponsorship's Missing Pillar](#)



FEI™
**SPORTS
FORUM**
29-30 APRIL 2024
IMD, Lausanne (SUI)

SESSION 2

Sustainability
A call for action



A photograph showing three riders on horses from behind, splashing through water. The riders are wearing dark clothing and helmets. The water is splashing high around the horses, creating a dynamic and energetic scene. The background is a clear blue sky and some distant trees.

**A more sustainable
equestrian future**

Swedish equestrian sports in brief



Sweden has the 2nd highest horse population density in Europe, only Iceland is ahead



841

non-profit clubs



1 million Swedish horse lovers

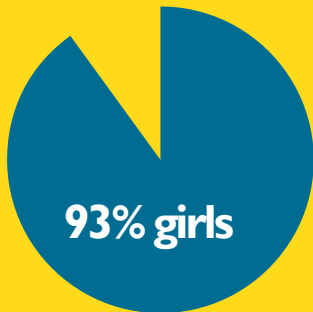
Second largest sport among young people



Around 450 riding schools



315 583 competition starts 2022



154 130 individual members



8 million mounts at riding schools



Our sustainability strategy

- ➔ Sustainability a long-time topic.
- ➔ Current strategy launched in 2021 when our sustainability efforts intensified.
- ➔ The strategy is based on the Sustainable Development Goals (3,5,13-15)
- ➔ Covers 3 areas:
 - Equestrian sports for all, throughout life
 - Climate-smart equestrian sports
 - Equestrian sports on the environment's terms



Some key work

- The launch of an environment certificate for equestrian competitions, together with Lövsta Future Challenge.
- A project focusing on how people travel to riding schools, shows and trainings.
- Research on microplastics in equestrian arenas ahead of 2031 EU-ban.
- Always on: Collaborating with the FEI & EEF as well as the Swedish Sports Confederation.





Getting everyone onboard!

- We want everyone to work actively with sustainability by 2025.
- 1st sustainability report launched in 2022.
- Sustainability handbook launched in 2023.
- Integrating sustainability.
- The more you do – the bigger the engagement becomes!



SVENSKA RIDSPORT
FÖRBUNDET



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IMD, Lausanne (SUI)

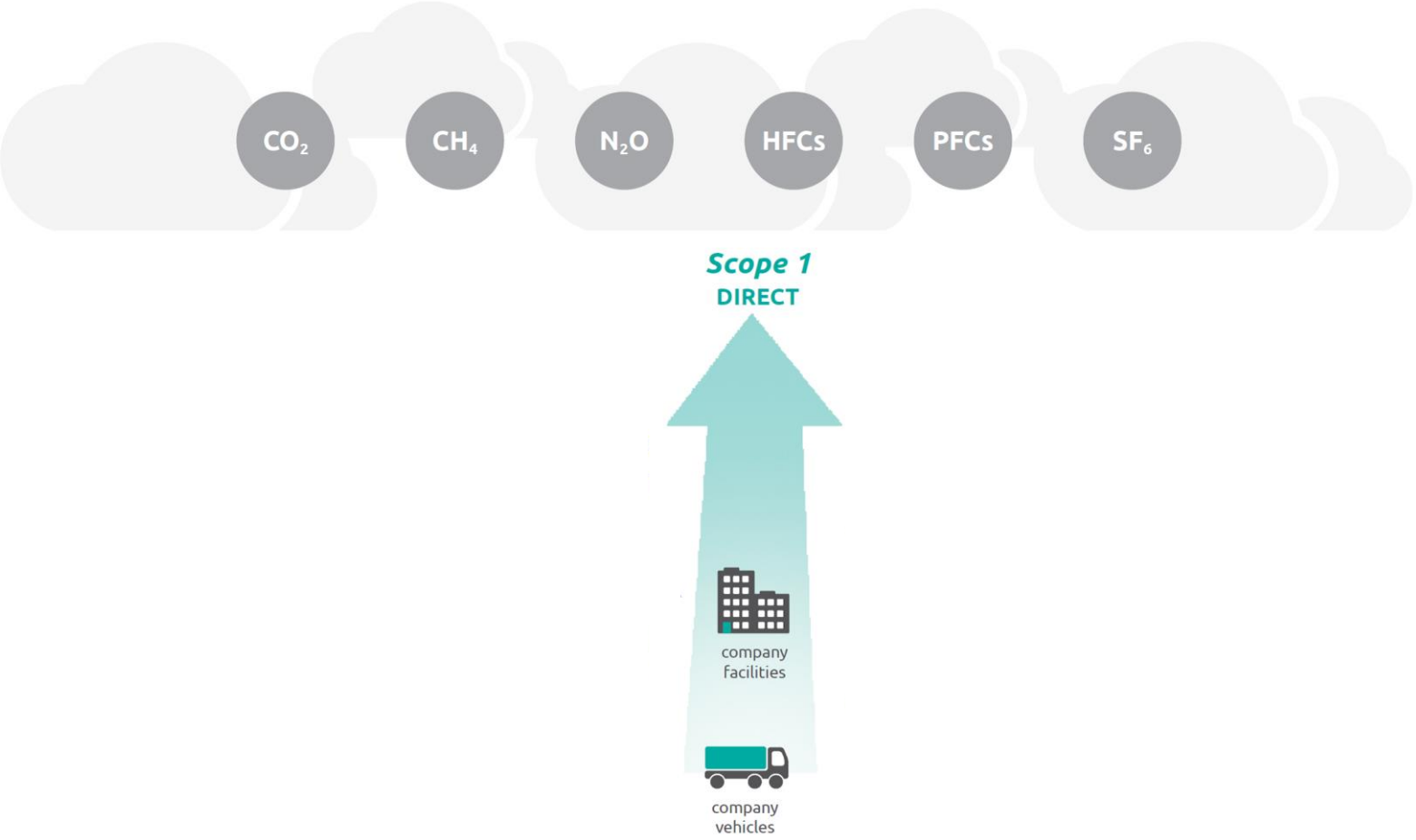
SESSION 2

Sustainability
A call for action

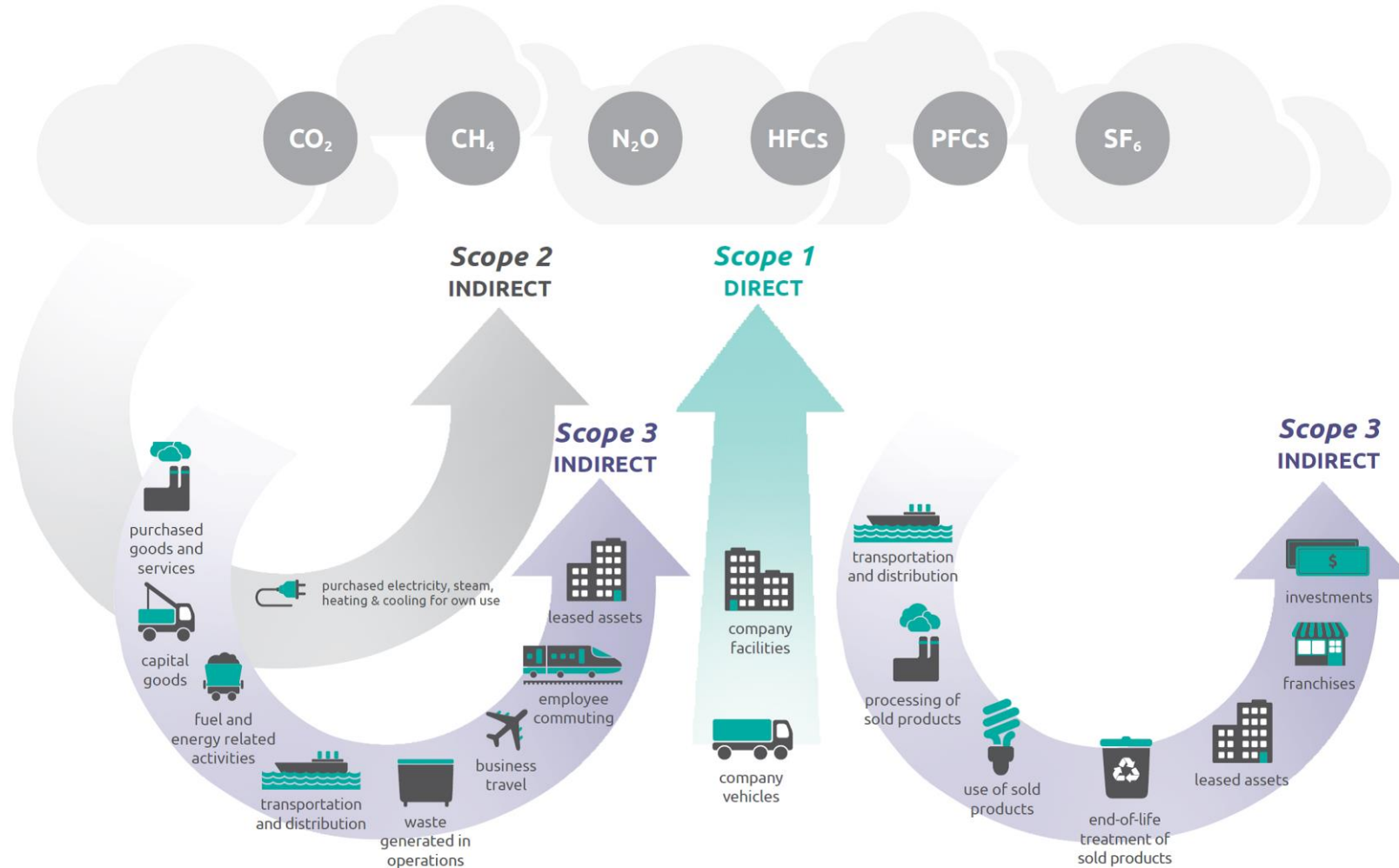


GHG Emissions Measurements

GHG Emissions Measurements



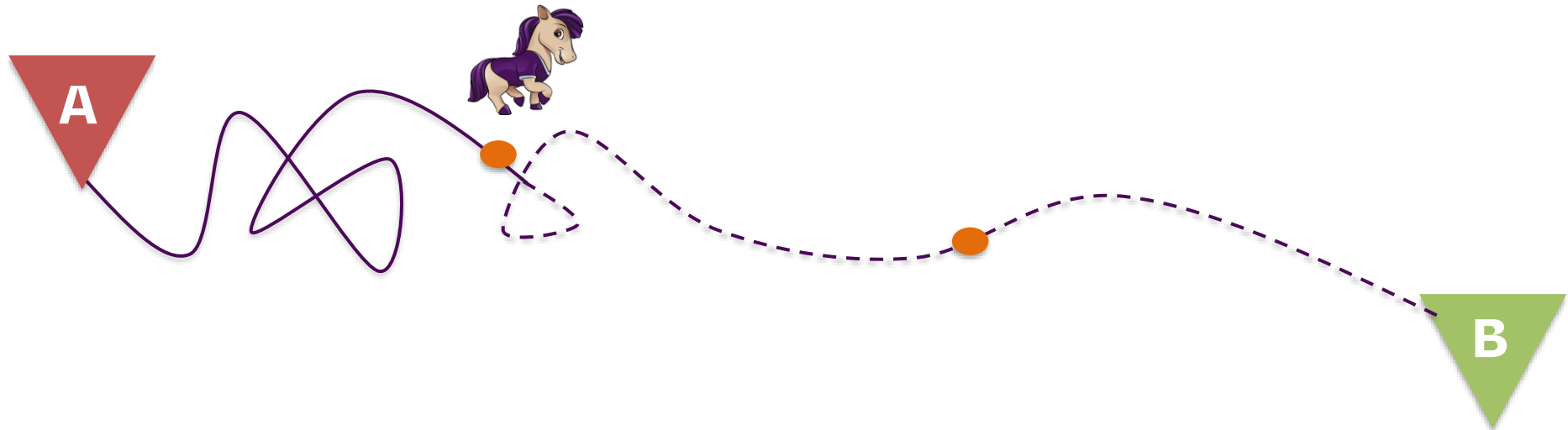
GHG Emissions Measurements



WHAT CANNOT BE MEASURED CANNOT BE REDUCED

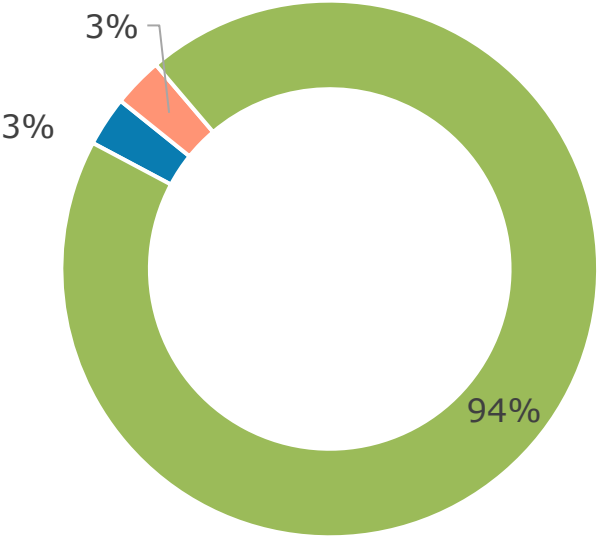
- Anonymous carbon footprint enthusiast

WHAT CANNOT BE MEASURED CANNOT BE REDUCED



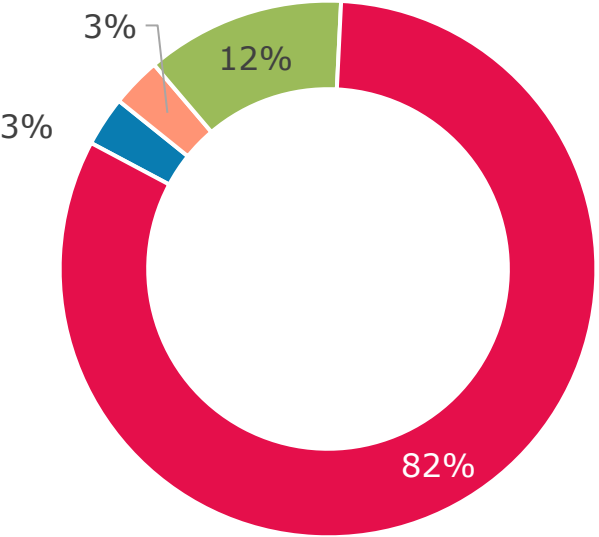
FEI's Corporate Carbon Footprint Break-up

T CO2e (2022)



■ Scope 1 ■ Scope 2 ■ Scope 3

T CO2e (2022)



■ Scope 1 ■ Scope 2 ■ Scope 3 - Other ■ Scope 3 - Business Travel

All reduction measures are cost intensive.

INCORRECT

All reduction measures are cost intensive.

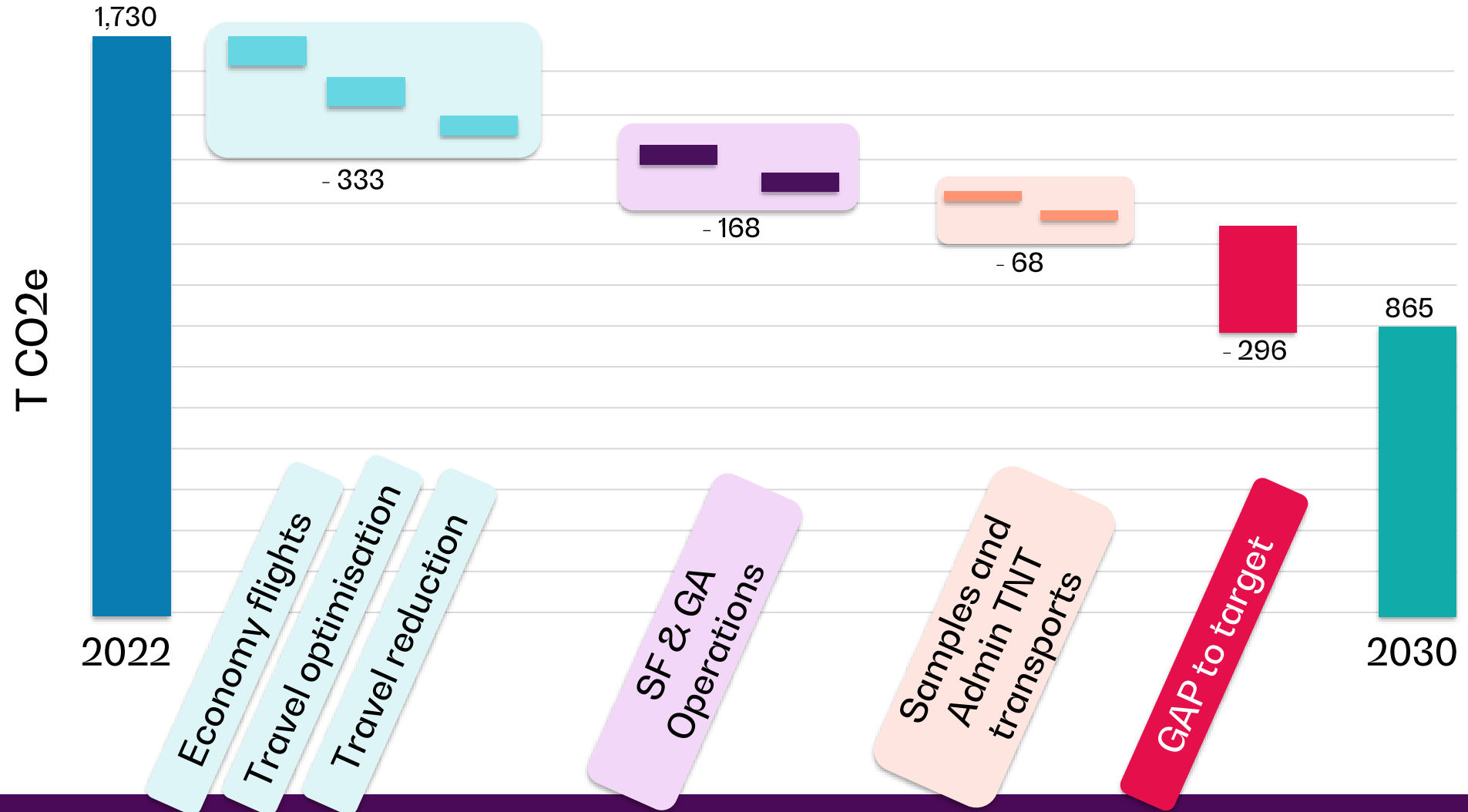
INCORRECT

Most are re-considerations and re-thinking of approach and processes





Draft-FEI's Corporate Carbon Roadmap (2022-2030)





- **Consistency**
- **Cover all aspects and stakeholders**
- **Free for any number of users**
- **As relatable as possible**

Quantis



Basic carbon calculation



Maximum of 82 inputs are asked, clubbed across six areas

TRAVEL



ACCOMMODATION



ENERGY USE



VENUE (infrastructure,
stabling, overlay)



FOOD & BEVERAGE,
MERCHANDISING



MANAGEMENT,
COMMUNICATION,
MARKETING



Estimated input

Travel and accomodation

Transport of all participants and horses related to the event

Average distance travelled by one person (please select a range for the average distance travelled and mention its break-up between the modes)

Officials	km/person	Select an answer
Plane	%	
Train/Bus	%	
Car	%	
Carpooling	%	
Boat	%	

Estimated input

Travel and accomodation

Transport of all participants and horses related to the event

Average distance travelled by one person (please select a range for the average distance travelled and mention its break-up between the modes)

Officials

Plane

Train/Bus

Car

Carpooling

Boat

km/person

%

%

%

%

%

Select an answer

km/person

%

%

%

%

%

Select an answer

Select an answer

< 150 (local)

150-500

500-1500

1500-3000

> 3000

NA

Accurate input

Venue

Footings	m ²	
Was the footing purchased specifically for the event and during the year of reporting (Yes or No)	-	
Transport of footing <i>(please select a range of distance travelled and mention the break-up between the mode of transports)</i>		
Average distance traveled by the material:	km	
Break-up by mode of transport:	-	
Boat	%	
Train	%	
Truck	%	

Spend-based input

Food and Beverage, Merchandising and Marketing

Catering *(value of catering services purchased to meet requirements of feeding all stakeholder groups)*

Total expenses

Select a currency ▼

Select a currency

GBP
EUR
CHF
USD

Merchandising *(Any articles produced specifically for the event)*

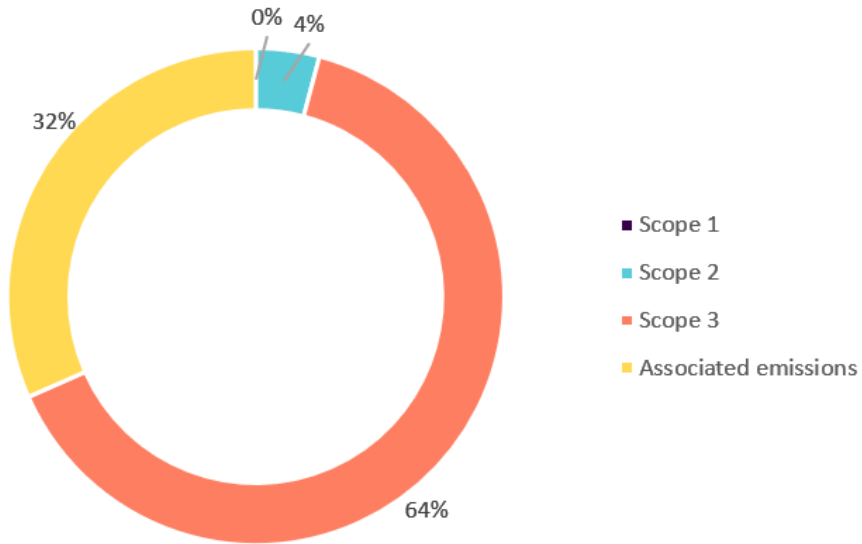
USD

Marketing and communications *(Spend on broadcast, advertising, promotion, etc.)*

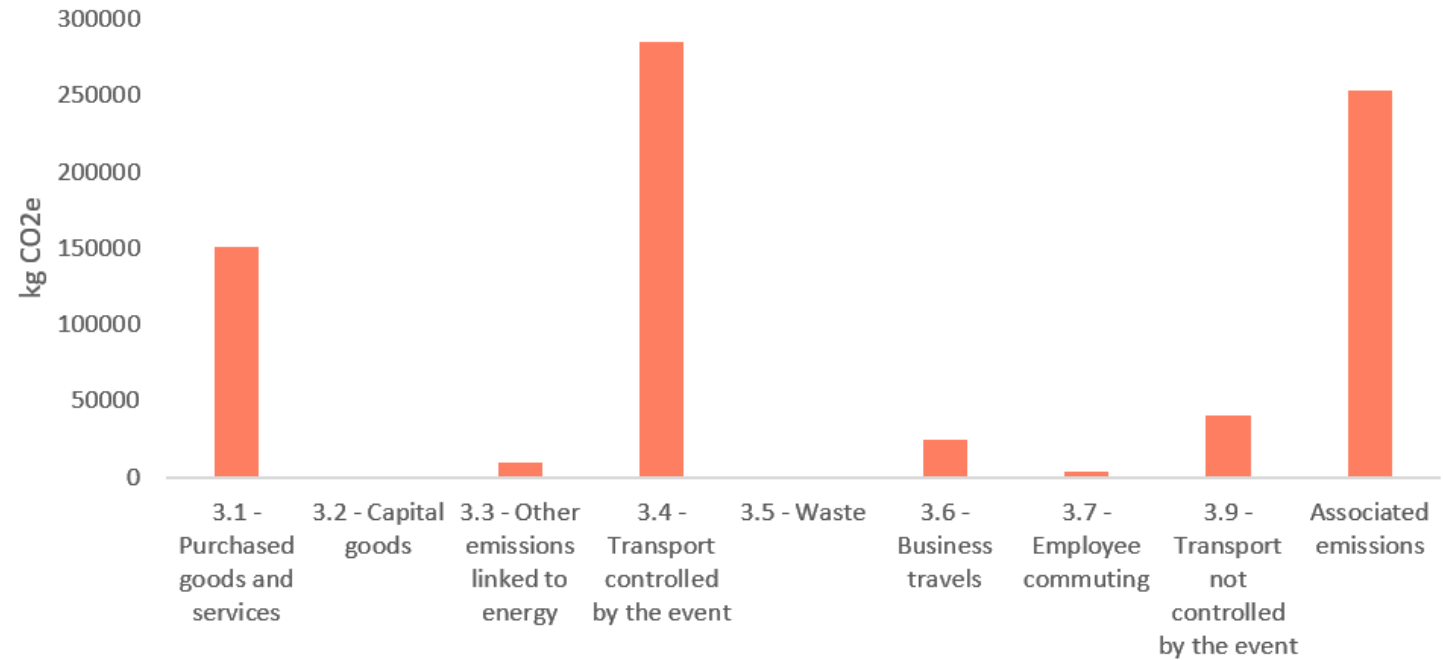
USD

Dashboard

Carbon footprint by scope

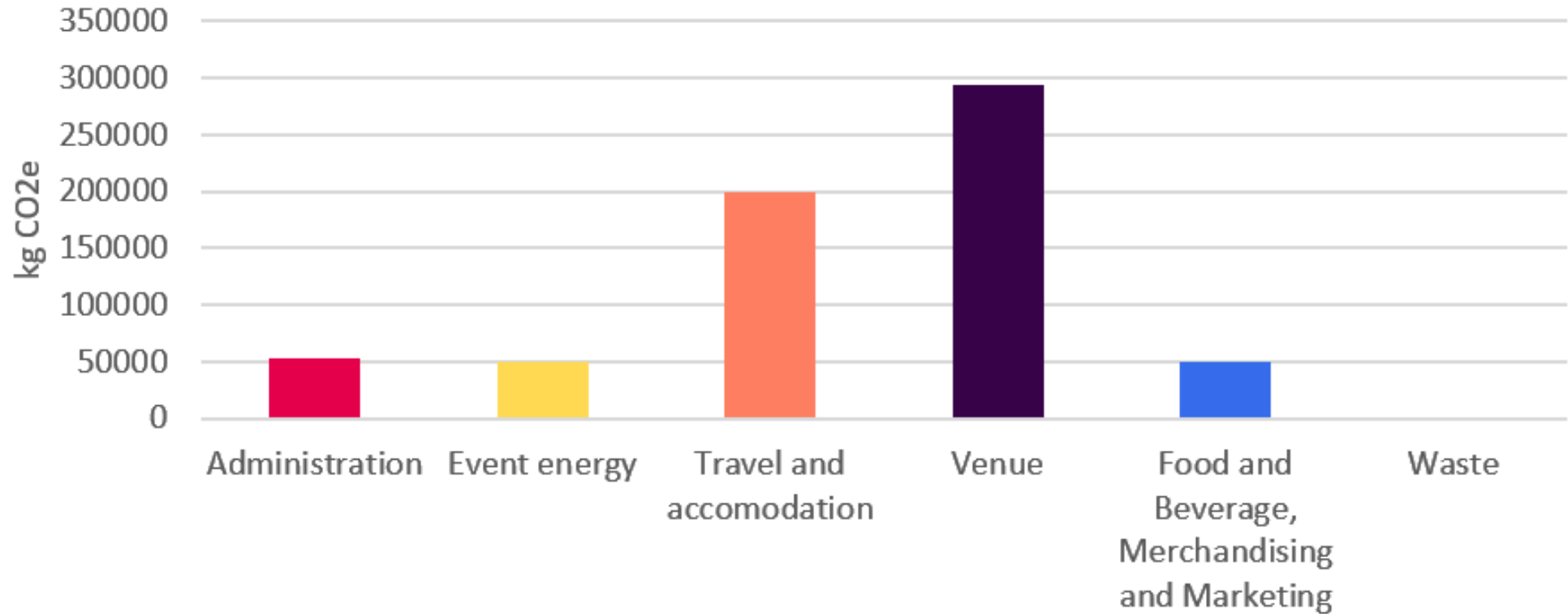


Carbon footprint of scope 3



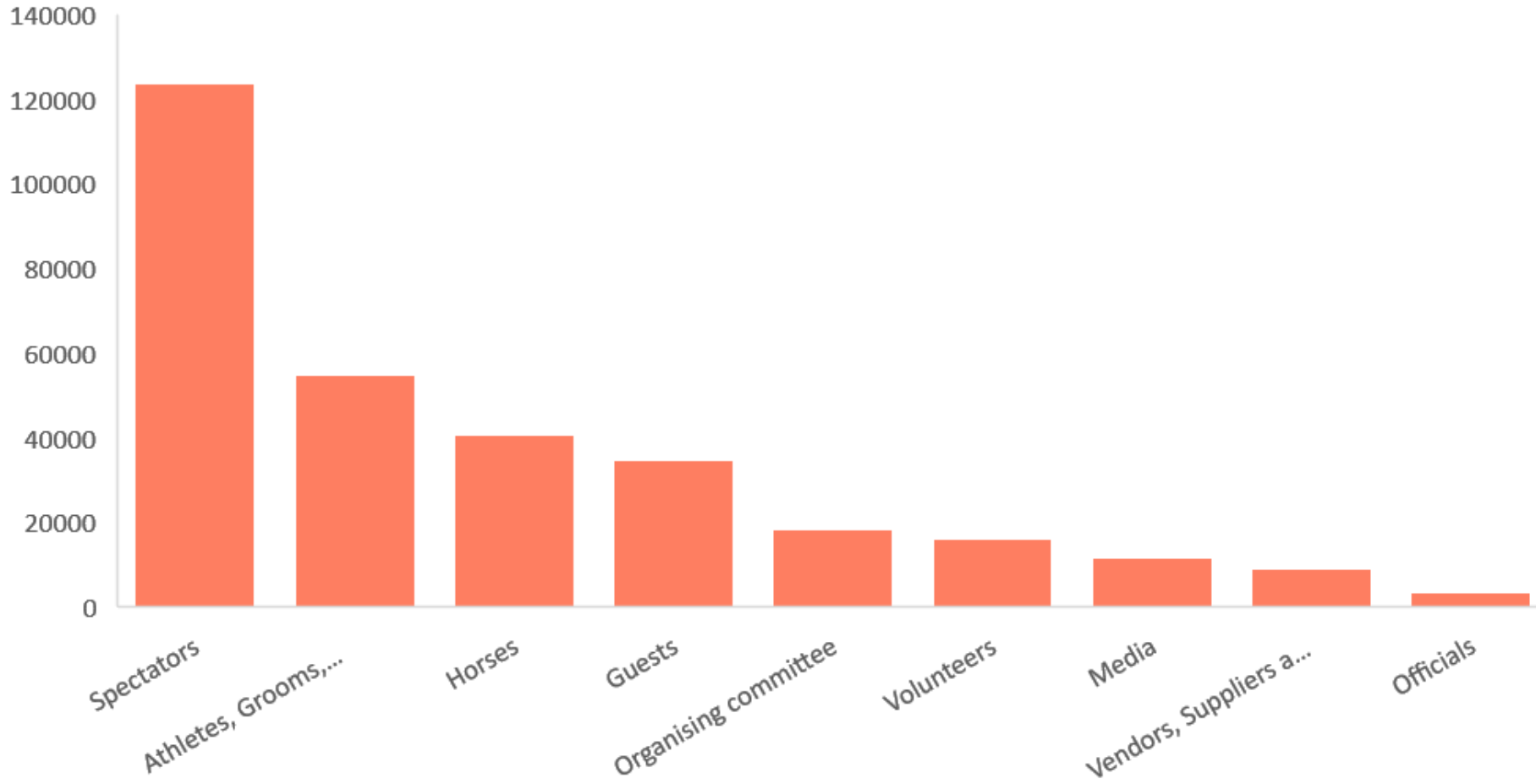
Dashboard

Carbon footprint by event categories



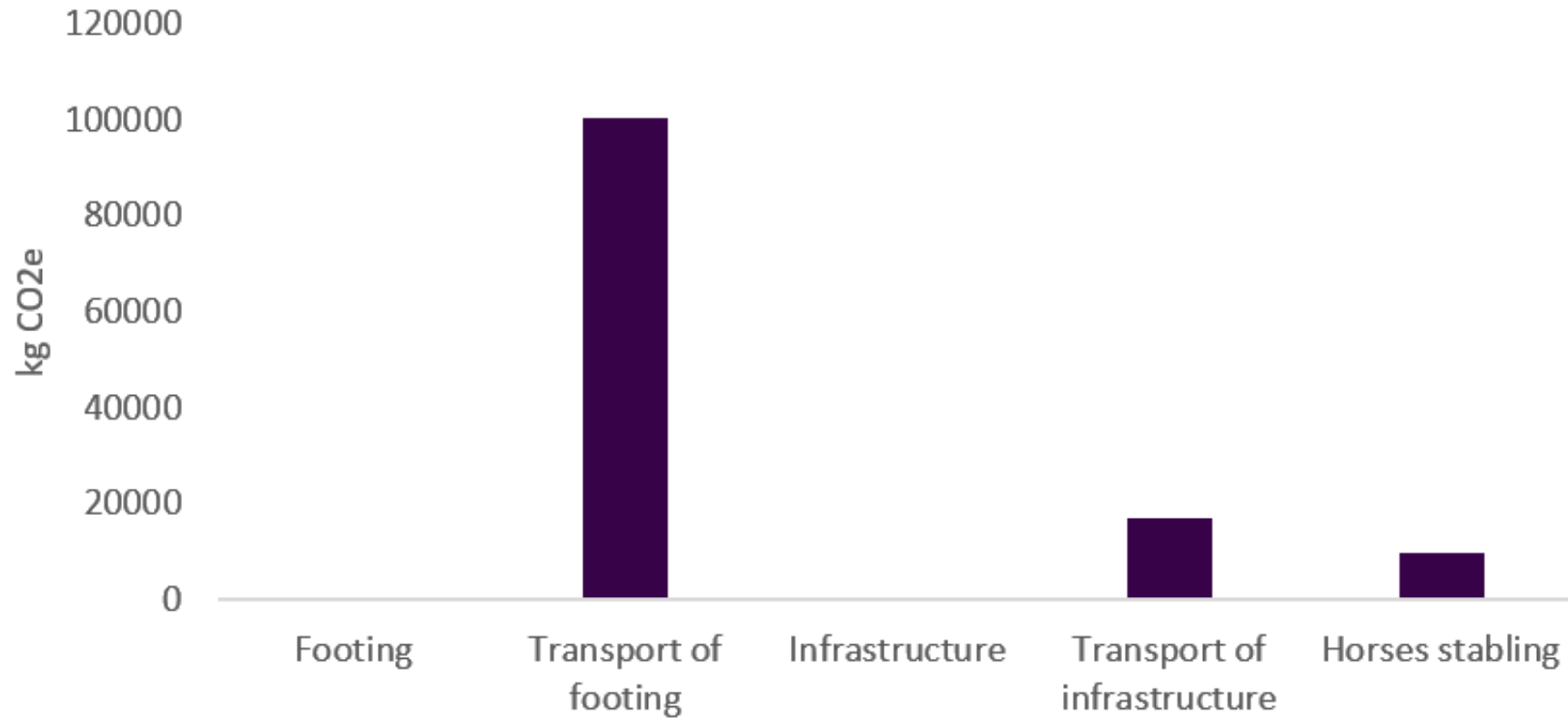
Dashboard

Carbon footprint from travel and accomodation, by stakeholders



Dashboard

Carbon footprint from the venue



What is the challenge?

Calculator = 5% of the solution

**Actually using it =
95% of the solution**

**What's
next**



**Thank
You!**

