



Sustainability - Yas Marina Circuit

Summary (300 words)

Yas Marina Circuit, home to the world famous Formula 1 Etihad Airways Abu Dhabi Grand Prix, embodies sustainable venue excellence in the region. Setting the benchmark for multi-purpose venues leading the way in sustainable solutions, YMC is committed to innovative environmental solutions.

Securing global coverage enabled us to amplify the reach of announcements. Press releases were strategically distributed ensuring widespread coverage for the official Ethara launch event and subsequent launch of the 15th edition of the Formula 1 Etihad Airways Abu Dhabi Grand Prix, Ethara's first announcement as the new entity. Additionally, we secured global recognition for our **sustainability initiatives**, which include:

- Awarded the International Standards Organisation ISO 20121 for Sustainable Event Management recognising the way we plan and deliver the Abu Dhabi Grand Prix, and, ISO 14001 for Environmental management recognising the way we operate Yas Marina Circuit
- Agreement with Emerge, a joint venture between Masdar and France's EDF, to introduce a new solar power car park system inside Yas Marina Circuit, to generate approximately 30% of the circuit's annual energy demand in a strategic, long term project to reduce the venue's need for additional energy sources
- New LED track lighting system at Yas Marina Circuit, leading to the reduction of annual electricity usage by 24%
- UN Sport for Action Climate Change signatory
- Ongoing collaborations with Emirates Red Crescent in the form of food donations from events
- Recertification of the FIA 3-Star award for Yas Marina Circuit - the highest level of environmental accreditation offered by motorsports global governing body



Below: 2000 words

Part 1. What was your objective and why was this important to the business? Max 20 points

Yas Marina Circuit's overarching goal is to advocate climate action and continuously pursue sustainable solutions for our sector, our operations and our customers setting an example that other venues and venue operators can follow.

- Reduce carbon emissions
- Enhance environmental management
- Maximise energy efficiency
- Promote sustainability practises
- Fan and participant engagement and education

Yas Marina Circuit serves as a prominent multi-purpose venue in the UAE, hosting diverse events including the renowned Formula 1 Etihad Airways Abu Dhabi Grand Prix. Communicating these sustainability initiatives to the public was a key part of our engagement, including:

- Press releases
- Targeted media campaigns
- Spokesperson positioning and interviews
- Strategic partnership announcements

Unforeseen challenges may always arise, and Yas Marina Circuit has a comprehensive crisis management plan in place, including a list of key spokespeople from senior management who have been trained on messaging.



Abu Dhabi Grand Prix

The Abu Dhabi Grand Prix takes place annually at Yas Marina Circuit, and in 2023 welcomed over 170,000 attendees. As the circuit's biggest weekend of the year, and one of the region's largest sporting and entertainment events in the region, the world's eyes are always on Abu Dhabi during the event. With



2023 being the UAE's Year Of Sustainability, as well as the year the UAE hosted COP 28, it was an important year for Yas Marina Circuit to showcase the work being made to becoming a leading sustainable venue.

YMC's 88.4 acres of landscaped areas consist of 2.52 acres of seasonal flowers and petunias, as well as more than 1,750 different kinds of foliage along with 886 varieties of palms and 529 potted plants to bring a splash of green and nature to the venue.

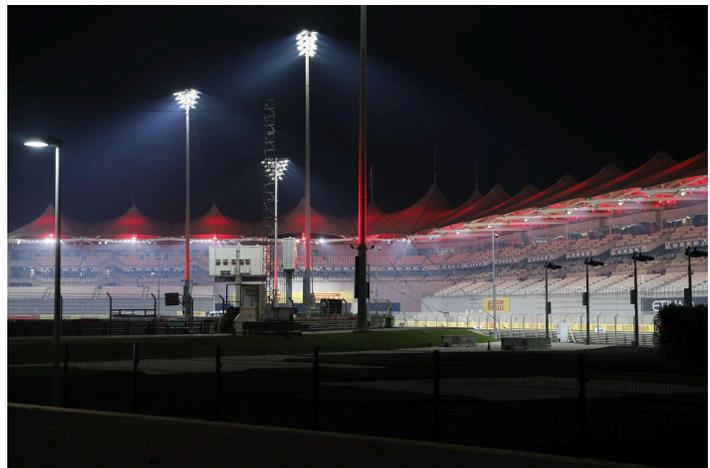
In addition to the venue's foliage, other green-friendly initiatives implemented during the ADGP include staff uniforms all being made from recycled plastics, a plastic free environment being introduced at the Media Centre, Paddock and Pit Lane as well as Team Villas, and the introduction of an innovative water recycling system called 'Eshara' at key locations that use atmospheric water generators (AWG), capable of creating high-quality drinking water from the air.

These and other new green programmes being rolled out for the ADGP align fully with Yas Marina Circuit's commitment to supporting the Abu Dhabi government's Net Zero by 2050 strategic initiative, as well as the Formula 1 environmental sustainability plan, which aims to enable the championship to reduce its carbon footprint, hosting sustainable events by 2025 and becoming Net-Zero Carbon by 2030.

The ADGP mobile app also provided fans with a platform to access paperless tickets and reduce the environmental impact of printing thousands of tickets across the four day event.

Part 2. What new strategies and creative and innovative approaches did you take? Max 20 points

Aligned with the Abu Dhabi Government's Net Zero by 2050 initiative, Formula 1's Sustainability Strategy, the FIA Strategy means Yas Marina Circuit's efforts are aligned on a global level with sports industry, sports regulars and Federal country mandates. The commitment to innovative solutions is championed at the highest levels of the organisation and this has led to us being a regional leader in environmental stewardship for venues.



Strategic Thinking

- Developing a net zero approach that focuses on our sector, our operations and our customers that allow goals and initiatives to be conceptualised, scoped out, funded and implemented.



Alignment with Global Sustainability Goals

- Signatory to the United Nations Sport for Action Climate Change and recertification of the FIA 3-Star Award, the highest level of environmental accreditation in motorsports

Innovative Environmental Impact Reduction

- Introduction of energy-efficient LED lighting that reduced operational costs and energy consumption and also enhanced the spectator experience with improved visibility and ambience.
- Implementation of water recycling systems, green programmes, and initiatives such as staff uniforms being made from recycled plastics and introduction of plastic-free environment, composting waste, working with Red Crescent for food donations to reduce food waste, waste segregation and stakeholder collaboration to improve all operational processes demonstrate innovative and creativity to minimising environmental impact and maximising operational efficiency

Strategic Partnerships

- Through forging strategic collaboration with Emerge, we successfully introduced a solar power car park lighting system, generating approximately 30% of the circuit's annual energy demand
- Extension of long-term partnership with Musco Lighting, furthering commitment to enhancing sustainability efforts while ensuring the incredible day-to-night spectacle of the circuit runs as planned with advanced LED systems
- Working with Formula 1 to create robust plans that push the way we think and aligning to a pathway of continuous improvement.

Part3. What were the risks? Max 20 points

Technological Reliability and Adoption Risks: The implementation of new technologies, such as the solar power car park system and LED track lighting, while innovative, carries inherent risks. These include potential technical failures, unforeseen maintenance issues, and the challenge of keeping up with rapidly advancing technologies.

Operational Risks in Sustainability Practices: Implementing widespread sustainability practices, such as plastic-free environments and water recycling systems, involves significant operational changes. There is a risk that these changes could face resistance internally, from vendors, or even from attendees not accustomed to such measures, potentially affecting event experiences.

Climate Change and Environmental Vulnerability: As a venue in a region that experiences extreme heat, Yas Marina Circuit is at risk from the broader impacts of climate change, such as increased energy demands for cooling. While sustainability initiatives aim to mitigate these risks, the evolving nature of climate change could necessitate continuous adaptation and additional measures.

Part 4. What were the measurable results? Max 20 points

- **Reduce carbon emissions** - implemented state-of-the-art LED lighting system, reducing electricity consumption by **24%** and carbon emissions by up to **30%**
- **Enhance environmental management** - attained FIA Three-Star Environmental Certification and ISO 14001/20121 accreditation
- **Maximise energy efficiency** - New partnership with **Emerge - solar car park system launched**, generating **30%** of YMC's annual energy demand
- **Promote sustainability practises** - implemented green initiatives such as staff uniforms made from recycled plastics
- **367,518,226 media reach** and **556 clippings** from **7** x press releases with mention of sustainability efforts at ADGP

Media Coverage

Sustainability initiatives at Yas Marina Circuit in 2023 garnered extensive media coverage, amplifying our environmental and sustainable initiatives to a global audience. Communications campaigns landed:

- **556 clippings** and **367,518,226** media reach from **7** press releases with a mention of sustainability efforts during 2023.



Coverage in publications such as Forbes, CNN, and The Guardian helped to position YMC globally as a leading sustainable venue and extensive coverage of efforts around the F1` further enhance the venue's reputation as a champion of environmental stewardship in the motorsports industry.

Part 5. How does your work advocate the reputation/importance of the Marketing industry? Max 20 points

Yas Marina Circuit's sustainability initiatives not only underscore our commitment to the environment, but also showcase the integral role that marketing and communication plays in driving awareness and action. Through a strategic communications plan which encompasses a variety of platforms and channels in order to reach all our audiences, we have amplified our message across the globe and positioned ourself as a leading sustainable venue.

