



# SUSTAINABILITY STRATEGY

## SECTO RALLY FINLAND



# JOINT MESSAGE FROM SECTO RALLY FINLAND

Dear Rally Community,

Each year, Secto Rally Finland brings together over 85,000 fans on-site and reaches millions of people worldwide. As part of the FIA World Rally Championship, the event is more than a sporting competition — it is a platform where sport, communities and industries meet in real environments.

Major motorsport events operate at the intersection of international visibility and local impact. They create opportunities for connection and innovation but also carry a responsibility to be delivered in a way that respects people, communities and the natural surroundings in which they take place. Secto Rally Finland is part of this global ecosystem as one of the events in the championship. **As an event organizer, we recognize our role not only in delivering a world-class sporting event, but also in contributing to the broader development of sustainable event practices within motorsport.**

**Our approach is based on integrating environmental, social and governance principles into the planning, delivery and evaluation of the event.** This includes reducing environmental impacts, ensuring safety and accessibility, and working closely with partners, suppliers and authorities to continuously improve how the event is delivered.

**Through initiatives such as *Spark the Future*, we also bring together partners and stakeholders to share knowledge and explore practical solutions related to sustainability in motorsport and event operations.**

We encourage all stakeholders — from fans and partners to suppliers and local communities — to take part in this work together with us.

Lauri Pöyhönen

CEO

AKK Sports Oy



# 1. EXECUTIVE SUMMARY

Secto Rally Finland is Finland's largest annual sporting event and one of the most prestigious rounds of the FIA World Rally Championship. As the event organizer, AKK Sports Ltd is committed to delivering a world-class sporting event in accordance with the principles of sustainable development, ensuring that environmental, social, and governance (ESG) perspectives are integrated into every stage of the event.

Our sustainability approach highlights Secto Rally Finland's commitment and strategic alignment to United Nations Sustainable Development Goals, FIA sustainability requirements, and the ISO 20121 standard. Sustainability is integrated into the planning, delivery and evaluation of the event, following a principles of continuous improvement.



Secto Rally Finland plays a key role in advancing sustainable practices within the World Rally Championship. As a large-scale international event, we provide a platform for developing and implementing sustainable solutions in real event conditions. We work closely with partners, suppliers and stakeholders to drive continuous improvement and create long-term positive impact.



Secto Rally Finland has achieved the highest three-star level in the FIA Environmental Accreditation Programme since 2017. The programme evaluates the sustainability practices of motorsport events, covering areas such as energy and water management, waste handling, emissions reduction, and the training of staff and stakeholders.

## 2. OUR APPROACH

Our sustainability approach is built on implementing sustainable event practices in accordance with the ISO 20121 standard and the FIA Environmental Accreditation Programme (3-Star level) guidelines. These frameworks provide the foundation for systematic planning, delivery and continuous improvement, ensuring that sustainability is embedded across all areas of the event and aligned with international best practices.

In addition to our event sustainability management system, we aim to actively promote sustainability innovation, performance and leadership through the annual Spark the Future sustainability forum. This platform brings together stakeholders, partners and experts to raise awareness, foster collaboration and drive meaningful dialogue around key sustainability topics within sport and society.



Secto Rally Finland's Event Sustainability Management System (ESMS) translates our sustainability commitments into structured event operations. It defines clear roles and responsibilities, sets measurable objectives and integrates sustainability into decision-making, supplier requirements and event delivery, ensuring alignment with our sustainability goals and continuous improvement over time.



Through the annual Spark the Future sustainability forum, Secto Rally Finland extends its impact beyond event operations by creating a platform for dialogue, innovation and leadership. The forum brings together partners and experts to explore themes such as sustainable leadership, smart mobility, sustainability communications and sustainability in motorsport.

# 3. MISSION

*Our mission is to create a rally experience that unites the passion for sport with the principles of Sustainable Development. Our event brings joy to all, strengthens local communities and the regional economy. Simultaneously, we promote sustainable mobility, energy solutions and circularity.*

*We ensure safety, accessibility, equal participation and well-being for all, while acting openly, with integrity, in compliance with laws and regulations and in active dialogue with our stakeholders.*



*Secto Rally Finland supports the Sustainable Development Goals*



# 4. OUR PROGRESS

Sustainability has been a long-term, structured development journey for Secto Rally Finland. Over the years, the event has evolved from individual initiatives into a comprehensive and systematic approach, aligned with international frameworks and continuously strengthened through collaboration and innovation.

In 2017, Secto Rally Finland achieved the highest 3-Star level within the FIA Environmental Accreditation Programme, marking a significant milestone in aligning the event with international environmental standards. Since 2017, also carbon footprint assessments have been conducted for the event in accordance with the ISO 14067 standard, helping identify the most significant emission sources and guide targeted emission reduction actions.

In 2020, the event was awarded the Sustainable Travel Finland label, a national programme coordinated by Visit Finland. The programme covers environmental, social, cultural, economic, ethical and safety aspects of sustainability, reinforcing a holistic and goal-oriented approach to event development.

Building on this foundation, in 2023 Secto Rally Finland launched the Spark the Future sustainability forum in collaboration with the FIA, WRC Promoter and the City of Jyväskylä. The forum serves as a platform to drive innovation, collaboration and dialogue around key sustainability topics in motorsport and beyond.

As part of our continuous development, in 2024 we initiated a comprehensive assessment of our readiness for ISO 20121 certification. This work supports the further integration of sustainability into our management systems and operations.

Our next milestone is to achieve ISO 20121 certification by 2027, reinforcing our commitment to delivering a world-class sustainable event and continuously improving our environmental, social and governance performance.

In recognition of these efforts, Secto Rally Finland was awarded the 1st edition FIA x UN Tourism Award in Madrid in the category of Most Sustainable Sporting Event, highlighting its leadership and long-term commitment to sustainability.



# 5. OUR STRATEGIC PROCESS



**01**

**ANALYSIS**

*Understanding our impact and context*

Internal and external analysis of our operating environment through stakeholder engagement, audits, data collection and regulatory requirements.

**02**

**PRINCIPLES**

*Defining our direction*

Establishing guiding principles and focus areas based on ESG priorities, international frameworks and stakeholder expectations, forming the foundation for all sustainability-related decision-making.

**03**

**TARGETS**

*Setting measurable objectives*

Defining clear, measurable and time-bound sustainability targets across ESG areas. Targets are supported by defined KPIs to track performance and progress.

**04**

**ACTIONS**

*From strategy to implementation*

Implementing sustainability through concrete actions embedded in event planning, supplier requirements and operational processes, ensuring continuous development across all functions.

**05**

**REPORTING**

*Measuring and improving performance*

Monitoring performance through defined KPIs and reporting results transparently. Insights are used to evaluate progress, support decision-making and drive continuous improvement.

# 6. OUR KEY PRIORITIES

Our sustainability priorities are based on our material impacts, stakeholder expectations and international frameworks, and are implemented through our Event Sustainability Management System in accordance with ISO 20121. Our work is structured around three core priority areas:

## ENVIRONMENT

Reducing emissions across Scopes 1–3, promoting sustainable mobility and circular solutions, improving resource efficiency and protecting biodiversity in the event environment.

## SOCIAL

Ensuring safety, accessibility and inclusivity for all participants, strengthening community engagement and creating positive social and economic impacts at local level.

## GOVERNANCE

Ensuring transparent and accountable decision-making, clear roles and responsibilities, data-driven performance management and active collaboration across partners and the value chain.

Our priorities are implemented through a structured Action Plan, defining clear targets and KPIs for each area. Performance is continuously monitored and reported annually through a Post-Event Sustainability Assessment published in Q4.



# 7. COMMITMENTS

Our commitments are built on internationally recognized frameworks and industry standards, reflecting our role as a World Rally Championship event organizer. We operate in alignment with the FIA Environmental Accreditation Programme (3-Star level) and follow FIA and WRC Promoter sustainability guidelines for event implementation.

Our targets and actions are further guided by the United Nations Sustainable Development Goals and the UNFCCC Sports for Climate Action Framework. Together, these frameworks provide a structured foundation for implementing, measuring and continuously improving sustainability across the event.

## FIA Environmental Accreditation Programme

- Structured environmental management system covering 17 key environmental impact areas across event operations
- Clear objectives, compliance processes and stakeholder integration as part of a certified sustainability framework
- Measurement, monitoring and continuous improvement of environmental performance through defined indicators

## UN SDGs & UNFCCC Sports for Climate Action Framework

- Commitment to climate action in line with the Paris Agreement and long-term Net Zero ambition
- Measuring, reducing and reporting emissions to understand and minimize overall climate impact
- Promoting sustainable practices and behavioral change through communication, engagement and collaboration



# ESG PILLARS

Secto Rally Finland's sustainability approach is structured around Environmental, Social and Governance (ESG) principles, reflecting our role as a World Rally Championship event organizer. Our priorities are defined through a systematic process combining organizational context analysis, stakeholder engagement, legal requirements and ESG risk and impact assessment.

The ESG framework provides a clear foundation for focusing on the most relevant topics and guiding the development of the event across all areas of sustainability.

# 8. ENVIRONMENT

Secto Rally Finland aims to minimize the environmental impact of a large-scale motorsport event while operating in sensitive natural environments. Our key priorities include climate action, sustainable mobility, resource efficiency and biodiversity protection.

We focus on practical measures such as reducing emissions from travel and logistics, improving material use and waste management, and ensuring responsible use of energy and water.

Particular attention is given to managing environmental impacts across event operations and locations. Environmental performance is monitored and developed through operational data, experience and collaboration with partners and stakeholders.



## RELEVANT SDGs



# 9. SOCIAL

Secto Rally Finland promotes a safe, inclusive and responsible event environment, ensuring positive impacts for participants, spectators and local communities.

Our key priorities include safety and well-being, accessibility and inclusion, and community engagement. We work in close cooperation with authorities, partners and local stakeholders to ensure safe event delivery, respect for local communities and responsible conduct across all activities. The event also aims to generate positive local economic and social value.



## RELEVANT SDGs



# 10. GOVERNANCE

Secto Rally Finland ensures that sustainability is embedded into leadership, decision-making and oversight through a structured governance framework aligned with ISO 20121.

Our approach is based on integrity, transparency, inclusivity and accountability, supported by clearly defined roles, documented processes and risk-based decision-making. Sustainability objectives, performance, risks and stakeholder expectations are regularly reviewed as part of management processes.

Communication and claims are managed through controlled procedures, ensuring credibility, compliance and continuous improvement.



## RELEVANT SDGs





# SUSTAINABILITY ACTION PLAN

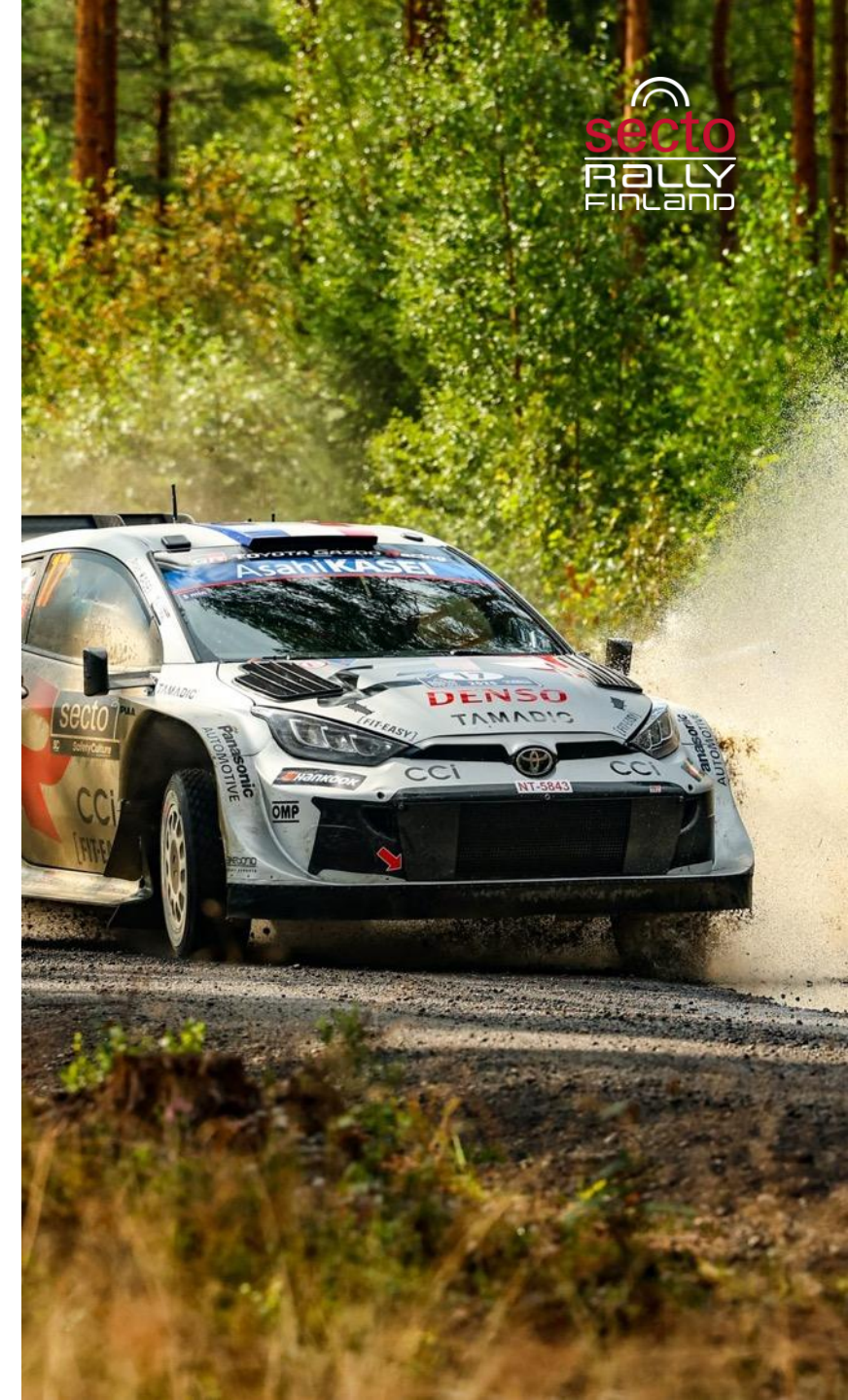
## SECTO RALLY FINLAND



# ACTION PLAN

Our Sustainability Action Plan translates our sustainability strategy into concrete actions across the event lifecycle. It defines the key areas where AKK Sports Ltd, as the event organizer, has direct operational control, as well as areas where we guide, influence and collaborate with partners, suppliers and stakeholders.

The Action Plan focuses on the most material impacts of the event and sets out clear actions, responsibilities and measurable objectives to support continuous improvement. It provides a structured framework for implementing sustainability in practice, ensuring consistency, accountability and alignment with our ESG priorities and long-term commitments.



# 1.1 CLIMATE ACTION

**Target:** Reduce GHG emissions of the event (scopes 1-3)

## TARGETS

## KPIs

## ACTIVITIES

### 1.1.1. Carbon Measurement:

Calculate annual event carbon footprint (Scopes 1-3)

- Annual event carbon footprint calculated
- Carbon footprint coverage aligned with defined scope and system boundaries

- Calculate the annual event carbon footprint across Scopes 1-3 using recognized methodologies

### 1.1.2. Emission Reduction:

Implement and achieve measurable emission reductions

- GHG emissions (tCO<sub>2</sub>e, Scopes 1-3)
- Annual change in total GHG emissions (%)
- CO<sub>2</sub> emission per spectator

- Implement low-emission solutions across transport, logistics and energy use
- Monitor and track emission reduction measures on an annual basis

### 1.1.3. Smart mobility & Host City Activation:

Promote low-emission travel & innovation for stakeholders

- Number of spectators using public transport or event shuttle services (%)
- Number of key venues with public transport access available (%)

- Enable low-emission travel options through public transport and event shuttle services
- Integrate public transport access into event tickets and spectator mobility planning

# 1.2 SUSTAINABLE INFRASTRUCTURE

**Target:** Operate event infrastructure efficiently and minimize resource use

## TARGETS

## KPIs

## ACTIVITIES

### 1.2.1. Energy:

Increase renewable energy use and optimise energy use across event operations

- Total energy consumption at key venues (kWh)
- Share of renewable energy used (%)

- Use renewable electricity and low-emission power solutions where feasible
- Optimize energy efficiency through planning and monitoring

### 1.2.2. Water:

Reduce freshwater consumption and support sustainable water management

- Number of key venues with water-efficient or water reuse systems in place (%)
- Identified high-risk areas with stormwater protection measures in place (#)

- Implement water-efficient solutions at key event venues
- Manage stormwater at key event areas to prevent environmental contamination

### 1.2.3. Temporary Structures:

Minimise the need for temporary structures and use modular, reusable solutions where they are required

- Reuse rate of temporary structures (%)
- Number of temporary structures used (#)

- Reduce the use of temporary structures through shared and multi-purpose solutions
- Use modular, reusable and durable structures where temporary solutions are required

# 1.3 CIRCULAR ECONOMY

**Target:** Enhance circularity and minimize waste generation across event operations

## TARGETS

## KPIs

## ACTIVITIES

### 1.3.1. Waste Reduction:

Prevent waste generation at source

- Total waste generated (kg)
- Waste generated per visitor (kg / visitor)

- Reduce single-use materials through reusable and digital solutions
- Optimize procurement volumes to avoid unnecessary waste

### 1.3.2. Reuse & Recycling:

Increase reuse and recycling rates

- Reuse rate (%)
- Recycling rate (%)
- Residual waste / landfill rate (%)

- Provide multi-stream waste sorting infrastructure at key locations
- Train staff and volunteers and inform spectators on proper waste sorting

# 1.4 BIODIVERSITY & NATURE PROTECTION

**Target:** Protect and restore natural environments along the rally route

## TARGETS

## KPIs

## ACTIVITIES

### 1.4.1. Route Impact Assessment:

Assess the impacts of the event to the route and implement yearly the necessary repair measures

- Number of identified biodiversity-related risks (#)
- Percentage of identified risks mitigated or managed (%)
- Number of route adjustments made due to environmental or biodiversity considerations (#)

- Route planning and adjustments as required
- Conduct environmental risk assessment
- Implement pre- and post-event route maintenance and repair

### 1.4.2. Habitat Protection:

Protect and monitor natural areas during the event

- Sensitive habitats identified along event routes (#)
- Sensitive habitats with protection measures in place (%)

- Establish buffer zones and access restrictions around sensitive habitats
- Monitor compliance during the event through signage and supervision

### 1.4.3. Positive Environmental Contributions:

Support high-quality local restoration and compensation projects for unavoidable event-related environmental impacts

- Local contribution actions implemented (#)
- Qualified local partners involved (#)

- Identify and support local restoration and compensation projects
- Collaborate with qualified local partners to implement actions

# 2.1 DIVERSITY & INCLUSION

**Target:** Ensure equal access and inclusive participation

## TARGETS

## KPIs

## ACTIVITIES

### 2.1.1. Accessibility

Ensure accessible options across all key venues and information channels

- Key venues with accessible viewing points available (#)
- Key venues with accessible viewing point information available (%)

- Provide accessible viewing options across event areas
- Review accessibility conditions at key event sites and spectator areas

### 2.1.2. Equality

Ensure equal participation and fair treatment

- Equality policy published
- Equality initiatives implemented (#)

- Communicate equality principles to staff, volunteers and participants
- Provide training or guidance on fair treatment

### 2.1.3. Anti-Harassment

Ensure safe involvement and protect the human rights

- Maintain confidential reporting channels for inappropriate behaviour
- Assign trained personnel to manage and respond to reports
- Reported cases assessed and acted upon in accordance with defined procedures (%)

- Maintain confidential reporting channels for inappropriate behavior
- Assign trained personnel to manage and respond to reports

# 2.2 SAFETY & WELL-BEING

**Target:** Ensure safe, healthy & positive event experience

## TARGETS

## KPIs

## ACTIVITIES

### 2.2.1. Safety & Rescue

Ensure safe event operations through effective risk prevention, safety trainings and rescue readiness

- Safety and rescue training completion rate (%)

- Conduct risk assessments for event areas
- Provide safety briefings and readiness training
- Coordinate emergency response with authorities

### 2.2.2. Health & Well-Being

Ensure health and well-being throughout the event

- Well-being feedback collected from staff and volunteers
- Participants in well-being and PA initiatives (#)
- eNPS Score

- Annual well-being feedback from staff and volunteers
- Provide exercise and physical activity activities during the event for fans

### 2.2.3. Healthy Food & Beverage

Provide healthy and sustainable food options

- Key venues offering healthy food options, including vegetarian and vegan choices, for spectators, staff and volunteers (#)
- Number of local food and beverage providers engaged (#)

- Offer healthy food and beverage options to staff and volunteers
- Work with a local partner to deliver hospitality catering services

## 2.3 LOCAL COMMUNITIES

**Target:** Deliver positive legacy & engagement

### TARGETS

### KPIs

### ACTIVITIES

#### 2.3.1. Grassroot Motorsport Engagement

Strengthen grassroots motorsport by supporting local clubs and inclusion of youth

- Local motorsport clubs and other clubs participating in event organizing (#)

- Train local motorsport clubs on event-related practices

#### 2.3.2. Cultural & Community Partnerships

Strengthen cultural and community development through partnerships with regional institutions

- Partnerships and actions with local or regional cultural institutions (#)
- Co-created community or cultural activities (#)

- Collaborate with regional institutions on cultural and community activities

#### 2.3.3. Charity & Local Investment

Distributing the social impacts of the event for the local community

- Charity or community initiatives supported (#)

- Support community initiatives through event-related co-operation

# 3.1 GOOD GOVERNANCE

**Target:** Ensure transparent and accountable governance across all operations

## TARGETS

## KPIs

## ACTIVITIES

### 3.1.1. Transparency

Ensure clear and accessible disclosure of ESG objectives and policies

- ESG objectives publicly available
- Number of ESG-related documents publicly available (#)

- Publish ESG objectives and key policy documents on website

### 3.1.2. Risk Management

Identify, assess and manage key ESG risks proactively

- Number of ESG risks identified (#)
- Identified ESG risks with mitigation actions defined (%)
- Risk register reviewed and updated prior to the event

- Maintain and update the ESG risk register
- Track and follow up on mitigation actions

### 3.1.3. Accountability

Ensure accountability through external verifications and continual improvement

- Management review conducted
- Corrective action documents and plans defined

- Conduct annual internal audits
- Document findings and corrective actions.

# 3.2 EDUCATION & CAPACITY BUILDING

**Target:** Develop the ESG capabilities needed for effective and responsible event delivery

## TARGETS

## KPIs

## ACTIVITIES

### 3.2.1. Staff & Volunteer Training

Ensure that all staff and volunteers have the knowledge and skills needed to support the event's ESG objectives

- Staff completing ESG training (%)
- Volunteers completing relevant ESG training (%)
- Number of ESG training sessions delivered (#)

- Provide relevant ESG briefings or training sessions annually
- Track staff and volunteer participation in training

### 3.2.2. Knowledge Sharing

Enhance ESG expertise by sharing insights and best practices and by supporting event-related research

- Number of internal and external sustainability seminars conducted (#)
- Number of sustainability-related research projects conducted or supported (#)

- Share ESG learnings internally and with partners annually
- Participate in event-related research where relevant
- Spark The Future Sustainability Forum

# 3.3 COMMUNICATION & REPORTING

**Target:** Provide transparent, sufficient, accessible and engaging sustainability communications

## TARGETS

## KPIs

## ACTIVITIES

### 3.3.1. Communication

Ensure consistent and multi-channel communication on key sustainability topics

- ESG updates published (#)
- Reach of ESG communications

- Actively communicate sustainability updates via web & social media

### 3.3.2. Campaigns

Promote sustainability awareness

- Sustainability campaigns implemented (#)
- Audience reached (#)

- Run sustainability awareness campaigns during the event
- Promote responsible behaviour to spectators

### 3.3.3. Sustainability Reporting

Disclose progress and impact annually

- Publish an annual Post Event Assessment

- Post-event ESG report published in Q4
- ESG targets reported (#)

# 3.4 ECONOMY & PROCUREMENT

**Target:** Ensure economically sustainable operations through responsible procurement and transparent performance monitoring

TARGETS	KPIs	ACTIVITIES
---------	------	------------

### 3.4.1. Responsible Procurement

Establish clear and consistent sustainable procurement process

- Suppliers informed regarding ESG criteria as a part of procurement process (%)

- Procurement policy including ESG criteria

### 3.4.2. Internal & Supplier Audits

Ensure that internal operations and key suppliers comply with requirements through regular audits

- Number of internal and supplier audits conducted (#)
- Number of new corrective actions identified (#)
- Corrective actions closed within the defined timeframe (%)

- Review compliance of selected suppliers annually
- Conduct Internal audits regularly and implement corrective actions

### 3.4.3. Economic Impact & Legacy

Evaluate and enhance the event's long-term economic value and positive legacy for the host region

- Local businesses engaged (#)
- Economic impact (€)

- Conduct or support economic impact assessments

# MORE THAN A RALLY.

Further policy & documentation information available at  
[sectorallyfinland.fi/sustainability](https://sectorallyfinland.fi/sustainability)



[lassi.paju@autourheilu.fi](mailto:lassi.paju@autourheilu.fi)



+358 50 464 8328

April 2026