



IF Sustainability Case Study
FIA SMART CITIES





The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federations (IF) Sustainability Project in 2016. This allowed the IOC to obtain an overview of IFs’ sustainability initiatives; identify common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes was a series of case studies, illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting, it was agreed that the identification and sharing of IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided to the Olympic Movement through the IOC Sustainability Strategy.

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. The studies are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs).

This framework is pivotal for the Olympic Movement since in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”

Paragraph 37, UN 2030 Agenda for Sustainable Development



The UN’s 17 SDGs provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges. The IF case studies attest to the fact that the Olympic Movement contributes to the achievement of many of these.



Each IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)



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THE FIA FORMULA E CHAMPIONSHIP SHOWCASE INNOVATION AND SUSTAINABLE MOBILITY

The number of people living in urban areas around the world is expected to grow by around 2.5 billion by 2050. With transport and mobility being two core elements of a liveable city environment, the world urgently needs plans and policies that tackle pollution, congestion and road safety hazards.

Supporting the United Nations' New Urban Agenda, the Fédération Internationale de l'Automobile (FIA) has taken a proactive role in shaping the future of our cities by creating the "FIA Smart Cities" initiative.

Launched in March 2017 as a platform for knowledge generation and information exchange in the field of sustainable urban mobility, "FIA Smart Cities" is centred on three key initiatives (see below) that take place during the FIA Formula E Championship, a series of street races featuring electric-powered cars.

The "FIA Smart Cities" programme is the first time that the two realms of the FIA, sport and mobility, have united to provide a platform to showcase technological progress in motorsport, and its potential application to public transport and private vehicles. Participants and spectators at the FIA Formula E Championship have a unique opportunity to observe how these innovations might shape our cities in the future.

FIA SMART CITIES: THREE KEY INITIATIVES

FIA Smart Cities Forum

High-level discussions and practical sessions focusing on the future of sustainable urban mobility.

FIA Smart Cities Startup

Support and investment for innovative start-up services or technologies designed to find new mobility solutions for cities.

FIA Smart Cities Awards

Presented to the most innovative projects in sustainable urban mobility, it is announced at the last FIA Smart Cities Forum.

"THE INITIATIVE ALIGNS MOTOR SPORT AND USER MOBILITY UNDER A FRAMEWORK OF INNOVATION AND SUSTAINABILITY, ENABLING FORMULA E TECHNOLOGY TO BE SEEN IN PRACTICE, AND CITY AUTHORITIES TO SHARE THEIR VIEWS ON URBAN TRANSPORTATION."

Jean Todt, FIA President

EVALUATION

By creating "FIA Smart Cities", the FIA has positioned itself at the centre of the sustainable mobility movement, and contributes to creating a smart and sustainable urban future. The "FIA Smart Cities" platform has shown the FIA's National Federations and Member Clubs the relevance and importance of finding solutions for urban mobility.

The next phase of "FIA Smart Cities" will be rolled out during the FIA Formula E Championship Season IV in 2017/18, and will reach cities as far afield as Rome and Santiago de Chile. Thanks to the support and commitment of founding partners Enel, Julius Bär and Michelin, "FIA Smart Cities" is set to grow within the smart city ecosystem.

OBJECTIVES

The FIA promotes safe and sustainable urban mobility. Through the "FIA Smart Cities" initiatives, it:

- Raises awareness about key issues in urban mobility and enhances collaboration across key stakeholders in the urban mobility ecosystem.
- Redefines sustainability in urban areas by unlocking the potential of innovations piloted in motor sports.
- Identifies, supports and invests in the most successful start-ups empowering smart cities.
- Equips city authorities with tools and knowledge derived by stakeholders within the mobility ecosystem.

LESSONS LEARNED

- To find your path to sustainability, consider what makes your actions stand out from similar initiatives, and differentiate them by finding a competitive advantage.
- To reach the right audience, it helps to keep your message clear and appealing.
- Your network of National Federations can help to improve your dialogue with local authorities and raise awareness of your event.

