



WRC Central European Rally

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Environmental Policy

The Central European Rally Event GmbH is committed to the central mission of "AVOIDING and REDUCING emissions", a commitment defined in the company's sustainability strategy for all areas of the event. Our vision is to become one of the most sustainable event in the WRC calendar. We are creating standards in sustainability management that will inspire small and large rally events worldwide.

Our primary objectives are as follows:

- To optimise spectator flow through the implementation of a smart guidance system.
- To avoid and reduce CO₂-emissions in all areas of the event.
- To avoid, reduce and recycle waste.
- To create regional and social value.

We are aware of the environmental challenges the world is facing today, and we recognise climate change as a significant threat to our current global situation. As the organiser of the Central European Rally, we accept our responsibility and are committed to minimising our environmental impact on the region where the rally takes place. To this end, we have developed a sustainability strategy which we believe can help us achieve our goals. This strategy is based on five main areas:

- Spectators
- Participants
- Organization
- Waste & Resources
- Regional & Social Value

For each area, we have defined several objectives and targets based on the SMART model and focused on key impact areas of the FIA Environmental Accreditation Programme.

All measures will be widely communicated to spectators, residents, local authorities, suppliers, the entire rally organization and the teams.

In 2023, we successfully obtained the 3-star rating of the FIA Environmental Accreditation Programme. Building on this achievement, we are committed to further enhancing our sustainability efforts in the years ahead. Utilising the 3-star rating as a benchmark, we will continue to refine and implement our strategy, ensuring the successful realisation of our objectives and targets.





The high standards we set for ourselves are also expected of our partners and sponsors. As a result, we have established a procurement policy that we will adhere to. In the future, we will give preference to organisations and companies that meet the standards of our policy.

In this sense, the Central European Rally organising body is committed to complying with all relevant, applicable legal and regulatory requirements regarding the environmental aspects of our event operations.

Our sustainability policy and objectives will be subject to regular review and adjustment. We will implement a control and monitoring system to ensure that our organisation achieves its vision and sustainability strategy goals.

Munich, 11 August 2025

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