

Motorsport's Sustainability Drive: Industry Experts Discuss The Future of Racing and The Sustainable Championship Index™ (SChI™)

The world of motorsport is accelerating its commitment to sustainability, as highlighted in the recent webinar featuring leading industry experts: **Dr. Cristiana Pace, Founder and CEO of Enovation Consulting; Bernhard Hafenscher, Strategic Project Coordinator at WRC Promoter GmbH; and Logan Waddle, Sustainability Program Leader at Penske Entertainment.** The discussion centered on **sustainable fuels, carbon footprint reduction strategies, and the importance of cross-industry collaboration**, with a focus on the **Sustainable Championship Index™ (SChI™)**—a data-driven tool evaluating sustainability efforts across motorsport.

Sustainability in Motorsport: More Than Just a Trend

The panel emphasized that sustainability in motorsport is no longer an option but a necessity. Dr. Cristiana Pace highlighted how the industry is undergoing a transformation, comparing the sustainability movement to the safety revolution of the early 2000s, when industry-wide collaboration significantly improved motorsport safety.

“There is a shared responsibility among championships, teams, and stakeholders,” said Pace. “Instead of reinventing the wheel, collaboration and innovation will drive efficiency, just as safety improvements did in the past.”

Fueling the Future: Sustainable Racing Fuels and Logistics Challenges

One of the key topics was the **transition to sustainable fuels**. Logan Waddle provided insights into IndyCar’s approach, explaining how Penske Entertainment utilizes **second-generation sugarcane ethanol** and works closely with suppliers to push sustainability forward.

“Our focus is first on reducing our footprint internally, then mitigating unavoidable emissions through strategic partnerships,” Waddle stated. “Sustainable fuels are critical, but so is reducing energy consumption at tracks and optimizing event logistics.”

Similarly, Bernhard Hafenscher from WRC Promoter GmbH discussed the logistical hurdles of implementing sustainable fuels globally. With WRC events spanning multiple continents, **transporting sustainable fuel while complying with regional regulations** remains a significant challenge. Hafenscher noted that although WRC is committed to using 100% fossil-free fuels, logistical barriers require constant adaptation.

Beyond Carbon Offsetting: Measuring and Reducing Environmental Impact

Dr. Pace emphasized that motorsport organizations should prioritize **carbon footprint reduction over simple offsetting**. She explained that Enovation Consulting advises championships to measure their impact, **implement meaningful reduction strategies, and use carbon offsets only when absolutely necessary**.

“We work with championships like SRO GT to help them track progress,” said Pace. “Carbon offsetting should be a last resort. The priority must be on reduction and operational efficiency.”

Waddle echoed this sentiment, detailing how IndyCar integrates sustainability into **fan engagement**, offering spectators the option to offset their travel emissions when purchasing tickets—similar to carbon offset programs used by airlines.

The Role of the Sustainable Championship Index™ (SChI™)

The **SChI™** is a revolutionary **data-driven benchmarking tool** that evaluates motorsport championships based on their sustainability performance. By analyzing a range of environmental, social, and governance (ESG) factors, the index provides transparency and fosters competition in sustainability practices.

“The SChI™ is about setting standards and pushing the industry forward,” explained Pace. “Championships can learn from each other, and the index helps highlight best practices that can be scaled across the industry.”

Collaboration Over Competition: The Future of Sustainable Motorsport

While motorsport is inherently competitive, the panelists agreed that sustainability requires a **collaborative approach**. Waddle highlighted how IndyCar works alongside NASCAR and Formula One to share best practices, recognizing that **a rising tide lifts all boats**.

“Despite being competitors, we all share the same challenge: ensuring the longevity of motorsport while reducing environmental impact,” Waddle said. “We don’t have another planet to race on, so we have to work together.”

Hafenscher reinforced the idea that sustainability must extend beyond fuel and carbon reduction. **Tires, vehicle components, and race-day operations** all play a role in making motorsport greener.

Conclusion: A Unified Push for Sustainability in Motorsport

The webinar underscored that sustainability in motorsport is evolving rapidly, with championships, teams, and stakeholders actively seeking innovative solutions. **From**

sustainable fuels to carbon reduction and industry-wide collaboration, motorsport is at the forefront of sustainable transformation.

With initiatives like the **Sustainable Championship Index™**, industry leaders are holding themselves accountable, ensuring that motorsport continues to thrive in an environmentally responsible manner.

For more information, [watch the full webinar here.](#)