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# ENVIRONMENTAL SUSTAINABILITY IN BRITISH HORSERACING

Summary findings and recommendations

June 2022

Produced by White Griffin for  
the British horseracing industry



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## INTRODUCTION

This summary report outlines the environmental risks, challenges and opportunities facing British racing and breeding to help inform long-term planning.

The work was commissioned by British racing's leaders - the British Horseracing Authority, the Racecourse Association and the Thoroughbred Group - and initiated and funded by the Racing Foundation.

Using a combination of independent research, questionnaires, direct engagement and site visits with industry personnel, the study has identified existing best practice and offered a series of recommendations for potential next steps.



# EXECUTIVE SUMMARY

Scientists and world leaders agree that our planet is warming due to human activity and that collective action is required to avert the worst effects of climate change, with international agreements in place to limit the rise in global temperatures.

Governments, industries, businesses and individuals are considering the impact of climate change on their operations and how they can build a more sustainable future. For financial, legal, operational and reputational reasons, they recognise that the risks are increasingly relevant.

From paddocks to gallops, training yards to racecourses, the sustainability of British horseracing is wholly dependent on our environment. With its access to vast swathes of land, expertise in environment and land management, and enviable position as Britain's second biggest spectator sport, British racing is well-placed to show leadership and innovation in this area.

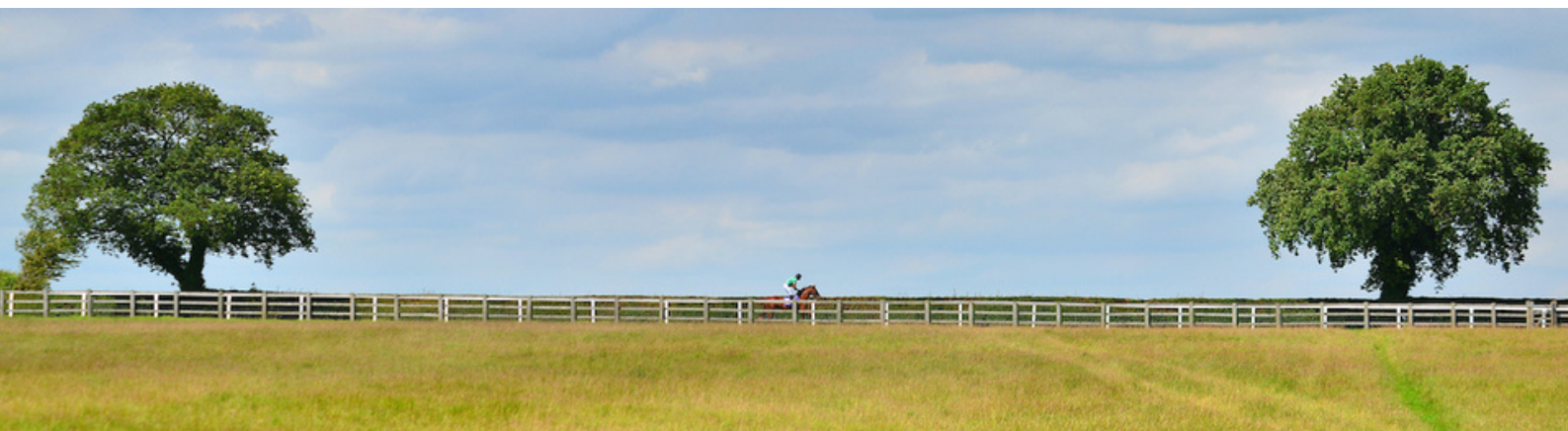
Fossil fuels, water usage, extreme weather events, waste and plastics all present a range of challenges to the industry, as well as reputational and commercial risks which impact staff, stakeholders and consumers. Lack of time, knowledge and money are all cited within the industry as barriers to change, however these can be overcome.

To make substantial progress, racing and breeding should adopt a co-ordinated and strategic approach to the environment, with a long-term plan detailing clear goals and objectives, underpinned by strong, unified leadership and a viable funding framework.

Sustainability should be embedded in racing's commercial and operational decision-making, both at industry and individual business level, with the right people empowered to deliver change and a robust system of measuring and monitoring to baseline and track progress.

Engagement, education and communication must be central to racing's strategy, with sharing of best practice and efforts to standardise knowledge, skills and expertise - strengthening the industry's actions.

In embracing a long-term, collective approach, British racing can mitigate the risks and grasp the opportunities presented by climate change – safeguarding its horses, people, and businesses for generations to come.



# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## FOSSIL FUELS AND GREENHOUSE GAS EMISSIONS

The racing and breeding industry relies heavily on greenhouse gas emitting fossil fuels for:

- **Energy** - gas and electricity used to power buildings, infrastructure and machinery
- **Transportation** - petrol and diesel to transport people and horses nationally and worldwide.

A combination of rising energy costs, increased demand for fuel, legislative commitments and changing consumer behaviour means that organisations are moving to cleaner, more sustainable forms of energy.

UK Government net zero carbon emissions targets, greenhouse gas reporting requirements for large businesses and the phasing out of the sale of new petrol and diesel cars by 2030, will put increased pressure on organisations and entire industries to adapt their operations.

Switching to renewables can offer businesses greater stability, building resilience and reducing reliance on an increasingly volatile fossil fuel energy market. They even offer the potential for longer-term cost savings.

Reducing reliance on fossil fuels, with the ultimate aim of phasing them out entirely, should therefore be central to racing's long-term environmental goals. This will require planning, investment, resourcing and expertise.



Over 3,000 sites rely on machinery, including tractors, buggies and strimmers. Government rules have required businesses to switch from red to white diesel, with costs rising as a result.



43% of survey respondents use fossil fuels to power their sites. Increased energy costs are already having an impact. One racing business saw energy bills rise by £2.5 million in 2021.



Around 1,500 race meetings take place every year across Britain's 59 racecourses. The average jockey clocks up more than 40,000 miles annually and is almost entirely reliant on road travel.

## INDUSTRY ACTIVITY AND BEST PRACTICE

### INSTALLING RENEWABLES



According to the survey, at least 16 organisations have **renewable technology** on site. A stud farm has installed **solar technology** and is seeing a return on investment, while a training yard is in the process of **electrifying all small machinery**.

### ENERGY SAVING TECHNOLOGY



45 survey respondents have fitted **energy saving lightbulbs** and 33 are using energy saving technology, such as **movement sensors for lighting and heating**.

One racecourse is monitoring its savings and carbon reduction with the help of external experts.

### GREEN TRAVEL INFRASTRUCTURE



10 organisations have installed **electric vehicle infrastructure** on site, with 20 providing **bicycle facilities** and six operating **care share schemes**. One trainer uses an **electric vehicle** as their main car and is testing the viability of travel to racecourses.

## BARRIERS TO FURTHER PROGRESS

- ▶ **ACCESS TO FUNDING** | Installing renewable technology is expensive. 63% of survey respondents cited that a lack of access to funding has prevented them making changes.
- ▶ **UNDERSTANDING AND EXPERTISE** | Even where renewable sources are already in place, personnel need to be trained to understand how to measure and monitor energy usage.
- ▶ **TIME AND CAPACITY** | Small adjustments like switching off lights and heating require operational and behavioural changes, which take time and resources to implement.
- ▶ **AVAILABILITY OF TECHNOLOGY** | Electric vehicle infrastructure is not readily available across the industry and there are currently no EV options for horse transportation.
- ▶ **OPERATIONAL CHALLENGES** | Renewable options could pose problems, for instance solar panels or wind turbines on racecourses could affect the sightline of horses.

# PHASING OUT FOSSIL FUELS

## RECOMMENDATIONS AND NEXT STEPS

### COLLECTIVE AGREEMENT AND STRATEGIC PLANNING

01

Racing's leaders should look to reach agreement on an industry-wide commitment regarding the use of fossil fuels, setting an **overall target for reducing emissions** - e.g. net zero emissions by 2050.

### MEASURING, MONITORING AND REPORTING

02

The industry should begin to **baseline its emissions** through a carbon foot-printing exercise. This can be done centrally, through screening across major themes, and by individual organisations.

03

Businesses should prepare for **emissions reporting requirements**. This is a technical activity, so will require training and resourcing.

*Baselining should take place **before** any improvement work, to help demonstrate net carbon reductions.*

*Options to explore might include **shuttle services** from public transport hubs, **cycle infrastructure**, **car share schemes** or - where possible - **home working**.*

### TRANSPORTATION OF PEOPLE AND HORSES

04

As part of its baselining activity, the industry should **calculate the total mileage** travelled annually by those supporting racing and breeding - and the resulting **carbon footprint**.

05

Once the travel-related carbon footprint is established, steps should be taken to consider viable options for **reducing carbon emissions**, either through **lower mileage** or exploring more **sustainable means of transportation**.

06

Review **Electric Vehicle infrastructure**, particularly at racecourses and training hubs, with a view to creating a more joined-up network across the country.

### CARBON OFFSETTING

07

Carbon emissions cannot always be eliminated entirely from operations - and reductions take time. Working with experts, the industry should look at the potential for **carbon offsetting** - compensating for carbon emissions by funding equivalent carbon savings elsewhere.



# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## WATER AVAILABILITY AND EXTREME WEATHER

There is a clear link between climate change and more extreme weather conditions. In the last 20 years the UK has seen nine of its warmest, driest years on record, while more heavy rainfall - especially on hard and dry ground - increases the risk of flooding.

Horseracing is the British leisure industry's third largest consumer of water. Whether irrigating to maintain safe racing and training ground, caring for horses, food production, catering facilities or for sanitation – water is central to racing's day-to-day operations.

As temperatures increase, so will the pressure on water supplies. The Environment Agency has warned that action is needed to reduce the risk of climate-related water shortages, both in terms of supply and demand, through infrastructure investment and more efficient usage.

At the same time, heavy and intense rainfall can result in waterlogging and flash flooding. As this risk increases, businesses will need to consider how best to safeguard their operations, principally through investment in flood defences.

Consideration also needs to be given to the more direct impact of increasing temperatures on the horse population. Sudden spikes, especially at unseasonable times, can be an issue if horses do not have time to acclimatise.

Persistently warmer weather may also present challenges for racing by making it more likely that equine diseases such as West Nile Virus and African Horse sickness can survive in the UK.



All British racecourses are already committed to sustainable and responsible water use, with requirements to develop water resilience plans to protect future operations.



2017- 2019 saw 91 fixture abandonments linked to waterlogged track and 14 due to firm ground. Artificial racing and training surfaces are more resistant to extreme weather, which is predicted to become more frequent.



Hotter weather may present logistical challenges for horse transportation, with the UK Government already proposing air conditioning requirements for travel in temperatures warmer than 30°C.

## INDUSTRY ACTIVITY AND BEST PRACTICE

### BOREHOLES AND RESERVOIRS



Several racecourses already have access to on-site **boreholes** (water wells to naturally occurring water) and **reservoirs**. One racecourse draws **100% of its water** from these sources, with no dependence on mains supply. Another abstracts 90% of its water.

### WATER COLLECTION



Ascot Racecourse has created a circular water system, which **harvests rainwater from its roof** to feed into the reservoir - improving **self-sufficiency**. Even in extreme periods of drought, there is a plan in place to focus watering on critical areas of the track.

### WATER SAVING TECHNOLOGY



26 survey respondents have introduced indoor (13) and outdoors (13) **water management systems**, including water limiters in toilet cisterns when not racing. One training yard is installing **automated waterers** in stables to reduce waste and help monitor water usage.

## BARRIERS TO FURTHER PROGRESS

- ▶ **COST OF INFRASTRUCTURE CHANGES** | Installing infrastructure to manage water supply and protect against flooding can be expensive and requires long-term planning.
- ▶ **SPECIALIST KNOWLEDGE** | Technical expertise may be required to determine the most effective technology and infrastructure changes required. This has held some sites back.
- ▶ **SITE SPECIFIC RESTRICTIONS** | Some sites are unable, due to their topography or position, to install reservoirs or sink boreholes.
- ▶ **WATER EXTRACTION RULES** | Boreholes are subject to Environment Agency oversight, with potential for restrictions on extraction at times of high demand in the community.
- ▶ **AWARENESS OF CLIMATE-RELATED ISSUES** | Just 43% of survey respondents were concerned about long-term water availability, and 32% about flood risk.



# WATER USAGE AND WEATHER RECOMMENDATIONS AND NEXT STEPS

## STRATEGIC PLANNING AND BASELINING

08

Undertake a study into **water supply and usage at venues**, starting with racecourses, to better understand supply methods, whether that's boreholes, reservoirs, harvesting or mains. This should cover measures to manage or minimise water usage, **benchmarking** current provision .

09

Once the water audit has been completed, those sites most reliant on mains water should be identified, with a view to supporting them through the development of an **infrastructure improvement strategy**.



*Weather-related disruption can have **significant financial implications** for the industry. Flooding is a big risk, particularly for racecourses. Several have suffered over the past decade or so, with Huntingdon, Southwell and Worcester recent examples.*

10

Consider the benefits of further research into the **impact of extreme weather** on the racing industry, notably around drought and flooding on racecourses. This would **supplement** existing work into the cause of abandonments.

11

Establish whether a centralised approach is required to support those racing businesses considered to be at the **greatest risk of flooding**. Strategic planning is advisable, given the costs of bolstering flood defences.

*Some racecourses have completed **drainage improvements** and installed **flood defences** - but these can be expensive and disruptive.*

## SHARE KNOWLEDGE AND BEST PRACTICE

12

Create a central toolkit which highlights **best practice water management** systems for reducing consumption. This can form a tick-list of technological and operational changes specific to core business, and therefore be applicable across the industry.



(Image credit Pitchcare)

# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## BIODIVERSITY AND LAND USE

Biodiversity refers to the variety of plant or animal life in a particular habitat, and the way in which these interact to support strong ecosystems.

With more than 3,000 training yards, stud farms and racecourses, the total acreage of land used to support and sustain British racing is substantial. The 59 organisations that took part in this research are themselves responsible for managing upwards of 32,000 acres of land.

Land use within the industry is not limited to racing, training, rearing and grazing; many land owners have sheep and cattle, while others cultivate arable crops. Grasslands are used for carparking. Hedgerows, woodland, rivers and streams, wetlands, meadowland and parkland are abundant.

British racing is therefore well placed to support government targets, which aim to enhance biodiversity.

This presents opportunities for racing and breeding establishments, especially where financial incentives are in place; but also in ensuring that landowners stay abreast of any legislative changes that will help meet biodiversity objectives.



Capturing and storing carbon dioxide (carbon sequestration) through tree planting can support efforts towards net zero emissions, but can also open up additional revenue streams.



The 2021 Environment Act set legal targets for the recovery of the natural world, with a specific objective of reversing the decline in species abundance. Tools are available to help organisations support this aim.



Pesticides are vital for turf management, supporting grass growth and repair. They are also crucial in mitigating damage from bugs, with infestations damaging turf and causing fixture cancellation. The racing industry should monitor the status of certain pesticides as biodiversity efforts intensify nationwide.



## INDUSTRY ACTIVITY AND BEST PRACTICE

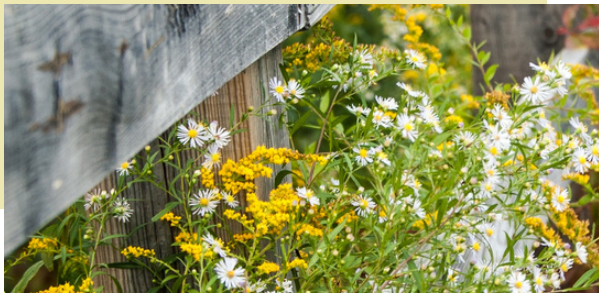
### MASS TREE PLANTING



British racing has engaged in **mass tree planting**, most recently through the Queen's Green Canopy project (Ayr Racecourse, left; Lanwades Stud, right). One organisation has worked with specialist consultants to plant 15 hectares of trees, with the specific purpose of **carbon capture**, while a breeder is working with English Woodland to seek grant funding for tree planting.



### UTILISING SPACE



One racecourse has created a **wildflower habitat** on a slope that is difficult to mow and manage, with the conversion beneficial to pollinators. Six organisations have protected areas on their site for **wildlife**, including a breeder who has set aside land for curlews to breed.

## BARRIERS TO FURTHER PROGRESS

- **FINANCIAL INCENTIVES** | Areas dedicated to nature recovery cannot also be used for commercial purposes – businesses are therefore reliant on grants and funding streams.
- **APPEARANCE** | Natural habitats are perceived to be untidy and less prestigious. They are also not always compatible with operational requirements.
- **HORSE COMES FIRST** | Processes that support the wider eco-system might not necessarily benefit horses. Topping paddocks is needed to ensure they don't go to seed, heavy horse hoof traffic can lead to soil erosion and applying to fields manure that is not well rotted down can optimise conditions for parasites or impact grass growth.
- **EXPERT KNOWLEDGE** | Knowing what to do with land, which trees to plant, the flowers that benefit pollinators, how to provide nature corridors – all require careful planning and specialist expertise.

# BIODIVERSITY AND LAND USE RECOMMENDATIONS AND NEXT STEPS

## INDUSTRY-WIDE PLANNING

13

Agree a collective approach to **promoting biodiversity**, setting targets where possible. Land management is often business and site specific, but central planning can support agreement of core principles, and facilitate access to **potential funding grants** and **expertise**. This should be supported by experts and **align with UK Government targets**.

*Embracing biodiversity can mean substantial changes to how land is utilised and alter the look and feel of the environment. It is best to **prioritise non-productive land** in the first instance.*



## UTILISE EXPERTISE AND SHARE BEST PRACTICE

14

Working with environmental experts, **centralised material** should be developed and made available to organisations across the industry. This will help **enhance knowledge and understanding** of biodiversity and support best practice activity.



*The **Thoroughbred Breeders' Association** has produced a pamphlet with recommendations on supporting biodiversity on stud farms, enhancing sequestration and maintaining good soil health. The guidance details **how species interact** and, with careful management, can **benefit the environment** – as well as the horses on site.*

# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## WASTE AND RECYCLING

Most people who participated in this study cited waste and recycling as their foremost environmental priority. Non-biodegradable single-use plastics – cups, bottles, plates, carrier bags etc. – are perhaps the most prominent examples.

The UK Government has unveiled plans to ban many single-use plastics entirely and to work with international partners to kickstart a new legally binding treaty on plastic pollution.

Racing produces a variety of waste, including solid waste that is generated daily and can be sorted into recyclable or non-recyclable, such as paper, card, and containers; and food waste, the volume of which typically varies depending on venue.

Then there is industry-specific waste that is more difficult to reuse or recycle, including running rails and padded hurdles; single-use veterinary products classed as clinical waste; and equine waste – feed, bedding, manure etc.

Recycling and waste management can be expensive and operationally challenging, with legal requirements in place for businesses and the prospect of tighter regulation, increased costs and more rigorous enforcement, as governments step up efforts to tackle avoidable waste.

Waste also presents a reputational risk, particularly given the pressure from customers and investors around issues like single-use plastics. Two thirds of event-goers expect to see organisers proactively reducing their waste.



There is an estimated **160 miles of white plastic running rail** in use across racecourses alone. This has a lifetime of around 15 years, and often cannot be recycled. Similarly, **padded hurdles** are sent to landfill or incinerated.



Horses produce on average **50 pounds of manure each day**. The storage and removal of equine waste materials presents operational and financial challenges for racecourses, yards and studs.

The Environment Agency recently proposed restrictions on the use of **waste carpet material in equestrian surfaces**, due to the fibres potentially containing microplastics. This position is being reviewed to find a long-term solution, with input from the racing and carpet recycling industries around the operational challenges.

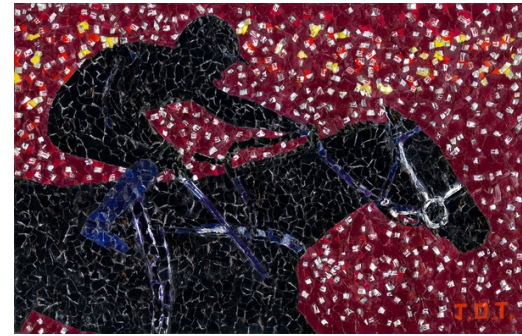


# INDUSTRY ACTIVITY AND BEST PRACTICE

## SINGLE-USE PLASTICS



Many racecourses have introduced **reusable cup schemes**, with 16 removing single-use plastics altogether. The Racecourse Association has produced **guidance** on reducing plastic waste, using best practice from racing and across sport and society.



Artwork from recycled materials at Pontefract Racecourse  
Credit: James Owen Thomas  
[www.jamesowenthomas.com](http://www.jamesowenthomas.com)



**Duralock**, which develops and supplies plastic railings and obstacle wings to racecourses, has created a **recyclable product**, itself made from 80% recycled material. Customers will be **credited** each time they return the product to Duralock for recycling.

## PRODUCT INNOVATION



## BARRIERS TO FURTHER PROGRESS

- ▶ **MEASURING AND MONITORING** | Waste contractors don't always provide an accurate breakdown of how much is recycled and what is incinerated. Net zero waste policies don't work without measuring and monitoring.
- ▶ **TERMINOLOGY** | This is not always well understood, with businesses potentially not clear on how their waste is being disposed.
- ▶ **EXPENSE** | Products that eliminate plastics or are made with environmentally-friendly materials are typically more expensive. The Duralock fencing (above) is an example of this.
- ▶ **ACCESSING ALTERNATIVES** | Sourcing new products is not always easy; veterinary equipment is manufactured by large pharmaceuticals, so instigating change is difficult.

# WASTE AND RECYCLING

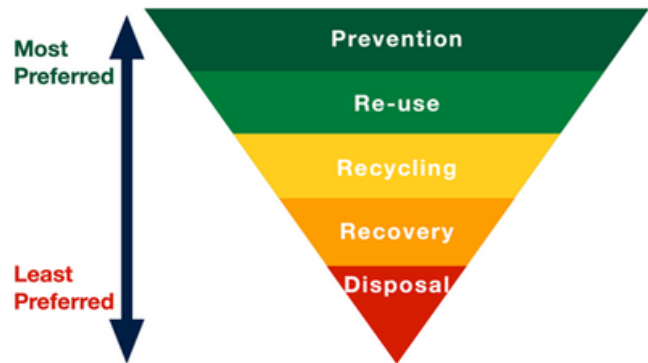
## RECOMMENDATIONS AND NEXT STEPS

### CENTRALISE THE APPROACH WHERE POSSIBLE

15

A centralised approach to tackling waste can help **unify the message** around best practice, **avoid duplication** of effort, and ensure investment in the **most effective solutions**. Centralising negotiations for purchasing and supply in certain areas can help reduce costs, minimise waste, and **shape the lifecycle** of certain products.

*A holistic approach should be followed when managing waste, using the **waste hierarchy model** (right). Waste can also be managed longer-term by taking a circular economy approach, where polluting materials are designed out of products.*



### MORE ON-SITE PROCESSING

16

Organisations should explore the feasibility of utilising products that are easier to dispose of and take steps to reduce and **segregate waste on site**. This would allow for more waste to be sent for direct recycling, and would likely reduce overheads while simultaneously making environmental improvements.

*Resources like **'letsrecycle.com'** provide live and up to date costings for the disposal of different waste items. Equally, working alongside organisations like **Wrap**, can help organisations find solutions.*

### REMOVING SINGLE-USE PLASTICS

17

The industry should work to **phase out single-use plastics** wherever possible, starting with an **audit** to establish current usage and then with support provided to businesses to remove plastics from their operations.

*As part of plans to ban many single-use plastics entirely, the UK Government has published guidance to help **kick plastics out of sport**.*



# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## COMMERICAL PARTNERSHIPS AND THE SUPPLY CHAIN

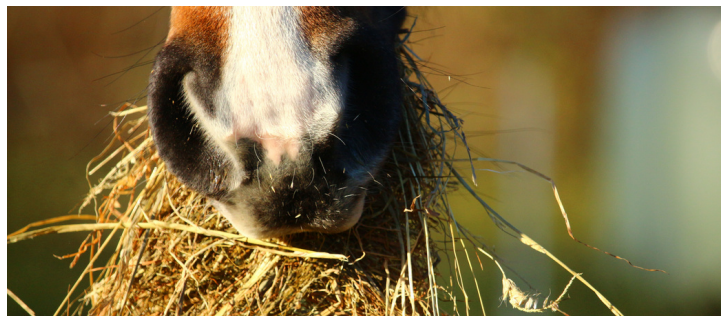
### COMMERCIAL PARTNERSHIPS

Commercial deals are increasingly being agreed, not just on financial merit, but with consideration to the environment and social outcomes.

Businesses are aligning themselves with environmentally conscious brands, with 'partnerships of purpose' an emerging sponsorship trend.

Businesses setting net zero targets require their supply chain to have published environmental strategies. Therefore to stay competitive, organisations need to consider writing and communicating their environmental commitments.

Many organisations within British racing rely on commercial partnerships and sponsorship deals, including racecourses, jockeys, trainers and charities.



### THE SUPPLY CHAIN

Legislative and reputational pressure means that suppliers are already re-engineering their products; equally organisations reporting on their environmental footprint are seeking products and services with a heavy focus on sustainability.

Businesses are therefore increasingly working alongside suppliers to design products that use fewer resources, as well as considering the product's end of life strategy. This type of collaboration is essential to support both the industry and the supplier.

The supply chain is also at risk of breakdown in some areas due specifically to climate related issues, affecting availability and cost.

Racing is reliant on products made externally to maintain its operations. These include equine supplies (bedding, feed, equipment), catering, utilities (energy, water etc.), infrastructure (running rails, surfaces, furniture), ICT and technology.

Purchasing is largely managed through individual businesses, with some centralised procurement taking place, particularly amongst racecourses.





# COMMERCIAL PARTNERSHIPS AND THE SUPPLY CHAIN

## RECOMMENDATIONS AND NEXT STEPS

### ALIGNED COMMERCIAL APPROACH

18

As part of its wider strategy, British racing should work to ensure that future commercial partnerships and business arrangements **align with, strengthen, and do not contradict** wider commitments around environmental sustainability.

*The industry can also seek to gain commercial advantage by using its **collective purchasing power** to work with suppliers and shape products for the future. This can **spearhead innovation**, while helping to **improve visibility** about how the supply chain functions.*

### CLEARLY DEFINED PROCUREMENT STRATEGY

19

The industry should explore opportunities to **centralise procurement**, especially with products used widely across racing and breeding. This can help reduce costs, minimise duplication, strengthen purchasing power and supply chain management. Additional **training and guidance** should be provided where necessary.

*A positive example of where this is happening already is within the **Racecourse Association's procurement team**, with discussions ongoing about whether there is scope for other member organisations to benefit from collective purchasing.*



### DIALOGUE WITH SUPPLIERS

20

The requirement for suppliers to switch to more environmentally viable products and methods can mean rising costs. It is important to **open dialogue with suppliers** – at both industry and individual business level – to understand what future price increases look like so that they may be factored into long-term financial planning.

# RACING SUSTAINABLY: THE KEY ENVIRONMENTAL CHALLENGES

## REPUTATION MANAGEMENT AND SOCIAL RESPONSIBILITY

Organisations and entire sectors are increasingly embedding sustainable practices within their operating models and are taking a more proactive approach to communicating their environmental credentials.

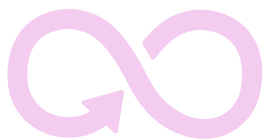
This is not just a response to legislative requirements, but also due to a proactive shift in strategy due to public awareness and changing customer and investor behaviour.

In 2021, three quarters of British adults said they were worried about climate change, and Generation Z and Millennials are much more likely to spend their money on more sustainable products and services. They also feel more passionate about their work when an organisation's purpose aligns with their own values.

Sustainability is therefore not just about being seen to do the right thing, it is an opportunity to act pragmatically, capture new markets and customers, mitigate business risk, and maintain a social license to operate.

Horseracing, as the UK's second biggest spectator sport, is subject to changing consumer expectations and reputational challenges. Making changes in response to consumer pressure can be problematic, especially when seeking a quick fix over a carefully planned approach.

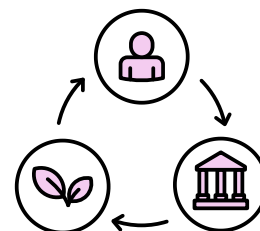
By responding proactively to environmental challenges, moving to a more sustainable operating model, and, crucially, being willing to talk openly about its ambitions and progress, British racing can seek to capture the next generation of employees, investors and customers.



A third of UK businesses now have a **published environmental sustainability strategy**. British sport as a sector has been less proactive in this respect, but is starting to become more open in demonstrating its ambition, action and progress.

### ***Adopting the ESG model***

For many organisations, sustainability is now a standard business practice. To shape their thinking and strategic objectives, they are moving towards an **ESG (Environmental, Social and Governance) model**. This measures success not just in commercial growth, but also in terms of environmental and social impact, underpinned by good governance.



# REPUTATION MANAGEMENT AND SOCIAL RESPONSIBILITY

## RECOMMENDATIONS AND NEXT STEPS

### UNIFY THE MESSAGE

21

Racing's leaders, member organisations and businesses should commit to a **unified message** on the sport's intention to respond to the threat of climate change to protect the industry for future generations. This should be accompanied by a clear and sustained **communications and engagement strategy**.

### MAINTAIN DIALOGUE WITH STAKEHOLDERS, INVESTORS AND CUSTOMERS

22

As part of this coordinated approach to messaging and communications, ensure **continual dialogue** with participants, investors, and customers so that decision-makers understand their trends and preferences.

*Any communications and engagement strategy is dependent on the **tangible action** underpinning it. Communications should be managed in a **planned, coherent and coordinated way** - bolstering credibility and confidence.*



### COMMUNICATE PROGRESS AND CELEBRATE MILESTONES

23

Racing should not be afraid to communicate its vision, commitments, and progress around environmental sustainability. A **clear roadmap** is helpful, even if it is acknowledged that meeting objectives will take time and collective effort.

*Consideration should be given to how best to communicate **key climate concepts**, given the complex terminology. Issues like carbon sequestration, natural capital, the circular economy and greenwashing need to be explained clearly and in an uncomplicated way. This can help boost engagement and understanding.*

*Racing shouldn't be afraid to **publicise and celebrate progress**. This maintains an ongoing dialogue and demonstrates sustained effort towards more sustainable practices.*

# SECURING RACING'S SUSTAINABLE FUTURE

## RECOMMENDATIONS AND NEXT STEPS

Recommendations are made throughout this report, with specific next steps around the key challenges detailed in each section.

Some of these can be delivered by individual businesses and organisations, but future-proofing British racing against the consequences of climate change is best achieved through a more co-ordinated, industry-wide approach.

01

### TAKE A PLANNED AND STRATEGIC APPROACH TO SUSTAINABILITY

- Agree a central **governance framework** and develop an **overarching strategy**.
- An **Environmental, Social, Governance (ESG)** model is recommended, which embeds environmental considerations in commercial and operational decisions.
- Work with experts to identify short, medium and long-term objectives around the key **risks and opportunities**.

02

### EMBED A LEADERSHIP CULTURE THROUGHOUT THE INDUSTRY

- Empower racing's leaders and those with **specialist knowledge** and **expertise** to manage and deliver change.
- **Upskilling** is also important, as is **utilising external support** where there are gaps in skills and understanding.

*There are many people working in racing and breeding with expertise in and knowledge of sustainability. This includes specialists in soil health, biodiversity, biosecurity, facilities and waste management.*

03

### ENCOURAGE INDUSTRY-WIDE MEASURING, MONITORING AND REPORTING

- Support racing's businesses to introduce and embed **regular environmental measuring and monitoring** into their operations.
- Create **centralised reporting tools** to help simplify the process and produce baselines for measuring future progress.

*This report recommends several areas for industry audit to better understand and baseline current progress, including around carbon emissions, water availability, biodiversity and waste management. This can help inform planning and monitor improvement.*

# SECURING RACING'S SUSTAINABLE FUTURE

## RECOMMENDATIONS AND NEXT STEPS

04

### CREATE A ROBUST FUNDING FRAMEWORK

- ▶ **Co-ordinated investment** will be needed centrally and within organisations, especially for expensive infrastructure development.
- ▶ Actions should be fully costed, with long-term financial plans to support and safeguard businesses.
- ▶ Funding should be available for **research, audits and pilot schemes**.
- ▶ Information about existing industry and external **funding streams** should be publicised, with these options utilised wherever possible.

*Centralised funding for further research, industry-wide audits and pilot schemes can help ensure that actions and objectives are workable and are underpinned by data and scientific evidence.*

05

### SEEK TO STANDARDISE KNOWLEDGE AND ENCOURAGE COLLABORATION

- ▶ Share **best practice** and **learning tools**, and co-ordinate key projects to avoid duplicating effort and resources.
- ▶ Centralise processes where possible to **maximise cost savings** (e.g. in procurement) and **enhance collective influence**, especially in government relations and in commercial arrangements with partners and suppliers.
- ▶ Create **environmental, charitable and commercial partnerships** to build strength and credibility, enhance racing's strategy and reputation, provide external knowledge, and bolster operational efforts.

06

### PRIORITISE COMMUNICATION, ENGAGEMENT AND EDUCATION

- ▶ Develop a **communications and engagement strategy** aligned to the industry plan.
- ▶ Consideration should be given to **engagement with stakeholders**, with clear messaging around complex subjects and terminology, making sustainability relevant, effecting positive change, and celebrating milestones.
- ▶ **Utilise workshops** and create **shared learning tools** centrally to support a common understanding of the challenges and potential solutions.

*Once there is an agreed strategy, create a green campaign brand, utilise green ambassadors and encourage competition.*



WHITE GRIFFIN  
*projects that change the game*

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