



Together with Nature Blog

TOGETHER WITH NATURE IN EXTREME SPORTS

- By Extreme E -

With transport equating to a third of global emissions levels, and more people watching sport than science documentaries, Extreme E was born from an ambitious belief that motor sport can also be a vital platform for solutions to the climate crisis.

Extreme E takes the vision and success of its sister series Formula E to an intense new level, racing electric vehicles (EVs) in remote locations such as Greenland, the Amazon and Senegal that have already been damaged by issues that threaten nature and the planet, such as melting ice, deforestation and rising sea levels, whilst at the same time promoting EVs as part of the solution for a lower carbon future.

SUVs are the world's most popular vehicle model, with over 29 million sold in 2018, and a 35 per cent majority share of overall passenger vehicle sales. They are also sadly the most polluting type of passenger vehicle, which is why Extreme E has chosen to highlight the electric SUV as the series vehicle, showcasing their performance in extreme conditions with the aim of inspiring car buyers to choose E-SUVs over their ICE equivalents.

As well as promoting EV sales, the series will also be the ultimate test bed for automotive manufacturers and clean energy suppliers to test out their technology and drive sustainable focused innovation in the wider energy and mobility sectors.

For example, just last month Extreme E announced a partnership with AFC Energy for a world-first use of hydrogen fuel cells for zero emission, off grid vehicle charging. The innovative system will harness the power of water and the sun to produce hydrogen on-site through electrolysis. The only waste product of the system is water, which will be used elsewhere on site.

This sort of technology can be widely adopted to reduce the strain on grid power that comes from rising electric vehicle use, with potential for motorway service stations, hotels and supermarkets, sports events and concert venue operators to save millions of litres every year in diesel consumption for generators.

Consideration to nature is being given to every level of the operations of Extreme E. Whereby most sporting events rely on fan attendance, Extreme E's audiences will be invited to tune into the action remotely through a broadcast and digital first approach to minimise local impact and wherever possible, gates, branding and other usual track features will be implemented virtually rather than physically. This plan was of course announced at the series inception back in January 2019, way before any idea of the COVID 19 pandemic which would make closed door sporting competition necessary.

A signatory member of the United Nations' Sports for Climate Action Framework, Extreme E follows the UN's Framework Convention on Climate Change (UNFCCC), which calls on sporting organisations to acknowledge the contribution of the sports sector to climate change and our responsibility to strive towards climate neutrality for a safer planet.

In line with the five core principles enshrined in the Framework and the aims of the Paris Agreement, Extreme E strives to: Promote greater environmental responsibility; reduce the overall climate impact from sports; use its platform to educate for climate action; promote sustainable and responsible consumption; and advocate for climate action through its communications.

The series has also appointed a panel of leading academics from The Universities of Oxford and Cambridge, who are tasked with advising the overall climate research and practice. The committee, headed by Professor Peter Wadhams, will advise on the series' education and research programmes, and impact as well as the recommendation of positive legacy initiatives which support local communities in each race location, which currently range from planting one million mangroves in Senegal, to protecting areas of the Amazon Rainforest for agroforestry with The Nature Conservancy.

In a further effort to minimise the footprint of the series, the former Royal Mail Ship the RMS St. Helena will be used to transport all Extreme E freight and logistics equipment. It has undergone a multi-million-pound refurbishment ensure its efficiency and to minimise its emissions and it's estimated that travelling by sea will lower freight emissions by two thirds in comparison to air travel.

Extreme E starts in early 2021 and billed as 'Blue Planet Meets Dakar Rally', due its combination of sporting and environmental focus, it aims to attract a new generation of motorsport audience; Those that love thrilling action and world-class teams and drivers, but also share responsibility for the planet as the future depends on every single person to play their part in solutions to the climate crisis. Governments, educators and activists are not the only people responsible for spreading solutions, corporations and those with mainstream global media presence all need to take on responsibility and use their platform for betterment.

Extreme E is proud to support the Together With Nature initiative as the race for the planet is real, and we all need to find a way to play our part in the fight against climate change, before it's too late. indispensable in the era of stakeholder value.

