



CLOSER TO RALLY.



Environmental Policy Rally Sweden

Rally Sweden is Sweden's largest recurring sports event and the world's biggest winter rally. It is the only competition in the WRC series held on ice and snow in sub-freezing conditions.

Rally Sweden wants to be the world's most sustainable rally – both economically, socially, and environmentally. We aim to inspire both other motorsport events and the wider event industry to adopt sustainable practices.

We do this by:

- Consistently creating a strong, engaging, and sustainable experience for visitors and participants
- Being an attractive partner for companies aiming to drive development and influence the world towards new, more sustainable solutions
- Protecting the environment and continually improving our environmental performance, for example by:
 - Accelerating the transition to fossil-free fuels and renewable electricity
 - Phasing out fossil-based materials & plastics
 - Reducing waste and improving waste recycling
 - Promoting biodiversity
 - Setting ambitious environmental objectives and evaluating performance
- Following laws and regulations

The vision is a carbon-neutral Rally Sweden, and we call it "Rally Towards Zero." To achieve this, we work with three focus areas:

- Zero fossil energy and fossil-based materials
- Zero waste left in nature
- Zero incidents

The concept "Leave nothing or no one behind" aims to encourage responsibility for both personal and others' safety, as well as leaving nature in the same condition as before the event.

Umeå, October 15th, 2025

Anna Nordkvist, CEO Rally Sweden

This policy applies to Rally Sweden as an organization and as an event. It is revised annually and communicated to all individuals involved in the event and other stakeholders through the website www.rallysweden.com.

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Document ID 09222115557559817941