

رالي دبي الصحراوي
DUBAI INTERNATIONAL
BAJA

**THE FINAL
ROUND**
01ST-03RD DEC-22

ENVIRONMENTAL GUIDE



منظمة الإمارات
للسيارات والدراجات النارية
EMIRATES MOTORSPORTS ORGANIZATION

EMIRATES MOTORSPORTS ORGANIZATION “EMSO”

One of the oldest national organizations in the United Arab Emirates, the Emirates Motorsports Organization (previously Automobile & Touring Club of the UAE, ATCUAE) marked its golden jubilee in 2015.

Since its inception in 1965, EMSO has played a leading role in the development of motorsport on both the national and international level.

Today, it governs approximately 140 competitive events forming the UAE motorsport calendar, and covering disciplines such as circuit racing, rallying, drag racing and motocross.

The EMSO is the country's sole representative of the FIA, automobile sport's world governing body, and its motorcycling and karting equivalents, the FIM and CIK respectively. Its primary responsibilities are to promote the safe and sustainable growth of motorsport in the UAE, and to ensure all events are run fairly and to regulation.

The organization is also a member of FIVA, the international body for classic vehicles, and the IRU, the International Road Transport Union. The EMSO is accredited by the UAE National Olympic Committee.



DUBAI INTERNATIONAL BAJA SUSTAINABLE INITIATIVE

Emirates Motorsports Organisation will join forces with **Aquafina**, PepsiCo's global hydration brand. As part of the collaboration, Aquafina will bring its innovative water stations to the service park, as well as reusable water bottles and recyclable cans for all participants, officials, and volunteers – providing a sustainably refreshing hydration experience.

The pioneering **Aquafina Water Stations** piloted at Expo 2020 Dubai and have since helped save over 890,000 plastic bottles, enabling consumers to customize their drink of choice, while on the go. The water station delivers an elevated experience by offering a variety of choices including nano-filtered still and sparkling water; unflavored and flavored water like strawberry, lime, peach, and raspberry lime; no sugar and no artificial sweeteners; with custom carbonation level, temperature, and flavor intensity.

EMSO's new partnership with Aquafina marks a big step forward for the Dubai Baja as the two organisations strive to ensure sustainably sourced water and environmental consciousness flow through the event at Dubai Festival City.



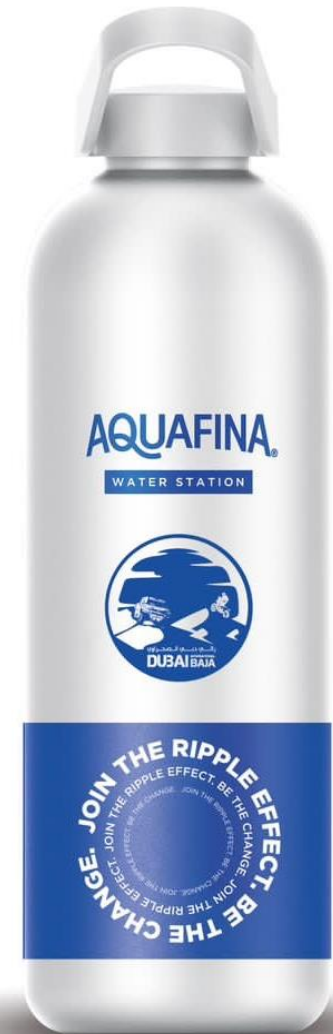
DUBAI INTERNATIONAL BAJA SUSTAINABLE INITIATIVE

The initiative aims to reduce single-use plastic water bottle waste in the city by:

- Encouraging individuals to use refillable water bottles
- Enabling access to free and safe drinking water through the installation and use of water stations across Dubai
- Creating a culture of conscious living by driving awareness on plastic alternatives and sustainability issues

Refill your reusable water bottle at [Aquafina Water Stations](#), located in:

- **The DIB Service park (Documentation and Media Center)**
- **Rally HQ**
- **In the Festival City Mall**



EMSO SUSTAINABILITY POLICY

Emirates Motorsports Organization (EMSO) is playing a leadership role in development of motorsport and encouraging motor sport stakeholders across UAE to incorporate best practices of sustainability framework by pursuing a holistic approach to environmental concerns.

EMSO strives to adhere to the Best Practice Principles (BPP) framework of FIA by setting up core elements of its environmental impact and incorporating systematic approach to Environmental Management System (EMS).

Automobile and Touring Club for United Arab Emirates (ATCUAE) is the mobility division of the Emirates Motorsports Organization (EMSO) and complies to the same Sustainability Policy.

EMSO commitment is defined as follows:

1. Collaboration with motor venues, organizers, sport clubs and competitors to promote and guide towards best environmental practices.
2. To collaborate with government entities and comply with legal requirements and legislation on national and international levels.
3. Encourage motor sport stakeholders across UAE to pursue sustainable actions for environment.
4. Support FIA Action for Environment and FIM Ride Green.
5. Demonstrate commitment to BPP by continuously improving on sustainability performance.
6. Continue to raise awareness of environmental concerns to senior management, staff and volunteers.
7. Minimize core elements of environmental impact by preserving water resources, implementing responsible waste management and energy saving systems.
8. Conduct an annual review of EMS to review environmental objectives and targets.

As a consequence of the rapid development of infrastructure in the UAE, the area available for traditional special stage rallying in Dubai has been greatly reduced since the 1980's and 1990's.

For this reason, as well as to capitalize on the growing preference and demand for cross country rallying in the region, in early 2016, the ATCUAE (now EMSO) and Dubai Government took the decision to reformat what was previously known as the Dubai International Rally, into an event that caters for cross country cars and motorcycles, and elevate it from a regional to a world level status.



In its former guise, the Dubai International Rally was the oldest motorsport event in the UAE, being staged annually since the late 1970s and organized by the ATCUAE since 1997. Until 2015, the event was staged as a round of the FIA Middle East Rally Championship, being won by such drivers as Nasser Al Attiyah, Saeed Al Hajri, Khalid Al Qassimi and Bjorn Waldegård. Former EMSO President, now FIA President Mohammed Ben Sulayem holds the record for most wins, taking 15 victories between 1985 and 2002.

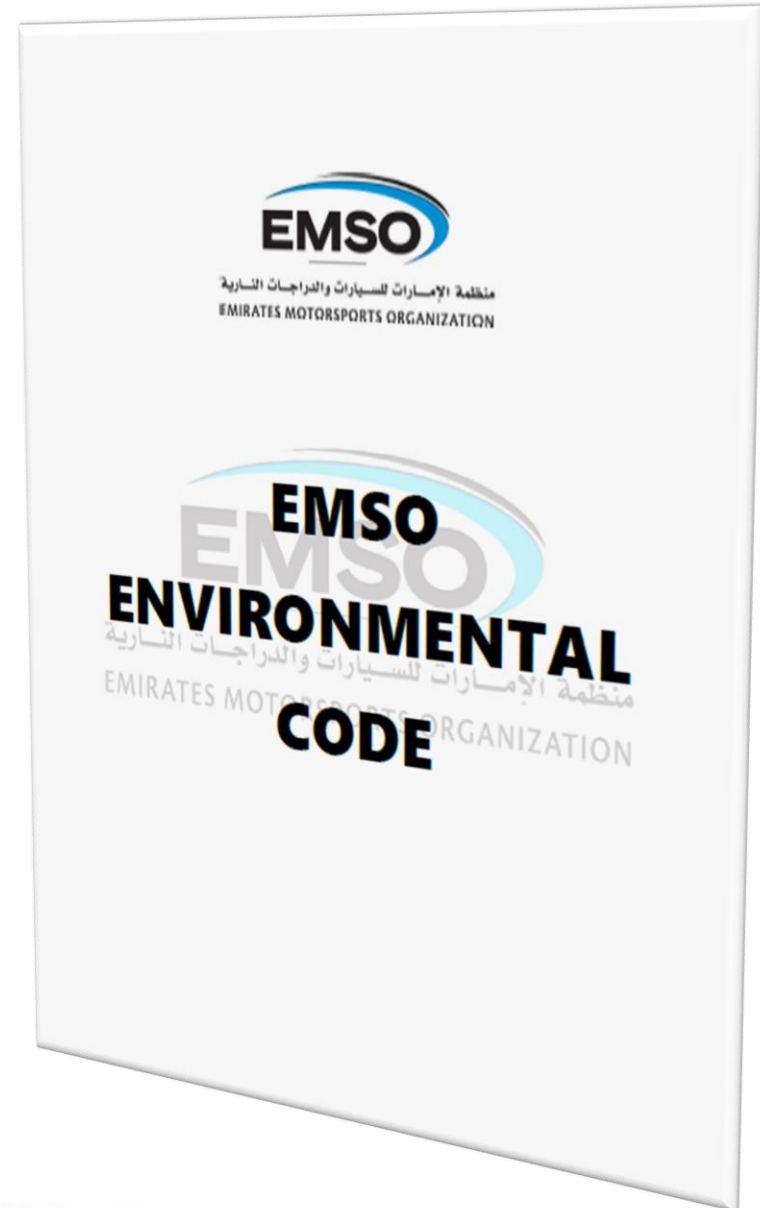
In 2021 the event's Headquarters and Service Park moved to the DEWA's Innovation Center which is based in Al Qudra Desert, being the first World Cup for Cross Country Bajas run on solar power.

In 2022 the EMSO is taking new steps to bring event closer to public. The Dubai International Baja Headquarters and Service Park will be based in Dubai Festival City with the support of Toyota-Al Futtaim and Dubai Festival City Mall.

EMSO ENVIRONMENTAL CODE

The Emirates Motorsports Organization (EMSO) will seek to establish at all times the highest environmental standards during the organization of motorsport events at all levels and will promote environmental consciousness among all participants.

The EMSO will do so in close co-operation with the organizers of the motorsport events and activities in the UAE.



FIM ENVIRONMENTAL CODE



The FIM (Fédération Internationale de Motocyclisme) is the world governing body for motorcycling sport and the global advocate for motorcycling.

The adoption of the first FIM Environmental Code dates back to 1994. This document, whose latest version was adopted at the end of 2009, is updated every year by the CIE and is an essential tool for national affiliated federations and other organisers of FIM events.

The FIM is committed to developing and promoting a sustainability programme to enhance its positive impact on the environment and society and reduce any possible adverse effects.

The FIM's goal is to establish a culture of sustainability in motorcycle sport worldwide.

In order to achieve this, the FIM will:

- Continue to foster an Environmental Protection Programme.
- Comply with all relevant legislations, regulations, policies, local laws and site agreements designed to protect the environment.
- Monitor advances in technology and environmental best management practices and apply them as appropriate.

FIM RIDE GREEN PROGRAM

In December of 2021 the United Nations adopted the Sport as an enabler of sustainable development. The FIM over the last thirty years has been able to realise that ambition through concrete environmental protection regulations and a holistic approach to sustainability.

This environmental protection has been evolved and now we add effort to join the global agenda by supporting most of the sustainable development goals through the different dimensions of motorcycling. We have seen the evolution of our objectives over three decades and how our stakeholders have also evolved to forge a better future and have become sustainability drivers with events more than a game.

A structured programme focused on the education of the more than two hundred Environmental Stewards that work in every FIM event is the key to the sustainability strategy followed by a comprehensive programme aimed to control and provide mitigation measurements for those unavoidable by the application of strict regulations and control tools supported by the FIM environmental stewards, delegates and expert members of the International Sustainability Commission.

Other programmes based in awareness and communication such as the Ride Green Ambassadors, KISS programme (Keep it Shiny and Sustainable), grassroot oriented campaigns such as the Ride Green Cup, Environmental Trophy amongst others.

Ride Green Programme is the big umbrella that embraces all the programmes mentioned above that has become the flagship sustainability programme and it is now recognised globally.



The FIA environmental policy applies to all operational activities, at all FIA locations (Paris, Geneva and Valleiry) and to all FIA organized and sanctioned events. Within this framework, the FIA commits specifically to:

- Comply with all applicable regulatory requirements in relation to environmental aspects.
- Seek continuous improvement of environmental management with the aim to reduce the environmental impact of our activities.
- Protect the environment and prevent pollution within the scope of our activities.

To meet these commitments, the FIA undertakes the following actions:

- Measure and monitor our environmental performance to have a full understanding of environmental impacts of our operations.
- Identify and implement actions aimed at reducing FIA's environmental impacts, starting from most impactful categories.
- Promote sustainability and environmental awareness and involve internal and external stakeholders in reaching the objectives.



FIA ENVIRONMENTAL STRATEGY

Adopted in December 2020, the FIA Environmental Strategy demonstrates the ambition of the FIA to be net zero emissions by 2030.

It sets objectives for its organisation, members, championships and network through three strategic goals: climate action, technology and innovation and sustainable practices.

The FIA Environmental Strategy 2020-2030:

- Sustainable motor sport and mobility for all.
- Develop and improve environmental sustainability across motor sport and mobility.
- Guide FIA members and championships towards competitive and sustainable practices and activities.
- Promote sustainable motorsport and mobility to contribute to global targets of the environmental agendas.



رالي دبي الصحراوي DUBAI INTERNATIONAL BAJA

THE FINAL ROUND 2022

عيد الاتحاد 51

اليوم الوطني الإماراتي
UAE National Day

حكومة دبي
GOVERNMENT OF DUBAI

ORGANIZED BY

EMSO
منظمة الإمارات للسيارات والموتوسبورت
EMIRATES MOTORSPORTS ORGANIZATION

ENERGY PARTNER

إينوك
enoc

AUTOMOTIVE PARTNER

الفطيم للسيارات
Al-Futtaim motors
TOYOTA

VENUE PARTNER

دبي فستيفال سيتي مول
Dubai Festival City Mall

SANCTIONED BY

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FIA CROSS COUNTRY
BAJAS
WORLD CUP
FIM
BAJA
WORLD CUP

EXECUTIVE PARTNER

AQUAFINA

G-SHOCK



جمارك دبي
DUBAI CUSTOMS

مجلس دبي الرياضي
DUBAI
SPORTS COUNCIL

GOVERNMENT PARTNER

شرطة دبي
DUBAI POLICE

الإدارة العامة للدفاع المدني - دبي
DIRECTORATE GEN. OF DUBAI CIVIL DEFENSE

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RTA
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