

## **CHAPTER I: PRELIMINARY**

### **A. Background**

The Sustainable Development Goals (SDGs) are a global agenda initiated by the United Nations during its 2012 conference in Rio de Janeiro on sustainable development. The SDGs contain a set of goals that are committed to responding to the challenges and urgent problems currently being faced and even those that will be faced by humankind in the future. The challenges referred here include matters relating to the environment, economy, social, and even politics. There are seventeen goal points contained in the SDGs, all of which are interlinked with each other in responding to these challenges. Furthermore, the SDGs provide directions for actions in dealing with climate change, managing limited resources, as well as creating peace, equality, and an economically inclusive society (United Nations Department of Economic and Social Affairs, n.d.).

Prior to the existence of the SDGs, the United Nations had first introduced the Millennium Development Goals (MDGs), a similar agenda that was first launched in 2000 and continued to operate until the SDGs replaced their existence in 2015. The achievements that the MDGs have attained during its tenure include reducing global poverty, providing access to sanitation and clean water, improving the quality of maternal health, reducing child mortality, and its most important actions in combating deadly diseases such as HIV/AIDS, malaria, and tuberculosis (MDG Achievement Fund, n.d.). Therefore, it can be said that the SDGs are a continuation of the MDGs. The SDGs develop the achievements that have been obtained through the MDGs and diversify them again by prioritizing sustainable factors.

According to Carol Newman, a professor at Trinity College's Department of Economics and leader of the Trinity

International Development Initiative (Future Learn, n.d.), there are three main factors that challenge the achievement of the SDGs, namely: (1) conflicts at various levels of society that can lead to instability, (2) the implementation of the SDGs becomes an empowerment program that is less precise and irrelevant to the actual conditions of the community, and (3) the absence of political will from local and national governments in producing policies that are sustainable and long-term. If these three challenges have not been addressed at the outset, it will be exceedingly difficult to make the SDGs successful before 2030.

Since the problems that humanity will face are overly complex, it requires support from many parties in their respective sectors. This includes parties in the automotive and motorsport sectors. Automotive and motorsports play an equally significant role because it is undeniable that these two interrelated industries contribute significantly to the release of carbon footprint emissions into the atmosphere. Although the automotive industry has shown efforts to support sustainable development with emission standards such as the Euro Emission Standard, unfortunately, not many motors sports events have done the same. Today's mainstream race cars are still designed using internal combustion engines, so they still need fossil fuels to operate and produce carbon footprint emissions. This method is considered ironic because it is contrary to the values that prioritize environmental sustainability, like what had been planned in the UN SDGs program.

In 2019, international class racing events such as Formula 1 produced as much as 256,551 tons of carbon footprint emissions because motorsport organizes its events by traveling to cities around the world. Around 45% of the total carbon footprint emissions are produced not by the racing cars but by the transportation process of the team's logistics and the broadcasting needs of the race. Meanwhile, cars only produce about 0.7% of the total carbon footprint emissions during the

race (Eco Green, 2021). Apart from Formula 1, the National Association for Stock Car Auto Racing (NASCAR) also experienced quite the same thing. This is because the governing body that oversees NASCAR does not impose emission regulations at all on their cars. Another report also shows that the rubber waste produced from NASCAR's used tires every season is more than 225,000 kg. It means that six hundred tires weighing around 10 kg each are spent every round of the race, while NASCAR organizes forty rounds each season (Eco Green, 2021).

Therefore, the motorsport developed new variations, following the support for sustainability and the relevance of the world's automotive market conditions, which now tend to focus on electric vehicles. In 2014, there was the debut of the Formula E race, which was held at the Olympic Park in Beijing, China (FIA Formula E, n.d.). Formula E is an international class four-wheel motorsports race championship that uses cars with the specifications of single-seater, open wheels, and an open cockpit (FIA Formula E, n.d.). The most apparent difference between Formula E and Formula 1 is the powertrain. Formula 1 uses an internal combustion engine combined with a hybrid system, while the Formula E championship has been using cars that 100% do not involve an internal combustion engine but rely on an electrical system with a maximum power of 250 kW (2nd generation car) then will soon be increased to 350 kW (3rd generation car) for the ninth season of 2023 (FIA Formula E, 2021).

The Fédération Internationale de l'Automobile (FIA) is a federation organization for motorsports, especially four-wheelers, which serves as the governing body for the sport itself (Fédération Internationale de l'Automobile, n.d.). Since its founding in 1904, the FIA has been tasked with creating a competitive yet safe motorsport environment by managing the applicable regulations. Currently, the FIA is also promoting safety, sustainability, and inclusive mobility for the broader

public around the world (FIA Foundation, 2021). In addition, the FIA has been actively promoting the SDGs by the United Nations because safety here can also be understood as a mode of transportation that is safe for the long term, namely for the sustainability of the environment and humanity. Since Formula E is a branch of motorsport under the auspices of the FIA, it is not surprising that Formula E strongly reflects the values promoted by the FIA.

Formula E's origination began on March 3rd, 2011, when Jean Todt, who was serving as FIA president, invited two of his colleagues, namely Alejandro Agag, a businessperson and former politician from Spain, and Antonio Tajani, an Italian politician and journalist, for dinner at a restaurant in Paris, France. During the dinner, they discussed the concepts for the first sustainable and eco-friendly single-seater race using fully electric cars, and thus they wrote the concepts on their napkins (FIA Formula E, n.d.). Further in the conversation, Jean Todt expressed the details of the mission and founding concept of Formula E itself. With the use of racing vehicles based on an electric system, it is hoped that this new motorsport will be able to be compatible with sustainable values (Reigle, 2021).

Impact, *¡vamos!*, bravery, electricity, and humanity are the five main pillars that are central to Formula E's strategic operation values (Formula E Operations Limited, 2021). The meaning of these five pillars is:

- **Impact** means Formula E as an agent of change for a better and sustainable future through eliminating the use of fossil fuels and replacing them with environmentally friendly electricity technology so that they can have a positive impact not only on Formula E fans and partners but also on the broader community.
- *¡Vamos!* is a pillar that shows a confident, determined, and unabashed attitude in acknowledging Formula E's potential to bring significant and comprehensive changes.

- **Bravery** means being brave in breaking through traditional boundaries, being brave in initiating innovation, and having the braveness to continue to fight limitations.
- **Electricity**, what is meant here, is Formula E's ability to provide empowering energy in the form of racing entertainment for fans on track and a passion for positive action off the track.
- **Humanity**, which means that Formula E believes that technology and sophistication are created and developed based on the aim of improving the standard and quality of human life.

The electric-based system also makes the cars used in Formula E not only clean from carbon emissions and exhaust gases but also free from noise pollution (FIA Formula E, 2021). It makes the FIA, as the governing body, able to hold each Formula E race week not on unique tracks or dedicated circuits but on the streets of selected iconic cities around the world. Three years after the talks in Paris, the Formula E race was finally held for the first time in the city of Beijing, China, with the title 2014 Beijing ePrix. The route taken by the racing drivers was around the Olympic Park area. This aims to increase Formula E's inclusiveness and facilitate the SDGs program campaign as close as possible to the townspeople (FIA Formula E, 2021).

Alejandro Agag, currently the CEO of the Formula E Foundation, has the vision to create an exciting and far-sighted racing spectacle. He believes that the type of racing or motorsports that still use internal combustion engines will only be relevant in the next 20-30 years. Furthermore, the world community will already be familiar with electric-based vehicles. As for the teams and manufacturers involved, Formula E will be the suitable laboratory to develop electric-based cars equipped with advanced features in terms of aerodynamics, powertrain, battery, and others. In the end, the advanced features that were previously developed through Formula E will

be passed down to mass-produced vehicles (FIA Formula E, 2021). This method is one way to achieve the success of the SDGs and the goal of creating an environmentally friendly motorsport championship coveted by Jean Todt and other founders.

## **B. Research Question**

Based on the background that has been stated above, the research question that is posed is: ***“How are the Fédération Internationale de l'Automobile (FIA)'s strategies to support the UN SDGs program through Formula E?”***

## **C. Conceptual Framework**

### **1. The Concept of Sustainable Development Goals (SDGs)**

Sustainable Development Goals (SDGs) are a collection of development plans created to answer humankind's global challenges that prioritize sustainability to achieve a better future. The challenges being faced through the SDGs include poverty, inequality, climate change, environmental degradation, peace, justice, and others. The SDGs were adopted by the United Nations General Assembly in 2015 and were then called out not only to countries that are members of the United Nations but also to private parties such as companies and non-profit organizations. Human life is hoped to be free from previously mentioned challenges, especially in achieving peace and prosperity before 2030 (United Nations Department of Economic and Social Affairs, n.d.).

According to the United Nations Conference's Report, sustainable development comprises three primary pillars: economic, social, and environmental, all of which are reliant on one another and mutually reinforcing one another. The fulfillment of human needs by society, accomplished via the

expansion of creative capacity in methods that are gentler on the environment, and the guarantee that equal opportunities will be made available to all members of society are necessary for sustainable development. There are seventeen more specific goals in the SDGs as a whole concept. The 17 goals are: (1) no poverty; (2) zero hunger; (3) good health and well-being; (4) quality education; (5) gender equality; (6) clean water and sanitation; (7) affordable and clean energy; (8) decent work and economic growth; (9) industry, innovation, and infrastructure; (10) reduced inequalities; (11) sustainable cities and communities; (12) responsible consumption and production; (13) climate action; (14) life below water; (15) life on land; (16) peace, justice, and strong institutions; and (17) partnerships for the goals. Although these seventeen goals are specific, they are partnered and integrated with one another because the performance of one goal can affect how another goal works. In other words, economic development activities must always be accompanied or in line with environmental sustainability and social welfare (United Nations Department of Economic and Social Affairs, n.d.).

The success of the highly ambitious global agenda requires more than just the governments of the world's countries, it needs the involvement of various parties/institutions such as Non-Governmental Organizations (NGOs), community-based grassroots groups, and private sectors that are capable of working together in synergy, as previously explained, all 17 points of SDGs are units that are mutually bound and influence each other. Without this synergy, it is almost certain that sustainable future development is just wishful thinking on paper (Koshy, 2022). The grassroots community urgently needs to be advocated so that they get complete access to a better-quality education, work environment, institutional support that can make doing business or income-generating opportunities easier, and environmentally friendly green technologies. These things are exceptionally crucial, and they must be addressed first in order to make a

positive change in terms of achieving the overall seventeen points of the SDGs by 2030 (Koshy, 2022).

As an organization that acts as a governing body for the world of motorsport and also as an international non-governmental organization that has expertise in the field of motorsport and mobility, the FIA's way of supporting the achievement of the SDGs through Formula E is by carrying out strategies that support the points in the SDGs that appropriate and relevant to their expertise. Examples of points in the SDGs that are appropriate and relevant to the FIA's expertise are points 3, 7, and 9. To support these goals, FIA uses a strategy on one of the motorsports under its auspices, Formula E, which uses propulsion that is not based on an internal combustion engine that requires fossil fuels and then releases carbon footprint emissions into the atmosphere. Instead, it uses an electricity-based drive system which is cleaner and more environmentally friendly. This strategy is because the FIA is at the forefront of net-zero carbon footprint emissions and sustainable technology. In addition, research on synthetic and environmentally friendly fuels has been the focus of development conducted by the FIA for a long time (Dinh-Zarr, 2014). This is because the FIA has committed to the United Nations Sport for Climate Action Framework.

Apart from that, the FIA also has other strategies to support the achievement of the SDGs, especially for goal points 3, 6, 7, and 12. The strategy in question is to manage Formula E racing events using a management method that prioritizes elements of environmental sustainability. During the Jakarta ePrix on June 4, 2022, the event got three-star in the Environmental Accreditation of FIA. In line with this, vendors selling food around the Ancol Beach circuit are prohibited from using food containers made of Styrofoam. Spectators are also strongly encouraged to bring their own drink tumblers instead of buying drinks that use single-use plastic bottles (Tempo, 2022). Besides, every other Formula E ePrix runs according to

the standards provision of sustainable event management, such as ISO 20121 certification and Environmental Accreditation from the FIA (FIA Formula E, 2021).

Furthermore, FIA establishes partnerships with partners with the same vision and mission to support the SDGs as the following strategy. The selected partners are those who have straightforward projects and programs supporting certain specific points in the SDGs. Its first example is a partnership with UNICEF. In this partnership, UNICEF will take advantage of the tens to hundreds of thousands of spectators who come to watch the race live on the circuit to conduct open donations or fundraising activities for children in Africa who are in need. This partnership is designed to support SDGs 1, 2, and 3. The second partnership is with UNEP. UNEP also uses the number of Formula E spectators to disseminate information about air pollution and the dangers of air pollution and to promote the use of electric-based vehicles. Together with UNEP, FIA supports achieving points 3, 13, and 17 in the SDGs. FIA collaborated with The Climate Group (TCG) in the third partnership to launch the EV100 program. This program supports the achievement of points 7, 9, 12, 13, and 17 in the SDGs because it helps manufacturers or automotive brands transition from internal combustion engines to electric vehicles. The most recent partnership is with the Prince Albert II of Monaco Foundation. Like UNICEF, the Prince Albert II of Monaco Foundation also conducts open donations or fundraising activities. However, the difference is that this time the funds raised will be redistributed to various local NGOs in the cities or countries visited by Formula E. This partnership will support the achievement of SDGs point number 3, 6, and 17.

The final strategy, the FIA added several special and unique programs to the Formula E racing events series. These special programs are, for example, the FIA Girls on Track program, which aims to increase the number of women's participation in the world of motorsport, empower women, and

improve gender equality. This program will support SDGs point number 5, 8, and 10. Apart from that, FIA also launched another unique program, namely FIA Smart Cities. This program aims to improve the quality of life of city residents whose cities are visited by Formula E events. This program is designed to support SDGs point number 7, 8, 9, and 11.

## **2. The Concept of Non-Governmental Organization**

Article 71 of the newly created United Nations Charter in 1945 was the first time non-governmental organizations (NGOs) were referred to as such in order to separate them from government entities and commercial groups (United Nations General Assembly, 2022). While there is no official or established definition for NGOs, they are often understood as groups or private organizations operating outside government control. The World Bank defines NGOs as private groups that work to alleviate suffering, advocate for the interests of the poor, preserve the environment, provide essential social services, and engage in community development (Paul, 1996). Similar terms include nonprofit, charity, nonprofit organization (NPO), civil society organization (CSO), citizen sector organization (CSO), social benefit organization (SBO), an advocacy organization, voluntary organization, grassroots support organization (GSO), and non-state actor (NSA). There are NGOs in every region of the globe. What constitutes an NGO in one country may not qualify as an NGO in another due to differences in legal definitions, permissible activities, monitoring, and supervision. The phrase encompasses a wide variety of organizations. Moreover, the term 'NGO' is seldom used for nonprofit organizations established in the United States. In general, non-governmental organizations (NGOs) are worldwide organizations; nevertheless, some nations identify their civil society organizations as NGOs (Folger, 2022).

NGOs are indispensable members of civil society and play an increasingly vital role in fostering social change.

Citizens create non-governmental organizations with a purpose or service in mind. They utilize their platform on the local, national, and worldwide levels to support the economic, social, political, or human rights initiatives of a country or the globe. The number of NGOs and their impact in many sectors has increased significantly during the last decade. These organizations now serve as counselors to governments, international institutions, and even the United Nations. For instance, NGOs may focus on activities such as, but not limited to, developing and operating community-based groups to improve and maintain infrastructure, supporting start-ups and innovation work, serving as liaisons between the government and the general public to facilitate communication, providing training and practical assistance to better address projects and community concerns, contributing to research and evaluation of the undertaken projects, and working with underprivileged communities. Their work contributes to the development and improvement of communities, fosters citizen engagement, and raises awareness of local and global challenges (Folger, 2022).

Large NGOs may have millions or billions of dollars in their budgets. Various sources, including individual donations, private charities, foundations, companies, and governments, fund NGOs. Despite their independence from governments, many NGOs rely substantially on government financing. Bilateral or multilateral assistance is one of the significant sources of financing for NGOs. Such examples include assistance from the United Nations and the World Bank. Individual donors, private charities, foundations, and businesses are significant sources of financing for NGOs and may be helpful for smaller or regional NGOs. These increasingly difficult-to-obtain funds are designed to pay general expenditures and enhance the organization's objectives. In contrast, project-based financing is limited to expenses associated with a particular project. In addition, governments issue an open solicitation for state financial awards, with the EU contributing. In addition, they are becoming rare. Donations and

grants from people or unstructured organizations may also provide funding. The funds donated by donors, regardless of their origin, are essential to the functioning of NGOs and enable them to continue their work (Folger, 2022).

The works or activities carried out by non-governmental organizations (NGOs) fall into one of two categories to the World Bank (Paul, 1996). The first kind of activity is operational, and this type of activity is to design and implement projects or initiatives relevant to development. The second kind is advocacy, and its purpose is to support or advance specific causes by expanding public awareness, acceptance, and understanding via various activities. Advocacy also seeks to influence government policy through lobbying, press work, and activist events. Few NGOs may carry out activities or works relating to the two typologies concurrently.

The FIA is recognized as an NGO by the United Nations with special consultative status as a direct result of its work (Fédération Internationale de l'Automobile, n.d.). Based on the type of activity it carries out, FIA can be classified into both categories according to the World Bank. This is possible because every activity carried out by the FIA is a development-oriented project. Other than that, in carrying out its projects, FIA strives for values that will lead to merits by increasing public awareness and knowledge regarding these values. Not infrequently, the FIA also issues press, innovations, and so on to lobby a government's policies to lead to the values they are aiming for.

An example of an activity carried out by the FIA that can be classified as a type of operational and advocacy activity is holding the Formula E world championship race. This is due to several strategies the FIA carried out in its series of Formula E Championship events. The first strategy is selecting a relatively new and sophisticated racing vehicle used in Formula E, which does not use an internal combustion engine with a very high

carbon footprint. Instead, it uses a clean, sustainable, and environmentally friendly electric vehicle base. Because Formula E is a racing competition, manufacturers or brands that compete in it are "forced" to develop technology and features for electric vehicles so they can continue to survive in competition. This makes Formula E operational, according to the World Bank, because the technology and features developed during the competition will be passed down to mass-production vehicles to have better quality. Meanwhile, to fulfill its advocacy category, the FIA created Formula E as a spectacle that educates audiences to increase their interest in using clean, sustainable, and environmentally friendly electric vehicles.

The second strategy is to manage Formula E racing events sustainably. FIA, through its subsidiary, Formula E Limited Operation, has managed two things in the event to make it more sustainable. The first thing they manage is recycling and waste, while the second is the carbon footprint emissions generated during the race at each venue each season. The FIA designed Formula E as a pilot program or initiative for other event organizers to be able to organize each of their events to be more sustainable. This proves that the FIA is carrying out its activity role in an operational context. Meanwhile, at the same time, the FIA also carries out its advocacy function by raising public awareness and educating them through a sustainability campaign wrapped in a spectacle or racing event.

The third strategy, through Formula E, the FIA can carry out operational partnerships or advocacy, or both simultaneously, depending on who the FIA partners with. An example of a partnership that the FIA has established in Formula E is with UNICEF. UNICEF will carry out a fundraising project for children in Africa who need tens to hundreds of thousands of spectators who come to watch Formula E racing events. This partnership is classified as a type of operational activity. Then there is also the partnership that the FIA has established with UNEP. This partnership is

classified as an advocacy type because UNEP campaigns for the use of electric vehicles and raises awareness among Formula E spectators about the dangers of air pollution. Furthermore, FIA partnered with The Climate Group (TCG) to launch an operational project in the form of a program called EV100. The latest partnership that the FIA has established through its Formula E is with the Prince Albert II of Monaco Foundation. It is operational because they also raise funds that will later be redistributed to local NGOs in every city or country Formula E visits.

The FIA's next strategy or activity as an NGO in Formula E is to include several unique programs in the racing championship. The first program is FIA Girls on Track which aims to increase women's participation in motorsport, empower women, and improve gender equality. This program meets the criteria as an operational type because there are many activities in it that women can participate in and a type of advocacy. After all, this program significantly increases women's acceptance in motorsport and awareness that women also have the right to be in motorsport. The second program, namely FIA Smart Cities, aims to improve the quality of life for citizens of cities visited by Formula E races. Operationally, this program opens competition for companies, individuals, or anyone who can create projects to fulfill the program's objectives so that the FIA can invest its money in them. At the same time, the FIA is also, through Formula E, especially the Smart Cities program, trying to lobby the governments they visit to produce policies that facilitate the mobility of its citizens.

#### **D. Argument**

In its efforts to support the achievement of the Sustainable Development Goals (SDGs) program initiated by the United Nations, FIA carries out several strategies outlined in the racing event of the Formula E World Championship. These strategies can simultaneously be operational or advocacy

in nature as the capacity and capability of FIA as an international non-governmental organization. Besides, these strategies support several points or goals in the SDGs program that are relevant and in accordance with FIA's expertise and field of work. The strategy intended here is as follows:

1. Using an electric-based racing car
2. Performing sustainable event management
3. Establishing partnership
4. Launching FIA Girls on Track program
5. Launching FIA Smart Cities Program

## **E. Research Method**

### **1. Method of Collecting Data**

The author emphasizes library research techniques as a data collection technique. The data is valid and secondary, obtained from print media such as magazines, books, journals, newspapers, and other documents. The data was also obtained from internet media in the form of official websites or news websites, along with other sources relevant to the author's analysis.

### **2. Data Analysis Method**

In analyzing data, the author uses the qualitative method and deductive descriptive analysis techniques, which means the theory is still the research tool, starting from selecting and finding problems/issues, building hypotheses, and making observations. The use of theoretical/conceptual model is commonly used in qualitative research. The theory used as a prefix in answering research questions that the deductive analysis technique guides research by first using theory as a measurement tool and an instrument for constructing hypotheses, so the author indirectly uses theory as "guidance" to see problems/issues in research.

### **3. Unit of Analysis**

The level of analysis used in compiling this thesis covers the international level. This is because the FIA itself is an international NGO that organizes Formula E events in various cities around the world.

#### **F. Scope of Research**

This research focuses on discussing the strategies made by the FIA in supporting the UN SDGs program through Formula E. Therefore, this research cover Formula E activities from the beginning of its inception in 2014, precisely on September 13 when the Beijing ePrix, to the last Formula E race held at the time this thesis is written, namely the eighth season, the ninth round on June 4th at the Jakarta ePrix. The author covers all the first seven seasons of Formula E plus the eighth season, which had only run nine rounds when this thesis was written. This is because the FIA, as the governing body of Formula E itself, is constantly providing breakthroughs and innovations related to efforts to reduce carbon footprint emissions and support the SDGs program in each ePrix round. Each of these breakthroughs and innovations, the author feels, is very worthy of being covered and discussed in this thesis. However, it is also possible for the author to cover other essential information related to the strategies of the FIA in supporting the UN SDGs program beyond the time frame already mentioned. Due to the fact that the discussions on the formation of Formula E started in 2011.

#### **G. Research Objectives**

The main objective of this research is to answer the previously mentioned research question: “How Fédération Internationale de l'Automobile (FIA)'s strategies to support the UN SDGs program through Formula E?” based on facts and data that are valid and relevant to the research question.

Moreover, this research also covers the strategies used by the FIA in supporting the SDGs program. In this case, it is from the technological innovations that are produced to the partnerships that are conducted. In addition, the author also hopes that conducting this research may broaden the horizons and knowledge of readers about sustainability issues and matters related to the social and political sciences that surround them.

## **H. Writing System**

The systematics of drafting this thesis will be divided into five main chapters, followed by other subchapters. It aims to be coherent and orderly so that it is easier to understand. The five chapters in question are as follows:

### **Chapter I: Preliminary**

This chapter contains the background of the topic being raised, the research question, theoretical framework, argument, research methods, the scope of research, research objectives, and the writing system.

### **Chapter II: The FIA as an International NGO**

This chapter explains matters relating to the FIA's profile as an international organization. This also includes its organizational structure, like the president, world councils, administrations, general assembly, committees, commissions, and its transformation from a federation that only regulates technical racing matters to an organization with advocacy and operational activities.

### **Chapter III: Motorsport as a Media Campaign for Environmental Sustainability**

This chapter discusses the efforts made by several motorsport series to turn the world of the motorsport industry

which is generally known to be not environmentally friendly, to become a medium or tool for promoting and campaigning for environmental sustainability.

#### **Chapter IV: The FIA's Strategies in Supporting the SDGs Program Through Formula E**

This chapter's content is the explanation of the detailed strategies of the FIA in supporting the SDGs program of the United Nations through the motorsport it oversees, namely Formula E.

#### **Chapter V: Conclusion**

This last chapter contains conclusions from the discussions that have been presented in the previous chapters.