59. ADAC 3 Städte Rallye

Sustainability Concept

Experience motorsports. Strengthen the region. Respect nature.

3 Städte Rallye 2026

ADAC

Public

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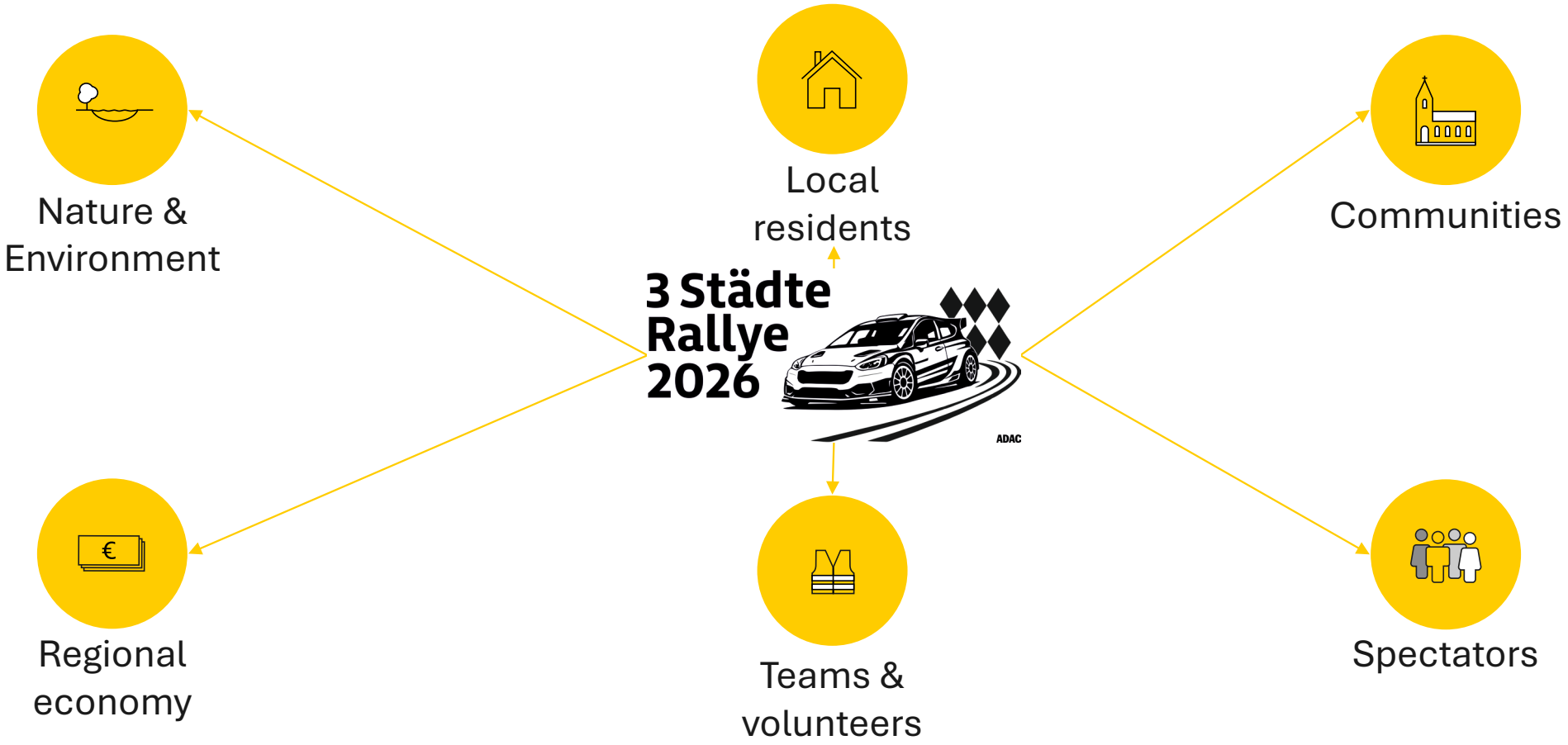
Sustainability at the 3 Städte Rallye

Public

Sustainability Concept

Our Responsibility

The ADAC 3 Städte Rallye gets more than just rally cars moving.



That is why we see sustainability as an integral part of event planning.

Sustainability Concept

Our commitment

Motorsport and sustainability are not mutually exclusive

The ADAC 3 Städte Rallye regards **sustainability as an integral part of event planning**.

Our aim is to **organise** motorsport **responsibly**, to **strengthen** the **region** and to continuously **minimise** the **impact** on the environment and society.

Nature. Climate. Resources.

Inclusion. Participation. Acceptance.

Value creation. Tourism. Partners.

For us, sustainability means giving equal consideration to the environment, society and regional development.

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Our areas of focus

Public

Sustainability Concept

Our areas of focus

Travel, logistics, spectator management

Nature, Soil, Water

Energy, Materials, Waste

Society, Accessibility, Social Projects

Local partners, tourism, economy

3 Städte Rallye 2026

Sustainability Concept

Rethinking mobility

The greatest environmental impact of a rally does not come from the track.

Emissions are primarily caused by:

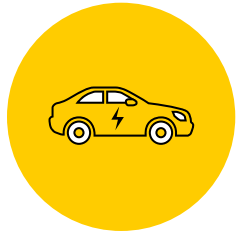
- Spectator travel
- Transport of equipment & logistics
- Journeys undertaken by the organisers

That is why we are reducing unnecessary journeys and shortening distances by:

Smart spectator management

A platform for organising car-sharing

Short transport routes



A low-emission vehicle fleet

Sustainability Concept

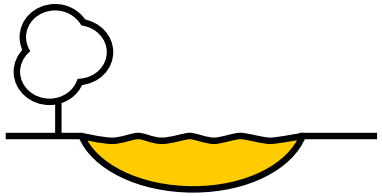
We are guests in the region

The ADAC 3 Städte Rallye takes place where people live, work and spend their free time.

That is why we treat nature, local residents and public spaces with respect.

Protecting nature
Protecting sensitive areas
Spectator management

Respecting local residents
Information
Consideration
Noise reduction



Protecting soil and water
Environmental mats
Oil absorbents
Emergency management

Consistent implementation of regulations
Authorities
Nature protection
Safety

Sustainability Concept

More than just motorsports

Motorsports should be accessible to as many people as possible.

That is why we promote accessibility, inclusion and social participation.

Ensuring accessibility

Accessible spectator areas

Low-barrier access

Accessibility statement

Promoting participation

Involving social organisations

Access to the rally experience for all

Raising awareness of inclusion

Living up to our responsibilities

Cooperation with sheltered workshops and social organisations

Awards and projects with social value

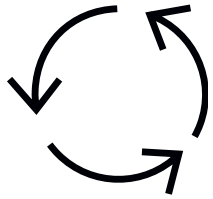
ADAC Südbayern has been awarded with the **FIA Empowering Disabled Motorsport Award 2025 for its ongoing commitment.**

It all began with the 3 Städte Rallye.

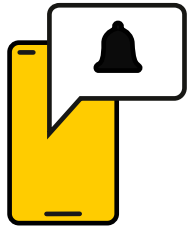
Sustainability Concept

Less consumption. More benefit

Resources are used for as long as possible and waste is avoided wherever possible.



Reusing infrastructure
Signage, barrier materials and technical equipment are reused as often as possible.



Digital rather than paper
Information and organisational processes are predominantly provided digitally.

Reusable & deposit schemes
Where possible, reusable and deposit-return systems are used.

Avoiding and sorting waste
A waste management plan ensures the organised collection of recyclable and hazardous materials.

The most sustainable resource is the one that does not need to be purchased anew.

Sustainability Concept

The Rally as an Economic Factor

Sustainability also means creating regional value

Regional service providers
Award contracts within the region wherever possible

Local volunteers and organisations
Strengthen engagement in the region

Promote tourism
Attract visitors to the region

Support social organisations
Creating a platform for organisations

Actively involving local communities
Collaboration on an equal footing

The ADAC 3 Städte Rallye is intended not only to provide motorsports, but also to make a positive contribution to the region.

Sustainability Concept

Making sustainability visible

Sustainability only works if it is understood and put into practice.

That is why we provide spectators, participants, partners and local communities with transparent information about our goals, measures and results.

Informing
Dedicated sustainability page
Accessibility information
Transparent presentation of measures

Raising awareness
Appeal to spectators
Social media posts
On-site notices

Creating transparency
Communicating results
Sustainability report
Traceable achievement of targets

Sustainability is only successful if it is visible, understandable and transparent.

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Sustainability in practice

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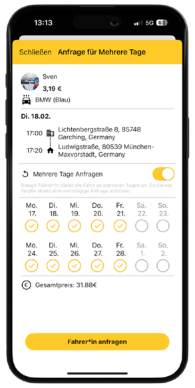
Sustainability Strategy

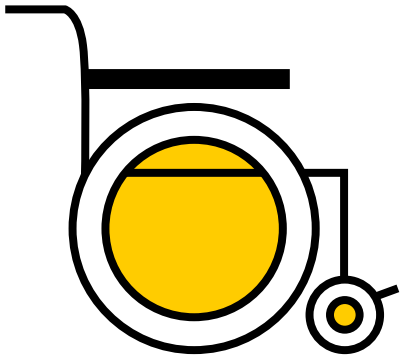
From Strategy to Implementation

Our sustainability concept is put into practice through specific measures. For example:

RideBee



Encouraging car-sharing for spectators' journeys to and from the event.



At least 3 accessible spectator areas and accessible central infrastructure.

9 trophies produced by the Wolfsteiner Werkstätten

caritas

wolfsteiner werkstätten

120 upcycled bags produced by the Wolfsteiner Werkstätten

Sustainability Concept

Moving forward

Sustainability is not a single project or a one-off measure.

We see it as **a continuous improvement process** aimed at making the ADAC 3 Städte Rallye more responsible year on year.

Together with spectators, participants, volunteers, partners and local communities, we aim **to achieve a sustainable balance between motorsport, the environment and social responsibility**.

FIA Environmental Accreditation STAR RATING ★★★

3 Städte Rallye 2026

ADAC

MOTORSPORT: INNOVATIONS FOR A BETTER FUTURE

Experience motorsports. Strengthen the region. Respect nature.

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Wir sind da.

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