

## Communication Plan

The aim of the communication plan is to increase the awareness of the importance of the environment and its protection both for external companies and other stakeholders and spectators. The communication plan based on the key elements of the previously experienced impact areas, also the indicators of the Environmental Accreditation Programme has been considered.

### External Communication

As for the external communication, we communicate via different means of communication areas. Our main channels are our social media platforms (with almost 15 thousand followers) our website and emails. It is important for our organization to inform all the interested parties including local authorities, suppliers and other partners that we are applying for the Environmental Accreditation Programme, so all the stakeholders will be notified about the organization's environmental ambitions via emails. In addition, the local communities and spectators will also be informed about all the activities and impacts that the event will create.

The communication plan has a pre communication period which ends at the beginning of the event. During this period, our organization focus on emphasizing the importance of the litter-free environment, safe participation and cheering and choosing public transport or carsharing instead of individual transport on our social media platforms (Facebook and Instagram). During the event the next communication period will be activated. In this period the on-site communication will be highlighted. In the key areas such as separate collection of waste and safety participation all the instructions will be displayed on signages especially at the designated spectators' areas in the stages. At the Service Park and Headquarter these signages will be also placed supplemented with energy saving instructions. The post-communication period will start after the race in which the implemented environmental actions will be shown on our web page and social media platforms.

Main communication tools:

- graphics on social media
- on-site signages



- educational and awareness-raising videos
- sustainability site on our website

### Internal Communication

Besides the external communication our organization also pays attention to inform the permanent and temporary employees about the importance of the environment. During this process we present guidelines of the Environmental Accreditation Programme the environmental impact areas, the goals and key communication tools and areas. Also, a short information presentation or guideline will be presented in each employing areas in order to provide knowledge all employees of our environmental processes, regulation and areas of action which they are responsible for. An internal communication field will be provided through which all employees can give feedback on our environmental performance and plans.

