

RIDE GREEN CUP – MXJUNIOR MOTOCROSS

1. Vision of the Ride Green Cup

Dear Riders dear Teams,

We are pleased to invite you to join the 2026 FIM Ride Green Cup which will be held together with the FIM Junior Motocross World Championship. The **Ride Green Cup** is an educational, participatory and motivational initiative designed to engage young riders, national teams and families in the **practical application of Ride Green values within competitive motocross**. The Cup promotes the idea that: **Competing at the highest level also means environmental, social and communication responsibility**.

2. Global Approach of the Cup

The Ride Green Cup is based on **four interconnected pillars**, all evaluated together:

1. Application of the FIM Environmental Code
2. Social and community action
3. Communication and awareness
4. Responsible attitude during the event

This approach transforms the Cup into an **active project**, not only an observation of behavior during competition.

3. Ride Green Team Project (**Mandatory UNTIL 19th of JUNE**)

(The project shall be sent until 19th of JUNE to RideGreen@fim.ch for review by the Jury)

Each participating national team must submit **prior to the event, UNTIL 19th of JUNE** a **Ride Green Team Project**. This project allows the Jury to assess:

- planning
- intent
- coherence
- real team involvement

4. Social and Community Action (*Core pillar of the Ride Green Cup*)

4.1 Fundamental Principle

The Ride Green Cup encourages young riders to understand that motorsport can have a **positive and tangible impact on society**, both at home and where they compete. For this reason, **Social Action is mandatory** and an essential part of the final evaluation.

4.2 Where the Social Action Can Take Place

Each national team must carry out **at least one social action**, which may take place:

A. In their home community, or local race tracks. Before or after the event. Examples:

- Educational activities in schools or sports clubs
- Cleaning of natural areas, motorcycling tracks or public spaces
- Environmental awareness initiatives
- Solidarity projects linked to sport

- Road safety and helmet awareness talks
- Collaboration with local NGOs

✓ **B. At the circuit or in the event surroundings.** During the competition week. Examples:

- Cleaning of the circuit or nearby natural areas
- Educational activities with other teams
- Awareness initiatives for spectators and families
- Respect and responsibility actions in paddock and common areas
- Collaboration with the local host community

✓ Direct involvement of the **junior riders themselves** will be especially valued.

4.3 Mandatory Registration of the Social Action

All social actions must be **registered and documented** by the team. Each team must provide:

- Brief description of the action
- Location and date
- People involved (riders, team members, community)
- Objective of the action
- Result or impact achieved

Accepted documentation formats:

- Photographs
- Short videos
- Social media posts
- Posters or creative materials
- Short written testimonials

This documentation:

- Forms part of the **Ride Green Team Project**
- Will be evaluated by the Jury
- May be used for official Ride Green / FIM communication

5. Application of the FIM Environmental Code

Teams must demonstrate how they apply the **FIM Environmental Code** in:

- Circuit and paddock
- Mechanics and signaling areas
- Waste management and recycling
- Motorcycle washing area
- Responsible use of water and energy
- Sanitary facilities

Concrete actions are expected, such as:

- team-created signage
- internal systems and procedures
- environmental briefings for riders and families

6. Communication and Awareness

Each team must demonstrate **how they communicate Ride Green values**, using:

- Social media (Instagram, Facebook, etc.)
- Short video content
- Posters in the paddock
- Creative awareness actions

The Jury will evaluate:

- creativity
 - clarity of the message
 - coherence with Ride Green values
 - active involvement of junior riders
-

7. Evaluation and Jury

7.1 Evaluation Criteria (Weighting)

Evaluation Criteria	Weight
Application of the FIM Environmental Code	30%
Creativity and innovation	25%
Communication and awareness	20%
Social / community action	15%
Involvement of riders and families	10%

7.2 Jury Composition

The Jury may include: FIM Ride Green representative, Event organizers, Sustainability in sport expert, Sponsor representative (if applicable)

(The project shall be sent until 19th of JUNE to RideGreen@fim.ch for review by the Jury)

8. Ride Green Cup Award

The most creative and coherent national team will be: 🏆 **Official Winner of the Ride Green Cup – Junior Motocross**

- WIN THE RIDE GREEN TROPHY, Podium recognition, Official event acknowledgement, International promotion of the winning project

9. Final Objective of the Cup

Encouraging a new generation of riders to compete with passion, respect and awareness. The Ride Green Cup encourages young riders to race responsibly, give back to society, and inspire positive change wherever they compete.