



FIM
RIDING
GREEN



Alex Salvini - 2016 FIM Enduro World Champion & FIM Ride Green Ambassador



WELCOME ON BOARD

BY KATTIA JUÁREZ DUBÓN
FIM CID DIRECTOR

I could have started this introduction by writing about the circular economy, the Sustainable Development Goals and how our activity contributes to or affects them. I could have presented figures that would make us reflect on the global crisis and its impact on the world of motorcycling. Following the conventional pattern, we could have presented our thoughts on the future with alternative energies and many other important subjects. However, we really wanted to tell you the story of these first 25 years that have simply flown by! And we wanted to do it in a different way, not with the usual figures and statistics, as those can be found in various reports. So we decided to compile a series of personal testimonials, interviews and experiences and mould them into a narrative that places in context all the momentous things that have been done since the FIM formed a working group in 1992 with the mission of reconciling sport and the environment.

It is likely that even before this period there were isolated attempts to avoid the negative impacts of sport and motorcycling on the natural world, but we took 1992 as the point of departure for this journey because we consider that it was a watershed in the history of the programme.

This book contains the thoughts and testimonials of people who have been a driving force in the Ride Green Programme and who represent all those who have played a part telling the history through my own experience. I only wish we could include them all.

Taking stock after 25 years has given us the opportunity to think about and assess where we are and where we want to go. To some extent, we have analysed our strengths and weaknesses and will use this experience as an impetus to do better.

When the Colombian writer Gabriel García Márquez, winner of the Nobel Prize for Literature, wrote his biography, he called it "Vivir para contarla" (Living to Tell the Tale), and what this marvellous title contains is precisely the spirit we want to convey with this narrative and this collection of testimonials: to tell the story through its main protagonists, through those of us who have lived to tell the tale!



Marc Marquez - Circuito Barcelona Catalunya

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It is 25 years since the Fédération Internationale de Motocyclisme started to Ride Green, setting out its Environmental Code soon after. For 10 of those years, UN Environment and the Federation have worked together to inspire people to make decisions within their sphere of influence that can protect the environment.

When Ride Green was launched, motorcycles, technology, roads and cities were all very different places. Today, we better understand how traffic emissions contribute to air pollution killing about seven million people every year. Even better, the last country using small quantities of leaded gasoline will stop by the end of this year. This alone avoids over 1.2 million deaths per year, including 125,000 children. Apart from the human cost, that is worth over \$2.45 trillion per year to the global economy.

“ WE WANT POPULAR AND WELL MANAGED SPORTING EVENTS TO EDUCATE, INSPIRE AND PROMOTE RESPECT FOR THE ENVIRONMENT ”

Such efforts to move towards a pollution-free planet will be the focus of attention at this year's UN Environment Assembly. But this can be possible when initiatives like Ride Green raise awareness and create demand among motorsports enthusiasts, at competitions and in their daily lives. Because this is a partnership that goes beyond formal agreements or meetings. We are determined to help sporting organisations, participants and fans connect decisions that have social, environmental and economic impact. We want popular and well managed sporting events to educate, inspire and promote respect for the environment. And we want them to promote gender and cultural diversity among people from all walks of life.

Where Ride Green and the Code have done this for many years, the Environment Awards continue to celebrate people at the forefront of such efforts and recent initiatives to Keep It Shiny and Sustainable build on them for a new generation of riders. Take the incredible effort at Tuscany's Mugello Circuit, with the Italian Motorcycling Federation, Dorna, Yamaha Motor Racing and The International Road Racing Teams Association. This year, they are giving fans and spectators over

BY ERIK SOLHEIM (NORWAY)
UN ENVIRONMENT EXECUTIVE DIRECTOR



20,000 recycling kits to collect waste batteries, used cooking oil and plastic bottles. They are also promoting collective and public transport, carpooling and bikes. It is great for the race and it is great for the entire area!

Such initiatives clearly have a ripple effect. Links with the European Transport Safety Council, the World Tourism Organisation and the International Olympic Committee are a reminder of on just how wide reaching The Federation's influence is. For example, the Federation's drive to push alternative energies, optimise motorcycle engines and promote e-Power and e-Road Racing, have led to tangible changes throughout motorcycle racing. But many more examples are highlighted in this special 25th anniversary report.

With the clock ticking for the 2030 Agenda for Sustainable Development and the Paris Agreement on Climate Change, more countries are promoting the switch to electric transport and more consumers are demanding change. Electric motorcycles are at the forefront of that transformation. After all, they cost about the same as their petrol counterparts, but are significantly cheaper to run,

deliver better performance and don't need complex infrastructure. It is easy to see why China already has more than 200 million on the road!

With change on that scale ahead of us, there is no doubt that the Federation's influence will be just as crucial for the next 25 years! My thanks to everyone at the Federation for their incredible support. This is one sporting partnership that is set to last for many, many years to come!

Looking back over the past 25 years, we have seen many positive changes in the world since the FIM's pioneering Ride Green initiative was established in 1992. People and societies are becoming more environmentally conscious and technology has advanced rapidly, bringing more possibilities than ever before to incorporate sustainable practices into sport.

The global environmental challenges of 25 years ago were very different to those we are facing today. Then, noise and soil pollution were widespread, the use of alternative energies was very limited and there was a general lack of knowledge and education about, and interest in, the environment.

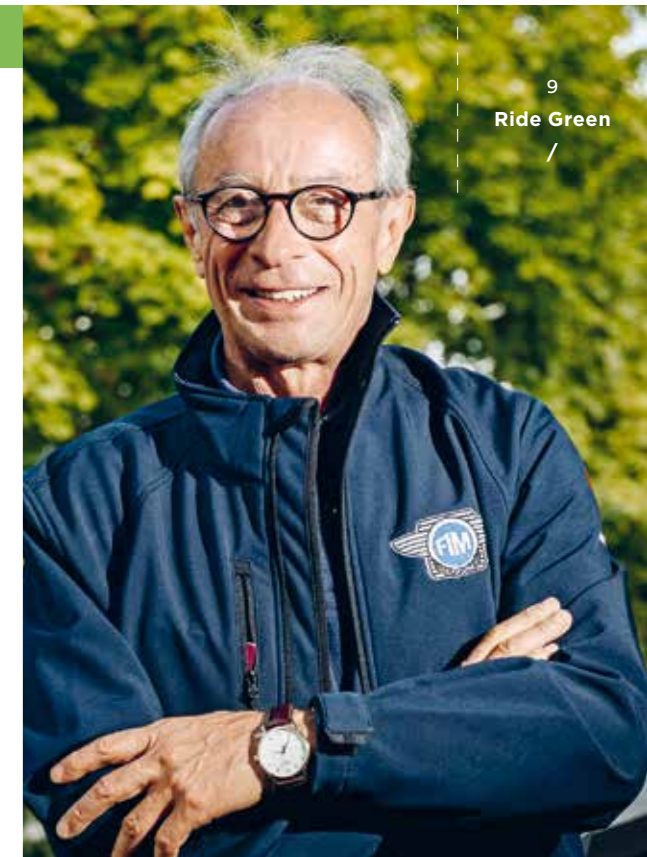
The decision to set up the Ride Green programme was made in 1992, after the FIM management team identified a number of environmental concerns that were a threat to the future of motorcycling.

The launch of Ride Green coincided with various major world environmental events, most notably the UN Environment Conference (known as the Rio Earth Summit), which contributed to a growing awareness of the impact of sport on the planet. Ride Green reflected this emerging need to consider sustainable development. It also sent out a clear message that the FIM, as the governing body for motorcycling, cared deeply about these issues and was prepared to lead the way forward.

With Ride Green, the FIM's vision was to set new standards for motorcycle racing and tourism, mirroring one of the core values of sport in general: the constant drive to progress and excel.

“ I AM PROUD TO SAY THAT THIS FUTURE-ORIENTED APPROACH HAS BECOME INGRAINED IN THE FIM'S WAY OF WORKING AND AFFECTS EVERY DECISION WE MAKE ”

BY VITO IPPOLITO (VENEZUELA)
FIM PRESIDENT



We remain passionate about promoting positive change in motorcycling and beyond. Today, events are organised with the three spheres of sustainability in mind: environmental, social and economic. All of our events adhere strictly to our Environmental Code, which was first adopted in 1994 and is updated annually by the International Sustainability Commission.

On a practical level, this translates into soil pollution prevention, noise reduction, the promotion of alternative energies, local sourcing, offsetting our carbon emissions, responsible waste management and encouraging the use of sustainable transport systems, among many other measures. Education and engagement are also key, and we proactively encourage fans and spectators, federations, race participants, organisers and managers alike to consider their environmental footprint.

Accompanying us on our journey, we are delighted to have the assistance of several renowned entities, including the world's leading environmental organisation, UN Environment, which has been cooperating with the FIM since 1996.

I am extremely proud of all our achievements so far, some of which are celebrated in this commemorative book. We will continue to build on this powerful heritage, setting a positive example to the world. With teamwork, imagination and, above all, a deep respect for nature, I believe we can build a brighter future.

Keep riding green!



Laia Sanz - Ride Green Ambassador - 2017 Atacama Rally (Chile)



BY STEVE AESCHLIMANN (SWITZERLAND)

FIM CEO

At the FIM, we think that this freedom must be earned, and that this privilege is closely connected with responsible behaviour, not only towards other road (or circuit) users, but also towards the natural environment through which we ride.

“ **THERE IS ALWAYS A FEELING OF EXCITEMENT THAT COMES WITH RIDING A MOTORCYCLE** ”

“Why is the FIM so concerned about the environment? Isn't that rather paradoxical for motorcyclists?” How many times have I heard that question! My reply is always the same: “Where's the paradox?”

The practice of motorcycling, be it for sport or leisure, gives people a great sense of freedom. Whether you are trying to shave a few hundredths of a second off a lap time or simply enjoy the glorious landscapes of a new region, there is always a feeling of excitement that comes with riding a motorcycle.

There are two strategic reasons why the FIM was a pioneer in terms of the environment:

🕒 The first is linked to the negative perception of motorcycling among much of the population and the belief that “motor sports are polluting”. In response to this pressure from the public, many authorities are gradually restricting motorcyclists' freedom. The FIM was duty-bound to restore a degree of objectivity to this debate and to educate decision-makers and the general public about the real impact of motorcycling. It has now been

proven that the main ecological footprint of a major sports event comes principally from the spectators (transport, accommodation, consumption, etc.) and not from the racing machines themselves. A motorcycling Grand Prix event is therefore no more polluting than a football match or a music festival.

🕒 The second reason is an ethical one. As a socially responsible organisation, the FIM has to set an example. This commitment to good citizenship has meant completely rethinking the organisation of our sports and touring events and our working processes to minimise their ecological footprint. The FIM has implemented KiSS programmes to raise awareness of what is at stake among organisers, spectators and participants. It has also used the high media profile of its champions to pass on positive messages to the public. Finally, it has included sections on sustainability in all the FIM training seminars for officials and young riders.

Over the last 25 years, sustainability has become a constant feature of the FIM's activities and part of everybody's routine. The question is no longer wheth-

er we need to integrate it into the organisation of our events, but how each individual can best contribute to this effort.

The FIM has been associated with motorcycling sport since 1904 and we hope that this will remain the case for many years to come. The World Championships will always have one major objective: to provide manufacturers with an environment for experimentation and a technological showcase to test and demonstrate their progress in ensuring that tomorrow's motorcycles are safer and consume fewer non-renewable resources. Current developments are looking promising...

For all those who are passionate about motorcycling, it is therefore essential that the FIM, together with the manufacturers and the riders, maintains a driving role in this vitally important development – so that motorcycling can continue to offer a sense of freedom to everyone, men and women alike, for many years to come.

THE ORIGINS OF OUR JOURNEY

THE BEGINNING OF A NEW ERA

Journeys are synonymous with adventure and excitement. They involve exploring new routes that are sometimes difficult, leaving us tired but exhilarated. Planning and undertaking a journey is never easy, but we know that we will reach our destination in the end. It is said that we experience a journey three times: dreaming about it beforehand, living through it and then recalling it afterwards. Today, we look back over a journey that began 25 years ago: the journey of motorcycling, our great passion, towards sustainability.

The 1990's were a period of change for the FIM. Issues such as rider and road safety were top priorities, but there was also a need to address the environmental concerns that were gradually gaining relevance in other affiliated federations.

The Earth Summit in Rio de Janeiro, Brazil, in October 1992 marked a key milestone for the world. 172 leaders from around the globe, mainly heads of state, gathered to talk about the future of the planet and the complex problems facing us.

The Summit, organised by the United Nations, focused on issues closely linked with motor sport, including alternative energy sources, the use of fossil fuels and their relation to climate change, concerns about global water scarcity and the use of lead in fuels. The Earth Summit's main message - that nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes¹ - was communicated worldwide, influencing every sector.

In Europe, engines were increasingly running on unleaded petrol, while petrol with a high lead content was gradually being phased out.

The 90's were also a decade of changes and challenges for all sports, and especially for motorsport. In 1990, an executive committee for Grand Prix was introduced and a first contact was established with the sports event management company Dorna, which later became the promoter of MotoGP™ events. Moves to introduce unleaded fuel for racing met with some challenges.

In 1991, representatives of the FIM attended the first Road Safety Conference in Orlando, Florida, alongside more than 300 other delegates. Later that year, FIM President Jos Vaessen held a first meeting with Mr Jean-Marie Balestre, then President of the Fédération Internationale de l'Automobile (FIA), to discuss electric cars, among other topics.

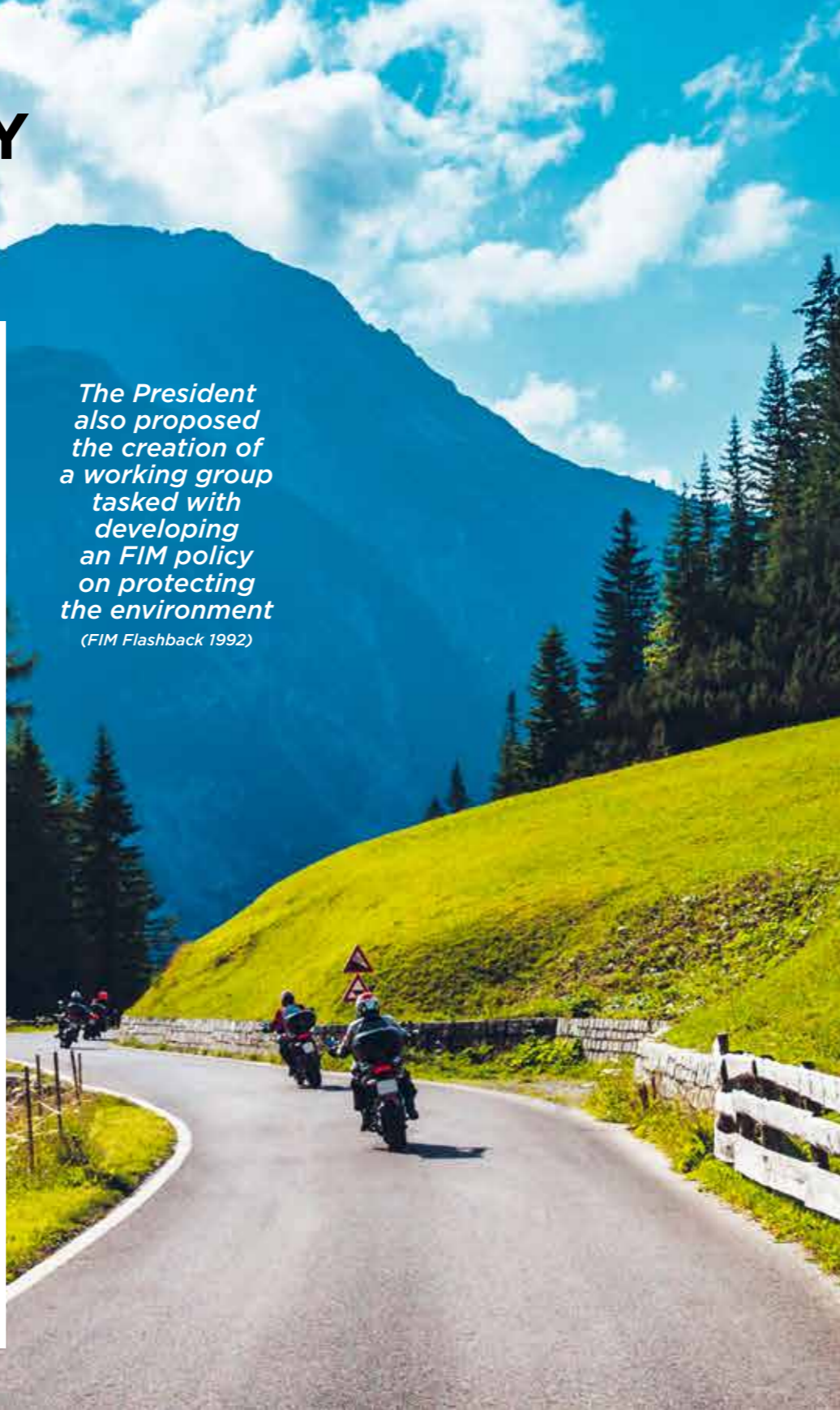
Many member federations started to report serious consequences for the sport: circuits being closed on account of noise, bans on riding motorcycles in the mountains, difficulties in obtaining authorisations for national and international events, especially in off-road disciplines, etc. Environmental groups were starting to campaign against the sport of motorcycling.

In a June meeting, President Jos Vaessen and his Board of Directors identified a number of environmental problems that were a threat to the future of motorcycling and expressed the view that the public should be aware that the FIM was concerned about these environmental issues.

¹ www.un.org/geninfo/bp/enviro.html

The President also proposed the creation of a working group tasked with developing an FIM policy on protecting the environment

(FIM Flashback 1992)



This change of attitude towards sport and its values meant that reforms were required. As an International Federation with a sport that attracts millions of fans, it was recognised that, like most other sports and human activities, motorcycling has an environmental impact. Fundamental changes were needed to protect the sport and preserve it for future generations.

Like other sports, the motorcycle industry was already making efforts to improve. Changes were coming in, such as the introduction of unleaded fuel or four-stroke engines.

During the Board of Directors' meeting in the summer of 1992 at the Mövenpick hotel in Geneva, Board members Joseph Zegwaard (Netherlands) and Oriol Puig Bultó (Spain) presented the results of extensive discussions and research regarding the future of the 500 cc class, along with proposed solutions which took environmental concerns into account.

BIRTH OF THE RIDE GREEN PROGRAMME

The October 1992 FIM Conference in Columbus, Ohio was a key moment in this story. The FIM General Assembly was held in the United States for the first time, at the Hyatt in Capitol Square. The establishment of an environmental working group was approved and the Ride Green programme was born.

The seven founding members of this working group were Giancarlo Pasini (Italy), appointed as chairman of the working group, Dave Willoughby (UK), Jorge Cabezas San Simón (Spain), Peter Stevens (Netherlands), Robert Rasor (USA), Tony Skillington (Ireland) and Hans-Robert Kreutz (Germany). The mission of this working group was to analyse the current situation, and then to define an environmental policy for the FIM. It was a multi-disciplinary group, with each member representing a different angle (sporting, medical, etc.). The group met for the first time in Geneva in January 1993.

UNLEADED FUEL AND FOUR-STROKE ENGINES: THE FUTURE OF THE 500 CC CLASS

Mr Zegwaard presented the historical background to this matter and the steps taken since the previous year. The introduction of the two-cylinder machines, which were cheaper and more readily available in large quantities, had been submitted to the constructors. According to the minutes, this solution had not received much support, "mostly due to the development costs, which were considered to be very high since no engine of this type currently existed on the market". Following a meeting between Mr Vaessen, Mr Zegwaard and Mr Puig Bultó, the idea of introducing four-stroke engines with four cylinders was retained as a possibility for the 500 cc class.

Mr Zegwaard and Mr Puig Bultó explained the various advantages of this "revolutionary solution": "Engines of this type currently exist on the market and are produced by four or five constructors. The level of pollution can be reduced, enabling a larger number of riders to control them". The engine power would be around 130 HP and would gradually increase.

The President admitted to being surprised at first, but thought that the solution offered numerous advantages and that "the

FIM had a responsibility to find solutions to resolve the crisis in the 500 cc class, which meant that only a handful of privileged riders dominated the category and other riders had no chance of being competitive". In other words, President Vaessen appeared to have been convinced by Mr Zegwaard and Mr Puig Bultó, who had been working on this topic for a long time. Once the initial surprise had passed, the reactions began to flow in.

Following a vote, the Management Council unanimously declared itself in favour of his proposal. The Council then decided that unleaded fuel would be used from 1993 onwards. The press release issued shortly after specified the following technical characteristics: 500 cc, four cylinders, four-stroke, minimum weight 130Kg, maximum of 6 gears, 105 dB/A maximum noise level, unleaded fuel with no additives.

Due to a motion by manufacturers who were not ready to begin constructing four-stroke and four-cylinder engines for financial reasons, this decision was postponed until 1994.

(Extract from book "FIM 1904-2004, 100 years of motorcycling")

THE PIONEERS



GUY MAITRE (SWITZERLAND)
FORMER FIM CEO

1992-2017, 25 YEARS OF FIM ENVIRONMENTAL POLICY: A CROSSROADS?

In the early nineties, the FIM Management Council realised it was facing a number of serious challenges: the creation of the European Single Market with potentially restrictive legislation for the sport; mandatory use of unleaded fuel and noise reduction regulations; increasing public and media debates on CO₂ emissions; growing concerns over existing sources of pollution; heated public discussion on the environmental footprint of certain sports including motorised sports and cancellation of several road and off-road competitions.

The FIM Management Council took the advice of an experienced public policy consultant in Brussels to adopt a proactive policy to “protect the sport” (sic) and address the environmental impact of motorcycle racing.

Exactly 25 five years ago, the first step was taken by the FIM’s 1992 General Assembly in Columbus, which set up an environmental working group. This was headed by

Giancarlo Pasini, an Italian lawyer, and comprised nine members.

The newly formed working group was first tasked with the preparation of an FIM position paper on environment policy which was adopted by the 1993 General Assembly in Dublin. The paper stated unambiguously: “FIM wants to take the necessity of protecting the environment seriously... FIM intends to do so in close cooperation with organisations representing the motorcycle industry and drivers”.

The working group was entrusted with preparing an Environmental Code. This was similar to the other FIM Codes (Sporting, Technical, Medical, and Disciplinary) and comprised a list of recommendations, guidelines and good practices.

The Environmental Code was adopted at the 1994 General Assembly in Kuala Lumpur and was proudly presented to the United Nations Environment Programme (UNEP) and to the international sporting community as the first Code of its kind. These developments coincided almost fully with the successful staging of the first ‘green’ Winter Olympic Games in Lillehammer, Norway.

A more stringent Environmental Code was adopted in the following years and enforced by specially trained and licensed FIM environmental officials. An Annual Environmental Award was created to honour outstanding efforts on the part of stakeholders in the sport. A fully-fledged Commission, under the denomination International Environmental Commission (CIE) was created when new statutes were approved at the 1997 FIM Congress in Athens and promulgated at the 1998 FIM Congress in Cape Town.

Following the adoption of the FIM Strategic Plan by the 2010 General Assembly in Macao, interesting new initiatives were introduced to update the projects of the CIE under the

leadership of Kattia Juárez Dubón, a Salvadoran engineer, who was appointed Director of the Commission in 2011.

“ **UNDER THE BANNER OF THE FIM’S ‘RIDE GREEN’ PROGRAMME, A COMPREHENSIVE ROADMAP WAS ADOPTED AND A NUMBER OF INNOVATIVE PROJECTS WERE LAUNCHED** ”

Under the banner of the FIM’s ‘Ride Green’ programme, a comprehensive roadmap was adopted and a number of innovative projects were launched: environmental education, information and training for stakeholders and the FIM community; KiSS (Keep it Shiny and Sustainable) programmes for circuits; the FIM Ambassadors’ (some of the world’s best riders) environmental and sustainability campaign and an Environment Day celebration, etc.

Seen from the outside, one may wonder whether these projects and objectives are sufficiently ambitious. In other words, are

the results achieved by the FIM and its partners through the FIM Ride Green Programme sufficiently far-reaching? We can use our 25-year jubilee as an opportunity to assess the relevance, legitimacy and credibility of the current FIM sustainability policy. Criticisms and suggestions emerging from the findings should be addressed with courage and determination.

In these times of natural disasters, accelerating climate change and global warming, should motorcycle manufacturers and the accessories industry be required to officially endorse and support a global FIM sustainability policy

in order to participate in FIM World Championships?

If so, such a policy should be proactive and designed to significantly reduce the footprint of motorcycling in general, and motorcycle sport in particular. On one hand, the advantage would be to stimulate sustainable technical research and innovations and prevent the more exposed motorcycle racing disciplines from being banned from certain key national markets. On the other hand, such a far-reaching policy would help to convince the public and governments not to curtail motorcycle racing and riding to the point where it would seriously hamper the development of the FIM and its future plans and objectives.

GIANCARLO PASINI (ITALY)
HONORARY PRESIDENT OF
THE SUSTAINABILITY COMMISSION

“ **OVER THE LAST 25 YEARS,
THE FIM HAS MADE GIANT LEAPS
FORWARD IN ENVIRONMENTALISM
THANKS TO OUR POLICY
OF ‘SMALL STEPS’** ”



WHY DID THE FIM DECIDE TO FORM A DEDICATED ENVIRONMENTAL WORKING GROUP AND WHAT ROLES DID ITS MEMBERS PLAY?

At the time, conversations were being held around the world about the need to act seriously on protecting the environment. Only a few national motorcycling federations, particularly in the Netherlands, the Scandinavian countries and the United States, had really addressed the topic. In 1992, the United Nations convened the first world environment conference in Rio de Janeiro and the former President of the FIM, Mr Jos Vaessen made it clear that the FIM should have an environmental policy. That is how a specific working group came to be set up. It was a very multi-disciplinary group. All the members of the group were very active, but Peter Stevens and Robert Rasor deserve a special mention.

WHAT WERE THE MAIN PROBLEMS ENCOUNTERED WHEN THE FIM FIRST DRAFTED ITS INITIAL ENVIRONMENTAL POLICY?

Our key challenge was that our people were stepping into a domain that was almost totally unknown to them, and outside the world of motorcycling. Our main question centred around the direction that we should take, whether to focus on general theory or specific proposals. In the end, the line we took was to establish a veritable environmental code that related to everyone in the world of motorcycling: from the factories and runners, to the teams, organisers, promoters, the Continental Unions (CONU) and the national motorcycling federations (FMN) and finally the public and institutions.

Since that time, the Code has had extraordinary success because it allowed our sport, considered by some to be harmful to the environment, to show a real awareness of environmental issues. At the time, we were the only sports Federation to tackle this issue.

I like to recall an episode that took place at the inauguration ceremony of the FIM headquarters in Mies, in 1996. In a speech given by the Mayor of Mies, which is a quiet, pretty village near Geneva, Switzerland, he admitted that the local authority had been hesitant about welcoming the home of motorcycling into the area! However attitudes soon changed when they discovered that the FIM had its own environmental code: we were then deemed very conscientious and made very welcome.

HOW DO YOU THINK THE RIDE GREEN PROGRAMME HAS EVOLVED OVER THE PAST 25 YEARS, FROM A VISION TO A CONCRETE PLAN?

The FIM has made giant leaps thanks to a policy of ‘small steps’. The CID are now creating policies that are not just related to the environment but which touch on broader policies that offer a new way of living, both within the world of motorcycling and beyond it.



JORGE CABEZAS SAN SIMÓN (SPAIN)
FIM HONORARY DEPUTY PRESIDENT

I clearly remember the period in the early 1990s, which marked a time of change and new challenges in the world of motorcycling. I was a member of the FIM’s Board of Directors, and at that time, several clubs and federations were experiencing organisational problems, including a variety of issues related to the impact of the sport on the environment. We believed that it was time to act; to look for a formula that would enable us to continue our sport while taking into account the new societal imperatives.

“ **WE BELIEVED
THAT IT WAS
TIME TO ACT
(...)** ”

A working group was appointed by the FIM which outlined the basis for developing regulations to be enforced. These regulations were designed to lead organisers and practitioners to think of environmentally friendly ways to organise and practise our sport.

I have seen the way in which the FIM’s sustainability policy has evolved and the work of the Commission over the past 25 years. The first Commission did not have it easy. They had to open a breach, introduce new regulations in the world of sport, and raise awareness. This took effort on the part of the Commission members. The initial focus was on applying environmental rules, studying the close relationship between the sportsperson and nature, and making recommendations for the users and organisers of events. Later, the ‘new era’ of the Commission represented a broader vision, and this is how the Commission came to evolve from the Environmental

Commission to the Sustainability Commission, by embracing a different concept of organisation and practice.

I have seen how the enthusiasm and dedication of the volunteers who make up the FIM’s Environment Commission, from the Director to the Environmental Stewards who officiate in the field, have made it possible to achieve our goals and transformed motorcycling into an international leader of green sport.

ONCE UPON A TIME... TRAVELLING THROUGH TIME

■ MILESTONES IN THE RIDE GREEN JOURNEY

■ WORLD EVENTS

1991

In June 1991, FIM President Jos Vaessen identified various **environmental problems** that threatened the future of motorcycling. He discussed the need to demonstrate the FIM's role in addressing these.

2017

In June 2017, the FIM Trial Commission (CTR) organised the **1st FIM Trial-E Cup** in France, open to all electric powered Trial motorcycles.

The CIE was renamed as the **International Sustainability Commission (CID)** following the 2016 FIM General Assembly in Berlin, Germany.

2016

1992

The FIM Congress in Ohio marked the launch of the **"Ride Green" programme** and a working group to develop environmental policies.

Circuits were being closed due to noise, motorcycling was being banned in certain areas, and organisers were struggling to obtain authorisation for events. Environmental groups had begun to campaign against the sport.

In the 1990's, environmental consciousness was growing fast. 170 countries gathered at the **UN's Rio de Janeiro Earth Summit (1992)** to discuss sustainable development. This resulted in the Agenda 21 action plan.

1993

The General Assembly in Dublin adopted the **FIM's first "Environmental Policy"**.

The **Convention on Biological Diversity**, a pledge between different nations to protect biodiversity around the world, went into effect in 1993.

In December 2015, the **Paris Agreement** was adopted by almost 200 countries: a major milestone in the global response to the threat of climate change.

2015

1994

The FIM published its **first Environmental Code**. It was approved by the FIM General Assembly in Kuala Lumpur, and became first in class at the International Federation level.

UN Environment started its work on sport and the environment. The Winter Olympics in Lillehammer, Norway, strived to create a **"green" Olympic Games**.

2013

Introducing the concept of sustainable events that went beyond mere entertainment, **the first of many KISS events** took place at the Mugello circuit in 2013.

Over the years, the Code was updated. In 1996, the **role of Environmental Steward** was created to oversee all FIM-approved events.

Peugeot's Scoot'Elec was the first mass production of an **electric motorbike**.

1996

1997

13 new officials obtained the licence following the **first environmental seminar** in Rugby, UK.

The first FIM Environmental Award was awarded to the American Motorcyclist Association (AMA). In Enduro, the noise level of 94 Db/A was maintained until 1997. The constructors had one year to prepare for the limit of 92 Db/A scheduled for 1 January 1998.

World leaders made a serious effort to address global warming, with the **Kyoto Protocol**, which set internationally binding climate change targets.

2012

Three young athletes became the voice of Ride Green as **FIM Environmental Ambassadors**: Marc Márquez, Laia Sanz and Takahisa Fujinami.

FIM President Vito Ippolito signed the **FIM Sustainability Policy**.

The FIM General Assembly adopted the **Strategic Plan**. The environment is considered as a **key objective**.

2010

2007

1st meeting of the **Alternative Energies Working Group (AEWG)** at the FIM HQ. The Group discussed the definition of alternative energies.

1998

During the FIM General Assembly in October 1998, in Cape Town, South Africa, the **first International Environment Commission (CIE)** was created. This led the ULM (now FIM Latin America) to set up its own Environment Commission, quickly followed by other Continental Unions.

Toyota launched the first **mass-produced hybrid car**, the Prius, in the USA in 2000. Many other companies soon launched their own hybrid models.

1999

Adoption of the Olympic Movement's **Agenda 21**.

2000

During the Congress in Vilamoura, Portugal, an **Environmental Round Table** was organised, with representatives from different national organisations.

2003

The revival of electric cars began when Elon Musk founded Tesla Motors, in 2003.

2006

The FIM signed its **first Memorandum of Understanding with UN Environment** at the International Olympic Committee's HQ in Lausanne, Switzerland. The current Memorandum is in force until 2018.

2005

The FIM participates in the **Sport and Environment World Congress**, held in Nairobi, Kenya.

The **Nairobi Declaration on Sport, Peace and Environment** was signed in Nairobi, Kenya.

THE CODE

STICKING TO THE RULES

AN ENVIRONMENTAL AWAKENING AND A FIRST FOR SPORT



PETER GREGORY
CHAIRMAN OF FIM ENVIRONMENTAL CODE WORKING GROUP AND FIM CID BUREAU MEMBER

The newly formed working group met to develop the Policy Document and it became clear that this was an opportunity to enhance, rather than restrict, the activities of the FIM. The Policy Document was produced and the development of the first Environmental Code began. The working group took great care to minimise any "restrictions" on organisers but inevitably some

decisions were seen as controversial. Delegates were appointed to assess the value of the new Code and it was interesting to note that the organisers of the Motocross World Championship at the famous Namur circuit (Belgium) were very enthusiastic in their application of the Code, as it assisted them in dealing with the City Council. Initially, the role of the Environmental Steward and the Environment Delegate was treated with suspicion by organisers, but as the sport lost more and more tracks due to the environmental concerns of local governments, organisers began to realise that the Environment Officials were working with them to safeguard the future of the sport.

In my role as Chairman of the Environmental Code working group, my main task is to oversee the development of the Environmental Code in accordance with new decisions taken by the FIM or the CID, changes in legislation or regulations and technological developments.

In addition to the statutory framework we work with, we gain a great deal of information from event organisers at FIM seminars and through interaction with the sporting commissions. These learnings then help us to develop and improve the sport. Indeed, many changes to the Code are based on suggestions made by organisers or sporting commission members.

The current working group consists of members from Europe, Asia, Africa, North America and South America, which puts the Environmental Code in a unique position of being developed with a truly global approach. The group members are dedicated to collaborating with event organisers to ensure that FIM sporting activities have a sustainable future.

The FIM has a strong presence in international, continental and regional sporting calendars. At an international level, over 50 FIM championships are organised, and the FIM calendar comprises over 200 sporting events per year, as well as international touristic gatherings.

Reconciling these events with caring for the environment was not an easy task. The issue of the environment has only been integrated into the world of sports relatively recently. When the FIM started to grapple with environmental challenges, many people had not yet begun to understand how looking after the environment also applies to the world of sports.

The FIM's environmental working group was set up in 1992. It met in Geneva in January 1993, tasked with the important challenge of presenting our organisation with a way of regulating our motorcycling events to reduce the negative impacts on the environment that can come with the practice of motorcycling sport.

There was an urgent need to establish these regulations in light of pressure from our national motorcycling federations, some of which were experiencing serious problems with their circuits or with obtaining permission to organise events.

The key issues we sought to regulate were the protection of the ground and groundwater and the reduction of noise levels, both those generated by the motorcycles themselves and those caused by organising the event.

These factors led us to create a set of regulations that would provide a basis for more environmentally friendly events. To avoid contaminating the ground when motorcycles were being serviced, we introduced the use of environmental mats. These became very popular at international championships and were subsequently adopted at continental and national level.

Other measures included the obligation to provide proper containers for the disposal of liquid and solid residues, appropriate waste disposal after competitions, sufficient sanitary facilities for men, women and disabled people and places to wash motorcycles which had adequate drainage and which did not use detergents. These were some

of the first steps towards an Environmental Code that was then readily adopted by the Continental Unions.

“ THE FIM ENVIRONMENTAL CODE IS A CONSTANTLY EVOLVING DOCUMENT AND THE FIRST OF ITS KIND TO BE ADOPTED BY AN INTERNATIONAL SPORTS FEDERATION ”

A formal Code was approved in 1994 during the FIM Congress in Kuala Lumpur and became the first of its kind to be adopted by an international sports federation. The Code was subsequently adopted by the Continental Unions. FIM Latin America, known at the time as ULM, adopted the Code in 1999. The first edition was published in English and French.

The FIM Environmental Code is a constantly evolving document, updated every year by the CID's working group and approved by the Board of Directors at the end of the year. All updates are based on observations made by Environmental Stewards during competitions, organisers, sporting commission members and CID delegates amongst others. These officials are appointed by the host national federations and

their job is to ensure that the Code is complied with at every event. Using checklists, the Stewards report any anomalies

or good practices that occur during the competition to the clerk of the course, and afterwards they send a copy to the CID. Through these observations, the group keeps abreast of what is happening in the field. The Commission members themselves also conduct supervisory activities.

The constant evolution of the Code, based on a policy of continuous improvement, means that the events are run with effective regulations that reflect the latest thinking. Over time, the Code has been brought in line with part of the United Nations' Millennium Development Goals that focus on sustainable development, and it contains articles that relate to the fight against climate change. The most recent editions of the Code include articles that support the circular economy and the recycling of waste.

During the first few years, a large number of copies of the Code were printed, each containing all the checklist templates. These were sent to each national federation by post. With time and technological progress, the print run has been reduced to just a few copies each year. Today, the Code is distributed electronically and has been translated into several different languages.

- Our Environmental Code at a glance**
- First CID working group met in Geneva in 1993**
- First Code approved in 1994**
- The priorities of the first Code were: protecting the ground and groundwater and reducing noise levels**
- Later, the Code integrated some of the Millennium Development Goals**
- Today, Environmental Stewards at each event use a checklist to ensure that the Code is being followed**
- The Code is updated every year**

THE SOUL

THE FIM ENVIRONMENTAL STEWARDS



The adoption of the Environmental Code in 1994 raised a new question mark, and created a new job for the working group tasked with defining how to implement the FIM's recently approved environmental policy. The main question was who should see to it that the Code was enforced. In 1996, the question was resolved when the General Assembly accepted the figure of the Environmental Steward.

To be able to appoint these Stewards, it was necessary to work on a training course for the candidates and prepare a seminar with a series of topics, as well as theoretical background, to help with the environmental education of the future officials. At that point, work began on the preparation of all the materials for the seminars and the search began for qualified instructors. ACU representative Peter Gregory (UK) was appointed as the first instructor for the environmental seminars, followed by Paul Janssens (Belgium). The first seminar took place in

Rugby, UK in 1997 and thirteen new officials received their first licence. Today, the CID has five accredited instructors with a great deal of experience. They give seminars in different countries across the six FIM Continental Unions.

The Environmental Steward is the unifying figure who performs a supervisory role and ensures that all the environmental obligations are met. In the majority of cases, these men and women are volunteers belonging to the organising National Motorcycling Federation and they must successfully complete an environmental seminar delivered by one of the five instructors accredited by the CID. So far, 940 licences have been issued from 2005 to 2017.

Duties of the Environmental Steward¹:

- A** Ensure that the FIM Environmental Code is respected.
- B** Have access to all information concerning the event, and must be able to give prior to, during and after the event, recommendations to the Organiser and the President of the Jury or Chief Steward on all aspects of the event related to sustainability.
- C** Draw up in a conscientious and appropriate manner a report on the basis of a checklist prepared by the International Sustainability Commission and send it within 48 hours to the FIM Administration (cid@fim.ch). A copy must also be handed to the Jury President or Chief Steward and the FIM Environmental Delegate if present at the event. In case of a first non-respect of this point, the Environmental Steward will receive a warning from the FIM through his FMN. In case of a second offence, the FIM may pronounce against the Environmental Steward a suspension of the licence of up to 12 months. The FIM will also send a warning to the Steward's FMN.
- D** Instruct officials during national seminars for the various disciplines.
- E** Have the right to attend all open meetings of the International Jury, but without voting rights.
- F** In case of non-respect or violation of the provisions contained in the FIM Environmental Code, the Environmental Steward must immediately inform the Clerk of the Course.

¹ Extract from the FIM Environmental Code – Article 2



ENVIRONMENTAL STEWARDS AROUND THE WORLD



SARI SHERMAN (KENYA)
FORMER MEMBER OF THE FIM AFRICA ENVIRONMENTAL COMMISSION

I was introduced to motorcycling through my two sons and joined Motocross racing in Kenya in 2012. To put my numerous hours spent at the track to good use, I volunteered to become an Environmental Steward. I began by preparing a plan of action to make the event operations more environmentally friendly and change some unsustainable practices. Initially my focus was on Motocross, but later I worked on concepts which were replicated at Enduro events too.

The key changes we implemented were in water and waste management. Specifically we worked to improve facilities, separate out recyclable waste for recycling, organise clean up campaigns, and we introduced a log to record riders' compliance with environmental requirements. We also handed out materials to raise environmental awareness

among competitors and spectators, and organised annual events to celebrate World Environment Day. The highlight for me was when Kenya adopted the FIM Africa Environmental Code in 2015 as an overarching policy to govern motorcycling.

My most rewarding experience over these past five years has been witnessing the steady transformation that has taken place between the riders and their teams, as they adopt more responsible behaviour towards the environment. Reducing our ecological footprint and creating a positive image for motorcycling gatherings is the best legacy that Kenyan riders can leave for the sport.



BELEN WAGNER (USA)
FIM WORLD RECORD HOLDER

I am very lucky to have worked with the FIM over the past 15 years to help promote the protection of the environment among all those that compete in and organise moto trials.

I grew up watching my father ride trials around the United States. I spent my summers in the mountains and woods either scoring the moto trial or hiking to watch the riders. Over time I developed a real love of nature, as well as a passion for motorcycling.

I have been lucky enough to travel the world to attend seminars given by experts in the field of sustainability in motorcycle racing. I have used the knowledge I gained in my own racing career, notably to help protect the Bonneville Salt Flats. I believe that without nature, we would not have the same enjoyment of the sport.

PAVOL SINSKY (SLOVAKIA)
MEMBER OF FIM EUROPE ENVIRONMENTAL COMMISSION

I participated in my first FIM environmental seminar in Warsaw in 1999, when I was 27 years old. Since then, I have volunteered as an Environmental Steward at various international motorcycling events organised by the Slovak Motorcycling Federation (SMF), and have been an Environmental Delegate for FIM Europe at events across the continent.

I love motorcycling and I love nature, so the combination of motorcycling in a beautiful natural setting is the best. I think motorcycling is intrinsically linked to being outside and is closely connected with the environment. I studied wood science and technology at university, so the events I have been involved in for SMF were the perfect chance to combine my hobby with my education.

I am currently the chairman of the SMF's environmental committee and a member of FIM Europe's Environmental Commission.

In 2015, I met Peter Gregory, CID delegate, at the International Six Days of Enduro (ISDE) event in Slovakia. We spent a few days travelling together and visited several spots along the track. Our discussions about the environment, rules and practical issues were really inspiring, and motivated me to continue promoting environmental activities through the sport of motorcycling.



MOHAMMED OSMAN EL SHAQI (QATAR)
STAFF MEMBER AT THE QATAR MOTOR AND MOTORCYCLE FEDERATION

Being an Environmental Steward has been a great opportunity to help my federation and the country. We know that by planning sustainable events, we can guarantee the quality of our events and keep the country clean and healthy for the future.

MEET

OUR DELEGATES



1 KATTIA JUÁREZ DUBÓN
EL SALVADOR
CID DIRECTOR
AGRICULTURAL ENGINEER
& SUSTAINABILITY CONSULTANT
FORMER SALVADORAN MOTORCYCLING FEDERATION PRESIDENT



2 SULTAN ZAHER AL-MURAIKHI
QATAR
CID BUREAU MEMBER
CIVIL ENGINEER
QATAR MOTOR AND MOTORCYCLE FEDERATION EXECUTIVE DIRECTOR



3 PETER GREGORY
UNITED KINGDOM
CID BUREAU MEMBER
FORMER DIRECTOR FOR ENVIRONMENTAL SERVICES
DIRECTOR OF THE AUTO CYCLE UNION



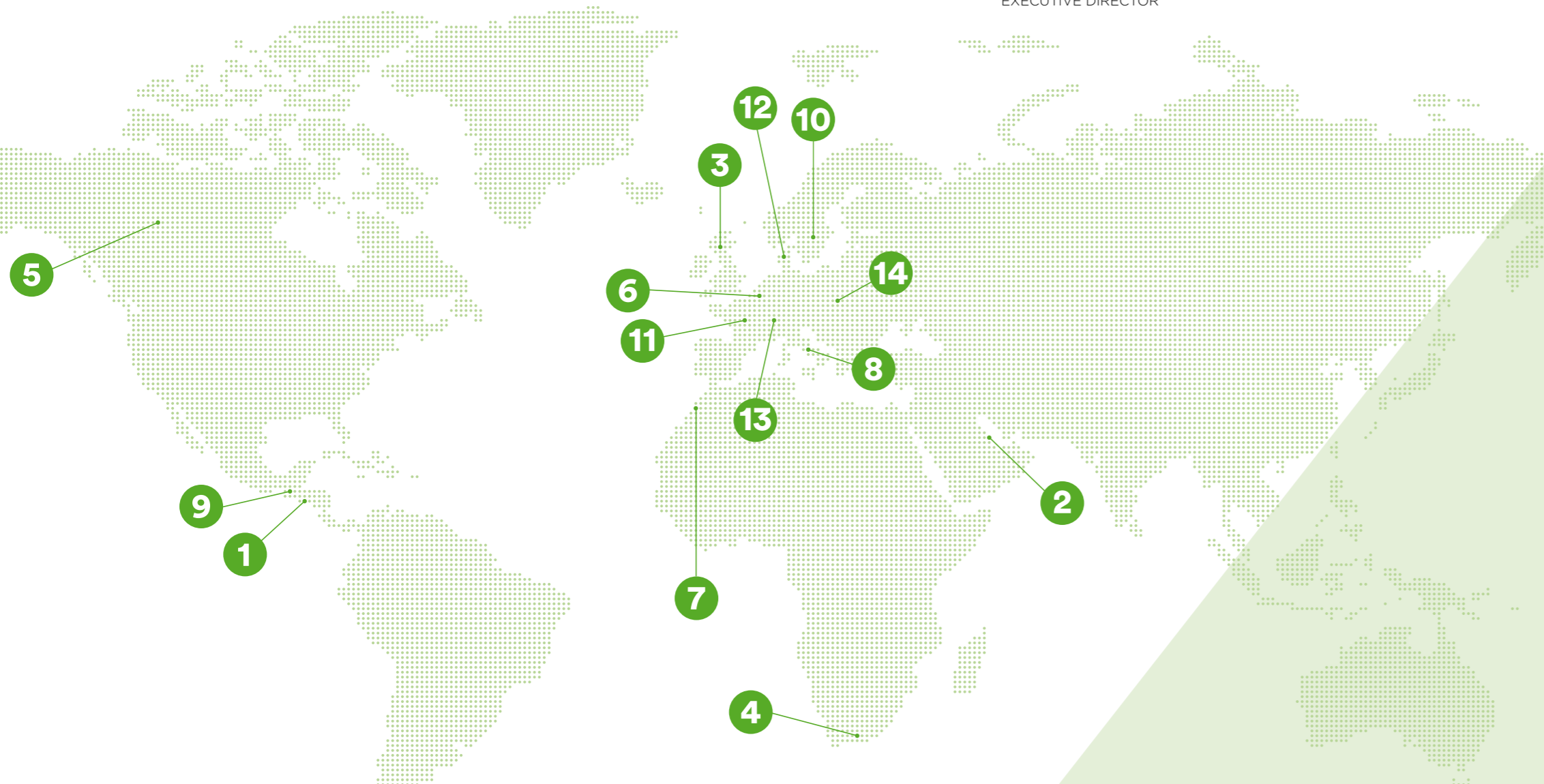
4 MARIUS MATTHEE
SOUTH AFRICA
CID BUREAU MEMBER
ENVIRONMENTAL AND HEALTH EXPERT
FIM AFRICA VICE PRESIDENT (ENVIRONMENT)



5 GRAHAM READ
CANADA
CID BUREAU MEMBER
ENGINEER
CHAIRMAN OF CMA ENVIRONMENTAL COMMITTEE



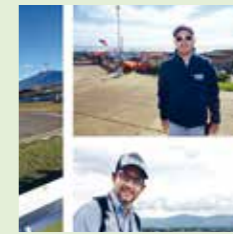
6 LAURENT DELBROEK
BELGIUM
CID MEMBER
PRESIDENT OF THE FMB COMMISSION
MASTERS DEGREE IN EDUCATION



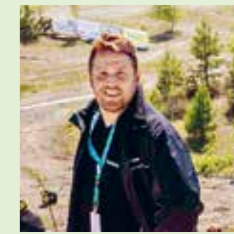
7 NAOUFAL EL ODDI
MOROCCO
CID MEMBER
MANAGER OF THE MOTO CLUB NORD AFRIQUE DE TÉTOUAN (MCNA)
RESTORER FOR UNESCO WORLD HERITAGE SITE IN MOROCCO



8 ADAMO LEONZIO
ITALY
CID MEMBER
CHAIRMAN OF FIM EUROPE ENVIRONMENTAL COMMISSION
CIVIL ENGINEER SPECIALISED IN DESIGNING SPORTS COMPOUNDS RELATED TO MOTOR SPORTS



9 OVIDIO MORALES
GUATEMALA
CID MEMBER
DIRECTOR OF FIM LATIN AMERICA ENVIRONMENTAL COMMISSION
ARCHITECTURE AND DESIGN
DEAN OF LANDIVAR UNIVERSITY
ECO-DESIGNER



10 MIKAEL NORÉN
SWEDEN
CID MEMBER
ENVIRONMENTAL CONSULTANT



11 YVES PRADEAU
FRANCE
CID MEMBER
MECHANICAL ENGINEER
CHAIRMAN OF THE COMMITTEE FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT OF THE FRENCH FEDERATION (FFM)



12 DENNIS SKYTTE BECHMANN
DENMARK
CID MEMBER
CHAIRMAN OF THE ENVIRONMENT COMMISSION OF THE DANISH FEDERATION (DMU)
SUSTAINABLE MANAGEMENT EXPERT FOR THE HOSPITALITY INDUSTRY



13 FLORENT TSCHANN
SWITZERLAND
CID MEMBER
MECHANIC AND TECHNICAL ADVISER IN CLEANING METHODS



14 KARL-FRIEDRICH ZIEGAHN
GERMANY
CID MEMBER
DOCTOR OF ENGINEERING - PHYSICS
KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)
MEMBER OF THE BOARD OF DIRECTORS
HEAD OF DIVISION "NATURAL AND BUILT ENVIRONMENT"

EDUCATION AND TRAINING

THE ESSENCE OF THE PROGRAMME

Education is the basis for development, both of a society and of a human being, and sport is no exception. To develop a sport while ensuring that it is sustainable requires education, both inside and outside the organisation. We have to invest in education to achieve a different level of interaction between our community and the environment. This is a major challenge, as it means transforming values and practices at every level, with a focus on ensuring the sustainable practice and organisation of sports and leisure events. In the Ride Green programme, education is one of the axes of development for this concept of sport, sport that goes beyond entertainment, sport that is respectful and responsible.

To achieve these objectives, the FIM has drawn up a system that includes education and training for stewards and participants, and education for the community, both internal and external (i.e. fans and other sectors outside sport).

The FIM organises environmental seminars every year, given by five expert members of FIM's International Sustainability Commission, the CID, who come from different cultures and who each have a different area of experience in sustainability, bringing a broader vision of the subject to these events. Since the start of this programme, six Continental Unions have held these seminars. Among the accredited

countries are the USA, Canada, Mexico, Guatemala, Venezuela, Colombia, Brazil, Uruguay, Peru, Argentina, Chile, Portugal, Andorra, Spain, Italy, Germany, France, Belgium, the UK, Poland, Finland, Switzerland, Morocco, Qatar, Japan, Indonesia and Australia.

The seminars focus on two main areas: a general introduction to the FIM and its rules and regulations, followed by a deep-dive into a series of sustainability-related concepts, the environmental impact of events, mitigating strategies and the application of the Environmental Code. A series of case studies helps to give the students an idea of the possible situations that can arise at a real event. The students are evaluated on the basis of their participation in group tasks and a written test. Those who succeed obtain an Environmental Steward's licence, which is valid for three years. Every year, the material and the format of the seminars are reviewed by a dedicated working group made up of members of the CID.

Every accredited Environmental Steward is prepared to deal with the different situations that may occur both during the organisation phase and during the event and to ensure that the post-event phase is properly managed. The Stewards can also give seminars at national level, give introductory talks to riders and participants at competitions and put forward candidates for the FIM Environmental Award.



Randy De Puniet - FIM Environmental Ambassador visiting schools

In addition to these seminars, lectures are offered during specific events like Speedway training camps, Junior Motocross Championships and other events where CID delegates are present. Some Superlicence seminars for the Trial and Track Racing Commissions include explanatory talks about the Ride Green programme. Online education was introduced in 2017 with two webinars on subjects including 'Biodiversity and motorcycling sport'.

With the new Sustainability Policy, which includes a more social focus and is based on the premise of sustainable development, the sports and touring events organised by the Federations are viewed as a platform for passing on environmental messages. We believe that the events have the potential to leave a legacy to society and it begins with a campaign of environmental messages disseminated through the voices of the Ride Green Ambassadors.

Four campaigns to raise awareness have been organised since 2014, aimed at fans of the sport and other sectors. They have been implemented through the Ride Green Ambassadors, spread via social media and broadcast on-site using videos on giant screens at MotoGP™ events. These messages have also been promoted at other events, especially in Trial, and featured prominently in official programmes.

“
**FROM 2005
 TO AUGUST 2017,
 940 FIM ENVIRONMENTAL
 STEWARD LICENCES
 WERE ISSUED
 BY THE FIM**
 ”

The KiSS (Keep it Shiny and Sustainable) events include an element of education and engagement. One of the main aims of the programme is to send out short and impactful educational messages to event participants and fans. Sometimes local schools and universities are involved as well. In Barcelona, for example, a painting competition for 8 to 12-year-old children has been organised every year since 2014 to promote environmental awareness in connection with sports events, with the winners having the chance to meet an Environmental Ambassador. Randy de Puniet and Marc Márquez have been the driving force behind this project.

As the Ride Green programme has evolved, the educational element has been stepped up through discussions and conferences, the first of which was held in Vilamoura, Portugal in 2000, and the second in Monte Carlo in 2012. The most recent, the FIM Women and Sustainability Conference, was held in Spain in 2015 ahead of the FIM Gala and led to the signing of the Jerez Declaration.

**45
 YEARS
 AGO**

PRINCIPLE 19'

Education in environmental matters, for the younger generation as well as adults, giving due consideration to the underprivileged, is essential in order to broaden the basis for an enlightened opinion and responsible conduct by individuals, enterprises and communities in protecting and improving the environment in its full human dimension.

It is also essential that mass media of communications avoid contributing to the deterioration of the environment, but, on the contrary, disseminates information of an educational nature on the need to project and improve the environment in order to enable man to develop in every respect.

*'Declaration of the United Nations
 Conference on the Human
 Environment, Stockholm 1972*

FROM NAIROBI TO LAUSANNE

REAFFIRMING THE COOPERATION BETWEEN UN ENVIRONMENT AND THE FIM

The United Nations Environment Programme (UNEP) represents over 40 years of history and work devoted to the environment. The agency came into being during the United Nations Conference on the Human Environment held in Stockholm, Sweden in June 1971 and is recognised as one of the successful outcomes of this important event.

According to its own website, UN Environment is “the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment”.

In 1994, UN Environment, through its Division of Communications and Public Information, launched its sport and environment programme. The main emphasis of this initiative was on the power of sport to raise awareness among its thousands of spectators in support of sustainable development. That same year, the FIM published its first Environmental Code, approved during the General Assembly in Kuala Lumpur. Since that time, UN Environment has forged important alliances in the sports world, for instance with the International Olympic Committee, starting some 20 years ago, and supported major events such as the Olympic Games in Sydney in the year 2000.

It has also formed partnerships and embarked on programmes with major International Sports Federations such as the Fédération Internationale de Football Association (FIFA). Among UN Environment’s objectives was the promotion of major encounters between the world of sport and the supporters of the environment, including various forums such as the one held in Nairobi, Kenya, in 2005. We remember perfectly when Giancarlo Pasini, former Chairman of the Commission, informed the Commission that he had attended this Conference together with the CIE Coordinator

Alex Goldenberg, as delegates of the FIM. The Conference was organised by the International Olympic Committee and UN Environment with the involvement and support of many other organisations. “It was very important for the CIE to attend this conference, as we were at the vanguard of the move to connect sport and the environment, and already had something to show for our efforts!” Giancarlo tells us that, on their return from the Forum in Kenya, the CIE worked very hard to reach an agreement between the FIM and UN Environment and much correspondence and material was exchanged in pursuit of this objective.

Lausanne has the moniker of the ‘Olympic City’ and many international organisations have their headquarters in the surrounding region. There is also a university devoted to sport. Towards the end of October, the chilly air that comes down from the Alps facing the city crosses Lake Geneva and cools the temperatures significantly. In October 2006, Lausanne hosted a large number of delegates from different sectors of the sports world for the Global Sport and Environment Forum. The main theme was “Mainstreaming the Environment in Major Sport Events”. Representatives from different sports communities came to Lausanne to present

their programmes, focused on “healing the environment”. Among them was Tatsuko Okada, Executive Director of Global Sport, Glenn Bourke, CEO Volvo Ocean Race, many representatives of International Sports Federations and senior UN Environment Officials, including Achim Steiner, UN Environment’s Executive Director at the time.

For the first time, the FIM presented its contribution to the partnership between sport and the environment, a particularly ambitious contribution considering that the FIM was part of the motor sports world.

Alongside Tony Diamantidis, Executive Director of the Athens Environmental Foundation and the World Olympians Association, Leigh Steinberg, President, Leigh Steinberg Enterprises and Daniela Rubi Papi, President of The PEPY Ride, FIM President Vito Ippolito gave a presentation with reference to the recently approved FIM Environmental Code during the panel discussion headed “Environmental Awareness: the Example of the Federation Internationale de Motocyclisme (FIM)”, and explained how sport could be used to promote positive action for the environment. The panel discussion was moderated by Tatsuko Okada. The FIM President’s presentation centred on the impact of the FIM Environmental Code on sporting events, and on the creation of the CIE. He also touched on experiments with alternative energies.

After the Forum, in Lausanne’s historic Olympic Museum, a Memorandum of Understanding between FIM and UN Environment was signed by both partners. Present at the ceremony were Achim Steiner and Vito Ippolito, as well as Giancarlo Pasini and Alex Goldenberg for the FIM and other representatives of UN Environment. The Memorandum was signed again in Spain for a further three years and then again in 2015 to run until 2018.

“ *The Memorandum is based on the recognition that both institutions share common objectives* ”

The Memorandum is based on the recognition that both institutions share common objectives with regards to conserving, protecting, enhancing and supporting nature and natural resources, including promoting biological diversity worldwide, and a wish to collaborate further towards these common goals and objectives, within their respective mandates and governing regulations. The FIM has committed to supporting campaigns promoted by UN Environment, such as World Environment Day (WED) and the Stop Food Waste campaign, and to provide active participation on the part of the FIM Ride Green Ambassadors for the various programmes.



2006 UNEP Global Forum Lausanne - From left to right: Vito Ippolito, Achim Steiner, Guy Maitre, Giancarlo Pasini and Alex Goldenberg



Marc Marquez - MotoGP™ World Champion & FIM Environmental Ambassador

FIRST FOREWORD FROM UN ENVIRONMENT IN THE FIM ENVIRONMENTAL CODE

Motorcycling epitomises freedom, adventure and love of the outdoors. Nonetheless, it is also a potentially destructive and polluting pastime. By promoting its Environmental Code the Fédération Internationale de Motocyclisme (FIM) has shown an admirable sense of responsibility from which other sports associations can draw inspiration. FIM’s history of caring for the environment, marked by the adoption of its Environmental Code in 1994, coincides with the inception of UNEP’s own sport and environmental programme, which is dedicated to incorporating the principles of sustainability into the world of sport and using sport to raise environmental awareness among all the communities and cultures. Partnerships, such as that which UNEP has forged with FIM, are essential to our strategy. The December of 2006 Memorandum of cooperation between UNEP and FIM, signed at the Global Forum for Sport and Environment, in Lausanne Switzerland, will enable our two organisations to work even more closely together to encourage people to protect the environment.

ACHIM STEINER
UN ENVIRONMENT, FORMER EXECUTIVE DIRECTOR

ALEX GOLDENBERG
(SWITZERLAND)
FORMER CID COORDINATOR



I had the pleasure of working as Coordinator of the International Environment Commission (CIE, now CID) for 10 years. During that period, I worked with two Directors (Giancarlo Pasini and Kattia Juárez Dubón) and with the Commission members, all from different national motorcycling federations. This fantastic experience gave me the opportunity to implement several projects that have helped to reduce the environmental impact of motorcycling sport while experiencing unforgettable human encounters.

One of the most exhilarating projects was the creation of a partnership with UN Environment (United Nations Environment Programme) which started with a chance meeting with UN Environment Director Eric Falt at the World Conference on Sport and the Environment in Nairobi in 2005. Following this discussion and several coordination meetings, the shared willingness of both organisations to work together in the field of sustainable development took concrete form with the signature of a Memorandum of Understanding which has since been renewed several times. Thanks to this agreement,

the important work done by the FIM, through the CIE, to promote more environmentally responsible sport was recognised at international level, allowing us to continue our awareness-raising and innovation efforts and bring them to the attention of a much larger audience.

I also had the privilege of contributing towards the creation of the Ride Green slogan and its logo which helped to give greater visibility to the CIE's actions, the celebration of World Environment Day (5 June) at various FIM events, the involvement of top motorcycle riders in our actions on the ground to raise fans' awareness and the establishment of the KiSS (Keep It Shiny and Sustainable) programme. So many happy memories!



WORLD ENVIRONMENT DAY

ONE DAY TO CELEBRATE A YEARLONG ENGAGEMENT



2008 WED, Motegi (Japan)
Riders from left to right:
Adam Raga, Takahisa Fujinami,
Toni Bou

Adopted by the FIM following the signature of the first Memorandum of Understanding with UN Environment, World Environment Day (WED), is when the FIM celebrates the environmental actions promoted by our member Federations, the teams, circuits, organisers, etc. From year to year, the themes change and the idea is to look for actions that not only create awareness within the FIM family but also have a practical significance. At the start, the focus was on 'anchor' events that represented the FIM's commitment to the environment and captured the attention of international sport and of the press. As is the case with any project, there was criticism at first, including from within the institution itself, based on the idea that we should care for the environment every day, and WED is just one day. The truth is that the Commission understood very well the significance of that day and continued to promote it with its real meaning, which is to celebrate and pay tribute to the efforts made throughout the year.

At the start of the season, the FIM President sent a letter to all FIM affiliated national federations. The idea was that organisers of events taking place around 5 June should organise something special to celebrate WED, with activities such as tree planting, educational initiatives and family photographs with banners. Since then, there have also been prestigious celebrations such as the inauguration of the first Ride Green corner at the Circuit of Barcelona Catalunya and an event to raise awareness about the illegal wildlife trade. Ride Green Ambassador Marc Márquez was involved in the event, along with other sports stars including the footballers Yayá Touré and Neymar Jr. Recently, a tree planting ceremony with Marc Márquez and a group of children representing Plant for the Planet attracted some 77,000 likes on Instagram and thousands of retweets.

Since the FIM has been able to count on the support of the Ambassadors, its celebrations of WED have gained considerably more support among the motorcycling community. In 2017 all the Ambassadors posed for a photograph in support of the UN Environment campaign #Iamwithnature showing them at their most natural and relaxed. Today, we can say that these celebrations have become a massive awareness-raising vehicle and a platform for engaging fans with the programme. Since 2016, the Circuito of Barcelona Catalunya has been supporting Nature Week, a project launched by the Association Xarxa de custodia del territori. This project was set up to promote the organisation of activities in Catalunya and raise awareness among the population of the need to preserve nature and the land.

The support and encouragement received from UN Environment has been an invaluable help to the CID over the years.

CELEBRATING THE ENVIRONMENT



RIDE
GREEN

JILL SAVERY (USA)
OLYMPIC GOLD MEDALLIST
AND SUSTAINABILITY ADVISER

The FIM Environmental Award was one of the first awards from the international sports community to recognise achievements in sport and the environment, and this highlights the FIM's long-standing dedication to reducing the environmental impact of motorcycling. Various individuals and organisations from around the world have been recognised for their contributions and innovations in sustainable sport. It has been a pleasure and honour for me to be on the FIM Environmental Award Jury.



Presented since 1997, the FIM Environmental Award recognises organisations, federations, individuals, teams etc. who have made a significant effort to organise sustainable events with minimal impact and leave a social legacy in their community or region.

Slowly but surely, interest in the Ride Green programme was growing. The FIM affiliated federations were demonstrating more and more interest in organising events that complied with the new environmental rules and policy.

In those days, especially outside Europe, motorcycling sports events did not meet the basic criteria for nature conservation and environmental management. There was no plan for managing solid or liquid waste, let alone dangerous waste. Events generated high levels of noise, and contaminated the ground unthinkingly with spillages on land and into lakes and rivers. Woodlands were indiscriminately

destroyed to build parking lots and washing areas had insufficient drainage, to cite but a few examples of the organisational shortcomings that were rife at the time. The FIM's new environmental policy and regulations served to check and remedy, to a large degree, the organisational disorder of some of the events under the Federation's control. Gradually we became aware of a number of different organisers who, as a result of obligations imposed by local governments, national regulations or the FIM, or simply as a result of genuine concern for the environment, were pioneering the staging of environmentally friendly events.

THE ENVIRONMENTAL AWARD READY FOR THE PODIUM?

“There are a number of good examples which are significantly contributing to the protection of the environment, and one needs to share, reward, recognise and show to the world the difference this is making for the health and the well-being of people and the planet”.

VITO IPPOLITO FIM President, during the Global Forum for Sport and the Environment, Switzerland 2006

1997	AMA	AMERICAN MOTORCYCLIST ASSOCIATION
1998	COE	DR. JACQUES ROGGE
1999	GER	CIRCUIT OF NÜRBURGRING
2000	DMU	DANMARKS MOTOR UNION
2001	ITA	MC CARNICO, TOLMEZZO, UDINE
2002	USA	NORTHLAND MOTORCYCLE RIDERS ASSOCIATION
2003	RSA	PHAKISA FREEWAY
2004	CBM	CONFEDERAÇÃO BRASILEIRA DE MOTOCLISMO
2005	GER	MSC ZSCHOPAU
2006	SUI	AUTO-MOTO CLUB DU SANETSCH
2007	FRA	MOTO-CLUB ANGÉRIEN
2008	GRE	AUTO MOTO CLUB OF SERRES
2009	BRA	CANASTRA TEAM
2010	ITA	TEAM BETTI MOTO
2011	MA	MOTORCYCLING AUSTRALIA
2012	ESP	CIRCUIT DE CATALUNYA
2013	FMA	FEDERACIÓ MOTOCICLISTA D'ANDORRA
2014	ITA	CIRCUIT OF THE AMERICAS, AUSTIN, TEXAS, & YAMAHA MOTOR CO, LESMO
2015	FMA	FEDERACIÓ MOTOCICLISTA D'ANDORRA
2016	ESP	CIRCUIT DE BARCELONA CATALUNYA

EVENTS WITH A GREEN TOUCH

Organisers of off-road events in particular began to incorporate this new perspective into their practices and, thanks to a combination of the advice provided by the CIE delegates and the ongoing training of officials, many of these events, particularly in Trial and Motocross, were identified as having taken on a “green touch”.

In Trial, changes had already been made to the Organisers' Handbook, making it the first motorcycling discipline to include a series of environmental requirements for event organisers. In those days, it was necessary to provide incentives and show recognition for the efforts made.

THE FIRST ENVIRONMENTAL AWARD IS BORN

The Award was put forward by the CIE in 1997 and approved the same year. The first country to win the prize was the United States of America. The Award was given to the American Motorcyclist Association “for significantly improving environmental awareness and sensitivity in the motorcycling community”. In the early days, the Award was not promoted much and the CIE itself was tasked with proposing candidates. A secret ballot was held by the Commission to elect the winner, who also received financial support. The result was validated by a Vice President of the Board of Directors. Following visits by the CIE delegates to various competitions on different continents with a good reputation for organising events, reports of good environmental practices slowly began to trickle in. This was a real novelty in a world where the terrain had previously been fairly hostile to this type of concern.

Pioneering event organisers were incorporating waste management systems, including recycling, and races with motorcycles that ran on alternative energies such as methanol. Participants formed special teams to clean rally routes in Brazil, while events in the USA developed exceptional environmental management on sensitive terrains.

International Accolades¹

AMA Receives FIM Environmental Award for long record of service

►THE AMA HAS been awarded the Federation Internationale Motocycliste's (FIM) Environment Award for significantly improving environmental awareness and sensitivity in the motorcycling community.

This is the first time the award has been given since the FIM formally adopted its Environmental Code in 1996. In announcing the award, FIM officials cited the AMA's 25-year history of bringing together federal officials, public land managers and off-highway motorcycle enthusiasts to provide motorized-recreation opportunities while protecting the environment. In addition, the group noted the Association's 73-year history of promoting noise-abatement programs aimed at road, off-road and competition motorcycles.

The award was presented to AMA representatives at the 1997 FIM Awards Banquet December 13 in Helsinki, Finland. Hugh Fleming, AMA member activities director and a vice president of the FIM, accepted the award on behalf of the Association.

"This award recognizes a lot of hard work on the part of the AMA in establishing programs and producing materials," notes Robert Rasor, AMA vice president of government relations.

"More importantly, though, the award validates the efforts of tens of thousands of road and off-road motorcyclists who have volunteered their time to build and maintain trails in harmony with the environment, participate in recreation planning sessions, or pitch in on trash cleanup, tree-planting and recycling projects. This award belongs to each and every volunteer."

¹American Motorcyclist Magazine, Feb. 1998, p.18



NATALIA GALLEGO ROBERT (ANDORRA)

ENVIRONMENTAL STEWARD,
ANDORRA MOTORCYCLING
FEDERATION

In 2001, I embarked on my journey as Environmental Steward of the FMA (Andorra Motorcycling Federation), organising the World Trial Championship for Andorra, a tiny mountainous nation located in the heart of the Pyrenees. Today, we are celebrating 16 years of volunteer efforts dedicated to organising trials in these mountains in the most sustainable way possible.

We are also proud that year on year, we have delivered significant improvements thanks to the help and growing involvement of the various players in these major motorcycle events (organisers, politicians, rider, teams, the general public...). After years of experience, our trial competitions have improved enormously from an environmental perspective, so much

so that Andorra has become a shining example of sustainability and has twice won the FIM Environmental Award (in 2013 and 2015). Both personally and for a national motorcycle federation, this recognition is a great inspiration to continue "riding green!"

Examples of environmentally friendly programmes and projects include, but are not limited to:

- Pollution prevention/recycling/ green purchasing
- Reduction of greenhouse gas emissions
- Generation or development of alternative energies
- Energy and water conservation measures
- Environmental management systems at events
- Tree planting and green management
- Environmental education
- Any other innovative environmental enhancement ideas or projects

THE AWARD GOES GLOBAL

The Commission received a broad range of nominations, but soon it started to look for candidates who organised events that went beyond simply complying with the regulations, which by that time were considered an integral part of the competitions.

As the programme evolved, the number of entries received increased. The Award became so popular that some Continental Unions and National Federations created their own versions, while other sports federations took inspiration from the FIM to create their own environmental contests.

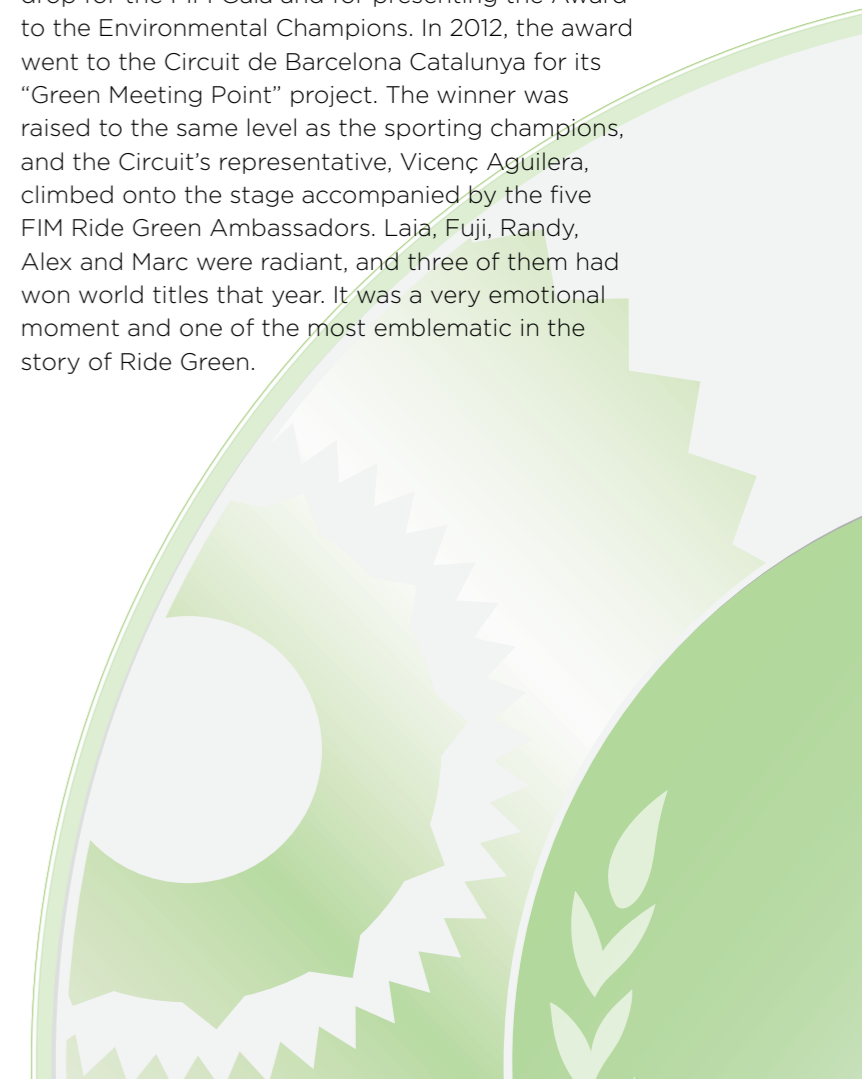
A change was needed, with a more impartial form of vote. In 2006, after the FIM Congress in Salvador de Bahia in Brazil, almost ten years after the creation of the Award, the decision was taken to convene an external, specialist jury in order to give greater value to the Award.

Jill Savery was one of the first jury members. As an Olympic Medallist and a Sustainability Consultant, she was the perfect choice to evaluate the candidates alongside representatives of UN Environment and the CIE Chair. Other members of the panel of experts included Denis Bochatay (Quantis), Even Wiger (FIA), Irene Samper (Economist and Sustainability Consultant), Erik Zeulner (Green Sports Alliance CEO), and Naysán Sahba (Director of UN Environment's Communications Division) and the Director of the CIE.

Later on, the basis for the Award was modified to focus on exceptional events with a more sustainable vision, and the concept of sustainability gradually found its place within the programme.

RIDE GREEN TAKES TO THE STAGE!

The glamour of Monaco does not easily pass unnoticed, especially in December. The streets, buildings and shop windows are richly dressed in gold and snowflakes to accompany the seasonal festivities. Monaco is unique, and it formed the perfect backdrop for the FIM Gala and for presenting the Award to the Environmental Champions. In 2012, the award went to the Circuit de Barcelona Catalunya for its "Green Meeting Point" project. The winner was raised to the same level as the sporting champions, and the Circuit's representative, Vicenç Aguilera, climbed onto the stage accompanied by the five FIM Ride Green Ambassadors. Laja, Fuji, Randy, Alex and Marc were radiant, and three of them had won world titles that year. It was a very emotional moment and one of the most emblematic in the story of Ride Green.



THE AMBASSADORS

THEIR MISSION: SAVE THE PLANET

For every campaign with the Ambassadors, we use the storytelling technique, presenting simple and entertaining stories that speak to the fans, who go to an event race to have fun. The message must be direct and easy to understand but reflect the serious nature of the subject. We have turned our Ambassadors into superheroes whose mission is to save the planet!

The idea of recruiting riders first emerged in Latin America with the so-called "Ecoriders". During the 2000s, it was not easy to get the environmental message across. We had no resources and we were not well received in many places. We had to find a way of bringing the top riders into contact with our programme

and presenting the new regulations in a different format. We presented the programme to Vito Ippolito and Lincoln Duarte, then President and Vice President of the ULM (now known as FIM Latin America), but still the project did not really get off the ground. Nevertheless, we made several attempts to involve riders, espe-

cially in the off-road disciplines. We made a few home videos with Fernando Whan from El Salvador and Pedro González from Venezuela, both from Enduro. Social media was starting to take off and became a useful tool, but the Ecoriders did not last long.

“ **THE ARRIVAL OF THE AMBASSADORS GAVE THE PROGRAMME A TOTALLY NEW LOOK. THEY BROUGHT COLOUR, WARMTH AND A LOT OF LAUGHS. RIDE GREEN HAD FOUND ITS VOICE** ”

FROM ECO-RIDERS TO AMBASSADORS

With that first project in mind, when I became Director of the CIE, I realised that we needed a voice, with leading figures who could spread the word. The riders found the environmental regulations a drag and the organisers found them a burden. So how could we give our message momentum? It was obvious that we needed famous riders to set the example. And that is how the Ambassadors project was born. We just needed to find the ideal representatives. It was after a race in Phillip Island in 2011 that Mirco Lazzari posted a photo online of Marc Márquez with a baby penguin in his arms. This was a sure sign that we had found the right person to help us launch the project.

Meanwhile, the State of Qatar was growing fast. Doha was like one big architecture competition and the Losail circuit literally shone. It was even visible from outer space! It was here that Ignacio Verneda, then FIM Sports Director, introduced me to Juliá Márquez, father of rider Marc Márquez. When I talked to him about the project, he advised us to talk to Marc's manager, Emilio Alzamora.

We sent him the project document and two races later, Marc Márquez became the FIM's first Environmental Ambassador. He was followed by Laia Sanz, who rode in both Trial and Enduro, and Takahisa Fujinami, also a Trial rider. Little by little, we formed the group that includes Randy de Puniet, who was riding in MotoGP™ that year, and Enduro World Champion Alex Salvini, who joined a little later.

MONTE CARLO, THE AMBASSADORS' GREAT MOMENT

In December 2012, we managed to get all five Ambassadors together in Monte Carlo. We prepared interviews and spent a day giving them some training and filming a video to promote the Environmental Code. That morning with the Ambassadors was an unforgettable experience. The group was beginning to gel and they had a fantastic time. In the end, we came to the conclusion that we needed a multicultural group, made up of men and women at the top of the

sport who would lend us their voices to spread the word about our programme. The five young people went up onto the stage to present the FIM Environmental Award to that year's winners.

BLUE AND YELLOW MAKE GREEN

In 2013, Valentino Rossi joined the group. In spite of the small amount of time he had to spare, he took part in the campaigns and, during the Gran Premio de Valencia in 2013, we got the group together to take some photos for the following year's main campaign. In 2015, Greg Hancock from the Speedway sector also joined the group.

With all the Ambassadors in place, we rolled out various awareness-raising campaigns. We were given superb support by MotoGP™ Promoter Dorna, who helped us to produce the videos later shown on giant screens at the race circuits.

One of the most successful campaigns was in support of the #stopfoodwaste initiative. The two Márquez brothers, Marc and Alex, who were both World Champions in 2014, acted out a story that was both serious and entertaining, and according to the promoter, the message reached 30 million spectators.

One of the highlights of the programme was seeing Marc

Márquez appear on the homepage of the United Nations website among personalities like former UN Secretary General Ban Ki-Moon, former UN Under-Secretary-General and Executive Director of UN Environment Achim Steiner and Dr Janet Goodall, UN Messenger of Peace.

The Ambassadors have worked on a range of projects and activities, such as visiting schools close to the circuits, visiting recycling plants, talking to children, presenting prizes to winners of painting competitions, auctioning off bikes, posting messages on social media, attending the United Nations General Assembly, filming for hours on end and signing lots of products for charitable purposes.

Alex Salvini also had the opportunity to present the programme to HRH Prince Albert of Monaco during the United Nations General Assembly in Nairobi, Kenya.

More recently, in 2016, Marc Márquez was considered as part of the UN Environment Champions' team alongside football stars Neymar Jr. and Yayá Touré.

Over these few years, the FIM's Environmental Ambassadors, known internationally as simply the FIM Ambassadors, and their actions have reached a huge number of people and gained broad recognition throughout the world of sustainable sport.

The Ambassadors are men and women who practise motorcycling in all disciplines of the sport and are close to, and identify with, humanitarian or socially responsible causes. They are invited to contribute with their image and prestige through messages and other actions to raise awareness among the motorcycling community, sporting and non-sporting, worldwide.

The Ambassador lends his or her voice to the cause and uses his or her talents and fame to transmit environmental messages previously defined by FIM's communications and sustainability experts. The main purpose is to educate people and raise awareness about environmental issues.

Some of the main messages concern the good environmental practices described in the FIM Environmental Code, and the promotion of and participation in special activities for World Environment Day. The Ambassadors participate in promotional video clips to create awareness amongst the community.

The messages are not addressed only to the motorcycling community; the idea is to reach and involve other sectors of society as well.



FIM Environmental Ambassadors (from left to right) - A. Salvini, T. Fujinami, G. Hancock, R. de Puniet

GETTING TO KNOW THEM



ALEX SALVINI
ENDURO RIDER FROM ITALY
5 September 1985

For me, being a Ride Green Ambassador is very important and it makes me so proud! I'm a professional Enduro rider which means that I spend a lot of time in contact with nature. I walk, I ride, I train and I race in the natural environment so I understand that it is really important to respect nature and our natural surroundings, and I am the first to try to do that!



TAKAHISA FUJINAMI
TRIAL RIDER FROM JAPAN
13 January 1980

For me, it was an honour to be appointed FIM Ride Green Ambassador. I very much enjoy working to help the planet, which is our future and that of our children. I realise that it is a responsibility that we as athletes have towards society and which I share and enjoy with my family. Passing on this message of responsibility for the planet to the sporting family will have a very positive impact on society. We hope that our fans and supporters will follow in our footsteps.



GREG HANCOCK
SPEEDWAY RIDER FROM THE USA
3 June 1980

Being a Ride Green Ambassador is a great pleasure and one that I truly believe in. For me it begins at home where my family and I live a healthy, organic and eco-friendly lifestyle. The world is forever changing and I really like to see even our grass roots sports stay clean and organic. Within motorsport, there is of course noise, dirt, oil and many different types of fuel being mixed into our environment but that's also what makes motorsport what it is today. That combined with keeping the racing surroundings clean from trash, bottles, cans and plastics will

make for a better world all around. We still need to protect the land and environment for ourselves and our kids in the future, so we have to be more conscious in the ways that we can potentially pollute the environment. We remind our kids to think about the environment daily. Stay clean and green.
#ridegreen



LAIA SANZ
TRIAL, ENDURO AND CROSS-COUNTRY RALLIES RIDER FROM SPAIN
11 December 1985

We motorcycling lovers are just as much lovers of nature, as that's where we spend most of our time: training, competing and living. For me it is an honour and a source of satisfaction to be part of the family of the FIM's Environmental Ambassadors. Through this work, I can convey and pass on to the world the values we need to care for our planet. I would like to congratulate the FIM on these 25 years devoted to the Ride Green project, for all the work that has been done and everything we still have to do. So here's to many more years to come!



MARC MÁRQUEZ
MOTOGP™ RIDER FROM SPAIN
17 February 1993

I am very proud of being a Ride Green Ambassador for the FIM as it's given me the chance to help protect nature, something that's absolutely crucial in today's world. Ride Green has a fantastic group of Ambassadors and we all have a great time when we get together to film or campaign. One of the things I like most about being an Ambassador is meeting young people and sharing a positive message with them about preserving the planet. I am thrilled to see how positively they respond. We are aware that with motorcycling, like with any other Grand Prix, we leave a negative impact in terms of carbon emissions, but we hope our campaigns can help minimise

the damage and make people aware of the importance of caring for the environment. Our work doesn't stop at motorcycling, either. We joined the UNEP campaign to save elephants, successfully persuading China to ban the processing and sale of ivory. I also took part in a food waste awareness campaign with my brother, Alex. We can win titles and prizes and be remembered for that, but having a positive impact on someone, and changing their mindset about looking after our planet, is priceless. It's this that makes us continue with our support. Ride Green!



RANDY DE PUNIET
ENDURANCE RIDER FROM FRANCE
14 February 1981

I feel very lucky to have been involved in many great Ride Green campaigns over the years. For me, it's the perfect way to combine my passion for motorcycling with my strong desire to help protect the sport – and the planet – for children and future generations. One of the highlights so far has been visiting schools in France to speak to pupils about motorsports and the environment, and to encourage environmentally responsible behaviour. I look forward to being part of many more fantastic campaigns in future.

THE TRANSITION

FROM ENVIRONMENT TO SUSTAINABILITY

In November 2016, during the FIM General Assembly in Berlin, the Commission's new name was approved. Since then, the Commission has been called the International Sustainability Commission (CID).



Valentino Rossi - KiSS Misano (Italy) - 2016

We had been mulling over this since the CIE Bureau meeting in 2012, but on that occasion, the CIE Bureau could not reach a unanimous decision. Some Commission members were unsure about the direction we wanted to take; simply 'protecting nature' and talking about the environment fell short of what we were trying to do.

We worked jointly with Peter Gregory and Sultan Zaher Al-Muraikhi to convince the rest of the team that a unanimous decision had to be reached. We would only be able to convince our group with concrete examples and genuine achievements.

“
**THE DEBATE
AROUND
SUSTAINABILITY
AND SUSTAINABLE
SPORT WAS
GAINING PACE**
”

Meanwhile, the debate around sustainability and sustainable sport was gaining pace. In the United States, we were witnessing a virtual frenzy of sustainable sport. The FIM, as pioneer in the field of sport and the environment, needed to lead the way to the next level: sustainability. We had already firmly anchored the environmental pillar in our work, but we needed to incorporate two other pillars of sustainability, namely the social and economic aspects.

At the FIM, given the large number of Championships in our portfolio, the diversity of cultures involved and the many and varied national legislations that we had to adhere to, it is not easy to move forward. Our 113 affiliated national federations also had many championships under their jurisdiction so we had to move gradually with the changes we wanted to introduce. One obstacle we encountered was a misinterpretation of the 'social' pillar of sustainability. Various people expressed the view that the CIE should not venture into that sphere and many confused the social dimension with phi-

lanthropy. We needed to find a formula that would enable us to lay down the foundations for organising sustainable events.

THE CATALUNYA CIRCUIT HELPS US DELIVER MORE THAN ENTERTAINMENT

The Circuito de Barcelona-Catalunya ("Circuitcat") has been working to sustainable principles for many years now and has become one of the benchmarks for circuits with its ISO 14001 certification. One of the programmes implemented there is the "Green Meeting Point", and it was because of this that we pooled our efforts and applied the first brushstrokes to our blank canvas, i.e. how to create events that included all three pillars of sustainability.

The circuit was already working closely with the local community and had considerable experience with sustainable transport, which was perfectly in line with our policy of reducing the carbon footprint of our events. The circuit was also open to working along these lines in tandem with the FIM.

Our first attempt at organising a full 'green' event and at implementing the FIM's Environmental Code, was a success, as we produced the kind of sustainable sports event that we had been seeking. In addition to adhering to our Code, we abided by the circuit's own ISO-certified management system, which covered environmental disposal of waste and sustainable transport initiatives. We also carried out awareness-raising efforts at local schools in coordination with the FIM Ride Green Ambassadors.

However, our first Green Meeting Point exhibition was not an unmitigated success! It was a scorching hot day, the facilities were not fully operational and the icing on the cake was the location of the information desk, which was totally unsuitable. Nevertheless, on that suffocating summer's day, we and the Circuit's working group were able to see the great potential of this idea to attract fans and organise events that delivered more than mere entertainment.

THE KISS PROGRAMME

KEEPING THINGS SHINY AND SUSTAINABLE

UNDER THE TUSCAN SUN

If you have had the opportunity to travel through Tuscany, in Italy, and experience the scents, the flavours and the vivid scenery for yourself, you should consider yourself highly privileged. That privilege is shared by over 100,000 spectators who visit the famous Italian Mugello circuit every year. The circuit nestles among the picturesque Tuscan hills, with their patchwork of different shades of green and their scents of rosemary and basil. Every year during the race weekend, and every morning on the way from the Hotel Marraini in the little village of Ronta, close to the circuit, we experience the joys of meandering through the glorious landscapes and taking shortcuts through secret byways known only to the event's most assiduous visitors.

The beauty of Mugello inspired Marco Riva, General Manager Operations for Yamaha, and a working group at the Circuit, including Director Paolo Poli, to solve the impact generated by the event and especially the litter left behind at the end.

Yamaha Motor Racing (YMR) has an excellent record of sustainable management and their operations comply with ISO 14001. In 2011 we began to discuss their EHS (Environment, Health and Safety) management system and subjects of mutual interest, with a view to working on a programme together. Marco was a key link in the chain that was in the process of being forged, especially for high-profile media events like MotoGP™.

On 6 March 2013, we organised a meeting at the FIM headquarters attended by Marco Riva, Vito Ippolito, Ignacio Veneda, Steve Aeschlimann and Alex Goldenberg. Marco Riva's ideas, combined with our new focus on event organisation, led to the creation of a new project. The meeting generated many ideas and potential avenues, but needed a catchy name.

Taking our cue from the expression "Keep it simple and stupid", which originated in the US Navy, we adopted the initials of this acronym, KiSS, to describe our own objective: to Keep our events Shiny and Sustainable.

And so KiSS (Keep it Shiny and Sustainable) was born. It was immediately adopted by the FIM, becoming a flagship programme for motorcycling sport.

THE FIRST KISS

The aim of the maiden event in Mugello was to educate spectators and bring about a change in behaviour and values. Early ideas for rolling out this event were starting to emerge: the circuit proposed a Smart Box that later became the KiSS Kit. The kits contained an information leaflet and bags for rubbish in three different colours. Initially, 5,000 kits were distributed, notably to those camping at the circuit. About a dozen distribution points were set up at key spots and Yamaha agreed to support the initiative with videos of Jorge Lorenzo and Valentino Rossi. The idea was that, going forward, each event would be sustainable and look for its own partners.

We were aware that a change in behaviour could take several years to stick, but we were able to witness a slight improvement in the state of the circuit after

the competition. The event was a success but we knew that the road ahead was long and, as at the beginning of any journey, we would have to learn from our mistakes and capitalise on the positive experiences. Most importantly, we would also have to report the results.

Little by little, other circuits joined the KiSS programme which was tailored to the needs of each location. The particularities of Mugello are not the same as those of MotorLand Aragon or the Circuit of the Americas (COTA). Similarly, the challenges of MotoGP™ are not the same as working in Trial. Each event that sported the KiSS mantle had to tailor it to fit their needs.

Although Mugello was the pioneer of the programme, each edition has its own character and with each organiser, the programme team sets up totally different plans of action. Circuits have incorporated some of the ideas from the Mugello model while innovating in other areas.

INSPIRING WITH KISS

With its innovative approach and the support it received from the MotoGP™ Promoter, Dorna, Yamaha, the Circuit and other local partners, the first KiSS in Mugello unleashed a positive media storm.



It is very important to underline that one target of the KiSS project is to measure the reaction of the spectators while promoting a change of behaviour through the use of existing facilities and organisation of Mugello Circuit. We have the aim of seeing the circuit left visibly cleaner (or less dirty) and measuring the impact in terms of waste recycling (compared with 2012 data). The MotoGP™ Community and especially Yamaha's riders will encourage the spectators to act sustainably in a smart way before the event using social media (Twitter and Facebook).

Letter from Marco Riva
April 2013

Other circuits followed suit. In 2013 there was a KiSS at MotorLand and in 2014 Barcelona, COTA and Valencia joined the ranks. Other disciplines also signed up to the project:

- ✔ The first KiSS in Trial racing was staged in Andorra and Speedway was not far behind with KiSS Varkaus;
- ✔ In 2016 the first KiSS project was organised in Enduro, at the FIM International Six Days of Enduro (ISDE) in Navarra, Spain;
- ✔ In 2017, Paijanne in Finland hosted a KiSS event at a round of the FIM Enduro World Championship;
- ✔ Just recently the 2017 KiSS programme travelled to South America for KiSS Chachagü at a Supermoto event in Colombia.

KiSS has also been present at various international symposia and conferences, including the Green Sports Alliance Summit in Houston in 2016, the Sallone CSR e Innovazione Sociale at the Bocconi University in Milan, Italy, the Sustainable Innovation in Sport symposium in Berlin, Germany in February 2017 and at the McCoy College of Business Administration of Texas State University.

WHAT MAKES KISS SO SPECIAL?

Was it love and passion or was it perseverance? Or was it persistence and commitment that made this project such a special phenomenon? All those factors played an essential role, but for an event to be sustainable, we must also be pragmatic and give the enterprise a clear focus. Above all, you have to be convinced by your own social responsibility policy and your sustainability policy. Involvement of senior management is key to the successful roll-out of the event. That is why the participation of MotoGP™ sponsor Dorna, the management of the various circuits and their teams, the volunteers, the federations, the riders, the public, local government, etc. was vital for the success of this project. Evaluations were commissioned after two major KiSS events and conducted by specialist companies.

THE LEGACY OF SUSTAINABILITY

A KiSS project is tailor-made to fit a particular sports event. In truth, to mitigate environmental impacts and take into account the various social, educational and cultural dimensions of the organisers and the public, while respecting local traditions and culture, it is necessary to look for the most appropriate measures in each case.

Any action taken at an event in the name of being 'green' must be defined in terms of the three pillars of sustainability: social, environmental and economic. Motorcycling events can be much, much more than mere entertainment and competition, and can leave a real legacy for society.

A NON-EXHAUSTIVE LIST OF SOME OF THE MOST POPULAR ACTIONS ORGANISED AS PART OF A KISS PROGRAMME:

- ✔ Sound level tests on motorcycles
- ✔ Prevention of water and soil contamination (environmental mat and suitable containers, plus appropriate vehicle washing areas)
- ✔ Application of the FIM Environmental Code
- ✔ Promotion of local culture
- ✔ Carbon offsetting
- ✔ Volunteering with local universities
- ✔ Reducing use of plastic bottles
- ✔ Water supply for fans
- ✔ Involvement of fan clubs
- ✔ Ambassadors' messages
- ✔ Fan engagement
- ✔ Environmental education
- ✔ Zero km catering
- ✔ Hospitality units with bio catering
- ✔ Collection of used kitchen oils
- ✔ Collection and donation of excess food
- ✔ Upcycling unwanted items
- ✔ Recycling
- ✔ Solidarity
- ✔ Cultural promotion
- ✔ Joint activities with local government
- ✔ Joint activities with UN Environment and support for WED
- ✔ Sustainable transport, reduction of carbon footprint



THIERRY MICHAUD (FRANCE)
FIM TRIAL COMMISSION
DIRECTOR

TRIAL - A VERY ENVIRONMENTALLY FRIENDLY DISCIPLINE

Motorcycle Trial is a very environmentally friendly discipline in view of its low carbon footprint and extremely low level of noise. Nevertheless, in order to ensure that it survives as a sport, it is necessary for society to become aware of the possible improvements that can be made in the way it interacts with nature. The KiSS programme, with actions organised in the context of our FIM Trial World Championship, is therefore a very

helpful communication vehicle for our discipline as it makes our many stakeholders more aware of their responsibilities. Through KiSS, organisers, riders, the various industries and also the volunteer officials and the public become involved in this process of improving the way we treat the environment, and the way they all perform their roles.

In Trial, the participants ride through what we call Sections that are set up in natural surroundings. The obstacles are 100% natural and situated in very small but attractive areas of the countryside. It is therefore all the more important to ensure that these areas are well prepared, taken care of and left in an even better condition than they were in before the event, through actions that can be described as a positive contribution to the environment.

We have been able to observe a real growth in awareness as reflected in people's behaviour at FIM events which demonstrate that Trial and nature are fully compatible on a day-to-day basis thanks to simple gestures of respect.

But we must persevere and go even further, particular when it comes to reducing sound levels, so that Trial can be even better integrated into natural spaces including those close to built-up areas.

Long live Trial!

THE FUTURE

PREPARING THE PATH, REDUCING THE IMPACT



We are preparing for the future on the understanding that alternative energies have great potential to make major reductions in greenhouse gas emissions. The preparation of this roadmap towards a sport that is cleaner in terms of emissions, and minimising the impact of our events, was launched a couple of decades ago with the impetus of the Alternative Energies Working Group, chaired by Rob Razor and including representatives of various sectors of the FIM, including the Technical Commission, several Sporting Commissions and the CID. In 2011 another working group was also set up between the various International Federations governing motorised sports. Several meetings were held in Paris with input from the FIM, the FIA and the UIM. The discussions were pursued in Barcelona but this group did not manage to build any momentum.

The switch from fossil fuels to other types of fuels or the introduction of electric engines has been accompanied by other actions that help to minimise the impact of sports events, which are already incorporating the promotion of public transport or sustainable transport as ways of reducing the overall footprint of the event. At the same time, the major teams are making efforts to acquire more efficient transport vehicles. The promotion of “carpooling” among delegates who have to travel to an event is another means of reducing emissions in line with the policies agreed on in Paris in November 2015. The FIM is currently working to neutralise emissions with the technical assistance of Quantis, a Swiss environmental consultancy company that designed a CO2 emissions calculator specifically for powered two-wheelers and geared to motorcyclists who want to neutralise their competitions and training, or their journeys to and from work



or for pleasure. Nevertheless, the FIM's sustainability policy is primarily focused on significantly reducing the emissions generated both by events and by vehicles. Our efforts will also have to be trained towards the vehicle production processes as, together with a reduction in the consumption of fossil fuels, they complete the sustainable life cycle of a vehicle. This life cycle will have to include cleaner production processes and, above all, the use of clean energies. For a number of years now, the motorcycle industry has been making great efforts to adopt its products (spare parts, etc.) to a circular economy model that will allow the manufacture of parts from recyclable materials and their recycling and reuse.

The competition motorcycle plays a very important role in the industry as it is a laboratory in which the performance of the future production model can be measured. This means that championships using electric motorcycles could be a valuable tool. In addition to reducing greenhouse gas emissions, they meet the expectations of spectators calling for cleaner championships, they comply with sound level rules and they benefit society by setting standards for regular motorcycles and acting as a shop window for consumers.

Towards the end of 2017 the FIM organised a debate in Brussels together with European Parliament members in which the participants discussed the role of motorcycles and scooters in giving a new impulse to electric mobility. The two panels debated the challenges and opportunities associated with the deployment of electric motorcycles, and new technologies and solutions in the field of sustainability.

The way ahead is long and we shall discover many obstacles, but one of the most important points is to be aware of the contribution that we as a sector can make to mitigating the current planetary pollution crisis. This sustainable policy is reflected in the FIM's Strategic Plan and was ratified in the Declaration of Jerez signed in 2015.





Steve Rapp - 2011 FIM E-Power - Laguna Seca (USA)



ORIOL PUIG BULTÓ (SPAIN)

DR. OF ENGINEERING
(MECHANICS)
FIM INTERNATIONAL
TECHNICAL COMMISSION
DIRECTOR

The FIM's Technical Commission (CTI) has been aware for many years that competition motorcycles could create environmental

problems by their very nature: vehicles that for their propulsion use internal combustion engines which burn petroleum products with the resulting exhaust gas and sound emissions. Moreover, in off-road disciplines, the tyres, with their aggressive profiles, can damage the ground.

This being so, from the late 1980's, the CTI began internal discussions with motorcycle manufacturers and fuel producers with the aim of minimising the harmful effects for the environment. Since that time, we have been able to count on the effective work of Charles Hennekam as CTI Coordinator.

After long discussions, the CTI, together with the CCR, presented to the Board of Directors in 1992 a project to replace the 2-stroke 500cc engines used in Road Racing Grand Prix with less contaminating 4-stroke engines.

It also presented the historic proposal to use unleaded petrol, based on the European Union's E-228 standard. The motorcycle manufacturers asked for a moratorium for reasons of development and production lead times and the Board of Directors agreed to postpone the application of the decision until 1994.

As regards sound pollution, the CTI worked with the manufacturers in the 1990s to draw up a plan for progressive reduction of sound levels, initially in Motocross, where the problem was most critical, and subsequently in Enduro.

It is worth pointing out the cooperation between the FIM CTI with the Fédération Internationale de l'Automobile (FIA) and its Alternative Energies Commission for the study and promotion of other sources of alternative energies (solar, electric, hybrid, fuel cell, etc.). Initially, I had the pleasure of participating jointly with Fabio Fazi, Vice Chair of the CTI at that time, who had beaten the world speed record on an electric motorcycle. For me, they were 20 years of fruitful exchange of information and cooperation. Then, during the period in which the FIM was not active in electric motorcycle competitions, the FIA hosted the "electric motorcycles" class in some of its competitions. It eliminated this class and its regulations and competitions when the FIM launched its activities with this type of motorcycle.

From 2017 onwards, the FIM has been represented on the FIA Commission by our expert on electric matters, Oriol Gallemí.

Earlier on, in 2007, the FIM set up a working group for the reduction of sound levels in Motocross and Enduro, in order to study this problem in depth with the manufacturers and acoustic specialists and to develop a new measuring method that would improve the correlation between the registered measurements and the perceived sound levels. Out of these studies, there emerged the 2mMax method used today in those and other disciplines, to the general satisfaction of everyone. Here, I would like to mention the then FIM Vice President Jean-Pierre Mougin and thank him for his leadership of this working group.

As an alternative to the use of fuels totally derived from petroleum, in 2008 the CTI studied the use of third generation biofuels, which were less polluting and more socially acceptable as they were manufactured using waste products from the food industry. From 2009 the FIM's technical regulations have included the use of biofuels based on Ethanol E-85.

Another negative aspect for the environment is the abrasion and deterioration of the surface of the ground caused by tyres, especially in competitions in Europe that take place on open

fields. The CTI looked into this problem and developed new regulations in consultation with the tyre manufacturers to reduce the maximum depth of the tread of the profile of the rear tyre from 19 to 13 mm.

An important step, in keeping with the FIM Ride Green policy, was the impetus given to electric motorcycles. Advantage was taken of technological progress in this area, particularly with regards to battery performance, which had seen a spectacular improvement in their capacity to store energy in relation to their weight and volume. In November 2009 the FIM announced the launch of the "FIM e-Power International Championship" in 2010. This Championship, consisting of six events that took place jointly with World Endurance, Superbike and Grand Prix competitions, demonstrated the potential of electric motorcycles in circuit racing competitions and saw major performance improvements over the years 2011 and 2012, although it did not capture the interest of the major manufacturers. The majority of participants represented private initiatives by university departments or small production companies. In 2013, with the collaboration of a new promoter, the FIM created the "FIM e-Power World Cup", but in 2014 this series was abandoned as the promoter proved unable to meet its obligations.

Nevertheless, that experience showed the excellent technical performances of electric motorcycles with "zero emissions". After numerous conversations with various interested groups, the FIM has finally come to an agreement with Dorna to relaunch electric motorcycle competitions in 2019, with a solid and attractive project.

In the meantime, the CTR organised the first "Trial E-Cup" in 2017 together with the French Trial GP, thereby demonstrating the enormous potential of the electric motorcycle in this discipline. There are plans to broaden it to a larger number of competitions in the coming years.

The CTI has worked on and drafted technical regulations for electric motorcycles in other disciplines and encourages the other Sporting Commissions to promote competitions for electric motorcycles in Enduro, Speedway and Motocross, as they are more "environmentally friendly" and better accepted socially.

Finally, I would like to add a personal note. After 44 years devoted to improving the FIM's technical regulations, one of my greatest satisfactions has been the opportunity to contribute towards achieving "cleaner" motorcycling to ensure a sustainable future for the coming generations.

THE FIM FAMILY

JOINING THE PROGRAMME



“ There is a long way to go, as with all matters pertaining to environmental sustainability, but continuous improvement is very important. Our task is to continue educating, creating awareness and ensuring that this concept will be embraced and respected by all motorcyclists on the African Continent

Marius Mathee, FIM AFRICA
Vice President (Environment)

”



FIM LATIN AMERICA CREATES ITS OWN ENVIRONMENT COMMISSION

Following the creation of the first FIM Environment Commission in 1998, the Unión Latinoamericana de Motociclismo (FIM Latin America today) soon followed suit. At the General Assembly in Caracas, Venezuela in 1998, Pedro Ventura and Vito Ippolito proposed the creation of an Environment Commission known as the CMA. In the early days, the CMA was a very small working group made up of two people, in addition to myself as President. The task was huge, as there were not even any clear environmental regulations in most countries, but we accepted the challenge and set to work. We followed the first bases laid down by the FIM and adopted the Code while adapting it slightly due to regional differences, especially regarding the penalties for infringements. We also translated it into Spanish. Later, the presence of an environmental official at events was introduced and, in the early years, I used to attend Latin American sports events in person to assess the situation and raise awareness among

the national federations. This was not an easy task, as the federations did not grasp the relationship between the environment and motorcycling, and the post-event situation was totally chaotic. We began organising environmental training sessions during FIM sports seminars. The instructors gave us a time slot to talk a little about the subject and start to train future instructors. The first environmental seminar was in Colombia, followed by Chile and Venezuela. From this group of officials, there emerged several important personalities who have made a great contribution towards sustainable events: Velia Hargreaves and Cecilia Poblete from Chile, Patricia Zimermann from Argentina, Ovidio Morales from Guatemala, Claudia Owen from Venezuela and Alejandro Vaca from Mexico, among many others who have devoted their time and effort to improving the sport.

Among the activities rolled out in the first decade of the CMA's work were the celebrations of World Environment Day (WED), seminars, the creation of the "eco-riders" and a newsletter about environmental activities.

In 2011, when I became Director of the FIM CIE, Ovidio Morales became Director of the FIM Latin America Environment Commission and launched the awareness-raising campaign "I do care about the environment". He also translated the Code into Spanish, published a best practices manual, created a presence on social media and introduced inspections at events. Recently, in August 2017, FIM Latin America celebrated its first edition of KiSS in Chachagü, Colombia during a Supermoto World Championship event.

FIM ASIA GEARS UP ITS ENVIRONMENTAL EFFORTS

FIM Asia has also formed a working group, chaired by Sultan Zaher Al Murrakhi from Qatar. It was only established recently and has begun by organising some events, especially on the Arabian Peninsula.



THE FIM EUROPE ENVIRONMENT COMMISSION: MILESTONES ON A JOURNEY

ADAMO LEONZIO (ITALY)
CHAIRMAN OF FIM EUROPE ENVIRONMENTAL COMMISSION

Established in 1996 during the founding congress of the UEM, now FIM Europe, the Commission was composed of three members in total and the Chairman was Jacob Douglas.

Today, the Commission is composed of the Chairman, Adamo Leonzio, plus seven additional members: Kijell Ericsson, Vladimir Klatovsky, Grazyna Makowska, Mikelis Melzobs, Anastasia Rotar, Sinsky Pavol and Renata Suchy.

The main milestones of the Commission were:

2004 - First environmental round table open to all participants at the Congress in Sofia.



2006 - Launch of the Green Class, a project aimed at educating event participants (riders, teams and spectators) about the environment.

2008 - Publication of the first online magazine dedicated to environmental problems and resources.

2009 - Presentation of the Environmental Guidelines at the Istanbul Congress. These guidelines are still available on the FIM Europe site.

2012 - Start of the evaluation of Professor Ryrholm's new 'Biodiversity Project' at the Belgrade Congress.

2014 - The Commission introduced the online checklist system at its meeting in Prague.

2015 - At its meeting in Warsaw, the Commission presented the Green Education Strategy (GES), a project comprising the online checklist system, the Environmental Steward golden rule, the environmental guidelines and the participation of commission members in FIM and FIM Europe educational meetings and seminars to discuss the environment and explain the on-site behaviour required by FIM Europe.

2016 - Creation of a working group at the Kavala Congress dedicated to studying electric motorcycles in collaboration with the Public Affairs Commission (CAP).



A BRIEF HISTORY OF THE FIM AFRICA ENVIRONMENTAL COMMISSION

MARIUS MATTHEE (SOUTH AFRICA)
VICE PRESIDENT, ENVIRONMENT, FIM AFRICA

At the 2008 African Motorcycle Union (AMU) Congress, held in Livingstone, Zambia, the General Assembly unanimously approved the proposal to appoint a Vice President for the Environment. The role of an environmental working group as part of the AMU's structure was regarded as essential, in order to emphasise current global environmental trends and the FIM's commitment on environmental matters. The first ever environmental working group meetings were held on 20 and 21 November 2008. At the 2014 FIM Africa General Assembly, it was decided that the working group would change its name to the FIM Africa Environmental Commission.



Since its inception, the FIM Africa Environmental Commission has always included representatives of the Northern, Central and Southern African regions. Our journey would not have been possible without the expertise, guidance and contributions provided by the following individuals, who have all served as working group/Commission members over the last decade:

Allison Atkinson (South Africa), Satinder Singh Birdi (Tanzania), Chekib Brahma (Tunisia), Jaco Deysel (South Africa), Naoufal El Oddi (Morocco), Marius Matthee (MSA), Kisitu Mayanja (Uganda), Ginty Melvill (Zambia), Derrick M'Mbijewe (Kenya), Maina Muturi (Kenya), Nejib Ouriemi (Tunisia), John Patterson (Zimbabwe), Martin Pretorius (Zimbabwe), Sari Sherman (Kenya), Andrew Ssentongo (Uganda) and Ivorene Wheeler (Botswana).

One of the Commission's prime objectives is to provide the strategic and environmental leadership necessary to ensure that all categories of motorcycling in Africa have a reduced impact on the environment, and to create a greater awareness of environmental sustainability amongst everyone involved in motorcycling.

With the provision of proper training and environmental educational material, it has always been the aim of the FIM Africa Environmental Commission to develop material which can benefit motorcycle sport in Africa and empower all motorcyclists with the necessary know-how. Environmental education should be an all-embracing, life-long process, which actively involves all parties in finding solutions for specific problems. Several African Federations do not have the capacity to develop environmental training material and FIM Africa's Environmental Commission therefore decided to address this need. Training seminars for FIM Africa Environmental Stewards are held on a regular basis.



WOMEN + SUSTAINABILITY

THE JEREZ CONFERENCE

In 2015, a landmark conference in Jerez formalised the FIM's commitment to "Women + Sustainability in Motorcycling".



for a period of time as World Capital of Motorcycling. We also wanted to leave a social and sporting legacy for the city. The Commission mooted the idea of organising a conference focusing on sustainability, which would attract the best authorities in sustainable sport and also give added value to the city's Capital status.

The then FIM CEO Ignacio Verneda also proposed that, in addition to focusing on sustainability, the conference be jointly organised with the FIM International Commission for Women in Motorcycling (CFM) and focus on the advancement of women as well as sustainability. These two themes, which were debated in parallel at the same conference, were clearly closely related as priority goals of the FIM Strategic Plan.

On 19 November 2014, in Jerez, before the FIM General Assembly, we met several times with Nita Korhonen from Finland, Director of the FIM CFM. We met again in Qatar on the occasion of the Qatar Grand Prix and finally presented our proposal. The Conference had become a tangible reality and we received a great piece of news. The Government of Jerez had approved the proposal. We had to make some adjustments, but we had a marvellous backdrop, the Clock Museum in the venerable building of the Atalaya. We had a spectacular and highly skilled team around us that helped us to organise the conference according to a sustainable concept. From that moment on, there was a

Andalusia is a potent place, with its rich colours and floral scents. Its villages, some resplendently white, clothe themselves in colour in the spring and the popular ferias, when the women don flouncy spotted dresses and red carnations, lend the place a festive air. The enchanting Andalusian city of Jerez decks its streets and avenues with colour for the famous Horse Fair. Magnificent stallions dance to the rhythm of the *orobroy* while a children's choir reminiscent of a choir of angels sings in clear tones, tinged with the authentic nostalgia of flamenco that is not found anywhere else.

Some say that in spring Jerez smells of burned rubber and this is not entirely surprising as for a single weekend the city transforms itself into the "Obraidoiro" of the motorcycling world where hundreds of thousands of two-wheeled pilgrims arrive to witness the start of the European MotoGP™ season.

In mid-June 2014, the CID was invited to present a project to reflect the idea that Jerez would become the epicentre of motor cycle sport

mentality shift in the way the FIM organises its events.

THE GOALS

The aim of the conference was to define a new strategy to promote a broader representation of women in motorcycling and to organise more environmentally friendly events. It was also an opportunity to showcase different points of view and share knowledge and experiences on a range of projects and initiatives, such as awareness campaigns, seminars, youth training and volunteer programmes.

Attendees enjoyed a series of talks, debates and breakout sessions. Discussion themes included empowerment and inspiration in relation to gender and the environment, and how to ensure the longevity of our sport. These high-profile international speakers from the world of motorcycling and beyond shared their success stories and spoke about some of the challenges they had faced in their own careers.

THE RESULTS

During the conference, the participants drafted a formal document based on their learnings and discussions. This 'Jerez Declaration' comprises a set of key agreements and commitments relating to Women and Sustainability, and has guided the FIM's approach to these two topics ever since.

We will continue to work day after day to overcome obstacles and raise awareness in both areas, as we believe that everyone should be able to enjoy the magic of sport in harmony with nature and in a totally inclusive way. This is the commitment of the FIM towards the world of motorcycling and towards society.



NITA KORHONEN (FINLAND)
DIRECTOR, FIM WOMEN IN MOTORCYCLING COMMISSION

The FIM Women and Sustainability in Motorcycling Conference was the first concrete outcome of the cooperation between the FIM Women in Motorcycling Commission (CFM) and International Sustainability (then Environment) Commission (CID). Our mission from the outset was not only to organise an event highlighting both these important topics, but also to demonstrate how important it is that the commissions work together and achieve synergies.

Organising this kind of event takes a lot of time and effort so the CFM and CID (then CIE) needed to start the preparatory work well in advance. During the journey, we also learned a lot and realised how important it really is at so many levels to make sure that environmental aspects are taken into account in motorcycling and to ensure that everyone has an equal right to be involved in the motorcycling world.

It was really fun to work with Kattia and with our whole team. We had some long days but we really enjoyed it, as for all of us it is passion that drives us to make things happen, even if it is not always that easy. During the

journey, we felt so inspired by so many aspects of the themes that we chose the power of inspiration as one of the key messages of our event. It was important for us to think how to inspire people to take the environment and equality into consideration.

We managed to attract some amazing experts from all over the world and we made sure that it was not just a one-off opportunity to learn from each other. We have been in touch with our speakers ever since, so the impact of that special occasion is still strong.

During the event, it was continuously emphasised how motorsport is a unique platform for conveying the right messages and helping to stimulate change. We had a clear mission that we wanted to achieve and, thanks to our brilliant team, we made it happen. If we want to change things, it is essential for all parties to work together in synergy and the event was really a perfect example of what we can achieve if we join forces. Women and the environment are often seen as soft factors, but I believe that at least all the participants in this conference really understood how crucial these factors are in order to develop our activities and our sport and make motorcycling grow in the future.

“GRACIAS”

“Thank you”, or “Gracias” in Spanish, is a big word and one of my favourites, as it is spoken after something good has happened, after a kind action, a favour or an expression of affection. In my beloved El Salvador, like everywhere in the world I imagine, it is one of the magic words that our mothers and grandmothers instil into us from our earliest childhood, and it often takes the form “Muchas gracias” (many thanks).

The advantage of having written and compiled a large part of this book is that I can personally say thank you, and that is the part that I like best.

To the 20th century pioneers: They could never have imagined that we would be working with video conferences directly from the circuits, or that we would post photos on Instagram immediately after each event using cameras built into mobile telephones, or that a World Champion rider would address millions of fans and send them environmental messages while planting a tree with the children of the Million Trees campaign. I would like to say thank you to them for having had a vision of sustainable motorcycling and taking the decision to launch what has now become our programme; to the presidents, directors, Board members, CID members, the industry, the working group, staff, federations, riders, volunteers, stewards, organisers, sponsors and fans and all practitioners of this great sport of motorcycling who have helped to make our sport more environmentally friendly. A special mention goes to Giancarlo Pasini and his original working group.

Los Molinos de Campo de Criptana, Castilla-La Mancha (Spain)

To my 21st fellows: My thanks go to those who are accompanying us on our journey and believe in our work, and to the entire FIM family, President Ippolito and the Board of Directors, the national federations, directors, commission members, promoters and organisers. I would also like to thank from the bottom of my heart our Environmental Stewards who leave their homes and families every weekend to devote their time to us and to the task of ensuring that our events are sustainable! A big thank you goes to all the members of the CID, whose experience and commitment make this great programme what it is. To the Directors and members of the Environmental Commissions and Panels of the National Federations and Continental Unions, we say thank you and keep up the good work! We have seen great commitment from you all.

A special mention also goes to our Ride Green Ambassadors. Without you, this programme would have no voice. You have given it stature. Thank you for lending us your sparkle and your good humour;

to UN Environment for their support and having faith in our work;

and to the FIM staff for including sustainability in their plans of work, especially to Ruth for her extraordinary help with translating and interpreting our texts and adding her unique touch, the communication department for letting the world know what we have done, and to Anne-Laure for her hard work, constructive suggestions and helpful insights while coordinating this book.

Finally, I would also like to dedicate this book to the future generations: Today, in 2017, environmental degradation is progressing at alarming speed. Natural phenomena threaten to devastate our planet as a result of global warming and other factors of which we humans are ourselves the cause. Today, 7 September, as I write, the people of Florida are expecting a hurricane to sweep through the city after wreaking damage and destruction across several Caribbean islands. We absolutely have to continue with our work. Just as we are entitled to the freedom that allows us to enjoy the world of motorcycling, through competition or touring through the countryside, we also have a responsibility to do so in a mindful way and, moreover, we must use our events to bring about a change of mindset among the fans. The power and the voices of our Environmental Ambassadors are huge, but this is not enough. Every one of you is an ambassador. All sectors of our society are responsible, but sport, through its values and its capacity to create an ideal state of mind, has a duty to continue serving as a vehicle for changing attitudes. In 25 years, we shall see what more we have managed to achieve, but we shall continue to work, and when we have to pass on the baton, we hope that you, the future generations, will have the same good fortune as those of us who have lived the passion for motorcycling in the natural environment. I wish you an unpolluted future and much motorcycling enjoyment!

Ride Green!

Kattia



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Bombie Sàrl

PRINTING

Impremta Solber S.L.
Andorra la Vella

Print run: 1,500 copies



