



FIM SUSTAINABILITY WEEK 2022

PRESENTED BY FIM'S SUSTAINABILITY COMISSION(CID)

#OnlyOneEarth



PURPOSE

An international platform where all the affiliated Federations and stakeholders will inspire a positive change. Establish a global motorcycling community that will celebrate the everyday efforts towards planet conservation.





FIM SUSTAINABILITY
WEEK 2022
FIM



MESSAGE FROM THE FIM PRESIDENT

JORGE VIEGAS

"I want to motivate you to join the actions for the planet and as the great community that we are, we join together to celebrate sustainable living during the FIM Sustainability Week, which will take place from 30 May, culminating with the International Environment Day celebrations on 5 June 2022.

With the theme of World Environment Day 2022 #OnlyOneEarth I wish you a great summer and a great season".

WHAT IS SUSTAINABILITY?

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people.

30 May - 5 June '22

FIM SUSTAINABILITY WEEK

The FIM's flagship week for promoting worldwide awareness and action for the three sustainability spheres: environment, social, and economy within the motorcycling family. Approved by the FIM's Board of Directors (BD) in Feb 2021.



HOW TO CELEBRATE SUSTAINABILITY?

(EXAMPLES)

- Plant a tree.
- Ride your bike or use public transportation to reduce Co2 emissions.
- Compensate Co2 emissions in a project you like.
- Take a moment to teach your kids how to take care of the environment.
- When you ride, try to clean your path.
- Include local products in your diet.
- Much more...



SHARE YOUR CELEBRATION...

#FIMsustainabilityweek

#OnlyOneEarth

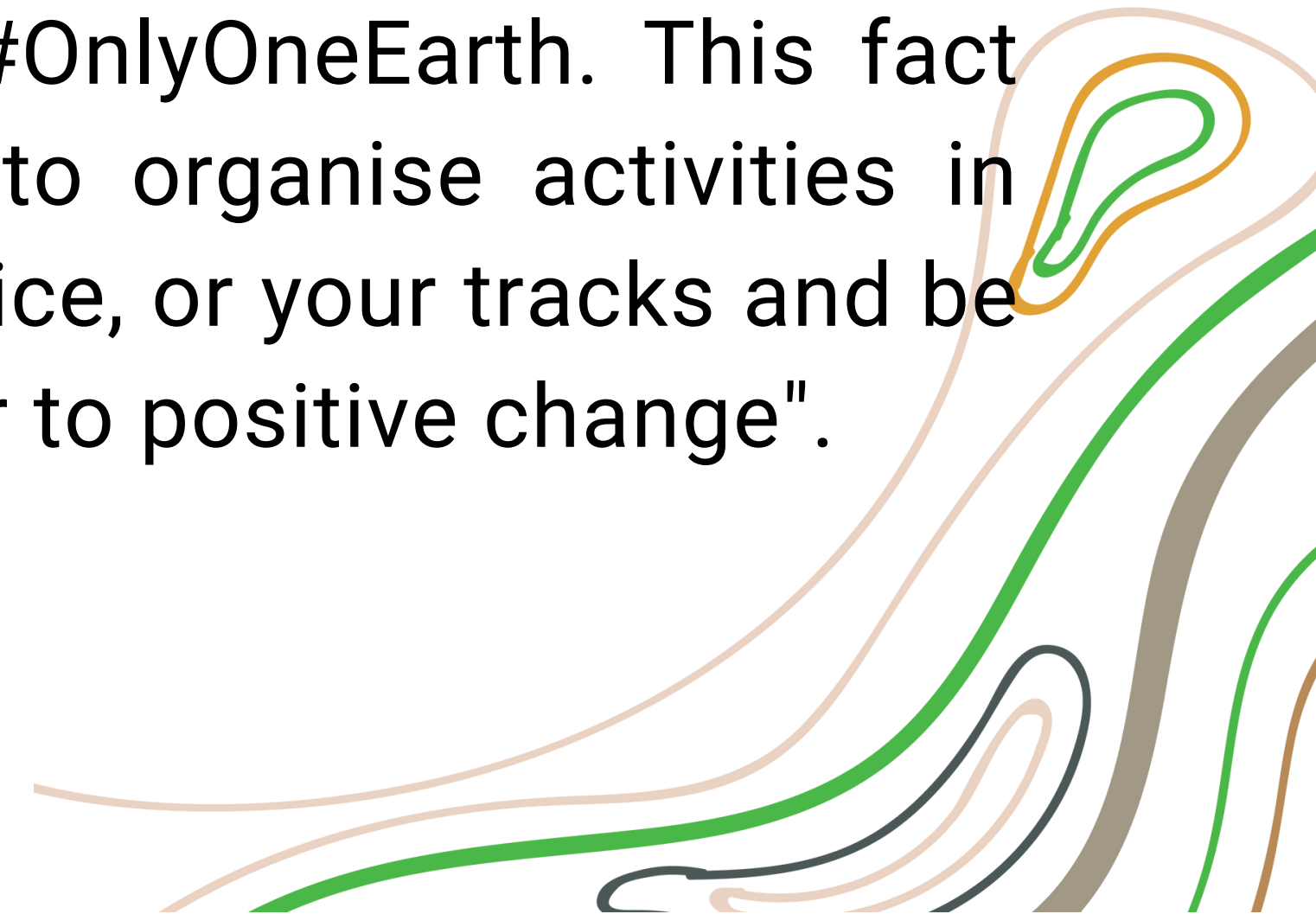




MESSAGE FROM THE CID DIRECTOR

KATIA JUÁREZ

"In the frame of this year's Sustainability Week, I would like you to get inspired by the fact that we have #OnlyOneEarth. This fact shall motivate you to organise activities in your community, office, or your tracks and be an active contributor to positive change".



RAISE AWARENESS

Know and perceive, to feel, or be aware of the need for more sustainable behavior within our sport.

SUPPORT UNEP WITH THE WORLD ENVIRONMENTAL DAY

World Environment Day is the United Nations day for encouraging worldwide awareness and action to protect our environment.

COMMUNICATE SUSTAINABILITY ACTIONS

Share information, comment, ask questions, express wants and needs, develop social relationships about sustainability.

ENJOY THE VALUES OF OUR SPORT

We love our sport and the sports ethic is worth sharing.




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Download your media
tool kit by clicking here: 
FIM Sustainability Week



OFFICIAL ACCOUNTS, TAGS AND HASHTAGS.

@FIMLIVE @FIMRIDEGREEN @WETHERIDERS

#FIMsustainabilityweek

#OnlyOneEarth

#WorldEnvironmentDay

