

1-9
June

Ride with Purpose

Care
Restore
Preserve



FIM SUSTAINABILITY
WEEK 2024

#GenerationRestoration

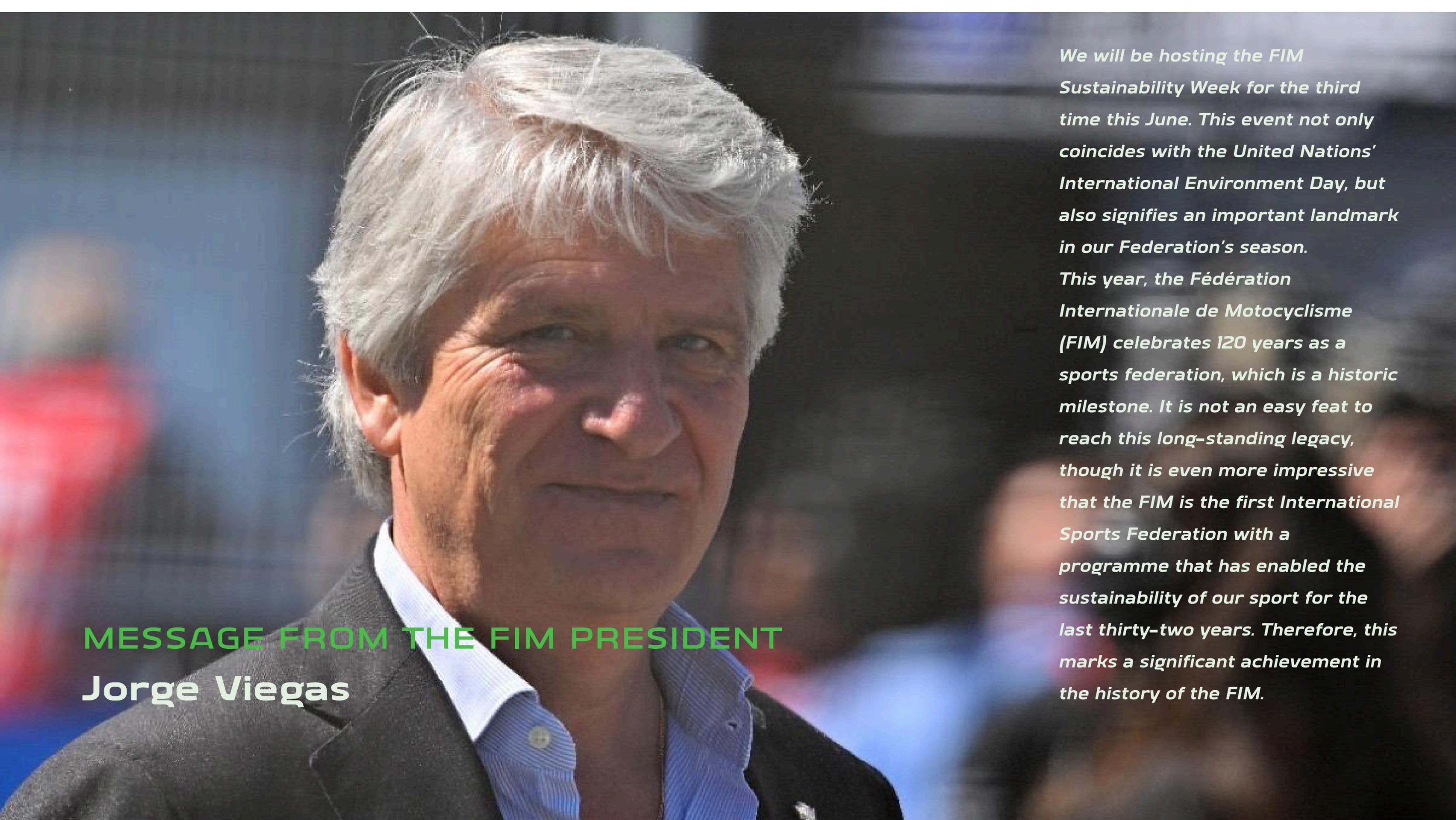
Purpose

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
— ● ●



A close-up portrait of Jorge Viegas, the President of the Fédération Internationale de Motocyclisme (FIM). He has short, wavy, light-colored hair and is wearing a dark suit jacket over a light blue collared shirt. The background is blurred, showing what appears to be an outdoor event with other people and structures.

MESSAGE FROM THE FIM PRESIDENT

Jorge Viegas

We will be hosting the FIM Sustainability Week for the third time this June. This event not only coincides with the United Nations' International Environment Day, but also signifies an important landmark in our Federation's season. This year, the Fédération Internationale de Motocyclisme (FIM) celebrates 120 years as a sports federation, which is a historic milestone. It is not an easy feat to reach this long-standing legacy, though it is even more impressive that the FIM is the first International Sports Federation with a programme that has enabled the sustainability of our sport for the last thirty-two years. Therefore, this marks a significant achievement in the history of the FIM.



MESSAGE FROM THE CID DIRECTOR

Kattia Juárez Dubón

Time passes quickly, and we are once again on the eve of our third consecutive Sustainability Week. This week, we will showcase many actions that represent the work we celebrate throughout the year. We have created a graphic kit that reflects the diversity of our FIM family, which you can use to promote and raise awareness in your communities. Additionally, in this Keynote, we have included information about various activities that you can participate in during the different competitions or with your sports clubs and communities.

Let's make this Sustainability Week the best yet!



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 dimensions: economic, environmental, and social—also known as prosperity, planet, and people.



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FIM SUSTAINABILITY WEEK

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



WORLD ENVIRONMENT DAY



World Environment Day 2024 is the biggest international day for the environment. Led by the United Nations Environment Programme (UNEP), and held annually since 1973, it has grown to be the largest global platform for environmental outreach. It is celebrated by millions of people across the world.

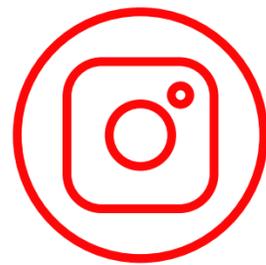
This year is hosted by Kingdom of Saudi Arabia and dedicated to Generation Restoration

We cannot turn back time, but we can grow forests, revive water sources, and bring back soils. We are the generation that can make peace with land.

SHARE YOUR CELEBRATIONS

#FIMSUSTAINABILITYWEEK

#GENERATIONRESTORATION



@fimridegreen

@fimlive



Raise awareness

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

support World Environment 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.

ACTIVITIES

- **Biodiversity actions**
- **Webinars**
- **Sustainability Report**
- **KiSS Programme**
- **And More**
- **Register your activity and participate of the different actions**

