

FIM SUSTAINABILITY WEEK

1-8 JUNE 2025

BEAT PLASTIC POLLUTION

Presented by FIM's
sustainability commission (CID)

Less Plastic More Fantastic

• REUSE • REPAIR • REPURPOSE




#BEATPLASTICPOLLUTION #WORLDENVIRONMENTDAY
#FIMRIDEGREEN #FIMSUSTAINABILITYWEEK



Purpose

The FIM Sustainability Week is an international platform aimed at inspiring positive change among all affiliated federations and stakeholders. Its goal is to establish a global motorcycling community that celebrates everyday efforts toward environmental conservation. This year, in alignment with the United Nations Environment Programme (UNEP) and World Environment Day, the main topic is "Beat the Plastic Pollution."





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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.





MESSAGE FROM THE FIM PRESIDENT

Jorge Viegas

As we celebrate the fifth anniversary of FIM Sustainability Week, now aligned with United Nations World Environment Day, we take this opportunity to reflect on the progress made while strengthening our commitment to sustainability in motorcycling. From climate action initiatives and biodiversity conservation efforts to educational programmes and community-driven projects, we have demonstrated that meaningful change is possible when passion and purpose unite.



MESSAGE FROM THE CID DIRECTOR

Kattia Juárez Dubón




Sustainability Week: A Genuine Commitment to Reducing Plastic Pollution

Plastic pollution is one of the most pressing environmental challenges of our time, requiring a collective and decisive response. During this Sustainability Week, we call on our community to reduce excessive plastic consumption, promote responsible recycling, and explore sustainable alternatives across all our activities.

We have taken concrete measures to minimise our environmental impact as an organisation. We are making significant strides toward a more sustainable future by implementing reusable cups and eliminating 80% of plastic bottles in key areas such as FIM hospitality and headquarters, as well as Enduro and Trial hospitality. Additionally, clubs have optimised resource use by reusing and recycling marking tapes, and we continue to explore new solutions to reduce our ecological footprint further.

The industrial sector is also evolving, with recognized brands incorporating recycled polypropylene into their products—proving that innovation and sustainability can go hand in hand.

Transitioning to a more responsible model requires collective action from individuals, businesses, and organisations. Every decision counts. Every effort makes a difference. Let's keep moving forward toward a cleaner, more conscious future. 





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.



WORLD ENVIRONMENT DAY



Plastic pollution exacerbates the deadly impacts of the triple planetary crisis: the crisis of climate change, the crisis of nature, land and biodiversity loss, and the crisis of pollution and waste. Globally, an estimated 11 million tonnes of plastic waste leak into aquatic ecosystems each year, while microplastics accumulate in the soil from sewage and landfills, due to the use of plastics in agricultural products. The annual social and environmental cost of plastic pollution ranges between US\$300 billion and US\$600 billion.

This year's World Environment Day observance comes as countries make progress towards securing a global treaty to end plastic pollution, including in the marine environment. In November 2024, the Republic of Korea hosted the fifth session of negotiations to develop a plastic pollution treaty. The second part of the session will take place from 5 to 14 August in Geneva, Switzerland.

UNEP



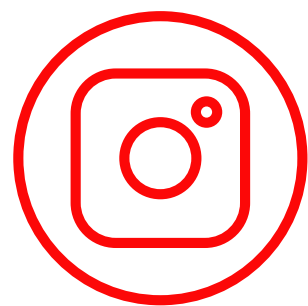
SHARE YOUR CELEBRATIONS

#FIMSUSTAINABILITYWEEK

#WORLD ENVIRONMENT DAY

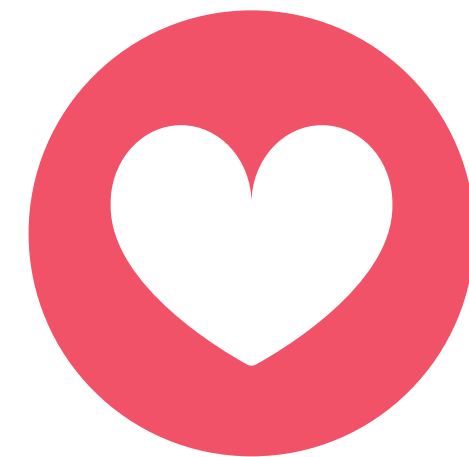
#FIMRIDEGREEN

#BEATPLATICPOLLUTION



@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

- **Social Media Campaigns**
- **Webinars**
- **Organise special activities, such as conferences**
- **Organise a plastic-free event**
- **Clean a forest or a beach**
- **Reduce your plastic footprint**
- **Send positive messages with your champions**



Media Toolkit



