



# FIM SUSTAINABILITY WEEK

PRESENTED BY FIM - CID



# PURPOSE

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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









# MESSAGE FROM THE FIM PRESIDENT

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JORGE VIEGAS

We are aware that work focused on sustainability must be part of daily operations and be within our sports and sector DNA. However, we want to dedicate this Sustainability Week to celebrating the achievements and raise awareness in our great family.



# 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.

# 31 May - 6 June '21



## 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 Board of Directors (BD) in Feb .2021.





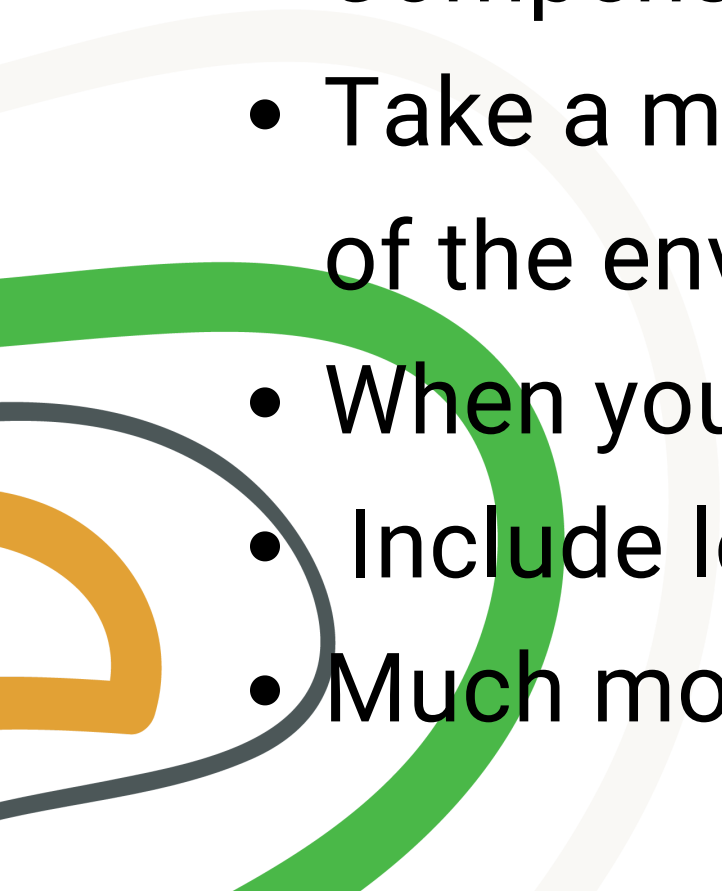
# HOW TO CELEBRATE SUSTAINABILITY?

## (EXAMPLES)

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- 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**





# MESSAGE FROM THE CID DIRECTOR

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KATIA JUÁREZ

Join the Sustainability Week and organise your own activities in your community, in your office or in your tracks.

In the race to preserve our climate, or biodiversity and our planet everything adds up and small actions make a big difference.





## 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.



FIM SUSTAINABILITY  
**WEEK**  
— ● ●





#FIMsustainabilityweek



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# OFFICIAL TAGS AND HASHTAGS.

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@FIMLIVE @FIMRIDEGREEN @WETHERIDERS

#FIMsustainabilityweek

#WorldEnvironmentDay

#GENERATIONRESTORATION

