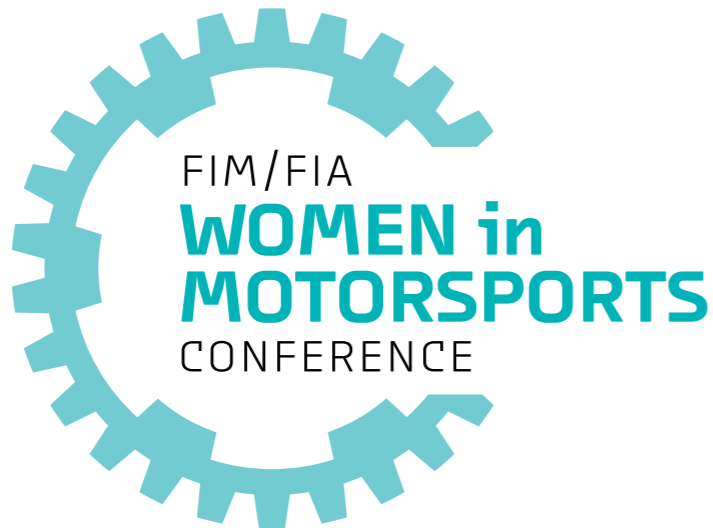




FIM/FIA
**WOMEN in
MOTORSPORTS**
CONFERENCE

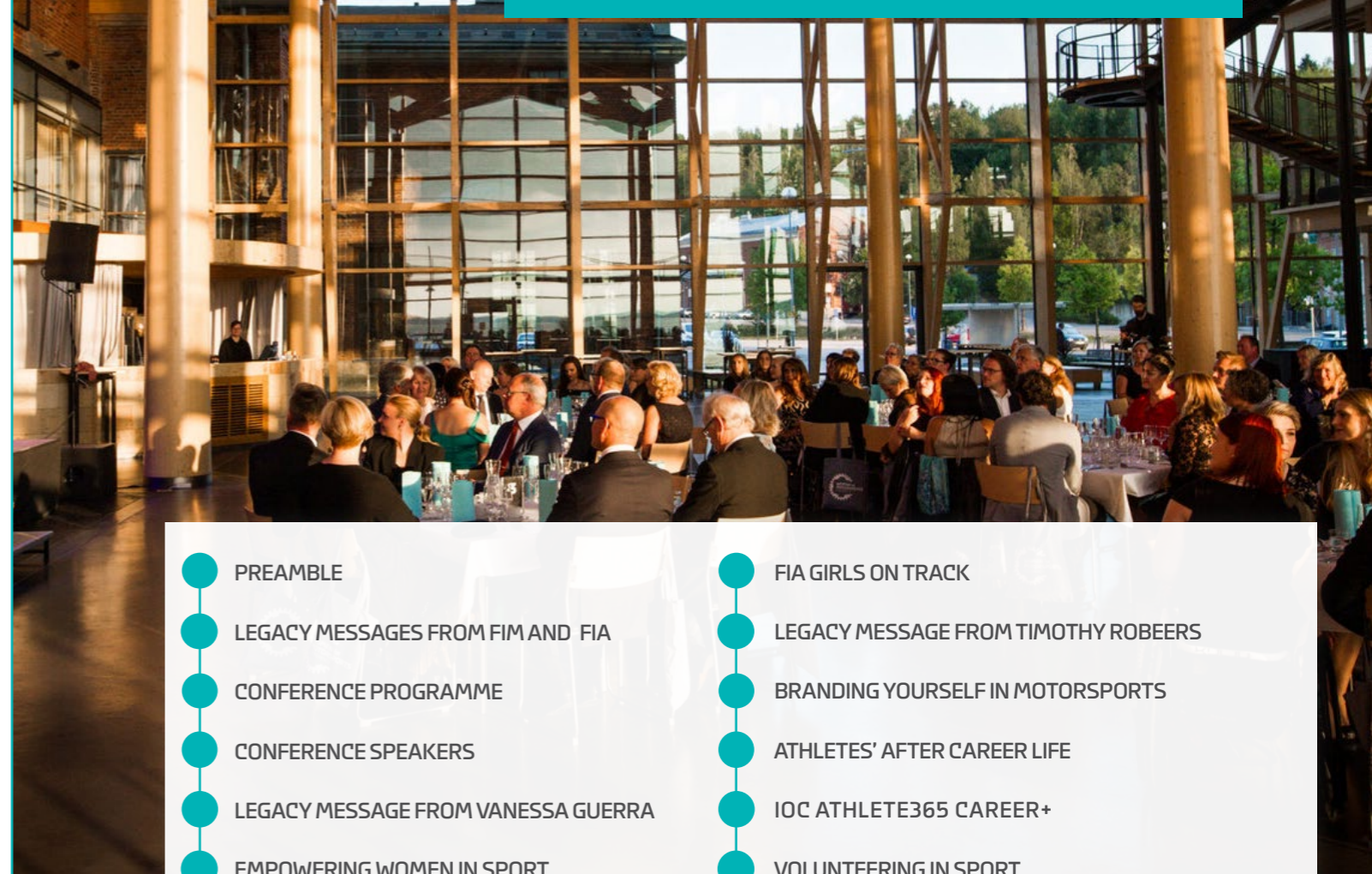
2020 Legacy Report



FIM/FIA
**WOMEN in
 MOTORSPORTS**
 CONFERENCE



The Women in Motorsports Conference, organised on 17-18 August 2019 in Lahti Region, Finland, was designed to celebrate inspiring women and men involved in the motorsports world who take position to promote and increase the presence of women in motorsports. With keynote speeches, empowering panel discussions and workshops, the conference was a platform to address issues surrounding motorsports and to share deeply inspiring stories.



- PREAMBLE
- LEGACY MESSAGES FROM FIM AND FIA
- CONFERENCE PROGRAMME
- CONFERENCE SPEAKERS
- LEGACY MESSAGE FROM VANESSA GUERRA
- EMPOWERING WOMEN IN SPORT
- LEGACY MESSAGE FROM TATIANA CALDERÓN
- LEGACY MESSAGE FROM NIINA TOROI
- THE BENEFITS OF DIVERSITY
- BUILDING GENDER EQUAL ORGANISATIONS
- GENERAL BIASES
- QUOTES FROM SPEAKERS AND PARTICIPANTS
- ATTRACTING THE NEW GENERATION
- FIA GIRLS ON TRACK
- LEGACY MESSAGE FROM TIMOTHY ROBEERS
- BRANDING YOURSELF IN MOTORSPORTS
- ATHLETES' AFTER CAREER LIFE
- IOC ATHLETE365 CAREER+
- VOLUNTEERING IN SPORT
- LEGACY MESSAGE FROM LINDSAY FINDLAY KING
- MOTORSPORT INDUSTRY
- LEGACY MESSAGES FROM HANNU MALINEN AND LEENA GADE
- LEGACY MESSAGE FROM KATIA JUAREZ
- AN IMPORTANT EVENT
- DREAM BIG BOOK, ANOTHER LEGACY





PREAMBLE

Two and four wheels met at the first-ever FIM-FIA Women in Motorsports Conference

The FIM Women in Motorcycling Commission, in partnership with the FIA Women in Motorsport Commission, united forces in 2019 for the first-ever joint event for Women in Motorsports. Hosted in Vierumäki, Lahti region, Finland, the conference brought together more than 100 representatives from 25 countries across every continent to provide a broader view of what it is to be a woman in sport today.

The historic event had almost 40 international speakers - including those from outside the motorsport world - sharing experiences and expert knowledge during the two-day conference.

The key trends regarding women's involvement in sport, as well as the evolution of their participation, were discussed and enhanced by inspirational stories from riders, drivers and engineers who have forged successful careers

through passion and relentless determination. The motorsport industry and the development of products specifically for women provided an interesting insight into how companies are positioning themselves in the female segment.

A motivational panel discussion from women in leadership positions underlined how it is possible to reach the top, not only in motorsport but also in a wide diversity of federations and companies.

"Today's diversity in sports organisations is a direct result of bold leadership both on and off the field."

BoldBusiness.com



> Legacy message from FIM and FIA



**Jorge
VIEGAS**

FIM President

– For the FIM it is very important to include both women and men in every aspect of our activities. Equality is the key for all of us and we definitely are on the right path in this regard. The FIM Women in Motorcycling Commission has done a great job already since 2006. Within the FIM Administration we have exactly the same number of women and men and of course it was great to see Ana Carrasco win and become the first woman rider in the world championship who won against men two years ago. We will keep on doing our best to make the world of motorcycling as inclusive as possible.



**Nita
KORHONEN**

FIM Women in Motorcycling
Commission Director

– Since the creation of the FIM Women in Motorcycling Commission in 2006, we have worked hard in order to provide equal opportunities for everyone in motorcycling. This has been the joint goal we have pursued with the FIA's Women in Motorsport Commission. Now on the first anniversary of the historical Women in Motorsports Conference it is a great pleasure to remind the extent of the impact that our first ever joint event made. We managed to bring together high level speakers and enthusiast participants from 25 different countries to share their knowledge and vision of the great passion we all share. I hope that as a legacy of the conference we all recognize the importance and the power of our co-operation. We can only rise by lifting each other.



**Michèle
MOUTON**

FIA Women in Motorsport Commission
President

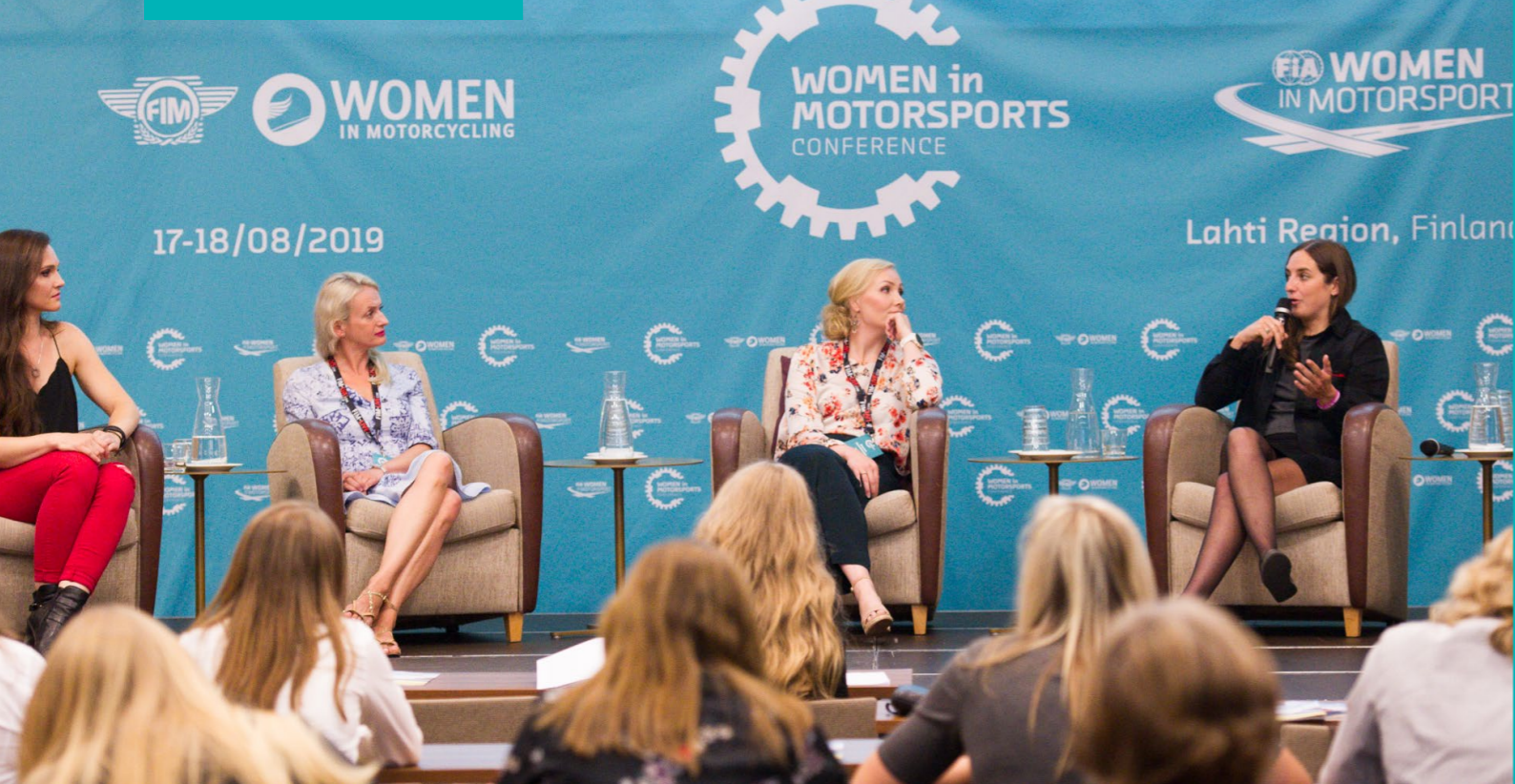
– Over the last 11 years, FIA and FIM Women's Commissions have had a great collaboration sharing knowledge, experience and best practices. The 2019 Women in Motorsports Conference was a landmark and it underlined how we can learn from each other creating a bigger community of inspirational women working in so many areas of our two different, yet related sports. We still have the same passion and motivation for the goal we set 11 years ago when our commission was established. By all joining forces we are stronger and we can create a powerful momentum and demonstrate energy, passion and need for change.



**Jean
TODT**

FIA President

– FIA is committed to creating a more diverse and inclusive culture across motor sport. Both women and men have an important role to play in securing a better future that celebrates safe and sustainable sport for all. The FIA will continue to support and increase the participation of women in our discipline to ensure equal opportunities at all levels. The Women in Motorsports Conference successfully organised in Finland last year was a great networking platform for FIA and FIM to jointly promote gender equality, encourage gender-balanced participation, and empower women to reach leadership positions.



> Women in Motorsports

Conference Programme

1. WOMEN IN SPORT - MAIN TRENDS, FACTS & FIGURES

- Figures, statistics, interesting facts about women in sports (**Niina Toroi**)
- Facts and figures about women in Motorsports (**Nita Korhonen**)
- Challenges and remaining barriers (**Emma Terho**)
- Visibility of women in sports (**Bruno Chevolet, Timothy Robeers**)

2. INSPIRATIONAL STORIES

- Path, challenges and barriers faced, evolution of the situation, similarities across sports (**María Herrera, Kirsten Landman, Tatiana Calderón, Leena Gade**)
- Reaching the top, overcoming barriers, traveling on a bike and motherhood (**Sandra Gomez, Shelina Moreda, Emma Kimiläinen, Anna Jackowska**)

3. INDUSTRY - HOW MANUFACTURERS ADAPT TO FEMALE RIDERS

- Female riders an untapped market (**Midori Moriwaki**)
- Adapting to female riders (**Monna Raatikainen**)
- Challenge of developing gears for women (**Hannu Malinen**)
- Presence of women and female spectator at MotoGP events (**Norma Companys**)

4. EMPOWERING WOMEN

- Becoming a Leader (**Hanne Nuutinen, Teresa Kemppi-Vasama**)
- Overcoming barriers (**Midori Moriwaki, Nora Isomäki**)
- Develop confidence (**Emilie Westbye**)

5. TARGETING THE NEW GENERATION

- Getting more girls into motorsports (**Tiina Lehmonen**)
- FIM Future Stars project (**Emilie Westbye**)
- Role Models and Mentoring (**Jari Rask, Shelina Moreda**)

6. HOW TO BRAND YOURSELF

- Promoting yourself (**Ulla Kulju**)
- Getting sponsors (**Shelina Moreda**)
- Promote motorsports for women (**María Herrera, Bruno Chevolet**)

7. HOW TO GET MORE VOLUNTEERS

- Recognize & Recruit (**Jenni Siren**)
- Education & Training (**Paula Arevalo-Lopez**)
- Preconceptions & Barriers (**Lindsay Findlay-King**)
- Role Models (**Susanne Neuhäuser**)

8. IMPORTANCE OF TRAINING & COACHING

- Training female Elite athletes (**Nora Isomäki**)
- Training female riders / drivers (**Tommi Pärämäkoski**)
- Training programs – RFME MacroCampus (**Paula Arevalo-Lopez**)
- Finland's National Women's Ice Hockey Team example (**Pasi Mustonen**)

9. DUAL CAREER & PREPARING POST-CAREER

- Combining sport career and professional life (**Juha Dahlström, Aino-Kaisa-Saarinen**)
- Preparing your post-career (**Rachel Smith**)
- Skills and knowledge of athletes (**Anne-Laure Rey**)

10. THE FUTURE OF MOTORSPORTS - GREEN POWER

- Reaching new audiences (**Katia Juarez**)
- Riding an E-Bike and new opportunities (**María Herrera**)
- Getting more women into electric racing (**Timothy Robeers**)



> Conference Speakers



Vanessa Guerra (SPA)

Conference Host
MotoGP Reporter & former
Moto2 Team Manager



Nita Korhonen (FIN)

Director of FIM Women in
Motorcycling Commission



Michèle Mouton (FRA)

President of FIA Women in
Motorsport Commission



María Herrera (SPA)

Supersport 600 & MotoE Racer



Tatiana Calderón (COL)

F2 Racing driver and ALFA
ROMEO F1 Test driver



Niina Toroi (FIN)

Manager of International
Affairs/ IOC Finland



Shelina Moreda (USA)

International Professional Racer
and Covergirl Model



Tommi Pärämäkoski (FIN)

Performance Trainer (former trainer
of F1 Champion Sebastian Vettel)



Kirsten Landman (SA)

First Female to finish Hard
Enduro Races



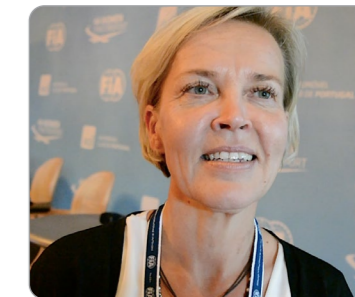
Bruno Chevolet (BEL)

Managing partner at
TeamMotivation Consulting



DR Lindsay Findlay-King (UK)

Principal Lecturer in Sport
Management



Tiina Lehmonen (FIN)

Vice-President of FIA Women in
Motorsport Commission



Ulla Kulju (FIN)

International Bridgestone Handy Race Champion



Sandra Gómez (SPA)

SuperEnduro and Trial Champion



Emma Kimiläinen (FIN)

W Series Winner
(racing championship for women)



Susanne Neuhäuser (AT)

Speedway Referee
FIM Women in Motorcycling Bureau Member



Hannu Malinen (FIN)

Sales Director & Brand Manager
- Luhta Sportswear



Paula Arevalo-Lopez (SPA)

Director of Spain's Women in Motorcycling Commission



Juha Dahlström (FIN)

Sports Coordinator
and Dual Career Expert



Midori Moriwaki (JAP)

Founder and Team principal MIE Racing / Founder Midori Corp.



Emma Terho (FIN)

Member of the IOC Athletes Commission



Aino-Kaisa Saarinen (FIN)

Cross-Country Skiing World Champion and Olympic Medallist



Nora Isomäki (FIN)

Board Member of Finnish Volleyball Association



Hanne Nuutinen (FIN)

Founder of Huipulle Group



Monna Raatikainen (FIN)

Marketing Manager / Hanx
(Finnish motorcycling gear)



Leena Gade (UK)

Racing Engineer and President
of FIA GT Commission



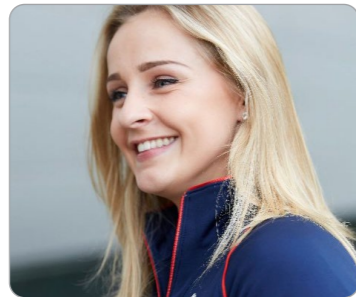
Jenni Siren (FIN)

New Leaders Project
Coordinator / IOC Finland



Emilie Westbye (NOR)

President of the Norwegian
Motorsports Federation



Rachel Smith (UK)

IOC Olympian Intern /
ATHLETE365 Career+



Jari Rask (FIN)

Manager Sales & Partnerships
AKK Sports LTD



Teresa Kempfi-Vasama (FIN)

Chairman of the Board - Kempfi Oy



Katia Juárez (SAL)

Director of the FIM
Sustainability Commission



Norma Companys Luna (SPA)

Events Director - DORNA Sports



Pasi Mustonen (FIN)

Head Coach of Finland Women's
National Ice-Hockey Team



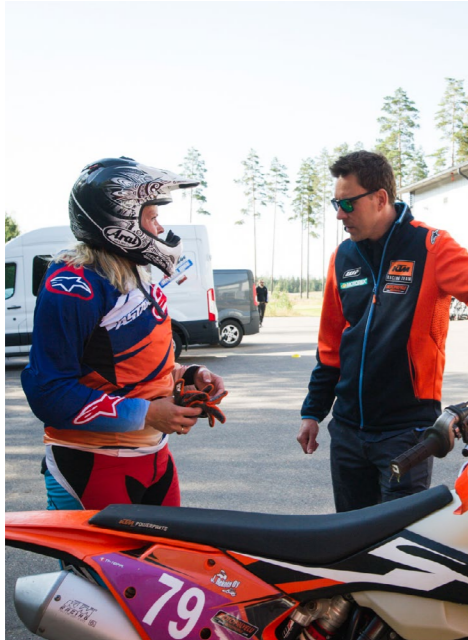
Anna Jackowska (POL)

Motorbike Traveler and Author



Dr. Timothy Robeers (BEL)

Professor of Communication
Sciences - Founder of
Performative Communication





> Legacy Message from Vanessa Guerra

Being able to come together, share our collective experiences and discuss our common struggles provided us with the chance to address them. We were able to start the conversation on how we can make it easier, for the next generation of young women to be a part of the motorcycling world.

Women have been involved in motorcycle racing for many years but perhaps the more visible ones have been on the starting grid alongside the rider and bikes. A role that was purely created to showcase the sponsor logos as part of a marketing platform, but there are many other women involved in very different aspects of the sport. In the past decade alone, we have seen an increase in women becoming mechanics, engineers and leadership roles, like in my case when I became the first ever Moto2 female team manager in 2010.

One of the main conclusions at the end of the conference was the importance of educating the younger generation, to not assign roles according to gender and to promote the sport at a young age for both men and women. Parents play a key role in order to make a real change, and what comes to mind is the personal experience of several of the female riders. The female rider remembered that when they were young, they would hear the parents of

fellow male competitors say that if they were slower than “the girl”, they would be in trouble. This comes to prove that the measure is not talent but rather a matter of gender superiority which shouldn’t be the case. Yes, we have physical differences between men and women later on in life but not at an early stage when children are first introduced to the sport.

One of the things that I understood from the conference is that women are judged not based on potential but on actual results, they have to prove they deserve the chance as opposed to men who are judged on the potential and talent that they may develop. It is a double standard that does not only apply to female riders but also to women in all aspects of motorsports.

I do believe that the industry has opened up and is welcoming of women who are willing to put in the effort to prove they have a place in the sport. I would end by saying that I would really like to see more women in managerial roles in teams and factory development projects in the future. Currently women for the most part have public relations, guest management and coordination roles that are essential for the team to function however I would be interested to see more woman leading MotoGP projects.

Let’s not limit the future generation but rather open up pathways to young talent whether they be male or female, in order to make the sport, the very best it can be.

Vanessa, the Conference Host has been MotoGP Reporter and also the 1st female Moto2 female Team Manager

As a woman in motorsports when I first heard about the FIM initiative to hold a conference for Women In Motorcycling, I thought that it was a brilliant idea. We were all aware that there had been an increase in the number of women in the industry in the past few years however it felt rather disconnected.



> Empowering Women in Sport

Women are still under-represented at all levels of sport: in participation numbers, in positions in leadership and in public recognition. This reflects the long history of a male-dominated world. In every sport, diversity is extremely important in order to grow and develop. Therefore, it is important for both men and women to work together to enhance sport for everyone.

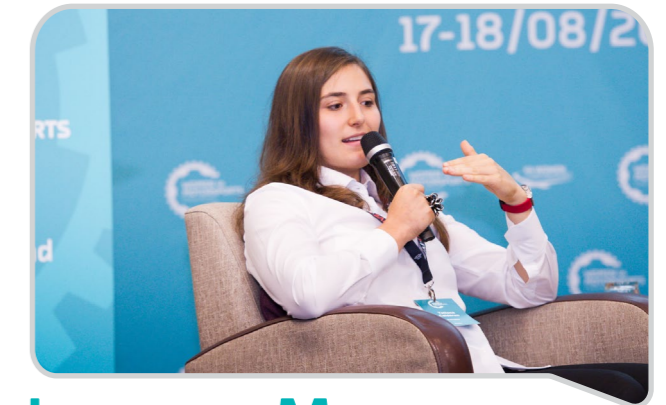
Gender equity and diversity in a sport organisations

Diversity in the organisation means the inclusion of individuals representing more than one national origin, color, age, gender, religion, class, sexual orientation, etc.

Sport organisations have much to gain by enhancing the gender equity in sport.

In an organisation having similar minded people in a homogenous team can make working feel smooth but in the end the outcome is not as good as when people with different mindsets have found the solution. “Confronting opinions you disagree with might not seem like the quickest path to getting things done, but working in groups can be like studying (or exercising): no pain, no gain.”

(source: *Harvard Business Review*)



Legacy Message from Tatiana Calderón

“It was a very rewarding experience to be able to share all the challenges we face in motorsport and to showcase the different actions taken to improve our sport. I believe this is a great way to bring new ideas to the table that ultimately boost the development of new strategies to help increase female participation.”



Niina is Manager of International Relations at the Finnish Olympic Committee and has been active in IWG and ENGSO.

> Legacy Message from Niina Toroi

You should try to motivate and inspire people around you to embrace your vision. In order to reach an action plan and your goals as regards equality, women shouldn't do it alone: they need the men as well for the implementation phase.

One example what we are doing to empower women in sport is the New Leaders Programme that is a joint educational effort of IOC and EOC, run by the Finnish Olympic Committee. Co-operation partners include NOC of Lithuania, NOC of Ireland and NOC of Azerbaijan.

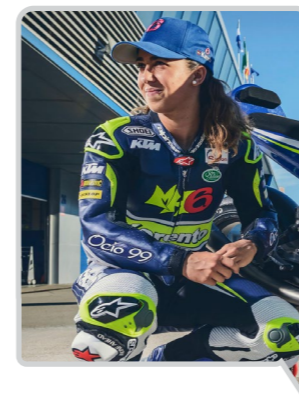
By empowering and equipping leaders with strong tools to think, learn and act we can transform the sport movement. New Leaders need a platform to exchange ideas and practice their skills. They need people around to get inspired and inspire in return.

New Leaders need tools to act. Action creates change. Topics of strategic leadership, communications, public speaking, lobbying and conflict management will be viewed through the lenses of equality, sustainability, human rights and ethics. In addition, content is designed to implement the IOC Gender Equality Recommendations into action.

Mentoring Champions will share their wisdom with the generation of New Leaders, and together shape the future of sport. We all have a role to play.

KEY POINTS IN EMPOWERING WOMEN IN SPORT

- The role of leaders in advancing women in sport: how the female leaders in sport federations and organisations affect the situation
- It is crucial to get men to talk about the topic of equality and lead the change (#HeforShe)
- It is important to speak up and challenge the status quo
- The instrumental role played by recommendations, declarations and policies for women's participation
- Role models are important and motorsport riders and drivers can become great role models

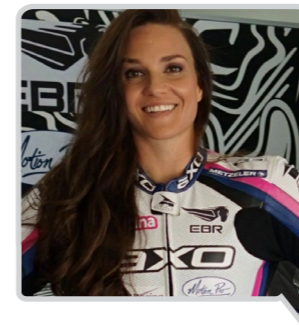


"You have to work hard and don't listen to the comments of other guys because there will be many comments when you start to race!"

Maria Herrera, SuperSport 600 and MotoE racer

"Just do it, there are no limits!"

Ulla Kulju, International Bridgestone Handy Race Champion

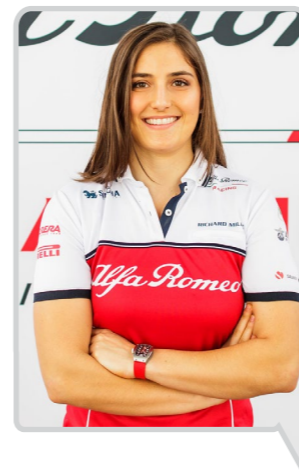
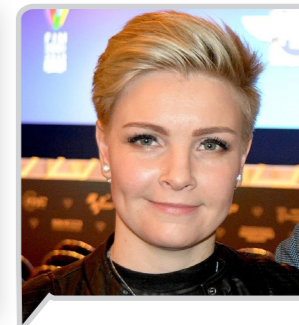


"It is very important for women to come together and support each other."

Shelina Moreda, International Professional Racer, Covergirl Model

"I really hope I can be an example for other girls and show them that if I can do it, they can do it too!"

Kirsi Kainulainen, World Champion, Circuit Racing Side Car Passenger

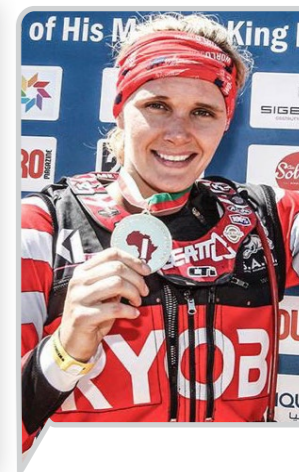


"If you can dream it you can do it! It's all about the encouragement and daring to be different."

Tatiana Calderón - F2 Racing Driver, F1 Test Driver

"If you have an opportunity, get on a bike and try it. You might fall in love in motorcycling like I did! Don't ever give up on your dreams and just make it happen!"

Kirsten Landman, First woman to finish World Extreme Races



> The Benefits of Diversity



For the FIM, governing body of motorcycling sport that has 112 different national federations in six different continents and that organises events worldwide it is very important to think inclusively and globally. Absorbing the cultural, gender and age diversity is the key to develop the international scene of motorcycling in the most productive way.

- Since the FIM activities spread so largely in every continent, it is important to have a variety of viewpoints with wide-ranging international professionalism.
- For the sports organisations it is crucial to show that it respects the essential values of human rights and that it is responsive to social change which also increases the brand reputation.

- Multicultural voices increase the creativity which often attracts sponsors, partners and improve the image of the organisation in the eyes of government and the public.
- Having people representing several target groups brings the cross-cultural understanding to the organisation which enables the organisation to better reach the end customer and to get more visibility.
- When the organisation has a wider pool to select its employees and volunteers it gets the most talented individuals which improves the efficiency and profitability of the organisation.
- The range of expertise and variety of work methods increase the problem solving processes and bring the organisation more productivity.

> Building Gender Equal Organisations



Building a gender equal national federation involves structural changes, understanding the importance of the gender diversity and often setting norms and policies.

Here are some key areas for the change:

- Create gender equity policies that will enhance the attitudes in your FMN and make women feel welcome into the motorcycling world.
- Establish training and/or recruiting processes that will increase the number of women in the local clubs and in your FMN.
- Showcase female role models, riders, officials and volunteers in order to attract more women.
- Engage retired racers and use their knowledge/experience.
- Remember that the talent needs to come first: always choose the more talented person no matter what the gender is.





> General Biases

We are all biased in many ways, without knowing it. Some of our unconscious biases lead us to over or underestimate reality and to make suboptimal decisions. Some others make stereotyping, resulting into skewed beliefs and ultimately prejudiced behaviors. This is inherent to the way our brain copes with its capacity limits: by taking shortcuts!

Typical biases, which affect gender balance

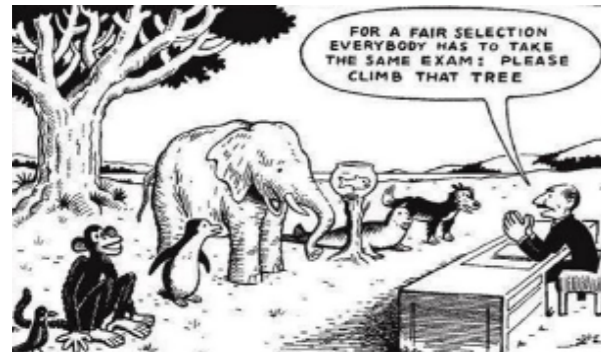
A number of these unconscious biases and stereotypes have a direct impact on gender balance.

This is especially true in those societal environments that have always been organized and managed mainly by men.

Let us now consider a few relevant unconscious biases and stereotypes, which can influence gender balance in motorcycle sports, where women have always been a minority in other jobs than grid girl or hospitality staff.

Gendered biases or prejudices related to selection processes:

The first hurdle is obviously to get selected!



Here are some unconscious biases and prejudices related to gender, which regularly impact selection processes:

- Potential: "Men are judged more on their potential; women are judged more on their proven experience."
- Motivation: "Women are not as serious as men about their careers."
- Strengths: "Men are better with numbers" or "Men are better at physically demanding jobs."
- Men are better at "taking charge" behaviors and women are better at "taking care" behaviors.

Because female candidates are more an exception than the rule in motorcycle sports, some of our typical cognitive processes can also play a role in a gender context:

- Similarity or affinity bias: unconsciously we tend to prefer people who share our qualities or who resemble us, hence men.

Gendered biases or prejudices related to promotion processes

- Some unconscious mental / behavioral differences between women and men can give women an additional disadvantage in both in selection and in promotion processes:
- Women are by no means less ambitious than men! However, they tend to be significantly more self-critical than men. As a result, women do not easily apply or promote themselves if they believe they don't fulfil most criteria for a specific job. Men on the other hand care much less and just try, even if they barely fit.
- Women, much more than men, expect to be recognized without having to promote themselves.
- Men are often encouraged to promote themselves: this is viewed as a competence for them. But when women promote themselves, they are perceived as less competent than men.

- Women receive significantly more and vague behavioural feedback than men, which does not help them make progress. Men receive significantly more concrete actionable feedback.

The game changer

Positive discrimination, which is often rebuked by men and by women alike, because they believe in "meritocracy-based objectivity" (which is an illusion due to yet another bias!) is a game changer. European company Boards would never have left the "old boys club" system without the legally enforced quota on gender.

The motorcycle sport's world world was created and is for >95% managed by men. Unconsciously this results in a permanent diffuse positive discrimination for men: things are easier for them than for women. Men cannot see it spontaneously, just like fish do not realize they are swimming in water: this is normal, it has always been like that.

Hence some positive discrimination towards women should be introduced, in order to compensate for the invisible latent positive discrimination men benefit from. Women and men together should not just accept such well-targeted positive discrimination, but also foster it. A better gender balance in motorcycle sports would be a winning game changer for all. Instead of redistributing the benefits with female winners and male losers, it would increase the size of the pie for the benefit of all.

You could compare it to the positive discrimination which has been practiced in MotoGP to reduce the handicaps of non-works teams and even more junior factory teams as compared to the most senior factory teams.

Practically, a similar rule could be that there must be at least a certain number of female riders riding for top teams specifically, as access to them is one of the hurdles faced by female riders.

SOME CONCRETE TIPS AND TRICKS FOR TAKING CARE OF UNCONSCIOUS BIAS

FOR WOMEN AND MEN ALIKE:

- Accept the existence of unconscious biases because they are impossible to eliminate anyway.
- Train both operational and support staff on unconscious biases, keeping in mind that training alone will not solve anything.
- Deal with unconscious biases by building in effective conscious mechanisms to mitigate them, like systematic checks, rules, quotas.
- Make operational management accountable for measurable progress.

FOR WOMEN ESPECIALLY:

- Actively work on offsetting your natural modesty. Never believe you are not good enough, go for it!
- Actively seek concrete critical feedback that will help you working on your progress path, as you will not always receive it spontaneously.
- To increase your chance of being selected or promoted, focus on your potential unless your past achievements are a decisive asset. Move the discussion into the future instead of the past: focus on your dreams, your ambitions, your plans for the future etc.
- Describe yourself in a smart way and mention on how people see you or describe you.



Men are judged more based on their potential, and women based on their proven experience, which is a disadvantage when applying for a new position. In addition, women are more self-critical than men. They must promote themselves more in order to obtain the same possibilities as men in a male-dominated world like motorcycle sport.

Bruno Chevolet, Managing Partner at TeamMotivation Consulting



> Quotes from speakers and participants

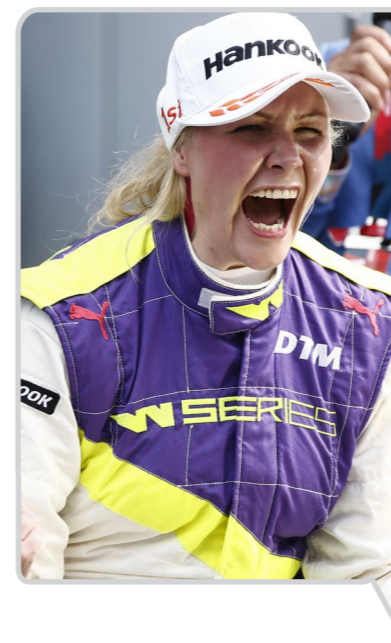
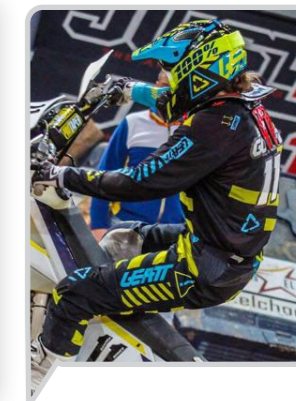


"Don't believe you can't do it. Just do it anyways and believe in your dreams."

Sanna Kärkkäinen,
FIM Women's Enduro
Champion

"When you have a dream, you have to work for it!"

Sandra Gomez,
FIM SuperEnduro and Trial
Champion



"In order to be able to win you have to dare to fail. Happiness is the key to success. Enjoy every step and never give up!"

Emma Kimiläinen, W Series Race Winner

"Success is never a big step taken in the future. It is a small step you take now."

Pasi Mustonen,
Head Coach of Finland
Women's National Ice-Hockey Team



> Attracting the New Generation

FIM together with its Women Commission has created projects to attract the new generation. In 2017 FIM launched the #FIMFutureStars Campaign and in the following year FIA started its Girls on Track Project. In 2020 FIA Girls on Track Virtual Experience was launched and it turned out to be a great success as well.



The FIM Future Stars

FIM wants to make sure that the motorcycling sport will grow and stay at the highest possible level. Therefore, FIM Future Stars Campaign was launched in 2017 to attract new riders and racers: future stars.

The project was created by the FIM Women in Motorcycling Commission, CFM, and executed in co-operation with

the FIM sporting commissions. It includes events, training possibilities and campaigns dedicated to girls and boys.

CFM provides materials and ideas for the sporting commissions and National Federations (FMNs). It also supports and helps sporting commissions in organising training camps and other events.



PROJECT IDEAS FOR FUTURE STARS

TEST DAYS

- E-bike Test Ride possibilities at the exhibition
- Riding demonstration at the events
- Test Days / demonstrations at school yards

TRAINING CAMPS

- Trial training for children
- Motocross training for children

FIM FUTURE STAR DAYS

- Material for FMNs to be distributed to the local clubs, schools etc.

CAMPAIGN MATERIAL

- Videos to attract new riders / racers
- Safety leaflet to help riders as they start motorcycling
- FIM Future Stars promotional merchandising



> FIA Girls on Track

The FIA, together with nine partners, implemented in 2018 and 2019 a competition model for the promotion and development of young women in motorsport at grassroot level.

The FIA European Young Women Programme - The Girls on Track Karting Challenge - was supported by Erasmus+ and contributed to the advancement of the FIA's educational and social roles, and supported its national sporting authorities (ASNs) with their motor sport growth as each strive to raise awareness of gender equality and increase the participation of women in the sport.

As part of the FIA Women in Motorsport Commission's mission to encourage more 13-18 year-old girls to come and try the sport, girls with or without experience were able to participate and the criteria for selection of the winners was therefore not just about outright speed on the track.

"Girls on Track is a brilliant concept which we started in 2018. There were eight European countries that participated in the project. Three girls from each country were chosen for the European Finals. One needed to be without license or motorsport experience so this way we wanted to attract new girls. From European Finals six girls were chosen for the training camps and they were taught by top-level trainers. In the end we reached more than 1200 girls with this project and it is also great to see that this kind of project is very easy to implement and duplicate in any of the national federations."

Tiina Lehmonen, Vice-President of FIA Women in Motorsport Commission

"In our Flying Finn Tour we go around the country and provide free opportunities for kids to try go-karting for free. We also visit schools and local clubs, advertise in local magazines and of course in social media. We also engage our former Flying Finn Academy members like Kimi Räikkönen and Valtteri Bottas whose messages we share to attract the new generation."

Jari Rask, Responsible of AKK Flying Finn Program

"It is important to use famous riders like we do in Spain for example with María Herrera. When she is in the training camp talking or teaching the children, everyone wants to come."

Paula Arevalo-Lopez, Spain's Women in Motorcycling Commission Director





> Legacy Message from Dr. Timothy Robeers

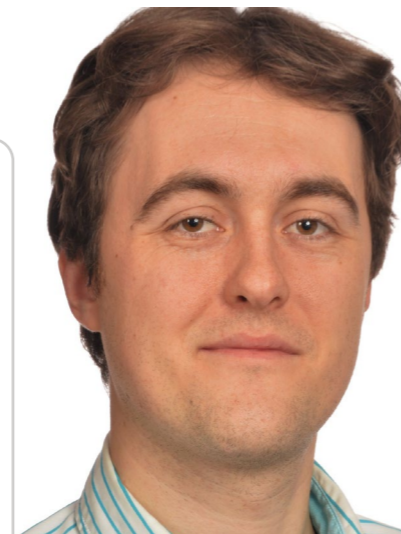
Last year's inaugural Women in Motorsports Conference has done much to provide a platform for the discussion of gendered inequalities in motorsport and sport in general. In doing so, it has enabled those concerned to further align goals and objectives as well as further empower women (and men) to work towards creating more opportunities and better access for women working and competing in motorsport.

Although the current Covid-19 pandemic induced a global state of affairs that was hard to conceive at the time of the conference, evidence of women participating in motorsport since then is looking positive. 2020 is so far continuing the upward trend of both individual as well as all-women team based entries in top-level events and series including, for example, Dakar 2020, the WEC and ELMS, MotoE as well as policy and regulations directives including Extreme E's mixed gender driver/co-driver set-ups.

Similarly from a grassroots perspective, we are seeing the facilitation of access to practice and hands-on-experience for young girls via initiatives such as Girls On Track is starting to pay dividends. Specifically the application of multiple tailored national approaches as opposed to one singular international approach seems most effective.

However, despite clear positive advancements being made, it is important to reiterate some recent evidence that indicates underlying quantitative and qualitative hurdles still persist, not least from the media perspective. Specifically, communication and media exposure of women working and competing in motorsport remains significantly disproportionate compared to that of men. Additionally, mediated representations of female professionals at the race track still require a more stringent focus on performance and merit-based facets over more stereotypical and traditional representations.

Of course, self-promotion through social media has proven highly successful if and when applied correctly and consistently. However, social media's susceptibility for gender stereotyping and hate speech as well as the intricacy of navigating the rapidly changing social media landscape can detract from what matters most: a focus on work. In order to be effective, mitigation will likely require strategic investments and policy changes as part of an overhauling of the traditional system of how broadcasting and social media cover women in motorsport, including allocation of screen time, focus as well as what we as audiences expect from such coverage.



Timothy is Professor of Communication Sciences and Founder of Performative Communication

Despite the disruption caused by the current Covid-19 pandemic and its expected economic implications, the global desire and momentum for combatting the many facets of social as well as ecological injustice has never been greater.

In that respect, and with the right choices and determination, the current decade could present itself as the most significant opportunity yet.

> Branding Yourself in Motorsport



"The media and especially social media in the last 10-15 years can't be underestimated in terms of sport especially for female athletes. They really need to be further educated in terms of promoting themselves online but also doing so in a way that allows them to fully expand their potential and also be resilient to criticism, which often sadly enough happens especially for female athletes."

Timothy Robeers, Professor of Communication sciences & founder of Performative Communication

"You have to be very authentic and step out of the comfort zone and contact the potential sponsors."

*Bruno Chevrolet,
Managing Partner,
TeamMotivation
Consulting*

**What is the personal brand of an athlete?
The International Olympic Committee's answer**

A vital part of being a modern athlete is creating and developing your personal brand, but what does that mean? Your personal brand is how you market yourself. Your self-portrayal in the public eye and conduct in front of the cameras is all part of building it. Most importantly, your personal brand is unique to you. Whether it involves interviews with representatives of the media, managing your digital presence, or creating sponsorship deals with exciting, innovative companies, you are in control of your personal brand.

[Use this simple plan to identify the key goals and objectives for your brand and keep track of brand delivery.](#)

"Go out and do it. Think about what you want to see as a fan and do all of those things. Put yourself out there and reach out the local newspaper and bigger publications. Don't think they are too big to make a story on you but reach out them anyways as you just might be the story they are looking for."

Shelina Moreda, Professional International Racer, Covergirl Model

"Don't focus on the racing results or achievements. The sponsors want to know you as a person, who you actually are and what your story is. So be true and don't advertise yourself as something you are not."

Ulla Kulju, International Bridgestone Handy Race Champion



> Athletes' After Career Life



Preparing for the transition

Every athlete knows that their sports career won't last forever and those who start planning for life after competition will find that they have a head-start over those who haven't even begun to consider what they'll do next.

And while it may seem strange to start thinking about your life after sport when you're still so focused on achieving your goals on the field of play, it's never too early to prepare for the transition from competition to the workplace.

By planning ahead, you will give yourself the best chance of making a smooth transition and will be in a great position to begin the next exciting phase of your life.

Discover who you are

If you've always thought of yourself as an athlete, it can be difficult to imagine doing anything else.

But by exploring your interests and thinking about what motivates you the most, you can discover a new and exciting career path to follow once you retire from competition.

Start by thinking about what you'd like to do next. You can return to education or pursue professional opportunities.

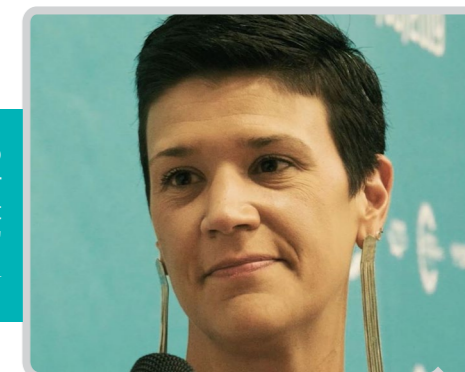
It doesn't necessarily have to be in the sports industry – Olympians have been known to pursue careers as everything from accountants, doctors and lawyers to actors, politicians and entrepreneurs. You really can do anything you set your mind to!

KEY POINTS OF SEEING THE BENEFITS OF SPORT TO YOUR WORKING CAREER FROM JUHA DAHLSTRÖM:

- Hobby becomes a work, although you do not get rich you develop a capital.
- Sport is a learning platform for lifelong learning, you have to get better every year and learn new things.
- Things that you learn in Sport must be translated into the "business" language, therefore it is important for athletes to understand what they learn from the sport that could be beneficial for their after sport career.

"After career is a main challenge for all the Athletes. They need to prepare for this major transition and find a new balance after their sporting career. Education is key and Sport Organisations have a great role play in accompanying them in this process."

Anne-Laure Rey, FIM Academy Project Manager



"For the athlete it is important to start early and make sure you have the network around you to support your dreams and what you want to do after the sport. Lots of sporting federations can access the concept we have through Athlete365 Career+ especially the online content. There are lots of online courses available. Federations have to be aware that the landscape is changing now in the world of sport. More athletes want to combine the sport and education at the same time and federations need to understand how that would affect their athletes moving forward and make sure they are adapting to this environment and not just to expect them to train full time without having a second option as well."

Rachel Smith, IOC Olympian Intern - Athlete365 Career+

"There is a lot to do to create even better system for dual career. In Olympic Committee and Sports Academies we try to tell all the athletes finishing their career how we can help them. That same thing should be done at the federation level with the national athletes that they could feel more respected. Top athletes are so ambitious that they often want to have their next goal ready when they finish their sporting careers. We also have to remember that when you do sport as your first profession you actually do a dual career, because while doing sport you also learn many skills that will help you in your next career. We need to educate people to see sport much more widely. I think that it is for example a platform to learn an attitude for lifelong learning."

Juha Dahlström Dual Career Expert, Finnish Olympic Committee





> IOC Athlete365 Career+

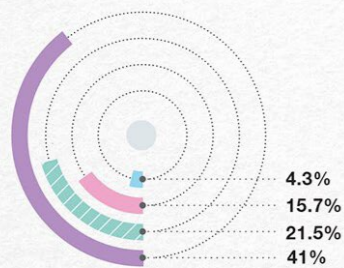
Athlete365 Career+ is a programme that empowers athletes to maximise their education and employment opportunities and helps them stride confidently into a dual or post-sports career.

It supports athletes at all stages of their career, helping them discover their potential and plan for their life beyond the world of competitive sport through a blend of advice, training and peer-to-peer learning. Career+ (formerly the Athlete Career Programme) is an IOC Athletes' Commission initiative and is delivered with The Adecco Group. Career+: Preparation for lifelong excellence.



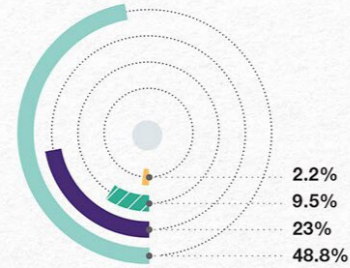
FEMALE ATHLETES' PARTICIPATION

FEMALE PARTICIPATION AT THE OLYMPIC WINTER GAMES



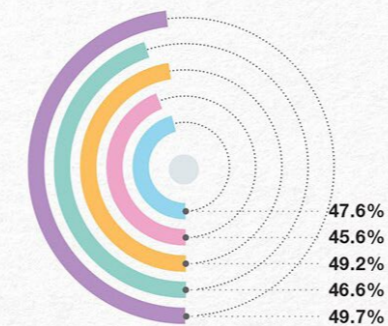
● Chamonix 1924

FEMALE PARTICIPATION AT THE OLYMPIC GAMES



● Paris 1900

FEMALE PARTICIPATION AT THE YOG AND WINTER YOG



● Singapore 2010





> Volunteering in Sport

1 Recruit Volunteers

- Create a recruitment page for your federation or event website, distribute leaflets at events
- Do co-operation with schools (internship possibilities)
- Have role models in volunteering
- Spread the word among former riders, trainers, officials
- Create a profile for what you need and want (3-5 points)

2 Provide training and seminars

- Online seminars and trainings
- Regular updates via newsletter
- Organise a meeting at least every two years
- Find a coordinator to guide volunteers, find their strengths and keep them together and organised
- Organise training co-operation between local motorcycle clubs or even other sport federations

3 Include Volunteers into sporting events

- Invite them regularly to events for free, as guests
- Share experience and guide them
- Make them feel needed
- Put them on different positions to find the best outcome
- Encourage people to bring their family members with them, get children involved

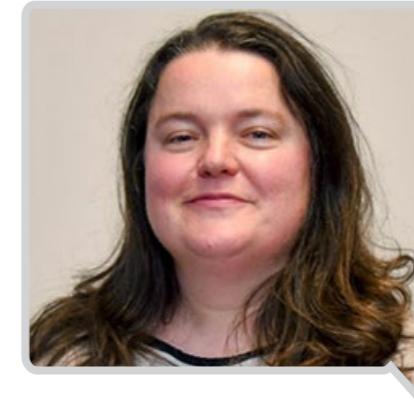
4 Give the Volunteers perspective and future work

- Provide the volunteers with positions that are "made" for them and suits them best
- Keep them online and informed
- Find the strengths of every person and put it into the spotlight
- Ask their opinion for improvements and listen to them
- Create a working plan for next three years to show the possibilities for the future

> Legacy Message from Dr Lindsay Findlay-King

5 Recognise their effort

- Give them a volunteers kit at the beginning of the event (e.g. a special bag including a cap, pen, water bottle, snacks etc.)
- Invite them at the end of season prize giving for an outstanding volunteer.
- Provide them with an appreciation letter from the Federation CEO or sporting director at the end of the season.
- Create role models and award them prizes and share their stories.
- After the season, organise a social gathering for experience sharing (e.g. BBQ for volunteers) with small gifts like caps, t-shirts, pins, stickers, etc. for free.



Lindsay is Principal Lecturer in Sport Management at the Northumbria University and Chair of UK Sports Volunteering Research Network

The motivations for volunteering in motorsport and the barriers that some women may face should be continually kept in mind, particularly as we emerge from the global pandemic which has exacerbated inequalities in some countries. Recent research from Women in Sport has shown that in the UK the sport and exercise participation of women has been disproportionately

affected by lockdown, especially women who have children (juggling home schooling, home- life and work) and women over the age of 70, who have suffered high levels of isolation. However, more positively, the research showed that 61% of women wanted to put more effort into being fit and active post lockdown, suggesting a re-setting of priorities. We know that there is a link between participation and volunteering – so what impact may the pandemic have had on female volunteering in motorsport in your country?

Since last year's conference when I spoke about developing female volunteering, there have been more great examples of how to inspire women to become involved in volunteering in the wider sport sector, which could be very useful in motorsport. For example promotional campaigns focused on showing how women have overcome barriers they faced to volunteering, or continued work of a programme to develop cricket volunteering among South Asian women in the UK. Other new insight includes how to create a strong volunteer legacy in the wider sport from your major events.

I would still stress that the most important question you can ask yourself for developing the female volunteering base in your country is "How is motorsport volunteering experienced by women?" Put aside assumptions and ask the women who you want to attract into your sport.



> Motorsports Industry

Women offer a huge market to manufacturers in the motorcycling industry

For a long time, women have only been represented as passengers on the back of their partner's motorcycle. In recent years, the times have changed and the number of female riders has grown significantly.

The Motorcycle Industry Council in 2018 released a survey which said that among all age groups, 19 percent of US motorcycle owners were women. That number is almost double, from the same survey in 2009. It has taken some time for the motorcycle industry to realize the size and potential of the market that women offer the industry.

With now one in every five motorcycle owners being a woman, manufacturers are in a new position to consider female customers when designing and developing product. However, still many women face the problem that it is difficult to find a suitable size

motorcycle. Women usually have a shorter and smaller skeletal frame and they also have a lighter body composition. Narrower shoulders, shorter limbs and a lower ratio of strength to weight are all facts that manufacturers should take into consideration when designing and developing motorcycles for women.

Many women have also realized that there is a limited selection when it comes to motorcycling apparel. Several manufacturers who have provided proper gear for women have thought that there is no other color than pink that female customers would want to wear.

The fact is that even the FIM has been forced to modify their safety regulations due to the lack of products for women in the market. For example female Trial riders can not wear chest protectors because no manufacturer has taken into consideration that women have a different chest to that of men.



> Legacy Message from Hannu Malinen



Sales Director and Brand Manager / Luhta Sportswear

"You can't really praise enough the Women In Motorsports Conference that was organized last year in Finland. Everything was done in an extremely fine way and it provided us a unique opportunity to network. As a representative of a motorcycling gear brand Rukka Motorsport it was very interesting to talk with these amazing female riders."

> Legacy Message from Leena Gade

First female Race Engineer to win the 24 Hours of Le Mans

"In 2003, I attended my first motorsport event as a volunteer mechanic and fulfilled a long held dream to be a part of this sport. My journey since then has taken me to multiple countries and venues, working with many teams and exceptional people along the way. Every step of the way, my hunger to be the best has grown which has given me the opportunity to show what I can do as an engineer for a team. And this is what I want young girls to see - you can do this, be the best and be successful. It takes hard work and commitment but you have it in you to do this. You may see that there are only a few women doing all sorts of jobs in motorsport but over the 17 years I have been involved, I've seen more young girls and women coming to this business. This has been great to see and I'm sure it will continue to grow.

Motorsport is changing and starting to take the best competitors from all walks of life. Come and be a part of this, there is something for everyone and I promise you, you won't regret it!"



> Legacy Message from Katia Juárez



One year after the Women in Motorsports Conference

Remembering the conference happened almost a year ago makes me to reflect on the things in common in our work: create environmental awareness, work to promote, encourage, educate, on the importance of sustainability and the role of the women in a sport. This mission, our mission, is not an easy one and requires time and lot of work, like an artisan knitting day by day a skein, a space in a world of engines and fossil fuel. It is a big task requiring the support of all actors and sectors.

Equality is a topic to which have been confronted since I was a student at National University of El Salvador in the Engineering Faculty. I was one of the only women (rare species as the classmates liked to say) in the Faculty of Agricultural Engineering. I know obviously how it is to pursue equality. I feel like a pioneer, but in no case has it been a threat or a disadvantage, on the contrary, it has been a strength. Since ancient times, women have had a special relationship with nature. They contribute enormously to the well-being and sustainable development of their communities, as well as to the maintenance of the planet's ecosystems, biological diversity and natural resources [\[source\]](#).

Lina Pohl, former Minister of Natural Resources and Environment of El Salvador, explained in an interview conducted by the UN: "Women, being the ones who mainly face the immediate effects of

climate change, are the most sensitive to advancing restoration processes of ecosystems and landscapes" [\[source\]](#). We are concerned about the future of our children, and theoretically, this facilitates the participation of more women in this area of sustainable development.

In January 2015, 170 nations participating in the United Nations General Assembly agreed on the Sustainable Development Goals (SDG). Goal 5 establishes the fundamental role of gender equality and urges to empower all women and girls, ensure women's full and active participation as well as equal opportunities for leadership at all levels of decision-making in (political, economic and public life).

With COVID-19, we have lived through critical and extraordinary moments. According to the UN, the lockdown is increasing the risk of violence against women and girls. Women are on the front lines of fighting coronavirus as health and social workers are 70% are women bearing additional household burdens during the pandemic [\[source\]](#).

The great potential of women has to be recognised and can extrapolate to the sport. Currently, there is a good number of women in charge of sustainability in various sports' organisations (Barbara Silva for FIA, Julia Pallé for Formula E, Catherine Kummer for NASCAR Green...). Regarding volunteers in motorcycling, female environmental stewards have emerged as leaders. Spain, Andorra, Portugal and Latin America count 25 environmental stewards from which 14 are women representing 56 %.


For the FIM, women and sustainability in motorcycling are priorities, as stated by President Viegas during the opening



of the Conference in Lahti. Both are connected: sustainable sport can contribute to create additional opportunities for women in the motorcycling world and sustainability is everyone's tasks without any inequality. Nevertheless, women are an agent of change, and we must capitalise on this.

A year after this conference of women in the motor world, I feel grateful to life for being among them. Dream big ladies and never stop smiling!

"For the FIM, the sustainability of motorcycling is a priority area, as stated by President Viegas during the opening of the Conference in Lahti highlighting both priority areas: Women and Sustainability."

Katia Juárez 





> An Important Event

The Women in Motorsports Conference was a huge success

The outcomes and the atmosphere of the event got full points from the participants as well as from the organisers.

The event got also support from the Finnish Government with Foreign Trade and Development Minister Mr Ville Skinnari joining the conference gala dinner as well as the Mayor of Lahti, Management of the Finnish Motorcycling Federation SML, new MotoGP circuit KymiRing and Dorna Representatives.

“I am proud that Lahti Region hosted this high level international event. Having people from 25 different countries coming to our region is amazing”, Mr Skinnari rejoiced.

FIM President Mr Jorge Viegas was impressed by this two-day event:

“For the first time ever the FIM has organised a Women in Motorsports Conference. We have had the chance to hear first hand incredible success stories of women in all positions in Motorsport, showing the way in a male-dominated world and bringing more gender balance to our sport.

The FIM will continue to work hard to promote equal opportunities for women to compete and work in our sport and when needed to create dedicated competitions. I am very, very happy of the way the Conference was organised by our Women in Motorcycling Commission and I can only promise that this event will be repeated, hopefully on different Continents”.



From left to right: Mayor of Lahti Pekka Timonen, FIM President Jorge Viegas, FIM Women in Motorcycling Commission Director Nita Korhonen, Foreign Trade and Development Minister of Finland Ville Skinnari

> DREAM BIG Book, Another Legacy



During a conference gala dinner organized in Lahti at Sibelius Hall the book “Dream Big” was launched. This unique book includes the incredible stories of 42 female pioneers in motorcycling from all over the world.

If you can DREAM it, you can DO it

Why should your dreams only be dreams when you can make them reality?

Motorcycling is typically known as masculine world, but for decades already women have made a stronger and stronger impact on the world of speed. Many strong pioneers have softened the path for the future generations thanks to the examples they have set.

This is not a man’s world, this is a world of making your dreams come true. So get ready for the fascinating stories that you are about to read. Get ready to be inspired, get ready to work hard and follow your own dreams!





TEXTS :

Conference Speakers

FIM Women in Motorcycling Commission

LAYOUT :

Bandito

Manon GEOFFRAY

TRANSLATION :

Julien LOPEZ

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FIM

Taneli NIINIMÄKI

PHOTOSP LUKASZ SWIDEREK