



Dear Riders and Teams!

We are pleased to invite you to join the 2025 FIM Ride Green Cup which will be held together with the FIM Junior Motocross World Championship. This activity aims to reach competitors at a very young age and raise awareness about sustainability topics such as: circularity, biodiversity, environmental protection.

The FIM RIDE GREEN CUP is a fun way to show our young riders the importance of incorporating sustainable practices into their sport and to give them all-around training on how to do it. Athletes are the ideal people to set an example and to raise awareness in their communities, thanks to their popularity and performances. To quote Ms Kattia Juarez, Director of the FIM International Sustainability Commission, *"To be a real champion, you must respect the planet"*.

The 2025 FIM RIDE GREEN CUP is based on a theme always present in our World. This year we are following the 2025 World Environmental Day motto: **#BeatPlasticPollution which will focus on reducing and ending the plastic pollution.**

The 2025 FIM RIDE GREEN CUP activities will take place in 3 rounds:

First round:

Objective: Raise awareness of the world's challenges and lead by example and raise awareness using social media as a positive channel to influence the riding community. We encourage all the teams to participate

The team must use their Instagram account and upload photos and/or videos of the rider or team engaging in positive activities, emphasising plastic reduction – it is compulsory to use this hashtags [#RGcup25](#) [#BeatPlasticPollution](#) and [#RGcup25_nameoftheteam](#) (for example [#RGcup25_Spain](#) or [#RGcup25_USA](#) or [#RGcup25_Norway](#), etc).

In the photos you will post, you must also tag [@FIMRideGreen](#) [@fimlive](#) [@mxgp](#)

The first round will begin once the teams have registered for the competition. Like the other rounds, it will end on Sunday, 6th July. A dedicated board displaying the information of the FIM Ride Green Cup competition will be placed in the paddock.

During the event, all team members, including riders, mechanics, and staff, are encouraged to demonstrate their commitment by signing the board and taking pictures or videos to be shared on Instagram using the specified hashtag.

The Jury will tally the number of likes and the posts/stories. The team with the highest number of likes and posts will be deemed the most influential and will win the round.

Second round:

This round is based on the team's correct environmental management and compliance with the FIM Environmental Code (appropriate use of the washing area, recycling points, use of the environmental mat, reduction of waste and noise, amongst others). This year the Jury will pay special attention to Plastic Reduction or elimination.

The Jury will be around also evaluating each team.

Third round:

Refuse, Reduce, Reuse, Recycle, and rethink plastics use. Mobilise your team members, riders, mechanics, parents, and fans to implement and advocate for solutions. Collect, separate and recycle plastics (plastic bottles, tear off-single use plastics such as cups, bags, utensils, food containers, straws). Reduce plastic pollution and **use recycling bins** under your tent or the dedicated signed recycling bins on Romagné track and drive momentum to. **Be the role model plastic free team and win RIDE GREEN CUP. Choose to refuse plastics!** The Jury will be around also evaluating each team.

Share photos and/or videos promoting plastic reduction around the track. Use the specified hashtags and tags as per the first round.



The Jury will assess the submissions from all three rounds, and the team with the highest score will be declared the winner of the Cup and will be awarded a place on the podium! Don't miss the opportunity to join us for the FIM Ride Green Cup! For further details, please contact ridegreen@fim.ch. Don't miss out on the fun; come and join us for the FIM Ride Green Cup!

Some ideas that can add value to your participation:

1. Wear the FIM Ride Green Cup tags on your shirts or create a special t-shirt for the team that promotes plastic reduction.
2. Prepare an upcycled sculpture with your team, build from plastics that you picked (e.g. bottles, cups, tear offs etc).
3. Use reusable water bottles with awareness messages.
4. Sort your waste
5. Have a recycling bin on your tent

The FIM Ride Green Cup is an environmental awareness programme. Participants learn about environmental protection regulations, good practices, local culture, and other considerations specific to each country. The main goal of the programme is to educate children in a fun way and integrate good environmental protection practices into sport. The FIM Ride Green Cup is part of the general sustainability FIM Ride Green programme. It has been implemented in all the countries that have hosted the JWC, including Spain, Australia, Greece, Latvia, Romania, Netherlands, Russia, Finland and Italy. This year in France, in collaboration with the national federation, the promoter, and the FIM, the event will be focused on reducing the plastics within the circuit area.