



**FIM**  
**RIDING**  
**GREEN**





*Pablo Quintanilla - x2 FIM Cross-Country Rallies World Champion and FIM Ride Green Ambassador*





# WELCOME ON BOARD

BY KATTIA JUÁREZ DUBÓN  
FIM CID DIRECTOR

It gives me great pleasure to present this new publication to celebrate 30 years of FIM Ride Green by recognising the projects and achievements of the last three decades, and the progress that has been made thanks to the incredible work that has been done by everyone involved. It only seems yesterday that we celebrated our 25th anniversary, but even in the last five years there have been so many advancements.

As per the last edition I wanted to avoid writing about the stereotypical institutional themes that often now appear as news headlines as sustainability becomes more important and apparent in our everyday lives. Equally I had no appetite to fill these pages with facts and figures that would show the impact that the recent global pandemic on the world of motorcycling plus other such related topics.

So again, instead we have decided to compile a series of personal testimonials, interviews and experiences that act as a real timeline of activities since the FIM first formed a working group in 1992 with the mission of reconciling sport and the environment.

Although not wanting to ignore the work done to avoid the negative impacts of sport and motorcycling on the natural world before this date, we have chosen 1992 as the point of departure for this journey because we consider that it was a watershed moment in the history of the programme.

As before this book contains the thoughts and testimonials of people who have been a driving force in the Ride Green Programme and who represent all those who have played a part telling the history through their own experience. Again, I only wish we could include them all.

Reflecting on the last 30 years has given us the opportunity to review and assess where we are and where we want to go, whilst considering the changes in society and attitude to sustainability over this period. As with all good programmes, we have analysed our strengths and weaknesses and will use our experiences and learnings to improve and adjust so we can be better in the future and further reinforce our Ride Green legacy.





Marc Márquez - Circuito Barcelona Catalunya

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It is 30 years since the Fédération Internationale de Motocyclisme started to Ride Green, setting out its Environmental Code soon after. For 10 of those years, UN Environment and the Federation have worked together to inspire people to make decisions within their sphere of influence that can protect the environment.

When Ride Green was launched, motorcycles, technology, roads and cities were all very different places. Today, we better understand how traffic emissions contribute to air pollution killing about seven million people every year. Even better, the last country using small quantities of leaded gasoline will stop by the end of this year. This alone avoids over 1.2 million deaths per year, including 125,000 children. Apart from the human cost, that is worth over \$2.45 trillion per year to the global economy.

**“ WE WANT POPULAR AND WELL MANAGED SPORTING EVENTS TO EDUCATE, INSPIRE AND PROMOTE RESPECT FOR THE ENVIRONMENT. ”**

Such efforts to move towards a pollution-free planet will be the focus of attention at this year's UN Environment Assembly. But this can be possible when initiatives like Ride Green raise awareness and create demand among motorsports enthusiasts, at competitions and in their daily lives. Because this is a partnership that goes beyond formal agreements or meetings. We are determined to help sporting organisations, participants and fans connect decisions that have social, environmental and economic impact. We want popular and well-managed sporting events to educate, inspire and promote respect for the environment. And we want them to promote gender and cultural diversity among people from all walks of life.

Where Ride Green and the Code have done this for many years, the environment Awards continue to celebrate people at the forefront of such efforts and recent initiatives to Keep It Shiny and Sustainable build on them for a new generation of riders. Take the incredible effort at Tuscany's Mugello Circuit, with the Italian Motorcycling Federation, Dorna, Yamaha Motor Racing and the International Road Racing Teams Association, they are

**BY ERIK SOLHEIM (NORWAY)**

UN ENVIRONMENT EXECUTIVE DIRECTOR

*Written in occasion of the 25th jubilee book edition*

giving fans and spectators over 20,000 recycling kits to collect waste batteries, used cooking oil and plastic bottles. They are also promoting collective and public transport, carpooling and bikes. It is great for the race and it is great for the entire area!

Such initiatives clearly have a ripple effect. Links with the European Transport Safety Council, the World Tourism Organisation and the International Olympic Committee are a reminder of how just how wide-reaching the Federation's influence is. For example, the Federation's drive to push alternative energies, optimise motorcycle engines and promote ePower and e-road racing, have led to tangible changes throughout motorcycle racing. But many more examples are highlighted in this special 30th anniversary report.

With the clock ticking for the 2030 Agenda for Sustainable Development and the Paris Agreement on Climate Change, more countries are promoting the switch to electric transport and more consumers are demanding change. Electric motorcycles are at the forefront of that transformation. After all, they cost about the same as their petrol counterparts, but are significantly



cheaper to run, deliver better performance and don't need complex infrastructure. It is easy to see why China already has more than 200 million on the road!

With change on that scale ahead of us, there is no doubt that the Federation's influence will be just as crucial for the next 30 years! My thanks to everyone at the Federation for their incredible support. This is one sporting partnership that is set to last for many, many years to come!

This year marks an important milestone in the history of the FIM, we celebrate the 30th anniversary of the foundation of our Ride Green Programme, which began in 1992, with a great group of professionals aimed in preparing the roadmap for a sustainable future of our sport.

As you will see within the book, there are various testimonials from the pioneers of the programme who have ensured three decades of impact, during which for a long time, we were totally isolated in the sports environment and in which only the Olympic Committee and some sports associations were clear about the fundamental role of sport in sustainable development.

If we started this project with the aim of defending our sport and reducing its impacts, today three decades later, our vision is slightly different. Now we can use our sport as a facilitator of

sustainable development and contribute to the World agenda 2030.

Both in motorcycle sport plus in tourism and mobility we are embedding sustainability by developing fundamental issues such as education for our FIM family, inclusion, energy transition, noise level reduction, climate change, awareness and all this is aligned with the objectives of the Sustainable Development amongst others.

Currently our promoters are investing in sustainability and carbon neutrality strategies, as we increasingly realise the importance of this topic in all the interest groups of our great family.

**BY JORGE VIEGAS (PORTUGAL)**

FIM PRESIDENT

Our sponsors are progressively aware of the importance of sponsoring responsible products aligned with their strategies. We must offer safe, quality, and sustainable championships that enhance the brand of our sponsors.

We also have many fans concerned about current issues such as climate change, pollution, and noise who are looking for conscious and committed entertainment.

We must continue working towards a more sustainable sport and celebrate another 30 years in a more prosperous future.

**Happy Anniversary and Ride Green!**

**“ WE MUST CONTINUE WORKING TOWARDS A MORE SUSTAINABLE SPORT AND CELEBRATE ANOTHER 30 YEARS IN A MORE PROSPEROUS FUTURE. ”**







Alex Salvini - 2016 FIM Enduro World Champion & FIM Ride Green Ambassador

**BY FRANÇOISE EMERY (SWITZERLAND)**  
FIM CEO

Since 2007 when we started with the FIM Strategic Plan with a vision towards the year 2020, sustainability in its three dimensions has been a fundamental part of the axes that make up our strategic framework.

donors support an institution with values and objectives that are based on sustainability.



**AT AN OPERATIONAL LEVEL AND AS SPORT IS OUR MAIN OBJECTIVE, THE PRACTICE AND ORGANISATION OF RESPONSIBLE SPORTING EVENTS IS A PRIORITY IN OUR STRATEGIC MANAGEMENT.**



We have seen different phases in our Ride Green Programme throughout all these years. From a position of the defence of our sport and sporting events and circuits through stages of awareness to becoming a community that supports the global agenda and the objectives of sustainable development.

At an operational level and as sport is our main objective, the practice and organisation of responsible sporting events is a priority in our strategic management.

Safe and responsible events are the DNA of this strategy, which together with the sustainability strategy based on people, sustainable events, climate, awareness, amongst others, form a perfect tandem that will help guarantee the future of our organisation.

We are entering a new era, with some very ambitious projects such as the construction of the new FIM headquarters, which will have a design and everything necessary to guarantee the sustainability of the work, as well as the construction of a museum reusing the previous building, which will be dedicated to safeguarding the history of the world of motorcycling sports.

The International Foundation for Motorcycling is also another area that requires our product to be sustainable, and to ensure that the investment from our



# THE ORIGINS OF OUR JOURNEY

## THE BEGINNING OF A NEW ERA

Journeys are synonymous with adventure and excitement. They involve exploring new routes that are sometimes difficult, leaving us tired but exhilarated. Planning and undertaking a journey is never easy, but we know that we will reach our destination in the end. It is said that we experience a journey three times: dreaming about it beforehand, living through it and then recalling it afterwards. Today, we look back over a journey that began in 1992: the journey of motorcycling, our great passion, towards sustainability.

The 1990's were a period of change for the FIM. Issues such as rider and road safety were top priorities, but there was also a need to address the environmental concerns that were gradually gaining relevance in other affiliated federations.

The Earth Summit in Rio de Janeiro, Brazil, in October 1992 marked a key milestone for the world. 172 leaders from around the globe, mainly heads of state, gathered to talk about the future of the planet and the complex problems facing us.

The Summit, organised by the United Nations, focused on issues closely linked with motorsports, including alternative energy sources, the use of fossil fuels and their relation to climate change, concerns about global water scarcity and the use of lead in fuels. The Earth Summit's main message – that nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes(1) – was communicated worldwide, influencing every sector.

In Europe, engines were increasingly running on unleaded petrol, while petrol with a high lead content was gradually being phased out.

The 90's were also a decade of changes and challenges for all sports, and especially for motor-sport. In 1990, an executive committee for Grand Prix was introduced and a first contact was established with the sports event management company Dorna, which later became the promoter of MotoGP™ events. Moves to introduce unleaded fuel for racing met with some challenges.

In 1991, representatives of the FIM attended the first Road Safety Conference in Orlando, Florida, alongside more than 300 other delegates. Later that year, FIM President Jos Vaessen held a first meeting with Mr Jean-Marie Balestre, then President of the Fédération Internationale de l'Automobile (FIA), to discuss electric cars, among other topics.

Many member federations started to report serious consequences for the sport: circuits being closed on account of noise, bans on riding motorcycles in the mountains, difficulties in obtaining authorisations for national and international events, especially in off-road disciplines, etc. Environmental groups were starting to campaign against the sport of motorcycling.

In a June meeting, President Jos Vaessen and his Board of Directors identified a number of environmental problems that were a threat to the future of motorcycling and expressed the view that the public should be aware that the FIM was concerned about these environmental issues.

.....  
(1) [www.un.org/geninfo/bp/enviro.html](http://www.un.org/geninfo/bp/enviro.html)

*The President also proposed the creation of a working group tasked with developing an FIM policy on protecting the environment*  
(FIM Flashback 1992)



## UNLEADED FUEL AND FOUR-STROKE ENGINES: THE FUTURE OF THE 500 CC CLASS

Mr Zegwaard presented the historical background to this matter and the steps taken since the previous year. The introduction of the two-cylinder machines, which were cheaper and more readily available in large quantities, had been submitted to the constructors. According to the minutes, this solution had not received much support, "mostly due to the development costs, which were considered to be very high since no engine of this type currently existed on the market". Following a meeting between Mr Vaessen, Mr Zegwaard and Mr Puig Bultó, the idea of introducing four-stroke engines with four cylinders was retained as a possibility for the 500 cc class.

Mr Zegwaard and Mr Puig Bultó explained the various advantages of this "revolutionary solution". "Engines of this type currently exist on the market and are produced by four or five constructors. The level of pollution can be reduced, enabling a larger number of riders to control them". The engine power would be around 130 HP and would gradually increase.

The President admitted to being surprised at first, but thought that the solution offered numerous advantages and that "the

FIM had a responsibility to find solutions to resolve the crisis in the 500 cc class, which meant that only a handful of privileged riders dominated the category and other riders had no chance of being competitive". In other words, President Vaessen appeared to have been convinced by Mr Zegwaard and Mr Puig Bultó, who had been working on this topic for a long time. Once the initial surprise had passed, the reactions began to flow in.

Following a vote, the Management Council unanimously declared itself in favour of his proposal.

The Council then decided that unleaded fuel would be used from 1993 onwards. The press release issued shortly after specified the following technical characteristics: 500 cc, four cylinders, four-stroke, minimum weight 130Kg, maximum of 6 gears, 105 dB/A maximum noise level, unleaded fuel with no additives.

Due to a motion by manufacturers who were not ready to begin constructing four-stroke and four-cylinder engines for financial reasons, this decision was postponed until 1994.

.....  
(Extract from book "FIM 1904-2004, 100 years of motorcycling")

This change of attitude towards sport and its values meant that reforms were required. As an International Federation with a sport that attracts millions of fans, it was recognised that, like most other sports and human activities, motorcycling has an environmental impact. Fundamental changes were needed to protect the sport and preserve it for future generations.

Like other sports, the motorcycle industry was already making efforts to improve. changes were coming in, such as the introduction of unleaded fuel or four-stroke engines.

During the Board of directors' meeting in the summer of 1992 at the Mövenpick hotel in Geneva, Board members Joseph Zegwaard (Netherlands) and Oriol Puig Bultó (Spain) presented the results of extensive discussions and research regarding the future of the 500 cc class, along with proposed solutions which took environmental concerns into account.

## BIRTH OF THE RIDE GREEN PROGRAMME

The October 1992 FIM Conference in Columbus, Ohio was a key moment in this story. The FIM General Assembly was held in the United States for the first time, at the Hyatt in Capitol Square. The establishment of an environmental working group was approved and the Ride Green programme was born.

The seven founding members of this working group were Giancarlo Pasini (Italy), appointed as chair man of the working group, Dave Willoughby (UK), Jorge Cabezas San Simón (Spain), Peter Stevens (Netherlands), Robert Rasor (USA), Tony Skillington (Ireland) and HansRobert Kreutz (Germany). The mission of this working group was to analyse the current situation, and then to define an environmental policy for the FIM. It was a multidisciplinary group, with each member representing a different angle (sporting, medical, etc.). The group met for the first time in Geneva in January 1993.



# THE PIONEERS



**GUY MAITRE (SWITZERLAND)**  
FORMER FIM CEO

*Written in occasion of the 25th jubilee book edition*

## 1992-2017, 25 YEARS OF FIM ENVIRONMENTAL POLICY: A CROSSROADS?

In the early nineties, the FIM Management council realised it was facing a number of serious challenges: the creation of the European Single Market with potentially restrictive legislation for the sport; mandatory use of unleaded fuel and noise reduction regulations; increasing public and media debates on CO<sub>2</sub> emissions; growing concerns over existing sources of pollution; heated public discussion on the environmental footprint of certain sports including motorised sports and cancellation of several road and offroad competitions.

The FIM Management council took the advice of an experienced public policy consultant in Brussels to adopt a proactive policy to “protect the sport” (sic) and address the environmental impact of motorcycle racing. Exactly 25 years ago, the first step was taken by the FIM’s 1992 General Assembly in Columbus, which set up an environmental

working group. This was headed by Giancarlo Pasini, an Italian lawyer, and comprised nine members.

The newly formed working group was first tasked with the preparation of an FIM position paper on environment policy which was adopted by the 1993 General Assembly in Dublin. The paper stated unambiguously: “FIM wants to take the necessity of protecting the environment seriously... FIM intends to do so in close cooperation with organisations representing the motorcycle industry and drivers”.

The working group was entrusted with preparing an Environmental Code. This was similar to the other FIM Codes (Sporting, Technical, Medical, and Disciplinary) and comprised a list of recommendations, guidelines and good practices.

The Environmental Code was adopted at the 1994 General Assembly in Kuala Lumpur and was proudly presented to the United Nations Environment Programme (UNEP) and to the international sporting community as the first Code of its kind. These developments coincided almost fully with the successful staging of the first ‘green’ Winter Olympic Games in Lillehammer, Norway.

A more stringent Environmental Code was adopted in the following years and enforced by specially trained and licensed FIM environmental officials. An Annual Environmental Award was created to honour outstanding efforts on the part of stakeholders in the sport. A fully-fledged Commission, under the denomination International Environmental Commission (CIE) was created when new statutes were approved at the 1997 FIM Congress in Athens and promulgated at the 1998 FIM Congress in Cape Town.

Following the adoption of the FIM Strategic Plan by the 2010 General Assembly in Macao, interesting new initiatives were introduced to update the projects of the CIE under the leadership of Kattia Juárez

Dubón, a Salvadoran engineer, who was appointed Director of the Commission in 2011.

“ **UNDER THE BANNER OF THE FIM’S ‘RIDE GREEN’ PROGRAMME, A COMPREHENSIVE ROADMAP WAS ADOPTED AND A NUMBER OF INNOVATIVE PROJECTS WERE LAUNCHED** ”

Under the banner of the FIM’s ‘Ride Green’ programme, a comprehensive roadmap was adopted and a number of innovative projects were launched: environmental education, information and training for stakeholders and the FIM community; KiSS (Keep it Shiny and Sustainable) programmes for circuits; the FIM Ambassadors’ (some of the world’s best riders) environmental and sustainability campaign and an Environment Day celebration, etc.

Following the adoption of the FIM Strategic Plan by the 2010 General Assembly in Macao, interesting new initiatives were introduced to update the projects of the CIE under the leadership of Kattia Juárez

Seen from the outside, one may wonder whether these projects and objectives are sufficiently ambitious. In other words, are the

results achieved by the FIM and its partners through the FIM Ride Green Programme sufficiently far-reaching? We can use our 25-year jubilee as an opportunity to assess the relevance, legitimacy and credibility of the current FIM sustainability policy. Criticisms and suggestions emerging from the findings should be addressed with courage and determination.

In these times of natural disasters, accelerating climate change and global warming, should motorcycle manufacturers and the accessories industry be required to officially endorse and support a global FIM sustainability

policy in order to participate in FIM World Championships?

If so, such a policy should be proactive and designed to significantly reduce the footprint of motorcycling in general, and motorcycle sport in particular. On one hand, the advantage would be to stimulate sustainable technical research and innovations and prevent the more exposed motorcycle racing disciplines from being banned from certain key national markets. On the other hand, such a far-reaching policy would help to convince the public and governments not to curtail motorcycle racing and riding to the point where it would seriously hamper the development of the FIM and its future plans and objectives.



**GIANCARLO PASINI (ITALY)**HONORARY PRESIDENT OF  
THE SUSTAINABILITY COMMISSION*Written in occasion of the 25th jubilee book edition*

“ **OVER THE LAST YEARS,  
THE FIM HAS MADE GIANT LEAPS  
FORWARD IN ENVIRONMENTALISM  
THANKS TO OUR POLICY  
OF ‘SMALL STEPS’** ”



**WHY DID THE FIM DECIDE TO  
FORM A DEDICATED  
ENVIRONMENTAL WORKING  
GROUP AND WHAT ROLES  
DID ITS MEMBERS PLAY?**

At the time, conversations were being held around the world about the need to act seriously on protecting the environment. Only a few national motorcycling federations, particularly in the Netherlands, the Scandinavian countries and the United States, had really addressed the topic. In 1992, the United Nations convened the first world environment conference in Rio de Janeiro and the former President of the FIM, Mr Jos Vaessen made it clear that the FIM should have an environmental policy. That is how a specific working group came to be set up. It was a very multi-disciplinary group. All the members of the group were very active, but Peter Stevens and Robert Raso deserve a special mention.

**WHAT WERE THE MAIN  
PROBLEMS ENCOUNTERED  
WHEN THE FIM FIRST  
DRAFTED ITS INITIAL  
ENVIRONMENTAL POLICY?**

Our key challenge was that our people were stepping into a domain that was almost totally unknown to them, and outside the world of motorcycling our main question centred around the direction that we should take, whether to focus on general theory or specific proposals. In the end, the line we took was to establish a veritable environmental code that related to everyone in the world of motorcycling: from the factories and riders, to the teams, organisers, promoters, the Continental Unions (CONU) and the national motorcycling federations (FMN) and finally the public and institutions.

Since that time, the Code has had extraordinary success because it allowed our sport, considered by some to be harmful to the environment, to show a real awareness of environmental issues. At the time, we were the only sports Federation to tackle this issue.

I like to recall an episode that took place at the inauguration ceremony of the FIM headquarters in Mies, in 1996. In a speech given by the Mayor of Mies, which is a quiet, pretty village near Geneva, Switzerland, he admitted that the local authority had been hesitant about welcoming the home of motorcycling into the area! However, attitudes soon changed when they discovered that the FIM had its own environmental code: we were then deemed very conscientious and made very welcome.

**HOW DO YOU THINK THE RIDE  
GREEN PROGRAMME HAS  
EVOLVED OVER THE PAST  
YEARS, FROM A VISION TO A  
CONCRETE PLAN?**

The FIM has made giant leaps thanks to a policy of ‘small steps’. The CID are now creating policies that are not just related to the environment but which touch on broader policies that offer a new way of living, both within the world of motorcycling and beyond it.

**JORGE CABEZAS SAN SIMÓN (SPAIN)**FIM HONORARY DEPUTY PRESIDENT  
(1930-2022)*Written in occasion of the 25th jubilee book edition*

I clearly remember the period in the early 1990s, which marked a time of change and new challenges in the world of motorcycling. I was a member of the FIM’s Board of Directors, and at that time, several clubs and federations were experiencing organisational problems, including a variety of issues related to the impact of the sport on the environment. We believed that it was time to act; to look for a formula that would enable us to continue our sport while taking into account the new societal imperatives.

“ **WE BELIEVED  
THAT IT WAS  
TIME TO ACT  
(...)** ”

A working group was appointed by the FIM which outlined the basis for developing regulations to be enforced. These regulations were designed to lead organisers and practitioners to think of environmentally friendly ways to organise and practise our sport.

I have seen the way in which the FIM’s sustainability policy has evolved and the work of the commission over the past years. The first Commission did not have it easy. They had to open a breach, introduce new regulations in the world of sport, and raise awareness. This took effort on the part of the commission members. The initial focus was on applying environmental rules, studying the close relationship between the sportsperson and nature, and making recommendations for the users and organisers of events. Later, the ‘new era’ of the commission represented a broader vision, and this is how the Commission came to evolve from the Environmental Com-

mission to the Sustainability Commission, by embracing a different concept of organisation and practice.

I have seen how the enthusiasm and dedication of the volunteers who make up the FIM’s Environment Commission, from the Director to the Environmental Stewards who officiate in the field, have made it possible to achieve our goals and transformed motorcycling into an international leader of green sport.



# ONCE UPON A TIME... TRAVELLING THROUGH TIME

**MILESTONES IN THE RIDE GREEN JOURNEY**

**WORLD EVENTS**

**1991**

In June 1991, FIM President Jos Vaessen identified various **environmental problems** that threatened the future of motorcycling. He discussed the need to demonstrate the FIM's role in addressing these.



EWC launch their **sustainability strategy EWC Cares**.

Dorna Sports announces the achievement of **ISO 20121 certification** for our sustainable event management system as the organiser of the FIM MotoGP™ World championship

**Maria Herrera** joins the team of Ride Green Ambassadors

**2022**

**1992**

The FIM congress in Ohio marked the launch of the **"Ride Green" programme** and a working group to develop environmental policies.

**Circuits were being closed** due to noise, motorcycling was being banned in certain areas, and organisers were struggling to obtain authorisation for events. Environmental groups had begun to campaign against the sport.

In the 1990's, environmental consciousness was growing fast. 170 countries gathered at the **UN's Rio de Janeiro Earth Summit (1992)** to discuss sustainable development. This resulted in the Agenda 21 action plan.

The General Assembly in Dublin adopted the **FIM's first "Environmental Policy"**.

The **Convention on Biological Diversity**, a pledge between different nations to protect biodiversity around the world, went into effect in 1993.

The FIM published its **first Environmental Code**. It was approved by the FIM General Assembly in Kuala Lumpur, and became first in class at the International Federation level.

UN environment started its work on sport and the environment. The Winter olympics in Lillehammer, Norway, strived to create a **"green" Olympic Games**.

The first "Women + Sustainability" Conference was held in Jerez de la Frontera, Spain in 2015. This led to the Jerez Declaration, a commitment to sustainability and the advancement of women, by the FIM.

**1993**

Ahead of the 2020/21 season, Formula E gains World Championship status to become the **ABB FIA Formula E World Championship**.

FIM outlines **six strategic priorities** for its 2021-2025 'sustainability circuit'

**Jeremy Seewer**, join the Ride Green Ambassadors programme

The first **FIM Sustainability Week** was launched

Dorna announces that from 2027, all fuel used in all three grand prix classes, Moto3, Moto2, and MotoGP™, will be of **non-fossil origin**.

**2021**

Over the years, the Code was updated. In 1996, the **role of Environmental Steward** was created to oversee all FIM-approved events.

Peugeot's Scoot'Elec was the first mass production of an **electric motorbike**.

**1996**

13 new officials obtained the licence following the **first environmental seminar** in Rugby, UK.

**1997**

The **first FIM Environmental Award** was awarded to the American Motorcyclist Association (AMA). In Enduro, the noise level of 94 db/A was maintained until 1997. The constructors had one year to prepare for the limit of 92 db/A scheduled for 1 January 1998.

World leaders made a serious effort to address global warming, with the **Kyoto Protocol**, which set internationally binding climate change targets.



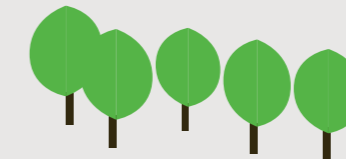
During the FIM General Assembly in October 1998, in Cape Town, South Africa, the first international Environment Commission (cie) was created. This led the ULM (now FIM Latin America) to set up its own Environment Commission, quickly followed by other Continental Unions.

Toyota launched the first **mass-produced hybrid car**, the Prius, in the USA in 2000. Many other companies soon launched their own hybrid models.

**1998**

**1999**

Adoption of the Olympic Movement's **Agenda 21**.



**2020**

**Pablo Quinatanilla**, Two-time World Champion join the ambassadors Programme

The FIA commits to becoming **carbon neutral** by 2021

During the Pandemia COVID19 all the **Sustainability Seminars were online**

**2017**

FIM announces inaugural **FIM E-Bike Enduro World Cup**

The **inaugural season of MotoE World Cup**, took place over 6 rounds between July and November 2019 with 12 teams fielding a grid of 18 riders

**First KISS event** in rallies celebrated in Atacama

FIM Climate strategy group presented the first draft of the **FIM Climate strategy**

**2019**

The **25 year anniversary** book 25 years riding green was published

During the Congress in Vilamoura, Portugal, an **Environmental Round Table** was organised, with representatives from different national organisations.

**2000**

**2003**

The revival of **electric cars** began when elon Musk founded Tesla Motors, in 2003.



Introducing the concept of sustainable events that went beyond mere entertainment, **the first of many KISS events** took place at the Mugello circuit in 2013.

**2013**

In December 2015, the **Paris Agreement** was adopted by almost 200 countries: a major milestone in the global response to the threat of climate change.

**2015**

**2016**

The CIE was renamed as the **International Sustainability Commission (CID)** following the 2016 FIM General Assembly in Berlin, Germany.

Three young athletes became the voice of Ride Green as **FIM Environmental Ambassadors**: Marc Márquez, Laia Sanz and Takahisa Fujinami.

**2012**

Former FIM President Vito Ippolito signed the **FIM Sustainability Policy**

The first **FIM Sustainability Policy** was launched.

The FIM signed its **first Memorandum of Understanding with UN Environment** at the International Olympic Committee's HQ in Lausanne, Switzerland. The current Memorandum is in force until 2018.

**2006**

The FIM participates in the **Sport and Environment World Congress**, held in Nairobi, Kenya.

The **Nairobi Declaration on Sport, Peace and Environment** was signed in Nairobi, Kenya.

**2005**

**2007**

1<sup>st</sup> meeting of the **Alternative Energies Working Group (AEWG)** at the FIM HQ. The Group discussed the definition of alternative energies.

**2010**

The FIM General Assembly adopted the **Strategic Plan**. The environment is considered as a **key objective**.



# THE CODE STICKING TO THE RULES

AN ENVIRONMENTAL  
AWAKENING AND A FIRST  
FOR SPORT



**PETER GREGORY**  
CHAIRMAN OF FIM ENVIRONMENTAL CODE WORKING GROUP AND FIM CID BUREAU MEMBER

The newly formed working group met to develop the Policy Document and it became clear that this was an opportunity to enhance, rather than restrict, the activities of the FIM. The Policy Document was produced and the development of the first environmental code began. The working group took great care to minimise any "restrictions" on organisers but inevitably some

decisions were seen as controversial. Delegates were appointed to assess the value of the new Code and it was interesting to note that the organisers of the Motocross World Championship at the famous Namur circuit (Belgium) were very enthusiastic in their application of the Code, as it assisted them in dealing with the City Council. Initially, the role of the Environmental Steward and the Environment Delegate was treated with suspicion by organisers, but as the sport lost more and more tracks due to the environmental concerns of local governments, organisers began to realise that the Environment Officials were working with them to safeguard the future of the sport.

In my role as Chairman of the Environmental Code working group, my main task is to oversee the development of the Environmental Code in accordance with new decisions taken by the FIM or the CID, changes in legislation or regulations and technological developments.

In addition to the statutory framework we work with, we gain a great deal of information from event organisers at FIM seminars and through interaction with the sporting commissions. These learnings then help us to develop and improve the sport. Indeed, many changes to the Code are based on suggestions made by organisers or sporting commission members.

The current working group consists of members from Europe, Asia, Africa, North America and South America, which puts the Environmental Code in a unique position of being developed with a truly global approach. The group members are dedicated to collaborating with event organisers to ensure that FIM sporting activities have a sustainable future.

*Peter Gregory, Great Britain, 2017*

The FIM has a strong presence in international, continental and regional sporting calendars. At an international level, over 50 FIM championships are organised, and the FIM calendar comprises over 250 FIM sporting events per year, as well as international touristic gatherings that sum more than 1500 events.

Reconciling these events with caring for the environment was not an easy task. The issue of the environment has only been integrated into the world of sports relatively recently. When the FIM started to grapple with environmental challenges, many people had not yet begun to understand how looking after the environment also applies to the world of sports.

The FIM's environmental working group was set up in 1992. It met in Geneva in January 1993, tasked with the important challenge of presenting our organisation with a way of regulating our motorcycling events to reduce the negative impacts on the environment that can come with the practice of motorcycling sport.

There was an urgent need to establish these regulations in light of pressure from our national motorcycling federations, some of which were experiencing serious problems with their circuits or with obtaining permission to organise events.

The key issues we sought to regulate were the protection of the ground and groundwater and the reduction of noise levels, both those generated by the motorcycles themselves and those caused by organising the event.

These factors led us to create a set of regulations that would provide a basis for more environmentally friendly events. To avoid contaminating the ground when motorcycles were being serviced, we introduced the use of environmental mats. These became very popular at international championships and were subsequently adopted at continental and national level.

Other measures included the obligation to provide proper containers for the disposal of liquid and solid residues, appropriate waste disposal after competitions, sufficient sanitary facilities for men, women and disabled people and places to wash motorcycles which had adequate drainage and which did not use detergents. These were some of

the first steps towards an Environmental Code that was then readily adopted by the Continental Unions.

**“ THE FIM ENVIRONMENTAL CODE IS A CONSTANTLY EVOLVING DOCUMENT AND THE FIRST OF ITS KIND TO BE ADOPTED BY AN INTERNATIONAL SPORTS FEDERATION ”**

A formal Code was approved in 1994 during the FIM Congress in Kuala Lumpur and became the first of its kind to be adopted by an international sports federation. The Code was subsequently adopted by the Continental Unions. FIM Latin America, known at the time as ULM, adopted the Code in 1999. The first edition was published in English and French.

The FIM Environmental Code is a constantly evolving document, updated every year by the CID's working group and approved by the Board of Directors at the end of the year. All updates are based on observations made by Environmental Stewards during competitions, organisers, sporting commission members and CID delegates amongst others. These officials are appointed by the host national federations and

their job is to ensure that the code is complied with at every event. Using checklists, the Stewards report any anomalies or

good practices that occur during the competition to the clerk of the course, and afterwards they send a copy to the CID. Through these observations, the group keeps abreast of what is happening in the field. The Commission members themselves also conduct supervisory activities.

The constant evolution of the Code, based on a policy of continuous improvement, means that the events are run with effective regulations that reflect the latest thinking. Over time, the Code has been brought in line with part of the United Nations' Millennium Development Goals that focus on sustainable development, and it contains articles that relate to the fight against climate change. The most recent editions of the Code include articles that support the circular economy and the recycling of waste.

During the first few years, a large number of copies of the Code were printed, each containing all the checklist templates. These were sent to each national federation by post. With time and technological progress, the print run has been reduced to just a few copies each year. Today, the Code is distributed electronically and has been translated into several different languages.

### Our Environmental Code at a glance

First CID working group met in Geneva in 1993

First Code approved in 1994

The priorities of the first Code were: protecting the ground and groundwater and reducing noise levels

Later, the Code integrated some of the Millennium Development Goals

Today, Environmental stewards at each event use a checklist to ensure that the Code is being followed

2020 the Code was totally renovated and some of the recommendations became obligations. A set of guidelines were included apart from the regulations.

The Code has been translated to Spanish, French, Greek, Japanese, English, Dutch, Polish, Slovak

The code is updated regularly



# THE SOUL

## THE FIM ENVIRONMENTAL STEWARDS



The adoption of the Environmental Code in 1994 raised a new question mark, and created a new job for the working group tasked with defining how to implement the FIM's recently approved environmental policy. The main question was who should see to it that the code was enforced. In 1996, the question was resolved when the General Assembly accepted the figure of the environmental Steward.

To be able to appoint these Stewards, it was necessary to work on a training course for the candidates and prepare a seminar with a series of topics, as well as theoretical background, to help with the environmental education of the future officials. At that point, work began on the preparation of all the materials for the seminars and the search began for qualified instructors. ACU representative Peter Gregory (UK) was appointed as the first instructor for the environmental seminars, followed by Paul Janssens (Belgium 1935-2021). The first seminar took place in Rugby, UK in 1997 and thirteen new officials

received their first licence. Today, the CID has six accredited instructors with a great deal of experience. They give seminars in different countries across the six FIM Continental Unions.

The Environmental Steward is the unifying figure who performs a supervisory role and ensures that all the environmental obligations are met. In the majority of cases, these men and women are volunteers belonging to the organising National Motorcycling Federation and they must successfully complete an environmental seminar delivered by one of the six instructors accredited by the CID. So far, 940 licences have been issued from 2005 to 2017.

According to the List of Licence Holders issued by the FIM on 5 October 2022, we have 192 officials holding an FIM Environment Stewards Licence, representing 53 Federations. These numbers represent a slight change from previous years, with a reduction in stewards but an increase in Federations.

### Duties of the Environmental Steward<sup>1</sup>:

- A** Ensure that the FIM Environmental Code is respected.
- B** Have access to all information concerning the event, and must be able to give prior to, during and after the event, recommendations to the Organiser and the President of the Jury or Chief Steward on all aspects of the event related to sustainability.
- C** Participate jointly with the organiser to elaborate the Environmental Management Plan and Environmental Management Map and send to the corresponding Sporting Commission coordination the mentioned plan as described in Articles 5.1 and 5.2 of this Code.
- D** Instruct officials during national seminars for the various disciplines.
- E** Have the right to attend all open meetings of the International Jury, but without voting rights.

<sup>1</sup> Extract from the FIM Environmental Code – Article 2





# ENVIRONMENTAL STEWARDS AROUND THE WORLD

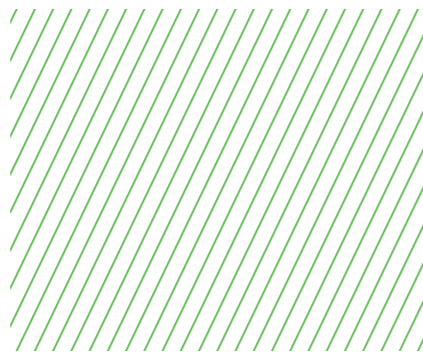
**DALIA TORRES BRAVO (ARG)**  
FIM ENVIRONMENTAL STEWARD

I grew up watching my grandfather fix different motorbikes and years later, I shared with my friends their different racings. Since 2017, I have been part of an association of motorcycling in my province, San Juan. I worked as

administrative, check point and technical check. In 2018, I met Patricia Zimmerman, who was my first environment guide. In 2020, in the middle of the pandemic and far away from sport activities, I had an incredible opportunity to get closer to motorcycling. I participated in my first seminar of FIM Environmental Steward of FIM Latin America and then, I had the chance to also participate in FIM. It has been an honor to be part of the Federation.

Explaining and sharing with riders, host community and fans the possibility to have a relationship between environmental and motorcycling. Improving their knowledge about how to practise the sport as sustainable as possible.

On February 2022, I got my first rally-raid race as environmental steward. It was an amazing experience. I had the opportunity to learnt in every race due to my partners because FIM is a family, and our principal aim is working together our passion: motorcycling.



**DARRYN MCKENZIE (AUS)**  
FIM ENVIRONMENTAL STEWARD

Growing up in Warrandyte, near Melbourne, our community was passionate about protecting the environment. As kids we loved riding our trail bikes, but knew we had to look after the bush as well. These days, I'm a teacher of building and construction, including sustainable building, waste minimisation and health & safety.

I've always loved motorsport and began marshalling in 2010 at club level through to international events. Currently, I am responsible for the health & safety of volunteer officials at MotoGP™ and WSBK



events in Australia, where I'm also the appointed FIM Environmental Steward. For sure everyone wants to be environmentally responsible, but sometimes external pressures interfere. As Environmental Steward, I can guide teams, organisers, and venues to better understand and respect the FIM Environmental Code. This is undertaken so that we can better engage with local schools and community, and together better appreciate and enjoy the sport we love.



**NOR LINA AYOB (MYS)**

A graduate of Sports Management Faculty, I always have deep interest in sports especially the growth of Malaysian motorsports in the international arena. Joining Sepang International Circuit in 2008 as their first female National Press Officer for the Malaysia Formula One Grand Prix for 10 years and 13 years with Malaysian Motorcycle Grand Prix (MotoGP™) has continuously develop the growth of love for these activities.

This experience has provided me with an in-depth knowledge and experience in motorsports management especially on matters related to media and communications. After leaving Sepang Circuit, I took up the role as Head of Communications with Motorsports Association of Malaysia, my motorsports experience was expanded into talent development programmes, event organisation, training of motorsports personnel and assisting the Malaysian talents on the sponsorship and media coverage.

Being actively involved in motorsports for so many years, has given me a lot of memories. I really enjoy being surrounded by motorsports people, meeting so many motorsports' communities, from the race officials to the participants. As a Leader to the Media Centre operations teams for all types of motorsports events has also introduced me so many media friends, local and international. All these experienced and relationships with all parties directly and indirectly involve in motorsports has taught me the best and worst of motorsports scenario, which attracted me to further improve my knowledge in this industry. As an extrovert, I love meeting and communicating with all type of people especially those in motorsports background.

At the same time, being brought up in a small village in Malaysia, I also grow up loving the nature. Green and peaceful. Even though, I end up living in the city with my family, due to my nature of work, I still prefer to spend my time, whenever possible, going back to my village and explore the nature of our countryside. It is my hope and wish that my family will be able to live in a healthy and sustainable condition in future, working towards achieving their dream but at the same time, balance it with effort to preserve the environment. 2022 has provided me with the best opportunity in learning and taking care of our environment when I was appointed as the Environmental Steward for the Petronas Grand Prix of Malaysia

(MotoGP™). It provides me with first-hand experience on how to monitor and ensure the environment of the event venue is well taken care of.

My best memories during the duty was learning new method of environment control and meeting with various officials from all parties involved in ensuring better condition of our environment even during huge event as MotoGP™.

**TAKAYOSHI KATO (JAP)**

MOBILITY RESORT MOTEGI  
ASSISTANT SUPERVISOR  
MOTORSPORTS DEPARTMENT

I love motorcycling and Nature because I can feel like being one with man and horse, and also I can be wind... I feel very honored to have been acting as a member of the FIM and the Environment Committee since 2014. The Mobility Resort Motegi circuit, of which I am a member, was built according to the concept of 'bringing together people, nature and mobility'. On the site, nature is left untouched and Trial World Championships are held. On the racing track, MotoGP™ is held. I was so fascinated by this fact that I quitted my job as an architect and entered the world







**JÉRÔME DEGREEF (BEL)**

I have always been passionate about motorbike sports and particularly trials, which I have been practising for over 40 years. I also have a scientific background and work as a researcher in the field of biodiversity protection. I therefore found it logical to put my expertise at the service of the protection of the environment and become an environmental steward.

My experience is not very long, but it has already allowed me to meet leaders of national federations and to realize that most want to change things. I am convinced that awareness of environmental issues must first come from within.

Respecting rules by riders and organisers can go a long way towards protecting nature while enjoying our favorite sport. The environmental damage associated with the use of combustion engines cannot be denied, even by a motorbike sports enthusiast like myself. But if kept under control, they can be accepted by the general public while waiting for the announced transition to all-electric.



**SARI SHERMAN (KEN)**

**FORMER MEMBER OF THE FIM AFRICA ENVIRONMENTAL COMMISSION**

I was introduced to motorcycling through my two sons and joined Motocross racing in Kenya in 2012. To put my numerous hours spent at the track to good use, I volunteered to become an Environmental Steward. I began by preparing a plan of action to make the event operations more environmentally friendly and change some unsustainable practices. Initially my focus was on Motocross, but later I worked on concepts which were replicated at Enduro events too. The key changes we implemented were in water and waste management. Specifically, we worked to improve facilities, separate out recyclable waste for recycling, organise clean up campaigns, and we introduced a log to record riders'

compliance with environmental requirements. We also handed out materials to raise environmental awareness among competitors and spectators, and organised annual events to celebrate World environment Day. The highlight for me was when Kenya adopted the FIM Africa Environmental Code in 2015 as an overarching policy to govern motorcycling. My most rewarding experience over these past five years has been witnessing the steady transformation that has taken place between the riders and their teams, as they adopt more responsible behaviour towards the environment. Reducing our ecological footprint and creating a positive image for motorcycling gatherings is the best legacy that Kenyan riders can leave for the sport.



**BELEN WAGNER (USA)**  
FIM WORLD RECORD HOLDER

I am very lucky to have worked with the FIM over the past 15 years to help promote the protection of the environment among all those that compete in and organise moto trials.

I grew up watching my father ride trials around the United States. I spent my summers in the mountains and woods either scoring the moto trial or hiking to watch the riders. Over time I developed a real love of nature, as well as a passion for motorcycling.

I have been lucky enough to travel the world to attend seminars given by experts in the field of sustainability in motorcycle racing. I have used the knowledge I gained in my own racing career, notably to help protect the Bonneville Salt Flats. I believe that without nature, we would not have the same enjoyment of the sport.



**PAVOLSINSKY (SVK)**  
MEMBER OF FIM EUROPE ENVIRONMENTAL COMMISSION

I participated in my first FIM environmental seminar in Warsaw in 1999, when I was 27 years old.

Since then, I have volunteered as an Environmental Steward at various international motorcycling events organised by the Slovak Motorcycling Federation (SMF), and have been an Environmental Delegate for FIM Europe at events across the continent.

I love motorcycling and I love nature, so the combination of motorcycling in a beautiful natural setting is the best. I think motorcycling is intrinsically linked to being outside and is closely connected with the environment. I studied wood science and technology at university, so the events I have been involved in for SMF were the perfect chance to combine my hobby with my education.

I am currently the chairman of the SMF's environmental committee and a member of FIM Europe's Environmental Commission.

In 2015, I met Peter Gregory, CID delegate, at the International Six Days of Enduro (ISDE) event in Slovakia. We spent a few days travelling together and visited several spots along the track. Our discussions about the environment, rules and practical issues were really inspiring, and motivated me to continue promoting environmental activities through the sport of motorcycling.



**MOHAMMED OSMAN EL SHAQI (QAT)**

**STAFF MEMBER AT THE QATAR MOTOR AND MOTORCYCLE FEDERATION**

Being an Environmental Steward has been a great opportunity to help my federation and the country. We know that by planning sustainable events, we can guarantee the quality of our events and keep the country clean and healthy for the future.



# MEET OUR DELEGATES



**1 KATTIA JUÁREZ DUBÓN**  
**EL SALVADOR**  
CID DIRECTOR  
AGRICULTURAL ENGINEER, MBA  
& SUSTAINABILITY CONSULTANT  
FORMER SALVADORAN MOTORCYCLING FEDERATION PRESIDENT



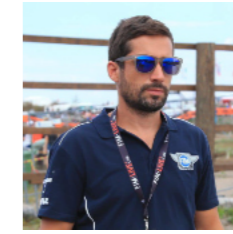
**2 SULTAN ZAHER AL-MURAIKHI**  
**QATAR**  
CID BUREAU MEMBER  
CIVIL ENGINEER  
QATAR MOTOR AND MOTORCYCLE FEDERATION EXECUTIVE DIRECTOR



**8 OVIDIO MORALES**  
**GUATEMALA**  
CID MEMBER  
VICE PRESIDENT OF FIM LATIN AMERICA  
TEC-LANDIVAR SCIENTIFIC AND TECHNOLOGICAL CENTER DIRECTOR AT RAFAEL LANDIVAR UNIVERSITY  
ECODESIGNER



**9 NATÀLIA GALLEGO**  
**ANDORRA**  
CID MEMBER  
RESEARCHER SPECIALIZED IN NATURAL HAZARDS  
PRESIDENT OF THE MOTORCYCLING FEDERATION OF ANDORRA (FMA)  
VICE-PRESIDENT OF THE IBERO-AMERICAN MOTORCYCLING ASSOCIATION (AIM)



**10 NIKOS PSIMMENOS**  
**GREECE**  
CID MEMBER  
MEMBER OF SUSTAINABILITY COMMISSION, GREEK FEDERATION (AMOTOE)  
ENERGY AND CLIMATE CHANGE EXPERT (GREEN FUND) MINISTRY OF ENVIRONMENT AND ENERGY, GREECE



**11 MIKAEL NORÉN**  
**SWEDEN**  
CID MEMBER  
ENVIRONMENTAL CONSULTANT



**3 PETER GREGORY**  
**UNITED KINGDOM**  
CID BUREAU MEMBER  
FORMER DIRECTOR FOR ENVIRONMENTAL SERVICES  
FORMER DIRECTOR OF THE AUTO CYCLE UNION



**4 MARIUS MATHEE**  
**SOUTH AFRICA**  
CID MEMBER ENVIRONMENTAL HEALTH PRACTITIONER  
CHAIRMAN: FIM AFRICA ENVIRONMENTAL WORKING GROUP  
PRESIDENT: MSA ENVIRONMENT PANEL



**12 YVES PRADEAU**  
**FRANCE**  
CID MEMBER MECHANICAL ENGINEER  
CHAIRMAN OF THE COMMITTEE FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT OF THE FRENCH FEDERATION (FFM)



**13 DENNIS SKYTTE BECHMANN**  
**DENMARK**  
CID MEMBER  
CHAIRMAN OF THE SUSTAINABILITY AND ENVIRONMENT COMMISSION OF THE DANISH FEDERATION (DMU)  
SUSTAINABLE MANAGEMENT EXPERT FOR THE HOSPITALITY INDUSTRY



**14 FLORENT TSCHANN**  
**SWITZERLAND**  
CID MEMBER  
MECHANIC AND TECHNICAL ADVISER IN CLEANING METHODS



**15 KARL-FRIEDRICH ZIEGAHN**  
**GERMANY**  
CID MEMBER  
PHYSICIST AND DOCTOR OF ENGINEERING, KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)  
KIT DISTINGUISHED SENIOR FELLOW  
HEAD OF DIVISION "NATURAL AND BUILT ENVIRONMENT", MEMBER OF THE BOARD OF DIRECTORS (RETIRED)

5



**5 LAURENT DELBROEK**  
**BELGIUM**  
CID MEMBER  
PRESIDENT OF THE FMB COMMISSION  
MASTERS DEGREE IN EDUCATION



**6 NAOUFAL EL ODDI**  
**MOROCCO**  
CID BUREAU MEMBER  
MANAGER OF THE MOTO CLUB NORD AFRIQUE DE TETOUAN (MCNA)  
RESTORER FOR UNESCO WORLD HERITAGE SITE IN MOROCCO

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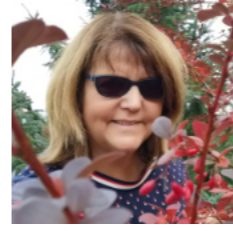
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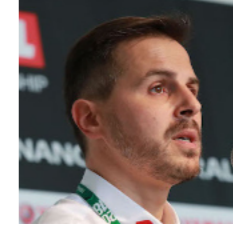
**7 ADAMO LEONZIO**  
**ITALY**  
CID BUREAU MEMBER  
CIVIL ENGINEER SPECIALISED IN DESIGNING SPORTS COMPOUNDS RELATED TO MOTOR SPORTS



**16 GRAŻYNA MAKOWSKA**  
**POLAND**  
CID MEMBER  
CHAIRWOMAN OF THE FIM EUROPE ENVIRONMENTAL COMMISSION, CHAIRWOMAN OF THE ENVIRONMENTAL PANEL OF THE POLISH FEDERATION (PZM), DEPUTY DIRECTOR OF SPORT AND TOURISM DEPARTMENT IN PZM, MASTER OF TOURISM & RECREATION



**17 JESÚS LÓPEZ NOTARIO**  
**SPAIN**  
CID MEMBER  
SOFTWARE ANALYST AND DEVELOPER, RESPONSIBLE FOR PROJECTS AND CUSTOMER RELATIONS.  
FATHER, HUSBAND AND OFFROAD LOVER



**18 DANIEL CARRERA**  
**SPAIN**  
EXPERT  
DIRECTOR OF ESG & PROJECT DEVELOPMENT  
DORNA GROUP | DORNA.COM



**19 GAUTIER DE STOPPANI**  
**FRANCE**  
EXPERT  
DIRECTOR OF SUSTAINABILITY  
WARNER BROS. DISCOVERY



# EDUCATION AND TRAINING

## OBJECTIVES OF ENVIRONMENTAL EDUCATION

TO BRING ABOUT A CHANGE IN ATTITUDE

TO ENCOURAGE POSITIVE BEHAVIOUR

TO ENCOURAGE AN INTEREST IN ENVIRONMENTAL TOPICS

TO PROTECT SPORT

TO ENCOURAGE PARTICIPANTS AND ORGANISERS TO ACT RESPONSIBLY



## THE ESSENCE OF THE PROGRAMME

Education is the basis for development, both of a society and of a human being, and sport is no exception. To develop a sport while ensuring that it is sustainable requires education, both inside and outside the organisation. We have to invest in education to achieve a different level of interaction between our community and the environment. This is a major challenge, as it means transforming values and practices at every level, with a focus on ensuring the sustainable practice and organisation of sports and leisure events. In the Ride Green programme, education is one of the axes of development for this concept of sport, sport that goes beyond entertainment, sport that is respectful and responsible.

To achieve these objectives, the FIM has drawn up a system that includes education and training for stewards and participants, and education for the community, both internal and external (i.e. fans and other sectors outside sport).

The FIM organises environmental seminars every year, given by six expert members of FIM's International Sustainability Commission, the CID, who come from different cultures and who each have a different area of experience in sustainability, bringing a broader vision of the subject to these events. Since the start of this programme, six Continental Unions have held these seminars. Among the accredited countries are the USA, Canada, Mexico, Guatemala, Venezuela, Colombia, Brazil, Uruguay,

Peru, Argentina, Chile, Portugal, Andorra, Spain, Italy, Germany, France, Belgium, the UK, Poland, Finland, Switzerland, Morocco, Qatar, Japan, Indonesia, Australia amongst others.

The seminars focus on several areas: a general introduction to the FIM and its rules and regulations, followed by a deep-dive into a series of sustainability-related concepts, the environmental impact of events, mitigating strategies, the application of the Environmental Code, climate, the Sustainable Development Goals and how to evaluate the event. A series of case studies helps to give the students an idea of the possible situations that can arise at a real event. The students are evaluated on the basis of their participation in group tasks and a written test. Those who succeed obtain an Environmental Steward's licence, which is valid for three years. Every year, the material and the format of the seminars are reviewed by a dedicated working group made up of members of the CID.

Every accredited Environmental Steward is prepared to deal with the different situations that may occur both during the organisation phase and during the event and to ensure that the post-event phase is properly managed. The Stewards can also give seminars at national level, give introductory talks to riders and participants at competitions and put forward candidates for the FIM Environmental Award (now Environmental Trophy).



Randy De Puniet - FIM Environmental Ambassador visiting schools

In addition to these seminars, lectures are offered during specific events like Speedway training camps, Junior Motocross Championships and other events where CID delegates are present. Some Superlicence seminars for the Trial and Track Racing Commissions include explanatory talks about the Ride Green programme. Online education was introduced in 2017 with two webinars on subjects including 'Biodiversity and motorcycling sport'. As a result of the measurements taking during the pandemic in 2020, the system were rethink and in close proximity with the FIM academy a series of modules were developed and serve as a support for the education system. Now the CID counts with both Hybrid and presential seminars.

With the new Sustainability Policy, which includes a more social focus and is based on the premise of sustainable development, the sports and touring events organised by the Federations are viewed as a platform for passing on environmental messages. We believe that the events have the potential to leave a legacy to society and it begins with a campaign of environmental messages disseminated through the voices of the Ride Green Ambassadors.

Four campaigns to raise awareness have been organised since 2014, aimed at fans of the sport and other sectors. They have been implemented through the

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**ACCORDING TO THE LIST OF LICENCE HOLDERS ISSUED BY THE FIM ON 5 OCTOBER 2022, THERE ARE 192 OFFICIALS HOLDING AN FIM ENVIRONMENT STEWARDS LICENCE, REPRESENTING 53 FEDERATIONS. THESE NUMBERS REPRESENT AN INCREASE NUMBER IN FEDERATIONS.**  
”

Ride Green Ambassadors, spread via social media and broadcast on-site using videos on giant screens at MotoGP™ events. These messages have also been promoted at other events, especially in Trial, and featured prominently in official programmes.

The KiSS (Keep it Shiny and Sustainable) Programme include an element of education and engagement. One of the main aims of the programme is to send out short and impactful educational messages to event participants and fans. Sometimes local schools and universities are involved as well. In Barcelona, for example, a painting competition for 8 to 12-year-old children has been organised every year since 2014 to promote environmental awareness in connection with sports events, with the winners having the chance to meet an Environmental Ambassador. Randy de Puniet and Marc Márquez have been the driving force behind this project.

As the Ride Green programme has evolved, the educational element has been stepped up through discussions and conferences, the first of which was held in Vilamoura, Portugal in 2000, and the second in Monte Carlo in 2012. The most recent, the FIM Women and Sustainability Conference, was held in Spain in 2015 ahead of the FIM Gala and led to the signing of the Jerez Declaration.

45  
YEARS  
AGO

PRINCIPLE 19'

Education in environmental matters, for the younger generation as well as adults, giving due consideration to the underprivileged, is essential in order to broaden the basis for an enlightened opinion and responsible conduct by individuals, enterprises and communities in protecting and improving the environment in its full human dimension.

It is also essential that mass media of communications avoid contributing to the deterioration of the environment, but, on the contrary, disseminates information of an educational nature on the need to project and improve the environment in order to enable man to develop in every respect

.....  
!Declaration of the United Nations Conference on the Human Environment, Stockholm 1972



# FROM NAIROBI TO LAUSANNE

## REAFFIRMING THE COOPERATION BETWEEN UN ENVIRONMENT AND THE FIM

The United Nations Environment Programme (UNEP) represents over 40 years of history and work devoted to the environment. The agency came into being during the United Nations Conference on the Human Environment held in Stockholm, Sweden in June 1971 and is recognised as one of the successful outcomes of this important event.

According to its own website, UN Environment is "the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment".



2006 UNEP Global Forum Lausanne – From left to right: Vito Ippolito, Achim Steiner, Guy Maitre, Giancarlo Pasini and Alex Goldenberg

In 1994, UN Environment, through its Division of Communications and Public Information, launched its sport and environment programme. The main emphasis of this initiative was on the power of sport to raise awareness among its thousands of spectators in support of sustainable development. That same year, the FIM published its first Environmental Code, approved during the General Assembly in Kuala Lumpur. Since that time, UN Environment has forged important alliances in the sports world, for instance with the International Olympic Committee, starting some 20 years ago, and supported major events such as the Olympic Games in Sydney in the year 2000.

It has also formed partnerships and embarked on programmes with major International Sports Federations such as the Fédération Internationale de Football Association (FIFA). Among UN Environment's objectives was the promotion of major encounters between the world of sport and the supporters of the environment, including various forums such as the one held in Nairobi, Kenya, in 2005. We remember perfectly when Giancarlo Pasini, former Chairman of the Commission, informed the Commission that he had attended this Conference together with the CIE Coordinator Alex Goldenberg, as delegates of

the FIM. The Conference was organised by the International Olympic Committee and UN Environment with the involvement and support of many other organisations. "It was very important for the CIE to attend this conference, as we were at the vanguard of the move to connect sport and the environment, and already had something to show for our efforts!" Giancarlo tells us that, on their return from the Forum in Kenya, the CIE worked very hard to reach an agreement between the FIM and UN Environment and much correspondence and material was exchanged in pursuit of this objective.

Lausanne has the moniker of the 'Olympic City' and many international organisations have their headquarters in the surrounding region. There is also a university devoted to sport. Towards the end of October, the chilly air that comes down from the Alps facing the city crosses Lake Geneva and cools the temperatures significantly. In October 2006, Lausanne hosted a large number of delegates from different sectors of the sports world for the Global Sport and Environment Forum. The main theme was "Mainstreaming the Environment in Major Sport Events". Representatives from different sports communities came to Lausanne to present their programmes, focused on "healing the environment".

Among them was Tatsuko Okada, Executive Director of Global Sport, Glenn Bourke, CEO Volvo Ocean Race, many representatives of International Sports Federations and senior UN Environment Officials, including Achim Steiner, UN Environment's Executive Director at the time.

For the first time, the FIM presented its contribution to the partnership between sport and the environment, a particularly ambitious contribution considering that the FIM was part of the motor sports world.

Alongside Tony Diamantidis, Executive Director of the Athens Environmental Foundation and the World Olympians Association, Leigh Steinberg, President, Leigh Steinberg Enterprises and Daniela Rubi Papi, President of The PEPY Ride, FIM President Vito Ippolito gave a presentation with reference to the recently approved FIM Environmental Code during the panel discussion headed "Environmental Awareness: the Example of the Federation Internationale de Motocyclisme (FIM)", and explained how sport could be used to promote positive action for the environment. The panel discussion was moderated by Tatsuko Okada. The FIM President's presentation centred on the impact of the FIM Environmental Code on sporting events, and on the creation of the CIE. He also touched on experiments with alternative energies.



Marc Marquez – MotoGP™ World Champion & FIM Environmental Ambassador

After the Forum, in Lausanne's historic Olympic Museum, a Memorandum of Understanding between FIM and UN Environment was signed by both partners. Present at the ceremony were Achim Steiner and Vito Ippolito, as well as Giancarlo Pasini and Alex Goldenberg for the FIM and other representatives of UN Environment. The Memorandum was signed again in Spain for a further three years and then again in 2015 to run until 2018.

**“** *The Memorandum is based on the recognition that both institutions share common objectives* **”**

The Memorandum is based on the recognition that both institutions share common objectives with regards to conserving, protecting, enhancing and supporting nature and natural resources, including promoting biological diversity worldwide, and a wish to collaborate further towards these common goals and objectives, within their respective mandates and governing regulations. The FIM has committed to supporting campaigns promoted by UN Environment, such as World Environment Day (WED) and the Stop Food Waste campaign, and to provide active participation on the part of the FIM Ride Green Ambassadors for the various programmes.

## FIRST FOREWORD FROM UN ENVIRONMENT IN THE FIM ENVIRONMENTAL CODE

Motorcycling epitomises freedom, adventure and love of the outdoors. Nonetheless, it is also a potentially destructive and polluting pastime. By promoting its Environmental Code the Fédération Internationale de Motocyclisme (FIM) has shown an admirable sense of responsibility from which other sports associations can draw inspiration. FIM's history of caring for the environment, marked by the adoption of its environmental code in 1994, coincides with the inception of UNEP's own sport and environmental programme, which is dedicated to incorporating the principles of sustainability into the world of sport and using sport to raise environmental awareness among all the communities and cultures. Partnerships, such as that which UNEP has forged with FIM, are essential to our strategy. The December of 2006 Memorandum of cooperation between UNEP and FIM, signed at the Global Forum for Sport and Environment, in Lausanne Switzerland, will enable our two organisations to work even more closely together to encourage people to protect the environment.

### ACHIM STEINER

UN ENVIRONMENT, FORMER  
EXECUTIVE DIRECTOR



**ALEX GOLDENBERG**  
(SWITZERLAND)  
FORMER CID COORDINATOR



I had the pleasure of working as Coordinator of the International Environment Commission (CIE, now CID) for 10 years. During that period, I worked with two Directors (Giancarlo Pasini and Kattia Juárez Dubón) and with the Commission members, all from different national motorcycling federations. This fantastic experience gave me the opportunity to implement several projects that have helped to reduce the environmental impact of motorcycling sport while experiencing unforgettable human encounters.

One of the most exhilarating projects was the creation of a partnership with UN Environment (United Nations Environment Programme) which started with a chance meeting with UN Environment Director Eric Falt at the World Conference on Sport and the Environment in Nairobi in 2005. Following this discussion and several coordination meetings, the shared willingness of both organisations to work together in the field of sustainable development took concrete form with the signature of a Memorandum of Understanding which has since been renewed several

times. Thanks to this agreement, the important work done by the FIM, through the CIE, to promote more environmentally responsible sport was recognised at international level, allowing us to continue our awareness-raising and innovation efforts and bring them to the attention of a much larger audience.

I also had the privilege of contributing towards the creation of the Ride Green slogan and its logo which helped to give greater visibility to the CIE's actions, the celebration of World Environment Day (5 June) at various FIM events, the involvement of top motorcycle riders in our actions on the ground to raise fans' awareness and the establishment of the KiSS (Keep It Shiny and Sustainable) programme.



# WORLD ENVIRONMENT DAY

# ONE DAY TO CELEBRATE A YEAR LONG ENGAGEMENT



2008 WED, Motegi (Japan)  
Riders from left to right:  
Adam Raga, Takahisa Fujinami,  
Toni Bou

So many happy memories! Adopted by the FIM following the signature of the first Memorandum of Understanding with UN Environment, World Environment Day (WED), is when the FIM celebrates the environmental actions promoted by our member Federations, the teams, circuits, organisers, etc. From year to year, the themes change and the idea is to look for actions that not only create awareness within the FIM family but also have a practical significance. At the start, the focus was on 'anchor' events that represented the FIM's commitment to the environment and captured the attention of international sport and of the press. As is the case with any project, there was criticism at first, including from within the institution itself, based on the idea that we should care for the environment every day, and WED is just one day. The truth is that the Commission understood very well the significance of that day and continued to promote it with its real meaning, which is to cele-

brate and pay tribute to the efforts made throughout the year. At the start of the season, the FIM President sent a letter to all FIM affiliated national federations. The idea was that organisers of events taking place around 5 June should organise something special to celebrate WED, with activities such as tree planting, educational initiatives and family photographs with banners. Since then, there have also been prestigious celebrations such as the inauguration of the first Ride Green corner at the Circuit of Barcelona Catalunya and an event to raise awareness about the illegal wildlife trade. Ride Green Ambassador Marc Márquez was involved in the event, along with other sports stars including the footballers Yayá Touré and Neymar Jr. Recently, a tree planting ceremony with Marc Márquez and a group of children representing Plant for the Planet attracted some 77,000 likes on Instagram and thousands of retweets.

Since the FIM has been able to count on the support of the Ambassadors, its celebrations of WED have gained considerably more support among the motorcycling community. In 2017 all the Ambassadors posed for a photograph in support of the UN Environment campaign #Iamwithnature showing them at their most natural and relaxed. Today, we can say that these celebrations have become a massive awareness-raising vehicle and a platform for engaging fans with the programme. Since 2016, the Circuito of Barcelona Catalunya has been supporting Nature Week, a project launched by the Association Xarxa de custodia del territori. This project was set up to promote the organisation of activities in Catalunya and raise awareness among the population of the need to preserve nature and the land.

The support and encouragement received from UN Environment has been an invaluable help to the CID over the years.



# THE FIM SUSTAINABILITY WEEK

## WHAT IS 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.

## THE FIRST SUSTAINABILITY WEEK INCLUDED ACTIVITIES SUCH AS:

- ③ The announcement of the partnership with CAKE industry leading manufacturer of electric motorcycles
- ③ Incorporation of Jeremy Sewer as FIM Environmental Ambassador
- ③ A forum about the KISS program
- ③ World Environment Day celebrations
- ③ Awareness campaign Foros in different continental unions.

The pandemic was declared in March 2020, just after the Geneva meetings in February of that same year. After the WHO declared a pandemic, the FIM began cancelling all events, and a whirlwind of press releases announced the suspension of events every day. Hundreds of human and material losses throughout our community, and several campaigns arose as well as contributions from moto clubs and federations with front-line personnel, supplying articles and food to remote villages, and donating glasses. Several circuits turned to community help, and many FIM members actively participated in different projects and activities to contribute to resolving de problems derived from the pandemic. It seemed that sustainability was taking a back-seat. Regardless, all this time of reflection and resilience changed many corporations and governments. After the first waves of the virus, greener and more resilient returns emerged. This was also the case in sports. We returned with project ideas we would present when we were allowed to return.

In the letter sent by President Jorge Viegas to the Federations

on the occasion of the first Sustainability Week, we have re-vamped our sustainability strategy after a long year of extraordinary situations. We have analyzed the priority areas we will focus on over the next five years. We have aligned this strategy with the global objectives. One of the priority areas is raising awareness about the importance of preserving our shared path, our planet, how to protect it, and how to restore it.

In January 2021, the 2020 General Assembly and the Board of Directors were held. Very few attendees, the indispensable ones, and those who did not have many travel restrictions. The General Assembly was held online from a television studio outside Geneva.

In times of COVID, On January 26 of, 2021 the FIM Board of Directors approved the FIM Sustainability Week (1)

**“ 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 RAISING AWARENESS IN OUR GREAT FAMILY. ”**

*JORGE VIEGAS  
JUNE 2021*

## PROJECT OF SUSTAINABILITY WEEK 2022

**MONDAY**  
30/05/2022

Launch of the Sustainability Week in collaboration with FIM Women in Motorcycling Commission.

**TUESDAY**  
31/05/2022

Press and social media coverage in collaboration with all the personalities and riders who were, are and will be part of the Ride Green family.

**WEDNESDAY**  
01/06/2022

Announcement of the collaboration with ATPI as Neutral Carbon Sponsor.

**THURSDAY**  
02/06/2022

Launch of Sustainability Strategy together with FIM Endurance World Championship.

**FRIDAY**  
03/06/2022

Maria Herrera becomes FIM Environmental Ambassador.

**SATURDAY**  
04/06/2022

A special activation to educate young generation was organized by “Scuderia Castello Blanco” in Portugal. A full day of activities in the nature, on electric bikes and following sustainability inductions.

**SUNDAY**  
05/06/2022

World Environmental Day celebratio on all FIM channels.



# CELEBRATING THE ENVIRONMENT



RIDE  
GREEN



**JILL SAVERY (USA)**  
OLYMPIC GOLD MEDALLIST  
AND SUSTAINABILITY ADVISER

The FIM Environmental Award was one of the first awards from the international sports community to recognise achievements in sport and the environment, and this highlights the FIM's long-standing dedication to reducing the environmental impact of motorcycling. Various individuals and organisations from around the world have been recognised for their contributions and innovations in sustainable sport. It has been a pleasure and honour for me to be on the FIM Environmental Award Jury.



# THE ENVIRONMENTAL AWARD READY FOR THE PODIUM?

**“In 2020 we had the opportunity to reflect and review the participation bases for this contest. One of the key issues starting this year was to align all the projects presented with the SDGs and also incorporate other elements that included the social sphere of sustainability. In 2019 the name of the Environmental award change to Environmental Trophy”.**

Presented since 1997, the FIM Environmental Award recognises organisations, federations, individuals, teams etc. who have made a significant effort to organise sustainable events with minimal impact and leave a social legacy in their community or region

Slowly but surely, interest in the Ride Green programme was growing. The FIM affiliated federations were demonstrating more and more interest in organising events that complied with the new environmental rules and policy.

In those days, especially outside Europe, motorcycling sports events did not meet the basic criteria for nature conservation and environmental management. There was no plan for managing solid or liquid waste, let alone dangerous waste. Events generated high levels of noise and contaminated the ground unthinkingly with spillages on land and into lakes and rivers. Woodlands were in-

discriminately destroyed to build parking lots and washing areas had insufficient drainage, to cite but a few examples of the organisational shortcomings that were rife at the time. The FIM's new environmental policy and regulations served to check and remedy, to a large degree, the organisational disorder of some of the events under the Federation's control. Gradually we became aware of a number of different organisers who, as a result of obligations imposed by local governments, national regulations or the FIM, or simply as a result of genuine concern for the environment, were pioneering the staging of environmentally friendly events.

1997	AMA	AMERICAN MOTORCYCLIST ASSOCIATION
1998	COE	DR. JACQUES ROGGE
1999	GER	CIRCUIT OF NÜRBURGRING
2000	DMU	DANMARKS MOTOR UNION
2001	ITA	MC CARNICO, TOLMEZZO, UDINE
2002	USA	NORTHLAND MOTORCYCLE RIDERS ASSOCIATION
2003	RSA	PHAKISA FREEWAY
2004	CBM	CONFEDERAÇÃO BRASILEIRA DE MOTOCLISMO
2005	GER	MSC ZSCHOPAU
2006	SUI	AUTO-MOTO CLUB DU SANETSCH
2007	FRA	MOTO-CLUB ANGÉRIEN
2008	GRE	AUTO MOTO CLUB OF SERRES
2009	BRA	CANASTRA TEAM
2010	ITA	TEAMBETTI MOTO
2011	MA	MOTORCYCLING AUSTRALIA
2012	ESP	CIRCUIT DE CATALUNYA
2013	FMA	FEDERACIÓ MOTOCICLISTA D'ANDORRA
2014	ITA	CIRCUIT OF THE AMERICAS, AUSTIN, TEXAS, & YAMAHA MOTOR CO, LESMO
2015	FMA	FEDERACIÓ MOTOCICLISTA D'ANDORRA
2016	ESP	CIRCUIT DE BARCELONA CATALUNYA
2017	GER	GREUENBROICH
2018	ITA	SKY OCEAN RESCUE - UN MARE DA SALVAR
2019	ESP	CIRCUIT DE BARCELONA CATALUNYA
2020		NO TROPHY BECAUSE DE PANDEMIA
2021	ITA	FEDERAZIONE MOTOCICLISTICA ITALIANA "A FAST RACE TOWARDS SUSTAINABILITY"
2022	PRT	ESCUDERIA CASTELO BRANCO. ESCOLA DE MINI ENDURO

## EVENTS WITH A GREEN TOUCH

Organisers of off-road events in particular began to incorporate this new perspective into their practices and, thanks to a combination of the advice provided by the CIE delegates and the ongoing training of officials, many of these events, particularly in Trial and Motocross, were identified as having taken on a "green touch".

In Trial, changes had already been made to the Organisers' Handbook, making it the first motorcycling discipline to include a series of environmental requirements for event organisers. In those days, it was necessary to provide incentives and show recognition for the efforts made.

## THE FIRST ENVIRONMENTAL AWARD IS BORN

The Award was put forward by the CIE in 1997 and approved the same year. The first country to win the prize was the United States of America. The Award was given to the American Motorcyclist Association "for significantly improving environmental awareness and sensitivity in the motorcycling community". In the early days, the Award was not promoted much and the CIE itself was tasked with proposing candidates. A secret ballot was held by the Commission to elect the winner, who also received financial support. The result was validated by a Vice President of the Board of Directors. Following visits by the CIE delegates to various competitions on different continents with a good reputation for organising events, reports of good environmental practices slowly began to trickle in. This was a real novelty in a world where the terrain had previously been fairly hostile to this type of concern.

Pioneering event organisers were incorporating waste management systems, including recycling, and races with motorcycles that ran on alternative energies such as methanol. Participants formed special teams to clean rally routes in Brazil, while events in the USA developed exceptional environmental management on sensitive terrains.



# International Accolades'

*AMA Receives FIM Environmental Award for long record of service*

►THE AMA HAS been awarded the Federation Internationale Motocycliste's (FIM) Environment Award for significantly improving environmental awareness and sensitivity in the motorcycling community.

This is the first time the award has been given since the FIM formally adopted its Environmental Code in 1996. In announcing the award, FIM officials cited the AMA's 25-year history of bringing together federal officials, public land managers and off-highway motorcycle enthusiasts to provide motorized-recreation opportunities while protecting the environment. In addition, the group noted the Association's 73-year history of promoting noise-abatement programs aimed at road, off-road and competition motorcycles.

The award was presented to AMA representatives at the 1997 FIM Awards Banquet December 13 in Helsinki, Finland. Hugh Fleming, AMA member activities director and a vice president of the FIM, accepted the award on behalf of the Association.

"This award recognizes a lot of hard work on the part of the AMA in establishing programs and producing materials," notes Robert Rasor, AMA vice president of government relations.

"More importantly, though, the award validates the efforts of tens of thousands of road and off-road motorcyclists who have volunteered their time to build and maintain trails in harmony with the environment, participate in recreation planning sessions, or pitch in on trash cleanup, tree-planting and recycling projects. This award belongs to each and every volunteer."

<sup>1</sup>American Motorcyclist Magazine, Feb. 1998, p.18



## NATALIA GALLEGO ROBERT (ANDORRA)

ENVIRONMENTAL STEWARD,  
ANDORRA MOTORCYCLING  
FEDERATION

In 2001, I embarked on my journey as environmental Steward of the FMA (Andorra Motorcycling Federation), organising the World trial championship for Andorra, a tiny mountainous nation located in the heart of the Pyrenees. today, we are celebrating 16 years of volunteer efforts dedicated to organising trials in these mountains in the most sustainable way possible.

We are also proud that year on year, we have delivered significant improvements thanks to the help and growing involvement of the various players in these major motorcycle events (organisers, politicians, rider, teams, the general public...). After years of experience, our trial competitions have improved enormously from an environmental perspective, so much so

that Andorra has become a shining example of sustainability and has twice won the FIM environmental Award (in 2013 and 2015). Both personally and for a national motorcycle federation, this recognition is a great inspiration to continue "riding green!"

**Examples of environmentally friendly programmes and projects include, but are not limited to:**

- pollution prevention/recycling/ green purchasing
- reduction of greenhouse gas emissions
- generation or development of alternative energies
- energy and water conservation measures
- environmental management systems at events
- tree planting and green management
- environmental education
- the candidatures must be aligned with the SDGs
- Any other innovative environmental enhancement ideas or projects

### THE AWARD GOES GLOBAL

The Commission received a broad range of nominations, but soon it started to look for candidates who organised events that went beyond simply complying with the regulations, which by that time were considered an integral part of the competitions.

As the programme evolved, the number of entries received increased. The Award became so popular that some Continental Unions and National Federations created their own versions, while other sports federations took inspiration from the FIM to create their own environmental contests.

A change was needed, with a more impartial form of vote. In 2006, after the FIM Congress in Salvador de Bahia in Brazil, almost ten years after the creation of the Award, the decision was taken to convene an external, specialist jury in order to give greater value to the Award.

Jill Savery was one of the first jury members. As an Olympic Medallist and a Sustainability Consultant, she was the perfect choice to evaluate the candidates alongside representatives of UN Environment and the CIE Chair. Other members of the panel of experts included Denis Bochatay (Quantis), Even Wiger (FIA), Irene Samper (Economist and Sustainability Consultant), Erik Zeulner (Green Sports Alliance CEO), and Naysán Sahba (Director of UN Environment's Communications Division) and the Director of the CIE.

Later on, the basis for the Award was modified to focus on exceptional events with a more sustainable vision, and the concept of sustainability gradually found its place within the programme.

### RIDE GREEN TAKES TO THE STAGE!

The glamour of Monaco does not easily pass unnoticed, especially in December. The streets, buildings and shop windows are richly dressed in gold and snowflakes to accompany the seasonal festivities. Monaco is unique, and it formed the perfect backdrop for the FIM Gala and for presenting the Award to the Environmental Champions. In 2012, the award went to the Circuit de Barcelona Catalunya for its "Green Meeting Point" project. The winner was raised to the same level as the sporting champions, and the Circuit's representative, Vicenç Aguilera, climbed onto the stage accompanied by the five FIM Ride Green Ambassadors. Laia, Fuji, Randy, Alex and Marc were radiant, and three of them had won world titles that year. It was a very emotional moment and one of the most emblematic in the story of Ride Green.





# THE AMBASSADORS

## THEIR MISSION: BE A ROLE MODEL AND SPREAD THE MESSAGE OF THE RIDE GREEN PROGRAMME

**For every campaign with the Ambassadors, we use the storytelling technique, presenting simple and entertaining stories that speak to the fans, who go to an event race to have fun. The message must be direct and easy to understand but reflect the serious nature of the subject. We have turned our Ambassadors into superheroes whose mission is to save the planet!**

The idea of recruiting riders first emerged in Latin America with the so-called "Ecoriders". During the 2000s, it was not easy to get the environmental message across. We had no resources and we were not well received in many places. We had to find a way of bringing the top riders into contact with our pro-

gramme and presenting the new regulations in a different format. We presented the programme to Vito Ippolito and Lincoln Duarte, then President and Vice President of the ULM (now known as FIM Latin America), but still the project did not really get off the ground. Nevertheless, we made several attempts to in-

volve riders, especially in the offroad disciplines. We made a few home videos with Fernando Whan from el Salvador and Pedro González from Venezuela, both from Enduro. Social media was starting to take off and became a useful tool, but the Ecoriders did not last long.

“ **THE ARRIVAL OF THE AMBASSADORS GAVE THE PROGRAMME A TOTALLY NEW LOOK. THEY BROUGHT COLOUR, WARMTH AND A LOT OF LAUGHS. RIDE GREEN HAD FOUND ITS VOICE** ”

FROM ECO-RIDERS TO AMBASSADORS

With that first project in mind, when I became director of the CIE, I realised that we needed a voice, with leading figures who could spread the word. The riders found the environmental regulations a drag and the organisers found them a burden. So how could we give our message momentum? It was obvious that we needed famous riders to set the example. And that is how the Ambassadors project was born. We just needed to find the ideal representatives. It was after a race in Phillip Island in 2011 that Mirco Lazzari posted a photo online of Marc Márquez with a baby penguin in his arms. This was a sure sign that we had found the right person to help us launch the project.

Meanwhile, the State of Qatar was growing fast. Doha was like one big architecture competition and the Losail circuit literally shone. It was even visible from outer space! It was here that Ignacio Veneda, then FIM Sports Director, introduced me to Juliá Márquez, father of rider Marc Márquez. When I talked to him about the project, he advised us to talk to Marc's manager, Emilio Alzamora. We sent him the project document and two races later, Marc Márquez (SPA) became the FIM's first Environmental Ambassador. He was followed by Ms Laia Sanz (SPA), who rode in both Trial and Enduro, and Takahisa Fujinami San (JAP), also a Trial rider. Little by little, we formed the group that includes Randy de Puniet (FRA), who was riding in MotoGP™ that year, and Enduro World champion Alex Salvini and Greg Hancock, who joined a little later. In 2020 after a fantastic contribution in KISS Atacama, Pablo Quintanilla, rally raid rider was appointed as an ambassador followed in 2021 by Jeremy Sewer motocross rider and a magnificent piano player. In 2022 was the opportunity for María Herrera who at that time was a rider of the ENEL MotoE World Cup.

MONTE CARLO, THE AMBASSADORS' GREAT MOMENT

In December 2012, we managed to get all five Ambassadors together in Monte Carlo. We prepared interviews and spent a day giving them some training and

filming a video to promote the environmental code. That morning with the Ambassadors was an unforgettable experience. The group was beginning to gel and they had a fantastic time. In the end, we came to the conclusion that we needed a multicultural group, made up of men and women at the top of the sport who would lend us their voices to spread the word about our programme. The five young people went up onto the stage to present the FIM Environmental Award to that year's winners.

BLUE AND YELLOW MAKE GREEN

In 2013, Valentino Rossi joined the group. In spite of the small amount of time he had to spare, he took part in the campaigns and, during the Gran Premio de Valencia in 2013, we got the group together to take some photos for the following year's main campaign. In 2015, Greg Hancock from the Speedway sector also joined the group. With all the Ambassadors in place, we rolled out various awareness raising campaigns. We were given superb support by MotoGP™ Promoter Dorna, who helped us to produce the videos later shown on giant screens at the race circuits. One of the most successful campaigns was in support of the #stopfoodwaste initiative. The two Márquez brothers, Marc and Alex, who were both World champions in 2014, acted out a story that was both serious

and entertaining, and according to the promoter, the message reached 30 million spectators. One of the highlights of the programme was seeing Marc Márquez appear on the homepage of the United Nations website among personalities like former UN Secretary General Ban Ki-Moon, former UN Under Secretary General and Executive Director of UN Environment Achim Steiner and Dr Janet Goodall, UN Messenger of Peace. The Ambassadors have worked on a range of projects and activities, such as visiting schools close to the circuits, visiting recycling plants, talking to children, presenting prizes to winners of painting competitions, auctioning off bikes, posting messages on social media, attending the United Nations General Assembly, filming for hours on end and signing lots of products for charitable purposes. Alex Salvini also had the opportunity to present the programme to HRH Prince Albert of Monaco during the United Nations General Assembly in Nairobi, Kenya. More recently, in 2016, Marc Márquez was considered as part of the UN Environment Champions' team alongside football stars Neymar Jr. and Yayá Touré. Over these few years, the FIM's Environmental Ambassadors, known internationally as simply the FIM Ambassadors, and their actions have reached a huge number of people and gained broad recognition throughout the world of sustainable sport.

The Ambassadors are men and women who practise motorcycling in all disciplines of the sport and are close to, and identify with, humanitarian or socially responsible causes. They are invited to contribute with their image and prestige through messages and other actions to raise awareness among the motorcycling community, sporting and non-sporting, worldwide.

The Ambassador lends his or her voice to the cause and uses his or her talents and fame to transmit environmental messages previously defined by FIM's communications and sustainability experts. The main purpose is to educate people and raise awareness about environmental issues.

Some of the main messages concern the good environmental practices described in the FIM Environmental Code, and the promotion of and participation in special activities for World Environment Day. The Ambassadors participate in promotional video clips to create awareness amongst the community. The messages are not addressed only to the motorcycling community; the idea is to reach and involve other sectors of society as well..



FIM Environmental Ambassadors (from left to right) -A. Salvini, T. Fujinami, G. Hancock, R. de Puniet



# GETTING TO KNOW THEM



**ALEX SALVINI**  
FORMER ENDURO RIDER FROM ITALY.  
RALLY RAID RAIDER  
5 September 1985

For me, being a Ride Green Ambassador is very important and it makes me so proud! I'm a professional Enduro rider which means that I spend a lot of time in contact with nature. I walk, I ride, I train and I race in the natural environment so I understand that it is really important to respect nature and our natural surroundings, and I am the first to try to do that!



**TAKAHISA FUJINAMI**  
FORMER TRIAL RIDER FROM JAPAN  
HONDA TRIAL TEAM MANAGER  
13 January 1980

For me, it was an honour to be appointed FIM Ride Green Ambassador. I very much enjoy working to help the planet, which is our future and that of our children. I realise that it is a responsibility that we as athletes have towards society and which I share and enjoy with my family. Passing on this message of responsibility for the planet to the sporting family will have a very positive impact on society. We hope that our fans and supporters will follow in our footsteps.



**GREG HANCOCK**  
FORMER SPEEDWAY RIDER FROM THE USA  
3 June 1980

Being a Ride Green Ambassador is a great pleasure and one that I truly believe in. For me it begins at home where my family and I live a healthy, organic and eco-friendly lifestyle. The world is forever changing and I really like to see even our grass roots sports stay clean and organic.

Within motorsport, there is of course noise, dirt, oil and many different types of fuel being mixed into our environment but that's also what makes motorsport what it is today, that combined with keeping the ra-

cing surroundings clean from trash, bottles, cans and plastics will make for a better world all around. We still need to protect the land and environment for ourselves and our kids in the future, so we have to be more conscious in the ways that we can potentially pollute the environment. We remind our kids to think about the environment daily. Stay clean and green. #ridegreen



**LAIA SANZ**  
FORMER TRIAL, ENDURO AND CROSS-COUNTRY RALLIES RIDER FROM SPAIN  
11 december 1985

We motorcycling lovers are just as much lovers of nature, as that's where we spend most of our time: training, competing and living. For me it is an honour and a source of satisfaction to be part of the family of the FIM's Environmental Ambassadors. Through this work, I can convey and pass on to the world the values we need to care for our planet. I would like to congratulate the FIM on these 30 years devoted to the ride Green project, for all the work that has been done and everything we still have to do. So here's to many more years to come!



**MARC MÁRQUEZ**  
MotoGP™ RIDER FROM SPAIN  
17 February 1993

I am very proud of being a Ride Green Ambassador for the FIM as it's given me the chance to help protect nature, something that's absolutely crucial in today's world. Ride Green has a fantastic group of Ambassadors and we all have a great time when we get together to film or campaign. One of the things I like most about being an Ambassador is meeting young people and sharing a positive message with them about preserving the planet. I am thrilled to see how positively they respond. We are aware that with motorcycling, like with any other Grand Prix, we leave a negative impact in terms of carbon emissions, but we hope our campaigns can help minimise the damage and make people



**RANDY DE PUNIET**  
ENDURANCE RIDER FROM FRANCE  
14 February 1981

I feel very lucky to have been involved in many great Ride Green campaigns over the years. For me, it's the perfect way to combine my passion for motorcycling with my strong desire to help protect the sport – and the planet – for children and future generations. One of the highlights so far has been visiting schools in France to speak to pupils about motorsports and the environment, and to encourage environmentally responsible behaviour. I look forward to being part of many more fantastic campaigns in future.





#### **PABLO QUINTANILLA**

RALLY-RAID RIDER FROM CHILE

10 December 1986

Today the environment is something that concerns us all as a society, for this reason it is very enriching to know that our sport has a great focus on protecting nature.

I consider that the voices of the Ambassadors are a powerful force that can captivate millions of fans. Sport represents a very valuable vehicle for the promotion of attitudes that are simple to adopt but represent a major contribution to the crisis and to mitigating climate change. I am thrilled to have been appointed as an FIM Ride Green Ambassador. It is an honour for me to join this great team of riders who are committed to protecting the

environment and respecting the natural landscape in which we compete. Our sport is beautiful and a big challenge at the same time. The motorcycle connects us to nature and allows us to realise just how important it is to preserve it around the World.

*Pablo Quintanilla*



#### **JEREMY SEEWER**

MOTOCROSS RIDER FROM SWITZERLAND

18 July 1994

I am pleased to have been appointed as an FIM Environmental Ambassador. It is an honour to be part of this select group of riders from all disciplines who have a great track record of social responsibility. As influencers and as professional riders we have the responsibility to set an example and to contribute to conserving our land, our planet. Because we are all users, and we must respect our resources in order to give future generations the opportunity to enjoy sport. If we achieve a sustainable sport, we will be able to preserve our circuits and provide the opportunity for our young riders to enjoy it just as we do.

*Jeremy Seewer*



#### **MARIA HERRERA**

MotoE RIDER FROM SPAIN

26 August 1996

Obviously I am thrilled and proud to have been appointed as an FIM Environmental Ambassador. To join this elite and hand chosen group of riders who have such a great record on the track but also in terms of responsibility with the society is a real honour for me. As a rider, and in particular a female rider, who is competing in one of the most major motorcycling electric championships in the World I know that I can influence others, and therefore I want to use my visibility and my voice to promote sustainability in all forms. How we act today will impact on future generations, so it is our joint responsibility to live and ride in a sustainable way.

*Maria Herrera*



# THE TRANSITION

## FROM ENVIRONMENT TO SUSTAINABILITY

In November 2016, during the FIM General Assembly in Berlin, the Commission's new name was approved. Since then, the Commission has been called the International Sustainability Commission (CID).



Valentino Rossi - KISS Misano (Italy) - 2016

We had been mulling over this since the CIE Bureau meeting in 2012, but on that occasion, the CIE Bureau could not reach a unanimous decision. Some Commission members were unsure about the direction we wanted to take; simply 'protecting nature' and talking about the environment fell short of what we were trying to do.

We worked jointly with Peter Gregory and Sultan Zaher Al-Muraikhi to convince the rest of the team that a unanimous decision had to be reached. We would only be able to convince our group with concrete examples and genuine achievements.

“  
**THE DEBATE  
 AROUND  
 SUSTAINABILITY  
 AND SUSTAINABLE  
 SPORT WAS  
 GAINING PACE**  
 ”

Meanwhile, the debate around sustainability and sustainable sport was gaining pace. In the United States, we were witnessing a virtual frenzy of sustainable sport. The FIM, as pioneer in the field of sport and the environment, needed to lead the way to the next level: sustainability. We had already firmly anchored the environmental pillar in our work, but we needed to incorporate two other pillars of sustainability, namely the social and economic aspects.

At the FIM, given the large number of championships in our portfolio, the diversity of cultures involved and the many and varied national legislations that we had to adhere to, it is not easy to move forward. Our affiliated national federations also had many championships under their jurisdiction so we had to move gradually with the changes we wanted to introduce. One obstacle we encountered was a misinterpretation of the 'social' pillar of sustainability. Various people expressed the view that the CIE should not venture into that sphere and many confused the social dimension with philan-

thropy. We needed to find a formula that would enable us to lay down the foundations for organising sustainable events.

### THE CATALUNYA CIRCUIT HELPS US DELIVER MORE THAN ENTERTAINMENT

The Circuito de Barcelona Catalunya ("Circuitcat") has been working to sustainable principles for many years now and has become one of the benchmarks for circuits with its ISO 14001 certification. One of the programmes implemented there is the "Green Meeting Point", and it was because of this that we pooled our efforts and applied the first brushstrokes to our blank canvas, i.e. how to create events that included all three pillars of sustainability.

The circuit was already working closely with the local community and had considerable experience with sustainable transport, which was perfectly in line with our policy of reducing the carbon footprint of our events. The circuit was also open to working along these lines in tandem with the FIM.

Our first attempt at organising a full 'green' event and at implementing the FIM's Environmental Code, was a success, as we produced the kind of sustainable sports event that we had been seeking. In addition to adhering to our code, we abided by the circuit's own ISOcertified management system, which covered environmental disposal of waste and sustainable transport initiatives. We also carried out awareness raising efforts at local schools in coordination with the FIM Ride Green Ambassadors.

However, our first Green Meeting Point exhibition was not an unmitigated success! It was a scorching hot day, the facilities were not fully operational and the icing on the cake was the location of the information desk, which was totally unsuitable. Nevertheless, on that suffocating summer's day, we and the circuit's working group were able to see the great potential of this idea to attract fans and organise events that delivered more than mere entertainment.

# THE KISS PROGRAMME

KEEP IT SHINY AND SUSTAINABLE

### UNDER THE TUSCAN SUN

If you have had the opportunity to travel through Tuscany, in Italy, and experience the scents, the flavours and the vivid scenery for yourself, you should consider yourself highly privileged. That privilege is shared by over 100,000 spectators who visit the famous Italian Mugello circuit every year. The circuit nestles among the picturesque Tuscan hills, with their patchwork of different shades of green and their scents of rosemary and basil. Every year during the race weekend, and every morning on the way from the Hotel Marraini in the little village of Ronta, close to the circuit, we experience the joys of meandering through the glorious landscapes and taking shortcuts through secret byways known only to the event's most assiduous visitors.

The beauty of Mugello inspired Marco Riva, General Manager operations for Yamaha, and a working group at the circuit, including Director Paolo Poli, to solve the impact generated by the event and especially the litter left behind at the end.

Yamaha Motor racing (YMR) has an excellent record of sustainable management and their operations comply with ISO 14001. In 2011 we began to discuss their EHS (Environment, Health and Safety) management system and subjects of mutual interest, with a view to working on a programme together. Marco was a key link in the chain that was in the process of being forged, especially for high-profile media events like MotoGP™.

On 6 March 2013, we organised a meeting at the FIM headquarters attended by Marco Riva, Vito Ippolito, Ignacio Verneda, Steve Aeschlimann and Alex Goldenberg. Marco Riva's ideas, combined with our new focus on event organisation, led to the creation of a new project. The meeting generated many ideas and potential avenues but needed a catchy name.

Taking our cue from the expression "Keep it simple and stupid", which originated in the US Navy, we adopted the initials of this acronym, KiSS, to describe our own objective: to Keep our events Shiny and Sustainable.

And so KiSS (Keep it Shiny and Sustainable) was born. It was immediately adopted by the FIM, becoming a flagship programme for motorcycling sport.

### THE FIRST KISS

The aim of the maiden event in Mugello was to educate spectators and bring about a change in behaviour and values. Early ideas for rolling out this event were starting to emerge: the circuit proposed a Smart Box that later became the KiSS Kit. The kits contained an information leaflet and bags for rubbish in three different colours. Initially, 5,000 kits were distributed, notably to those camping at the circuit. About a dozen distribution points were set up at key spots and Yamaha agreed to support the initiative with videos of Jorge Lorenzo and Valentino Rossi. The idea was that, going forward, each event would be sustainable and look for its own partners. We were aware that a change in behaviour could take several years to stick, but we were able to witness a slight improvement in the state of the circuit after the competition.





*It is very important to underline that one target of the KiSS project is to measure the reaction of the spectators while promoting a change of behaviour through the use of existing facilities and organisation of Mugello Circuit. We have the aim of seeing the circuit left visibly cleaner (or less dirty) and measuring the impact in terms of waste recycling (compared with 2012 data). The MotoGP™ Community and especially Yamaha's riders will encourage the spectators to act sustainably in a smart way before the event using social media (Twitter and Facebook).*

**Letter from Marco Riva  
April 2013**

The event was a success but we knew that the road ahead was long and, as at the beginning of any journey, we would have to learn from our mistakes and capitalise on the positive experiences. Most importantly, we would also have to report the results.

Little by little, other circuits joined the KiSS programme which was tailored to the needs of each location. The particularities of Mugello are not the same as those of MotorLand Aragon or the circuit of the Americas (COTA). Similarly, the challenges of MotoGP™ are not the same as working in Trial. Each event that sported the KiSS mantle had to tailor it to fit their needs.

Although Mugello was the pioneer of the programme, each edition has its own character and with each organiser, the programme team sets up totally different plans of action. Circuits have incorporated some of the ideas from the Mugello model while innovating in other areas.

#### INSPIRING WITH KISS

With its innovative approach and the support it received from the MotoGP™ Promoter, Dorna, Yamaha, the Circuit and other local partners, the first KiSS in Mugello unleashed a positive media storm.

Other circuits followed suit. In 2013 there was a KiSS at MotorLand and in 2014 Barcelona, COTA and Valencia joined the ranks. Other disciplines also signed up to the project:

- ✓ The first KiSS in trial racing was staged in Andorra and Speedway was not far behind with KiSS Varkaus;
- ✓ In 2016 the first KiSS project was organised in enduro, at the FIM International Six Days of Enduro (ISDE) in Navarra, Spain;
- ✓ In 2017, Paijanne in Finland hosted a KiSS event at a round of the FIM Enduro World Championship;
- ✓ Just recently the 2017 KiSS programme travelled to South America for KiSS Chachagü at a Supermoto event in Colombia.

In 2019 it was an important date for the KiSS program, the first rally raid and in South America it was organized in Atacama. Atacama left a great legacy to the community and to the programme of environmental ambassadors with Pablo Quintanilla who was signed the following year and became ambassadors representing the rally discipline together with Laia Sanz. KiSS has also been present at various international symposia and conferences, including the Green Sports Alliance Summit in Houston in 2016, the Sallone CSR e Innovazione Sociale at the Bocconi University in Milan, Italy, the Sustainable Innovation in Sport symposium in Berlin, Germany in Feb-

ruary 2017 and at the McCoy College of Business Administration of Texas State University.

#### WHAT MAKES KISS SO SPECIAL?

Was it love and passion or was it perseverance? Or was it persistence and commitment that made this project such a special phenomenon? All those factors played an essential role, but for an event to be sustainable, we must also be pragmatic and give the enterprise a clear focus. Above all, you have to be convinced by your own social responsibility policy and your sustainability policy. Involvement of senior management is key to the successful rollout of the event. That is why the participation of MotoGP™ sponsor Dorna, the management of the various circuits and their teams, the volunteers, the federations, the riders, the public, local government, etc. was vital for the success of this project. Evaluations were commissioned after two major KiSS events and conducted by specialist companies.

#### THE LEGACY OF SUSTAINABILITY

A KiSS project is tailor-made to fit a particular sports event. In truth, to mitigate environmental impacts and take into account the various social, educational and cultural dimensions of the organisers and the public, while respecting local traditions and culture, it is necessary to look for the most appropriate measures in each case.

Any action taken at an event in the name of being 'green' must be defined in terms of the three pillars of sustainability: social, environmental and economic. Motorcycling events can be much, much more than mere entertainment and competition, and can leave a real legacy for society.

#### A NON-EXHAUSTIVE LIST OF SOME OF THE MOST POPULAR ACTIONS ORGANISED AS PART OF A KISS PROGRAMME:

- ✓ Sound level tests on motorcycles
- ✓ Prevention of water and soil contamination (environmental mat and suitable containers, plus appropriate vehicle washing areas)
- ✓ Application of the FIM Environmental Code
- ✓ Promotion of local culture
- ✓ Carbon offsetting
- ✓ Volunteering with local universities
- ✓ Reducing use of plastic bottles
- ✓ Water supply for fans
- ✓ Involvement of fan clubs
- ✓ Ambassadors' messages
- ✓ Fan engagement
- ✓ Environmental education
- ✓ Zero km catering
- ✓ Hospitality units with bio catering
- ✓ Collection of used kitchen oils
- ✓ Collection and donation of excess food
- ✓ Upcycling unwanted items
- ✓ Recycling
- ✓ Solidarity
- ✓ Cultural promotion
- ✓ Joint activities with local government
- ✓ Joint activities with UN Environment and support for WED
- ✓ Sustainable transport, reduction of carbon footprint



**THIERRY MICHAUD (FRANCE)**  
FIM TRIAL COMMISSION  
DIRECTOR

#### TRIAL - A VERY ENVIRONMENTALLY FRIENDLY DISCIPLINE

Motorcycle Trial is a very environmentally friendly discipline in view of its low carbon footprint and extremely low level of noise. Nevertheless, in order to ensure that it survives as a sport, it is necessary for society to become aware of the possible improvements that can be made in the way it interacts with nature. The KiSS programme, with actions organised in the context of our FIM Trial World Championship, is therefore a very helpful communication vehicle for our

discipline as it makes our many stakeholders more aware of their responsibilities. Through KiSS, organisers, riders, the various industries and also the volunteer officials and the public become involved in this process of improving the way we treat the environment, and the way they all perform their roles.

In Trial, the participants ride through what we call Sections that are set up in natural surroundings. The obstacles are 100% natural and situated in very small but attractive areas of the countryside. It is therefore all the more important to ensure that these areas are well prepared, taken care of and left in an even better condition than they were in before the event, through actions that can be described as a positive contribution to the environment.

We have been able to observe a real growth in awareness as reflected in people's behaviour at FIM events which demonstrate that Trial and nature are fully compatible on a day to day basis thanks to simple gestures of respect.

But we must persevere and go even further, particular when it comes to reducing sound levels, so that Trial can be even better integrated into natural spaces including those close to built-up areas.

**Long live Trial!**



# THE FUTURE

PREPARING THE PATH, REDUCING THE IMPACT



We are preparing for the future on the understanding that alternative energies have great potential to make major reductions in greenhouse gas emissions. The preparation of this roadmap towards a sport that is cleaner in terms of emissions, and minimising the impact of our events, was launched a couple of decades ago with the impetus of the Alternative Energies Working Group, chaired by Rob Razor and including representatives of various sectors of the FIM, including the Technical Commission, several Sporting Commissions and the CID. In 2011 another working group was also set up between the various International Federations governing motorised sports. Several meetings were held in Paris with input from the FIM, the FIA and the UIM. The discussions were pursued in Barcelona but this group did not manage to build any momentum.

The switch from fossil fuels to other types of fuels or the introduction of electric engines has been accompanied by other actions that help to minimise the impact of sports events, which are already incorporating the promotion of public transport or sustainable transport as ways of reducing the overall footprint of the event. At the same time, the major teams are making efforts to acquire more efficient transport vehicles. The promotion of “carpooling” among delegates who have to travel to an event is another means of reducing emissions in line with the policies agreed on in Paris in November 2015. The FIM is currently working to neutralise emissions with the technical assistance of Quantis, a Swiss environmental consultancy company that designed a CO2 emissions calculator specifically for powered two-wheelers and geared to motorcyclists who want to neutralise their competitions and training, or their journeys to and from work or for pleasure.



Nevertheless, the FIM's sustainability policy is primarily focused on significantly reducing the emissions generated both by events and by vehicles. Our efforts will also have to be trained towards the vehicle production processes as, together with a reduction in the consumption of fossil fuels, they complete the sustainable life cycle of a vehicle. This life cycle will have to include cleaner production processes and, above all, the use of clean energies. For a number of years now, the motorcycle industry has been making great efforts to adopt its products (spare parts, etc.) to a circular economy model that will allow the manufacture of parts from recyclable materials and their recycling and reuse.

The competition motorcycle plays a very important role in the industry as it is a laboratory in which the performance of the future production model can be measured. This means that championships using electric motorcycles could be a valuable tool. In addition to reducing greenhouse gas emissions, they meet the expectations of spectators calling for cleaner championships, they comply with sound level rules and they benefit society by setting standards for regular motorcycles and acting as a shop window for consumers.

Towards the end of 2017 the FIM organised a debate in Brussels together with European Parliament members in which the participants discussed the role of motorcycles and scooters in giving a new impulse to electric mobility. The two panels debated the challenges and opportunities associated with the deployment of electric motorcycles, and new technologies and solutions in the field of sustainability.

The way ahead is long and we shall discover many obstacles, but one of the most important points is to be aware of the contribution that we as a sector can make to mitigating the current planetary pollution crisis. This sustainable policy is reflected in the FIM's Strategic Plan and was ratified in the declaration of Jerez signed in 2015.





# THE ELECTRIC REVOLUTION IS HERE NOW!



MARÍA HERRERA

The development, evolution and progress in terms of the alternative energies – electric championships over the more recent years continues at pace under the guidance and management of the FIM. Unlike in the automotive sector where legislation is the main driver, within in motorcycling there is a real passion to explore and understand the benefits and capabilities of two-wheel machines powered by non-combustion engines. Industry wide advances in technology that has seen the arrival of a new generation of more compact, more powerful, lighter and longer lasting batteries has really sped up and aided the development of highly competitive racing motorcycles, that now in some disciplines can seriously challenge their petrol-powered rivals.

The FIM introduced the first full electric series back in 2010 with the FIM E-Power International Championship leading the way in this important step for two-wheel motorsports. In 2018 Electric Motion and Yamaha's involvement in the FIM Trial-E Cup championship alongside dedicated electric motorcycle manufacturers has aided this rapid evolution in this sector, particularly in turning what was initially harsh almost binary power delivery now into seamless and useful traction in a sport where instantaneous traction is everything. Whilst the FIM Trial-E Cup remained a stand-alone series for three more years after the inaugural edition, such are the performance levels and capabilities of the latest electric Trial models, in 2022 they were integrated into the FIM Trial2 and FIM Trial3 World Championships. Reinforcing the

true and current potential of electric power, Gael Chatagno – EM claimed fourth place at the opening round this year and finished the series tenth overall.

Still, an 'electric feat' in the extreme sport of FreeStyle Motocross was the participation of, Mathieu Rebeaud - the first FIM Free-Style Motocross World Champion in 2006 - on the Alta motorcycle during the Swiss round of the world championship held in Zurich in 2019. Sure, the standard Alta needed modifications, but these concerned mainly strengthening the frame and trimming down the weight. The power supply was far sufficient to allow Mat to perform the most challenging tricks and compete with the field all on combustion engine powered motorcycles.

Whilst Trial led the way, during the same period other important electric series have been introduced by the FIM, these now include the FIM MotoE™ World Championship, running as part of the FIM MotoGP World Championship since 2019. In 2022 the series included twenty-two-point scoring riders from eight different nations from as far afield as Brazil and Japan, with Switzerland's Dominique Aegerter taking the title on an electric powered motorcycle that topped over two hundred and sixty kilometres per hour.

Recognising and embracing the ever growing and fast developing E-Bike scene, the FIM introduced the FIM E-Bike Cross World Cup back in 2019, with this year's winner - Stefano Bonacina - being decided over three rounds hosted in Germany and Italy.

Following a similar path over the last four years the 2022 FIM E-Bike Enduro World Cup included four events across Europe with Italy's Francesco Danilo Petrucci being declared the series winner after a tightly fought season long contest.

The newest addition to the FIM championships for electric powered motorcycles is the innovative FIM E-XPLORER World Cup, that following a test event this year, has just launched a highly ambitious calendar that incorporates six rounds across three different continents. This is truly a new series from the ground up and features two rider teams – one male one female – who will race head-to-head in events

that will take place in a mix of epic natural landscapes and iconic cities, to showcase the excitement of electric freeriding in all its forms.

2023 will also see the launch of the FIM EBK World Cup a series dedicated to high performance Electric Pedelecs, staging high-speed circuit racing in cities around the world. The new series will be gender inclusive and has a declared mission to use sport to champion the adoption of clean mobility solutions. Whilst the future for alternative energies – electric championships is super exciting, the electric revolution is already here right now, and is showing it is hugely credible and highly powerful.







**ORIOL PUIG BULTÓ  
(SPAIN)**

DR. OF  
ENGINEERING  
(MECHANICS)  
FIM INTERNATIONAL  
TECHNICAL COMMISSION  
FORMER  
DIRECTOR

The FIM's Technical Commission (CTI) has been aware for many years that competition motorcycles could create environmental problems by their very nature: vehicles that for their propulsion use internal combustion engines which burn petroleum products with the resulting exhaust gas and sound emissions. Moreover, in offroad disciplines, the tyres, with their aggressive profiles, can damage the ground.

This being so, from the late 1980's, the CTI began internal discussions with motorcycle manufacturers and fuel producers with the aim of minimising the harmful effects for the environment. Since that time, we have been able to count on the effective work of Charles Hennekam as CTI Coordinator.

After long discussions, the CTI, together with the CCR, presented to the Board of Directors in 1992 a project to replace the 2stroke 500cc engines used in Road Racing Grand Prix with less contaminating 4stroke engines.

It also presented the historic proposal to use unleaded petrol, based on the European Union's E228 standard. The motorcycle manufacturers asked for a moratorium for reasons of development and production lead times and the Board of directors agreed to postpone the application of the decision until 1994.

As regards sound pollution, the CTI worked with the manufacturers in the 1990s to draw up a plan for progressive reduction of sound levels, initially in Motocross, where the problem was most critical, and subsequently in Enduro.

It is worth pointing out the cooperation between the FIM CTI with the Fédération Internationale de l'Automobile (FIA) and its Alternative Energies Commission for the study and promotion of other sources of alternative energies (solar, electric, hybrid, fuel cell, etc.). Initially, I had the pleasure of participating jointly with Fabio Fazi, Vice chair of the CTI at that time, who had beaten the world speed record on an electric motorcycle. For me, they were 20 years of fruitful exchange of information and cooperation. Then, during the period in which the FIM was not active in electric motorcycle competitions, the FIA hosted the "electric motorcycles" class in some of its competitions. It eliminated this class and its regulations and competitions when the FIM launched its activities with this type of motorcycle.

From 2017 onwards, the FIM has been represented on the FIA commission by our expert on electric matters, Oriol Gallemí.

Earlier on, in 2007, the FIM set up a working group for the reduction of sound levels in Motocross and Enduro, in order to study this problem in depth with the manufacturers and acoustic specialists and to develop a new measuring method that would improve the correlation between the registered measurements and the perceived sound levels. Out of these studies, there emerged the 2mMax method used today in those and other disciplines, to the general satisfaction of everyone. Here, I would like to mention the then FIM Vice President JeanPierre Mougín and thank him for his leadership of this working group.

As an alternative to the use of fuels totally derived from petroleum, in 2008 the CTI studied the use of third generation biofuels, which were less polluting and more socially acceptable as they were manufactured using waste products from the food industry. From 2009 the FIM's technical regulations have included the use of biofuels based on Ethanol E85.

Another negative aspect for the environment is the abrasion and deterioration of the surface of the ground caused by tyres, especially in competitions in Europe that take place on openfields.

The CTI looked into this problem and developed new regulations in consultation with the tyre manufacturers to reduce the maximum depth of the tread of the profile of the rear tyre from 19 to 13 mm.

An important step, in keeping with the FIM Ride Green policy, was the impetus given to electric motorcycles. Advantage was taken of technological progress in this area, particularly with regards to battery performance, which had seen a spectacular improvement in their capacity to store energy in relation to their weight and volume. In November 2009 the FIM announced the launch of the "FIM ePower International Championship" in 2010. This Championship, consisting of six events that took place jointly with World Endurance, Superbike and Grand Prix competitions, demonstrated the potential of electric motorcycles in circuit racing competitions and saw major performance improvements over the years 2011 and 2012, although it did not capture the interest of the major manufacturers. The majority of participants represented private initiatives by university departments or small production companies. In 2013, with the collaboration of a new promoter, the FIM created the "FIM ePower World Cup", but in 2014 this series was abandoned as the promoter proved unable to meet its obligations.

Nevertheless, that experience showed the excellent technical

performances of electric motorcycles with "zero emissions". After numerous conversations with various interested groups, the FIM has finally come to an agreement with Dorna to relaunch electric motorcycle competitions in 2019, with a solid and attractive project.

In the meantime, the CTR organised the first "Trial ECup" in 2017 together with the French Trial GP, thereby demonstrating the enormous potential of the electric motorcycle in this discipline. There are plans to broaden it to a larger number of competitions in the coming years.

The CTI has worked on and drafted technical regulations for electric motorcycles in other disciplines and encourages the other Sporting Commissions to promote competitions for electric motorcycles in Enduro, Speedway and Motocross, as they are more "environmentally friendly" and better accepted socially.

Finally, I would like to add a personal note. After 44 years devoted to improving the FIM's technical regulations, one of my greatest satisfactions has been the opportunity to contribute towards achieving "cleaner" motorcycling to ensure a sustainable future for the coming generations.



# THE FIM FAMILY

## JOINING THE PROGRAMME



“ There is a long way to go, as with all matters pertaining to environmental sustainability, but continuous improvement is very important. Our task is to continue educating, raising awareness and ensuring that this concept will be embraced and respected by all motorcyclists on the African Continent

Marius Matthee, FIM AFRICA Vice President (Environment)

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### FIM LATIN AMERICA CREATES ITS OWN ENVIRONMENT COMMISSION

Following the creation of the first FIM Environment Commission in 1998, the Unión Latinoamericana de Motociclismo (FIM Latin America today) soon followed suit. At the General Assembly in Caracas, Venezuela in 1998, Pedro Venturo and Vito Ippolito proposed the creation of an Environment Commission known as the CMA. In the early days, the CMA was a very small working group made up of two people, in addition to myself as President. The task was huge, as there were not even any clear environmental regulations in most countries, but we accepted the challenge and set to work. We followed the first bases laid down by the FIM and adopted the code while adapting it slightly due to regional differences, especially regarding the penalties for infringements. We also translated it into Spanish. Later, the presence of an environmental official at events was introduced and, in the early years, I used to attend Latin American sports events in person to assess the situation and raise awareness among the national

federations. This was not an easy task, as the federations did not grasp the relationship between the environment and motorcycling, and the post event situation was totally chaotic. We began organising environmental training sessions during FIM sports seminars. The instructors gave us a time slot to talk a little about the subject and start to train future instructors. The first environmental seminar was in Colombia, followed by Chile and Venezuela. From this group of officials, there emerged several important personalities who have made a great contribution towards sustainable events: Velia Hargreaves and Cecilia Poblete from Chile, Patricia Zimermann from Argentina, Ovidio Morales from Guatemala, Claudia Owen from Venezuela and Alejandro Vaca from Mexico, among many others who have devoted their time and effort to improving the sport. Among the activities rolled out in the first decade of the CMA's work were the celebrations of World Environment Day (WED), seminars, the creation of the "ecoriders" and a newsletter about environmental activities.

In 2011, when I became director of the FIM CIE, Ovidio Morales became Director of the FIM Latin America Environment Commission and launched the awareness raising campaign "I do care about the environment". He also translated the code into Spanish, published a best practices manual, created a presence on social media and introduced inspections at events. Recently, in August 2017, FIM Latin America celebrated its first edition of KiSS in Chachagü, Colombia during a Supermoto World Championship event. Currently the direction of the FIM Latin America Sustainability Commission is in charge of Velia Hargreaves (CHILE)

### FIM ASIA GEARS UP ITS ENVIRONMENTAL EFFORTS

FIM Asia has also formed a working group, chaired by Sultan Zaher Al Murraikhi from Qatar. It was only established recently and has begun by organising some events, especially on the Arabian Peninsula.





## THE FIM EUROPE ENVIRONMENT COMMISSION: MILESTONES ON A JOURNEY

**ADAMO LEONZIO (ITALY)**  
FORMER CHAIRMAN OF FIM EUROPE ENVIRONMENTAL COMMISSION

Established in 1996 during the founding congress of the UEM, now FIM Europe, the Commission was composed of three members in total and the Chairman was Jacob Douglas. Until 2021, the Commission is composed of the Chairman, Adamo Leonzio, plus seven additional members: Kijell Ericsson, Vladimir Klatovsky, Grazyna Makowska, Mikelis Melzobs, Anastasia Rotar, Sinsky Pavol and Renata Suchy.

**The main milestones of the Commission were:**

2004 – First environmental round table open to all participants at the Congress in Sofia.

2006 – Launch of the Green class, a project aimed at educating event participants (riders, teams and spectators) about the environment.

2008 – Publication of the first online magazine dedicated to environmental problems and resources.

2009 – Presentation of the Environmental Guidelines at the Istanbul congress. These guidelines are still available on the FIM Europe site.

2012 – Start of the evaluation of Professor Ryrholm's new 'Biodiversity Project' at the Belgrade congress.

2014 – The Commission introduced the online checklist system at its meeting in Prague.

2015 - At its meeting in Warsaw, the Commission presented the Green Education Strategy (GES), a project comprising the online checklist system, the Environmental Steward golden rule, the environmental guidelines and the participation of commission members in FIM and FIM Europe educational meetings and seminars to discuss the environment and explain the onsite behaviour required by FIM Europe.

2016 - Creation of a working group at the Kavala Congress dedicated to studying electric motorcycles in collaboration with the Public Affairs Commission (CAP).



## A BRIEF HISTORY OF THE FIM AFRICA ENVIRONMENTAL COMMISSION

**MARIUS MATTHEE (SOUTH AFRICA)**  
VICE PRESIDENT, ENVIRONMENT, FIM AFRICA

At the 2008 African Motorcycle Union (AMU) Congress, held in Livingstone, Zambia, the General Assembly unanimously approved the proposal to appoint a Vice President for the Environment. The role of an environmental working group as part of the AMU's structure was regarded as essential, in order to emphasise current global environmental trends and the FIM's commitment on environmental matters. The first ever environmental working group meetings were held on 20 and 21 November 2008. At the 2014 FIM Africa General Assembly, it was decided that the working group would change its name to the



FIM Africa Environmental Commission. Since its inception, the FIM Africa Environmental Commission has always included representatives of the Northern, Central and Southern African regions. Our journey would not have been possible without the expertise, guidance and contributions provided by the following individuals, who have all served as working group/Commission members over the last decade:

Allison Atkinson (South Africa), Satinder Singh Birdi (Tanzania), Chekib Brahmi (Tunisia), Jaco Deyse (South Africa), Naoufal El Oddi (Morocco), Marius Matthee (MSA), Kisitu Mayanja (Uganda), Ginty Melvill (Zambia), Derrick M'Mbijewe (Kenya), Maina Muturi (Kenya), Nejib Ouriemi (Tunisia), John Patterson (Zimbabwe), Martin Pretorius (Zimbabwe), Sari Sherman (Kenya), Andrew Ssentongo (Uganda) and Ivorene Wheeler (Botswana).

One of the Commission's prime objectives is to provide the strategic and environmental leadership necessary to ensure that all categories of motorcycling in Africa have a reduced impact on the environment, and to create a greater awareness of environmental sustainability amongst everyone involved in motorcycling.

With the provision of proper training and environmental educational material, it has always been the aim of the FIM Africa Environmental Commission to develop material which can benefit motorcycle sport in Africa and empower all motorcyclists with the necessary knowhow. Environmental education should be an all-embracing, lifelong process, which actively involves all parties in finding solutions for specific problems. Several African Federations do not have the capacity to develop environmental training material and FIM Africa's Environmental Commission therefore decided to address this need. Training seminars for FIM Africa Environmental Stewards are held on a regular basis.





# WOMEN + SUSTAINABILITY

## THE JEREZ CONFERENCE

In 2015, a landmark conference in Jerez formalised the FIM's commitment to "Women + Sustainability in Motorcycling".



sport for a period of time as World Capital of Motorcycling. We also wanted to leave a social and sporting legacy for the city. The Commission mooted the idea of organising a conference focusing on sustainability, which would attract the best authorities in sustainable sport and also give added value to the city's capital status.

The then FIM CEO Ignacio Verneda also proposed that, in addition to focusing on sustainability, the conference be jointly organised with the FIM International Commission for Women in Motorcycling (CFM) and focus on the advancement of women as well as sustainability. These two themes, which were debated in parallel at the same conference, were clearly closely related as priority goals of the FIM Strategic Plan.

On 19 November 2014, in Jerez, before the FIM General Assembly, we met several times with Nita Korhonen from Finland, Director of the FIM CFM. We met again in Qatar on the occasion of the Qatar Grand Prix and finally presented our proposal. The Conference had become a tangible reality and we received a great piece of news. The Government of Jerez had approved the proposal. We had to make some adjustments, but we had a marvellous backdrop, the Clock Museum in the venerable building of the Atalaya. We had a spectacular and highly skilled team around us that helped us to organise the conference according to a sustainable concept. From that moment on, there was a mentality shift in the way the

Andalusia is a potent place, with its rich colours and floral scents. Its villages, some resplendently white, clothe themselves in colour in the spring and the popular ferias, when the women don flouncy spotted dresses and red carnations, lend the place a festive air. The enchanting Andalusian city of Jerez decks its streets and avenues with colour for the famous Horse Fair. Magnificent stallions dance to the rhythm of the orobroy while a children's choir reminiscent of a choir of angels sings in clear tones, tinged with the authentic nostalgia of flamenco that is not found anywhere else.

Some say that in spring Jerez smells of burned rubber and this is not entirely surprising as for a single weekend the city transforms itself into the "obrairo" of the motorcycling world where hundreds of thousands of two-wheeled pilgrims arrive to witness the start of the European MotoGP™ season.

In midJune 2014, the CID was invited to present a project to reflect the idea that Jerez would become the epicentre of motorcycle

FIM organises its events.

### THE GOALS

The aim of the conference was to define a new strategy to promote a broader representation of women in motorcycling and to organise more environmentally friendly events. It was also an opportunity to showcase different points of view and share knowledge and experiences on a range of projects and initiatives, such as awareness campaigns, seminars, youth training and volunteer programmes.

Attendees enjoyed a series of talks, debates and breakout sessions. Discussion themes included empowerment and inspiration in relation to gender and the environment, and how to ensure the longevity of our sport. These high profile international speakers from the world of motorcycling and beyond shared their success stories and spoke about some of the challenges they had faced in their own careers.

### THE RESULTS

During the conference, the participants drafted a formal document based on their learnings and discussions. This 'Jerez Declaration' comprises a set of key agreements and commitments relating to Women and Sustainability, and has guided the FIM's approach to these two topics ever since. We will continue to

work day after day to overcome obstacles and raise awareness in both areas, as we believe that everyone should be able to enjoy the magic of sport in harmony with nature and in a totally inclusive way. This is the commitment of the FIM towards the world of motorcycling and towards society.



**NITA KORHONEN (FINLAND)**  
FIM FMNS AND CONUS LIAISON DIRECTOR, FIM WOMEN IN MOTORCYCLING COMMISSION  
FORMER DIRECTOR 2012 - 2022

The FIM Women and Sustainability in Motorcycling Conference was the first concrete outcome of the cooperation between the FIM Women in Motorcycling commission (CFM) and International Sustainability (then Environment) Commission (CID). Our mission from the outset was not only to organise an event highlighting both these important topics, but also to demonstrate how important it is that the commissions work together and achieve synergies.

Organising this kind of event takes a lot of time and effort so the CFM and CID (then CIE) needed to start the preparatory work well in advance. During the journey, we also learned a lot and realised how important it really is at so many levels to make sure that environmental aspects are taken into account in motorcycling and to ensure that everyone has an equal right to be involved in the motorcycling world.

It was really fun to work with Kattia and with our whole team. We had some long days but we really enjoyed it, as for all of us it is passion that drives us to make things happen, even if it is not always that

easy. During the journey, we felt so inspired by so many aspects of the themes that we chose the power of inspiration as one of the key messages of our event. It was important for us to think how to inspire people to take the environment and equality into consideration.

We managed to attract some amazing experts from all over the world and we made sure that it was not just a one-off opportunity to learn from each other. We have been in touch with our speakers ever since, so the impact of that special occasion is still strong.

During the event, it was continuously emphasised how motorsport is a unique platform for conveying the right messages and helping to stimulate change. We had a clear mission that we wanted to achieve and, thanks to our brilliant team, we made it happen. If we want to change things, it is essential for all parties to work together in synergy and the event was really a perfect example of what we can achieve if we join forces. Women and the environment are often seen as soft factors, but I believe that at least all the participants in this conference really understood how crucial these factors are in order to develop our activities and our sport and make motorcycling grow in the future.



# “GRACIAS”

“Thank you”, or “Gracias” in Spanish, is a big word and one of my favourites, as it is spoken after something good has happened, after a kind action, a favour or an expression of affection. In my beloved el Salvador, like everywhere in the world I imagine, it is one of the magic words that our mothers and grandmothers instil into us from our earliest childhood, and it often takes the form “Muchas gracias” (many thanks).

The advantage of having written and compiled a large part of this book is that I can personally say thank you, and that is the part that I like best.

**To the 20<sup>th</sup> century pioneers:** They could never have imagined that we would be working with video conferences directly from the circuits, or that we would post photos on Instagram immediately after each event using cameras built into mobile telephones, or that a World Champion rider would address millions of fans and send them environmental messages while planting a tree with the children of the Million trees campaign. I would like to say thank you to them for having had a vision of sustainable motorcycling and taking the decision to launch what has now become our programme; to the presidents, directors, Board members, CID members, the industry, the working group, staff, federations, riders, volunteers, stewards, organisers, sponsors and fans and all practitioners of this great sport of motorcycling who have helped to make our sport more environmentally friendly. A special mention goes to Giancarlo Pasini and his original working group.

Los Molinos de Campo de Criptana, Castilla-La Mancha (Spain)

**To my 21<sup>st</sup> fellows:** My thanks go to those who are accompanying us on our journey and believe in our work, and to the entire FIM family, President Ippolito and the Board of Directors, the national federations, directors, commission members, promoters and organisers. I would also like to thank from the bottom of my heart our Environmental Stewards who leave their homes and families every weekend to devote their time to us and to the task of ensuring that our events are sustainable! A big thank you goes to all the members of the CID, whose experience and commitment make this great programme what it is. To the directors and members of the Environmental Commissions and Panels of the National Federations and Continental Unions, we say thank you and keep up the good work! We have seen great commitment from you all.

A special mention also goes to our Ride Green Ambassadors. Without you, this programme would have no voice. You have given it stature. Thank you for lending us your sparkle and your good humour.

To UN Environment for their support and having faith in our work.

And to the FIM staff for including sustainability in their plans of work, especially to Ruth for her extraordinary help with translating and interpreting our texts and adding her unique touch, the communication department for letting the world know what we have done, and to AnneLaure for her hard work, constructive suggestions and helpful insights while coordinating this book.

**Finally, I would also like to dedicate this book to the future generations:** We absolutely have to continue with our work. Just as we are entitled to the freedom that allows us to enjoy the world of motorcycling, through competition or touring through the countryside, we also have a responsibility to do so in a mindful way and, moreover, we must use our events to bring about a change of mindset among the fans. The power and the voices of our Environmental Ambassadors are huge, but this is not enough. Every one of you is an ambassador. All sectors of our society are responsible, but sport, through its values and its capacity to create an ideal state of mind, has a duty to continue serving as a vehicle for changing attitudes. In the future, we shall see what more we have managed to achieve, but we shall continue to work, and when we have to pass on the baton, we hope that you, the future generations, will have the same good fortune as those of us who have lived the passion for motorcycling in the natural environment. I wish you an unpolluted future and much motorcycling enjoyment!

**Ride Green!**

Kattia





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