



# "Way forward"



## Foreword

### Inspiration

FIM representatives recently had the opportunity to participate in the 9<sup>th</sup> World Conference on Sport and the Environment that was organised by the International Olympic Committee, the United Nations Environment Programme and, as the host country, the Qatar Olympic Committee. As every year, a main topic was defined for the conference and for this year it was "Playing for a greener future".

One of the personalities invited to this event was the President of the International Olympic Committee, Mr Jacques Rogge, who mentioned a couple of times during his inaugural speech a word that much caught my attention: "inspiration".

The FIM through the CIE and for more than a decade, has been working under the concept of sustainability; demonstrating with facts and actions the compatibility of our sport with the environment. Pillars of this process have been awareness, education, and conviction; developing a concept that was completely new in the motorsport world and achieving high standards in our World, Continental, National and Regional Championships. More important, we have managed to create a network of cooperation between the different Continental Unions and the National Federations. We can now confirm to be a source of inspiration not only for our institution but also for other National and International Sports Federations.

To continue to inspire and to create the necessary synergy in this way, we need to go in search of sustainable motorcycling and this is the goal we must follow.

With the release of this Newsletter, we want to share with you many of the inspiring experiences. This communication tool will be sent electronically and published on our website ([www.fim-live.com](http://www.fim-live.com)). We know that with this document we will improve communication between all motorcycle friends who feel committed to a sustainable sport and for all those who are not yet inspired to improve our world, we hope to be a source of inspiration for them and for future generations.



*By Katia Hernandez  
CIE Director*

# THE WORLD ENVIRONMENT DAY

World Environment Day (WED) is an annual event that is aimed at being the biggest and most widely celebrated global day for positive environmental actions. WED activities take place all year round but climax on 5 June every year, involving everyone from everywhere.



Since 2007, and following the signing of a Memorandum of Understanding between the FIM and UNEP (United Nations Environment Programme), FIM has been celebrating every year the World Environment Day at all FIM events taking place around this date.

Involving the riders, teams, organisers, promoters, local authorities, National Federations and Continental Unions, the FIM aims to show the world the commitment of the motorcycling community facing environmental issues and promoting sustainability.

Actions such as planting trees, awareness campaigns, recycling campaigns, signing of an environmental charter were carried out at FIM events. More information can be found on the FIM website.

*By Peter Gregory*

## 2011 World Environment Day

A giant step was taken with the announcement by all parties involved in the FIM Road Racing World Championship Grand Prix (MotoGP) - FIM, Dorna, IRTA & MSMA - that environmental management programmes will be implemented with the aim of reducing the ecological footprint of this Championship.



FIM organised a meeting with the other International Motor Sport Federations (FAI - FIA - UIM) with the aim of forming a Council with a combined initiative to promote sustainable sport. The purpose is to share knowledge and to develop joint environmental and alternative energy projects.



# FROM CONTINENTAL UNIONS & NATIONAL FEDERATIONS

## FIM Africa - State of the environment report

As a Continental Union bringing together 12 affiliated National Federations, FIM Africa is focusing on the basic principles of "best environmental practices" in the staging of all motorcycle events, despite the diversity of the African National Federations and the number of events staged in each country.

As in previous years, there are thus continued awareness and support for international and national environmental campaigns and all FMNs are requested to pledge their support for initiatives like:

- EARTH HOUR 2011 (March)
- EARTH DAY (April)
- WORLD ENVIRONMENT DAY (June)
- RIDE TO WORK DAY (June)
- EXHIBITIONS AT FIM AFRICA MEETINGS
- ARBOR WEEK - (September)
- INTERNATIONAL DAY OF CLIMATE ACTION (October)



The newly established FIM Africa website is being used to spread environmental awareness amongst motorcyclists on the African continent. It targets both the racing and leisure aspects of motorcycling. The latest FIM Africa Environmental news can be found at:

<http://www.fim-africa.com/environmental.htm>

The training and appointment of environmental stewards within all FIM Africa's FMNs will always remain mandatory and non-negotiable. All FMNs will commit themselves to training and appointing these stewards at domestic level.

In order to successfully achieve our environmental objectives it is very important that we always follow a sustainable and continuous approach throughout the year, rather than focusing on once off-projects or a single race meeting.

Changing global environmental trends poses huge challenges for sustainable development strategies by all sectors and levels of society, including sporting federations. This Commission thus remains committed to the environmental objectives and directives prescribed by the FIM Africa Statutes.

*By Marius Matthee*

# FFM - Working for sustainable motorcycling

With the aim of promoting sustainable motorcycling, the French National Motorcycling Federation (Fédération Française de Motocyclisme - FFM) carried out several initiatives to protect the environment and educate organisers and riders.

Three main working areas were defined as follows:

- Inform and make people aware
- Give credit to good practices, promote
- Act concretely



## Inform and make people aware

In order to ensure good information about environmental issues reached the persons involved in motorcycling, the FFM studied several communication tools:

- The FFM adopted the FIM Illustrated Guide on the Environment and adapted it to French regulations,
- The FFM created a task force including lawyers and environmental experts to help motorcycle clubs and FFM licence holders to find solutions in accordance with their needs.

## Give credit to good practices and promote them

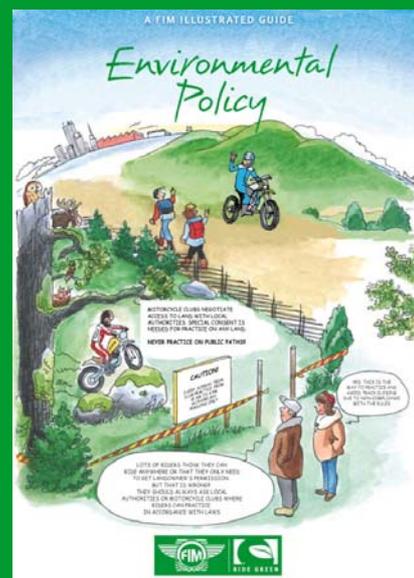
The FFM would like to highlight the good work carried out by motorcycle clubs which defined the protection of the environment as one of the main priorities in their organisation with two new initiatives:

- **Environment label**  
This label aims to offer to organising clubs a tool that allows them to value the work carried out and to clearly identify best environmental practices. The objective is to give a label to clubs that respect several obligations defined by the FFM (use of recycled materials, returnable cups and plates, etc.).
- **FFM Sustainable Award**  
The FFM Sustainable Committee decided this year to take a new step with the creation of this new award based on the FIM Environmental Award.



This prize will be given every year to reward particular actions in favour of the protection of the environment, economic development and social progress.

In order to help motorcycle clubs to organise events that take care of the environment and reduce their environmental footprint, the FIM published in several languages an Illustrated Guide that can be downloaded for free from the FIM website ([www.fim-live.com](http://www.fim-live.com)).



By FIM



### Act concretely

It is important for the Federation to show that the protection of the environment is a reality through concrete actions carried out directly in the field:

- **Reduction of the sound level**  
As this issue, notably in Motocross, is one of the major threats for our sport, the FFM had to find solutions to reduce the sound level and together with a partner, they developed a sound level reduction device that could be adapted to all kinds of silencers.
- **Environmental mat**  
The FFM produced environmental mats with the FFM label "Je roule Nature" and proposed to its clubs and regional offices to get them for a good price.
- **Alternative energies**  
Some years ago, the FFM started a reflection about the integration in motorcycling sport of alternative energies. The first event for electric motorcycles only was organised in 2009 and since then, the FFM has continued its work to promote the use of new energies with the cooperation of the Swiss based company Quanta.
- **Cooperation with the government**  
The FFM started in 2011 a close cooperation with the French Ecology and Sport Minister to elaborate technical and security regulations that are taking care of the environment.

*By FFM*

## SVEMO - Sustainability report

SVEMO is working together with HUAros AB to publish a Sustainability Report according to the Global Reporting Initiative (GRI) framework this year. The main challenge is to improve understanding of what motorcycling gives to society for a sustainable development in social, environmental and economic issues. This will be done by using a world-wide-known and accepted structural reporting tool from the GRI as used by thousands of world wide firms (see: [www.globalreporting.org](http://www.globalreporting.org)).

The process includes:

- Report/describe what social values motorcycling gives: kids/adults ride and get exercise, social unity, easier transportation etc.
- Report/describe how environmental responsibility is taken by the organisation.
- Report/describe what motorcycling means for "green" technological developments: electric bikes, bio-fuels etc.
- Report/describe how motorcycling is a link in a value-chain which creates jobs and economic development

For more information, please contact the Swedish Motorcycle and Snowmobile Federation (SVEMO) and see [www.globalreporting.org](http://www.globalreporting.org). SVEMO has started to gather information for SVEMO's first expected Sustainability Report in 2011.

*By SVEMO*

# EVENTS - CONFERENCES - FORUMS

## Geneva X-Trial For a sustainable first event ever organised by the FIM

For its first organisation, FIM decided to include sustainability as a top priority for this X-Trial event held on 12 February 2011 in Geneva, Switzerland.

With the goal of reducing as much as possible the environmental footprint of the event, several steps were taken by the organising committee:

- 1) The ticket fee included free transportation valid in the entire Geneva public transportation network.
- 2) In cooperation with the world famous Swiss based foundation "myclimate", all CO2 emissions (travel, energy consumption, catering, etc.) were offset.
- 3) Sorting and recycling of waste.
- 4) Use of local providers for food and drinks.



*By Alex Goldenberg*

## CleanWeek 2020

A FIM delegation attended the CleanWeek 2020 event held at the Zolder circuit at the beginning of May.

For its second edition, the Zolder Circuit went green and included several remarkable two wheel events that were integrated into it. While the Zolder track is mostly associated with cars and racing, it also offers a rich history in bikes. Both the yearly MEP Ride and the National Day of the Motorcycle transformed Zolder into the European centre of motorcycling.

MEP Ride: a big variety of electric scooters, mopeds and motorcycles were available for MEP Ride participants for testing. MEPs and other European decision makers have the possibility to experience the future of sustainable two- and three wheel mobility and to overcome prejudices related to motorcycling.

National Day of the Motorcycle: The "Day of the Motorcycle" is meant for both motorcyclists and for everyone who's not (yet) driving a motorcycle or a scooter. On the programme: a large quantity of shows, information, initiation and a wide variety of test drives. FEBIAC is building the largest test area in Belgium with 82 motorcycles from the most important makes. Car drivers can test as well several vehicles in safe conditions: tricycles, quads and buggies. In collaboration with the driving schools everyone can be initiated on a 50 or 125cc scooter; ideal to get started on a motorised two-wheeler.

*By Paul Janssens & Zolder circuit*

## FIM attended the 9<sup>th</sup> World Conference on Sport and the Environment

One of the fundamental objectives of our participation at the 9<sup>th</sup> World Conference on Sport and the Environment recently held in Doha, Qatar, was to keep informed about the latest innovations and to share experiences in terms of sustainability with other members of the sporting world.

This year, accompanied by the FIM Executive Director - Operations, Mr Steve Aeschlimann, a CIE Member, Mr Sultan Zaher Al Murraikhy, and the CIE Coordinator, Mr Alex Goldenberg, the FIM delegation met other International Sports Federations, UNEP representatives and NOC delegates. More than 650 participants gathered together under the same theme "Playing for a greener future" that reiterates the general concern about the environmental degradation and reaffirmed the commitment for sustainable development.



Mentioned in the Doha Declaration as a result of this Summit are several interesting topics: to share a vision on a sustainable sport, to showcase sport as a catalyst for change and inspiration supporting one of the millennium goals, engages the youth for a greener future and promote partnerships amongst others.

Playing for a greener future can be translated into Ride Green, the name of our awareness campaign that was launched in 2006, and we encourage our community to play this role by considering the environment when riding.

*By Katia Hernandez*



*Katia Hernandez  
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