



eCONFERENCE NEWS

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TUESDAY 16.06.20

SHAPING THE FUTURE TOGETHER





OPENING SESSION

SHAPING THE FUTURE TOGETHER

The 2020 FIA eConference was formally opened by President Jean Todt from the FIA headquarters in Place de la Concorde, Paris. Due to the global impact of Covid-19, the FIA has decided to adapt the format of its traditional annual summits, organising the first Sport and Mobility online joint conference in the history of the Federation.



To officially launch the eConference, FIA President Todt was joined by FIA Deputy President for Sport Graham Stoker and FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck. The trio addressed the global disruptions caused by the current crisis and the impact it is having on the FIA Community as a whole.

"I would like to express my solidarity with all of you who have suffered directly or indirectly from the virus, and to salute the whole FIA Community for its resilience," said Todt. "We have proved our capacity to adapt and we will keep fighting to overcome this unprecedented crisis in the best possible conditions. And today, thanks to the same technological means that allowed us to homework during the lockdown, we are together, remotely, but together."

"We count almost 850 registrants coming from many of the 242 Affiliated Organisations from 146 countries, FIA staff, and speakers – working together to ensure the continued health of Motor Sport and Mobility worldwide," added Todt. "Our priority is to better understand and respond to your urgent needs and expectations as well as to discuss post Covid-19 scenarios."



Throughout the eConference, both pillars of the FIA will indeed focus on how to turn challenges of today into opportunities for tomorrow.

Sport sessions will explore how to better support Member Clubs and address the restart of racing through initiatives such as #RaceAgainstCovid, #RaceAtHome, and the FIA Sport Clubs Solidarity Programme.

"More than ever, we put a great emphasis on the safe organisation of sustainable motor sport compliant with the guidance of governments and WHO public health advice," said Todt. "Additionally, the FIA opened its FIA Sport Grant Programme in May, to support Clubs as quickly as possible."

"Today, on 15 June, an important online charity auction has been launched in partnership with R.M Sotheby's in the benefit of the International Federation of Red Cross and Red Crescent Societies' response to the pandemic," added Todt. "We count 93 donations from 66 people. It is yet another opportunity to show the strength and unity of our community."

The Mobility sessions will address how the FIA can help its Member Clubs prepare and adapt to an even-more challenging mobility landscape, assess the impact of the crisis on tourism activities, explore solutions for the future and emerging strategies for advocacy in support of safe, sustainable and accessible mobility.

"Like for the Sport Clubs, the membership fees have been suspended until end of September and more is to come," said Todt. "Furthermore, the 2020 FIA Road Safety Grants Programme call for applications opened on 18 May and will remain open until 6 July. Members can present not only traditional road safety oriented projects, but also initiatives that Clubs can develop in cooperation with IFRC National Societies in response to the Covid-19 crisis."



President Todt outlined the five main objectives of the FIA's strategy to support Member Organisations, the first one being to improve the natural audience of the FIA with the aim to expand the impact of its Member Clubs' actions.

The second objective is to deliver a 'New Deal' for motor sport that will primarily look at reducing the costs in championships for racing teams and organisations.

FIA Deputy President for Sport Graham Stoker echoed his support for the 'New Deal' in his opening statement and focused on the important role that ASNs have to ensure the safe restarting of motor sport over the course of the coming months.

"It's a time to really refocus our priorities. I fully support what President Todt has said about a 'New Deal' and we must not lose our Clubs or weaken their role as national federations in sport," said Stoker. "We look to the Clubs and the opportunities for restarting motor sport.

"Initially we will start without spectators, but then the fans will come back and you will have to assume a new role in providing a positive message to them that the event will be organised, and that they will be safe," added Stoker. "Governments must be told that we have solutions and answers, confidently to restarting sport. Sponsors must know that we operate our sport within sustainable limits, and we must be in partnership with the industry."

The third ambition, which relates to Mobility, is to take part in the worldwide debate on Mobility, putting the focus on valuing personal mobility and public transport systems by using data to provide immediate services to Members.

The fourth ambition is a continuation of that by reinvigorating road safety actions and ensuring that safety is at the centre of road transportation systems.

In his opening statement, FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck evoked the current evolutions in personal mobility choices.

"The new mobility world comes around faster than ever," said Willemarck. "If you look around the world, the sales of bicycles have increased and there is a lack of stock."

He also emphasised the fact that promoting road safety and changing the way we address the challenge of reducing the number of deaths on the roads must be a key priority for the FIA. "We will spend some time on defining the new advocacy strategy which will be based on what we can do differently in terms of road safety," said Willemarck. "It's a matter of making road safety a culture that can influence the attitude of drivers worldwide, which is the main change factor to improve the situation around the world."

The fifth ambition outlined by President Todt is to recognise the FIA's contribution to the broader society, including the FIA's commitment to promoting sustainable mobility and motor sport, and protecting the environment after signing the UNFCCC Sports for Climate Action Framework. This also extends to ensuring that mobility and sport are accessible and inclusive, with the FIA pledging to fight any form of discrimination and ensuring diversity.

"Our Federation will continue to be guided for all Motor Sport and Mobility matters by the Fundamental Principles of our Statutes which state that the FIA should fight any form of discrimination and notably on account of skin colour, religion, ethnic or social origin," said Todt. "As we promote gender equality with the FIA Women in Motorsport Commission, we must promote diversity in motor sport."

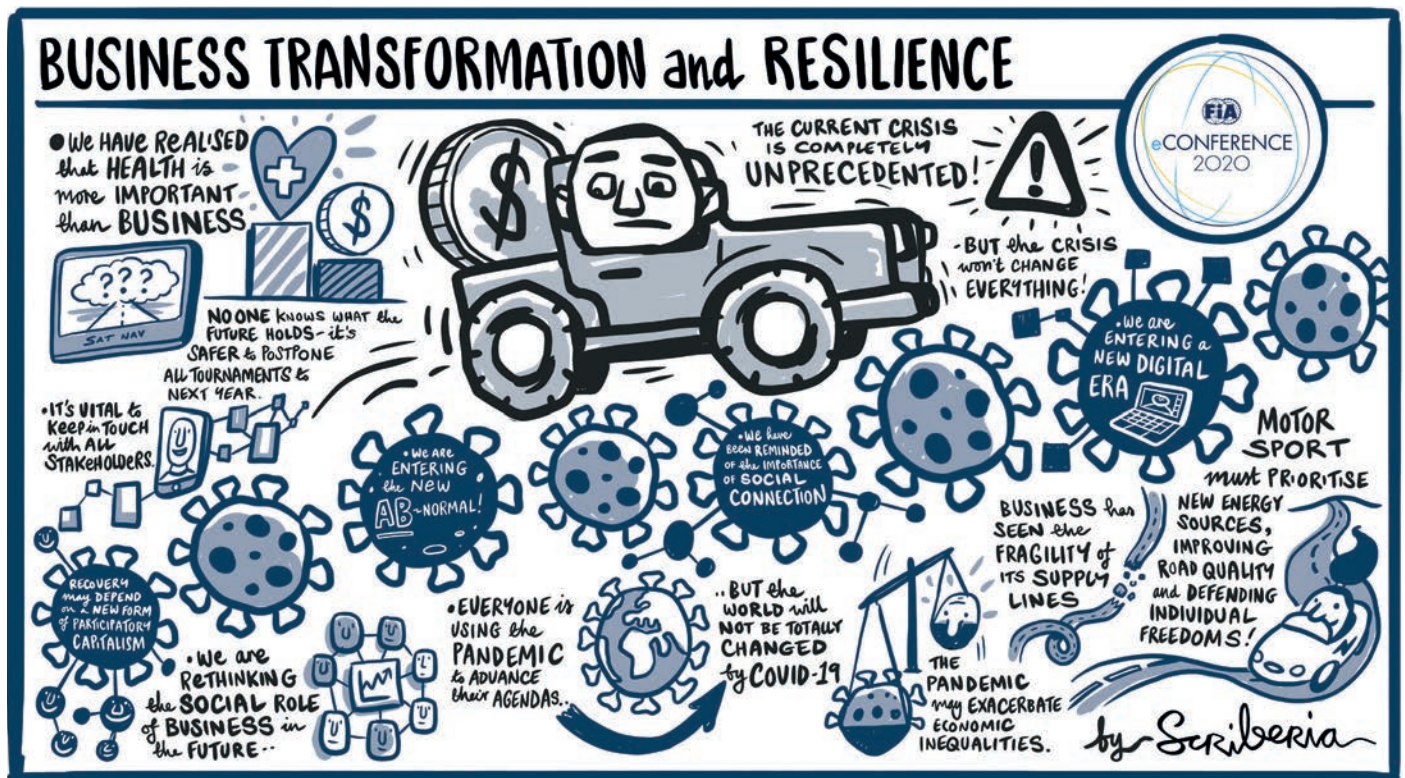
"Creating a 'New Deal' for motor sport, reinvigorating mobility and road safety, enhancing our influence through our contribution to society, these are our major ambitions for the times to come," said FIA President Todt. "They will guide our future actions as well as the upcoming three days of exchanges."



KEYNOTE SESSION - BUSINESS TRANSFORMATION AND RESILIENCE

FACING AND SPEARHEADING NEW REALITIES

Yesterday's opening joint keynote session focused on business transformation and resilience, examining how consumer behaviours have changed and will continue to change in the post-Covid-19 new global reality.



FIFA President Gianni Infantino opened the session giving a presentation on how the rapid spread of the virus has impacted the world of football and highlighted what has been done to react on a global scale.

FIFA established a partnership with the World Health Organization (WHO) and made a donation of €10 million in addition to raising \$1.50 million in an emergency relief fund for its football associations.



"We have realised that football is not the most important thing in life, and that health comes first," said Infantino. "We know that Asia, Europe, America have had the same issues but in different times, so we had to establish a medical protocol on how to resume slowly all football activities."

Many of the tournaments that had to stop due to the Covid-19 pandemic were either postponed or cancelled, largely due to the fact that they could not predict what would happen in 12 months if they were to resume then.

But now, with some competitions slowly restarting, a lot of measures have to be put in place to protect the health of players and spectators. Those include having football matches without fans watching in grounds and introducing new rules, including allowing teams to have five substitutions for players rather than three.

"Our task was to set guidelines and frameworks and then it's up to each country, the governments, the health authorities, and the Football Federations to apply these rules as it suits them," said Infantino. "What was important for the Federation was to keep contact with all the stakeholders."

"We started to embrace modern technology, not only the VAR (Video Assistant Referee) system on the pitch, but also these kinds of Zoom meetings," explained Infantino. "We ended up having much more



interactions with our own stakeholders to discuss and to exchange on how to tackle these challenges.”

Infantino acknowledged that football also has a role to play in society, highlighting FIFA’s partnerships with UN Women and the UNESCO, as well as with the World Food Programme, the African Union and the Council of Europe.

“It is important that we take on our social role and social responsibility as well,” said Infantino. “We do this through all these initiatives as well as through the FIFA Foundation.”

The second keynote speaker of the session, former Prime Minister of France and President of the FIA Manufacturers’ Commission François Fillon talked about the global response to the Covid-19 pandemic, and how we can act moving forwards.

“This crisis is unprecedented because for the first time in history, it has brought the economies of almost all of the world to a complete standstill. It is unprecedented because it is not the result of a financial crash or war, but of decisions taken by governments to contain the epidemic,” said Fillon.

“But this crisis has showed that a new organisation of work is possible, and that it can reduce directing cost of companies and administration, improve efficiency and increase aspiration,” said Fillon. “This can also contribute to the fight against global warming, by reducing and optimising travel.”

The third part of the session focused on the societal and business impact of the crisis and what preparations may need to be made as the world moves out of global lockdown, with a keynote speech given by Publicis Groupe Chairman of the Supervisory Board Maurice Lévy.

“During Q1 earnings calls, companies have mentioned the term ‘New Normal’ more than 900 times. Not to mention politicians, economists and observers who have also used the phrase profusely.

I believe the term ‘abnormal’ is better suited to describe our post-Covid world as we do a transition period before we get back to normal,” said Lévy.

Lévy explained that while technology has enabled businesses to continue through remote work on online meeting platforms, he said that the usage of such platforms is symbolic to the importance of striking the right balance between virtual and physical contact.

“Human beings are social animals, we should never forget that. All around the world, lockdown naturally reminded us of the importance of pauses, of sociability, and of sharing,” explained Lévy. “The lockdown and the technological shifts we have seen, including remote working and online learnings, have also reminded us of the needs of personalisation, which can restore balance and bring about change to benefit many.”

Lévy added that, as we head into the current phase of economic recovery, a lot of companies will be trying to understand how it will take place while also protecting their employees. He explained that understanding and bringing renewed trust will be a key part of coming out of what is now perceived as the ‘New Normal’.

“As we head into this phase of economic recovery, the priorities for most companies will be to keep their heads above water and protect their employees, understanding how the economy recovery will take place,” said Lévy. “We need to support society’s common goals and contribute to social wellbeing, no matter whether they do this by creating jobs or pushing innovation in through R&D. The time where companies were all about creating shareholder value is over, and companies will have a need to redefine that and their stakeholder relations.

“There are tremendous opportunities for government and companies to pave the way for an inclusive capitalism, which enables a genuine sharing with employees, for an inclusive society, and to reduce the gap between the rich and the poor,” added Lévy. “Renewed trust and social cohesion are the only way to come out on top and curb this view of normal.”





PANEL SESSION - CREATING SHARED VALUE THROUGH SUSTAINABILITY ENSURING A SUSTAINABLE FUTURE

While industry leaders and organisations are addressing the health concerns and mitigating economic impact from Covid-19, they must continue to strive to ensure a sustainable future.



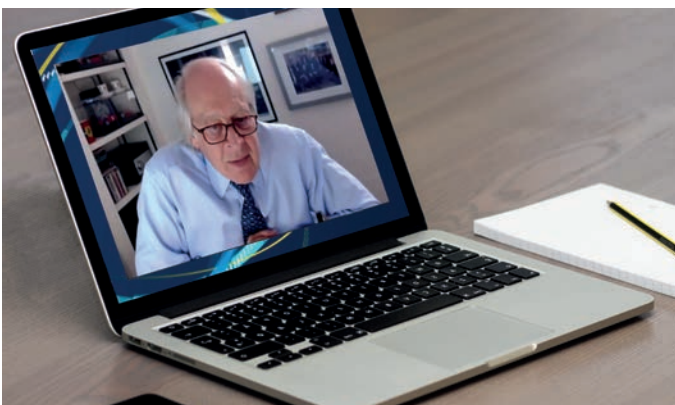
With Covid-19 demanding urgent action from governments, there is also the need for industry leaders and organisations to address immediate health concerns and mitigate the economic impact of the pandemic.

As this needs to be done while responding to the challenges which already exist for both the climate and environment, the joint panel session of the FIA eConference explored the necessity to shift perspective to enable organisations to adopt a sustainability business model and put in place regular operations for crisis management.

Opening the session, Executive Secretary of the United Nations Framework Convention on Climate Change Patricia Espinosa said that, while the Covid-19 is the challenge of today, climate change is the biggest challenge to humanity in the long term.

"We have not stopped with the Coronavirus and we have run out of time to simply put climate change aside for a while. We have lost that luxury and our window for opportunity is closing very soon," said Espinosa.

"Covid-19 opened our eyes to what a global crisis looks like. It's difficult to visualise such a global crisis ahead of time," added Espinosa. "Now we have seen it and we must acknowledge that



climate change, while already impacting millions, will become much worse if we don't address it now."

FIA Deputy President for Sport Graham Stoker outlined that, while there is a strong will to restart sport worldwide, lockdown measures have made people think about the long-term implications these activities will have on the environment going forward and the need to adopt eco-friendly solutions.

"There's a great interest in restarting the sport and how we position ourselves, and I think all of us, having reflecting on this lockdown, have seen the impact of something that has come out of nature, come out of the environment and that has stopped the whole of our society," said Stoker. "We've also, while being locked down, being looking at clear skies, clear views. I think, without a doubt, the evidence is that coming out of this, everybody is far more interested, connected, and committed to the issue of environmental impact."

FIA Environment and Sustainability Commission President and former President of Mexico Felipe Calderón added, "All the stakeholders for motor sport around the world are very conscious about our responsibility.

"Motor sport and the FIA are very interested in getting more funds and in responding in a very responsible way to the aspirations of the fans and followers of motor sport. We are conscious that one of the main concerns of the new generation is the environment. I see clearly that we can contribute and reach our own goals towards carbon neutrality," emphasised Calderón.



From a Mobility perspective, FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck highlighted that FIA Clubs can contribute to drive that change towards a more sustainable world.

"I think there is a lot to be done in terms of education, where Mobility Clubs and Sporting Clubs can certainly play a role, because we cannot become carbon neutral by 2050 if we are not changing our habits. It means that everything we consume from the industry, transport, should be produced by electricity and preferably green electricity to be zero carbon," explained Willemarck.



Looking at road safety as being at the heart of safe and sustainable mobility transport systems, Head of Communication for the UNECE Jean Rodriguez said that if lockdown measures have enabled road fatality levels to go down globally, the lack of cars on the road has led to more people speeding and thus could drive up fatalities when these measures are lifted.

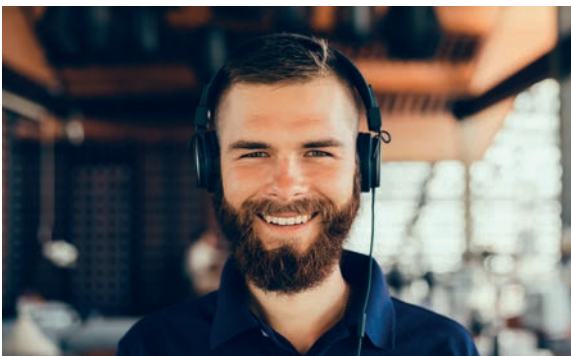
“What Covid-19 has shown is that people can be very disciplined, and certainly for the cost of lockdown and the reopening of economy, we will need some of that discipline to keep on obeying the rules of the road to diminish the casualties there,” concluded Rodriguez.



HOW TO TAKE PART IN THE FAMILY PICTURE?

As is the tradition of every FIA Conference, we would be delighted to take a Family Photo to remember this unique FIA event.

For this purpose, we kindly ask you to take a selfie of yourself during the Conference and send it to: familyphoto@fia.com by **Thursday 18 June, 12PM CET.**



Tips to take the picture:

- Use natural light, if possible.
- Do not use flash.
- Avoid shadows.
- Make sure your face is not too close to the camera.
- Include your shoulders.
- Wear your headphones when taking the photo, if possible.
- Smile!



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Julius Bär



RICHARD MILLE

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