



POST-EVENT BROCHURE

# SHAPING THE FUTURE TOGETHER



15-18 JUNE

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## INTRODUCTION

# ALL CONNECTED TOGETHER

In spite of the unprecedented global Covid-19 pandemic, the FIA managed to bring its community together online with 906 Delegates from 178 Mobility Clubs, ASNs and ACNs participating in the first joint Sport and Mobility FIA eConference.



The overarching theme of the eConference was 'Shaping the Future Together' with the Sport pillar focusing on the possibilities for ASNs to restart their motor sport activities safely and the relevance they have in the current society. Mobility discussions shed light on how Member Clubs can rely on the FIA network to exchange on solutions and ideas to cope with the current situation and adapt to these changing times.

This was indeed explored in the joint keynote session which examined how consumer behaviour has evolved, and how it will continue to change in the future due to the Covid-19 crisis.

The theme of sustainability, that is key for both the Sport and Mobility pillars, was at the centre of the discussions of the joint plenary session, 'Creating a Shared Value Through Sustainability', which focused on the immediate health concerns and how to mitigate the economic impact of the global pandemic.

With motor sport now beginning to restart, including Formula 1 set for a return in July 2020, key championship promoters gathered in the 'Restart your Engines' Sport session to discuss how they created the building blocks to return.

Ensuring motor sport has a positive contribution to society was one of the key talking points of the second Sport plenary, 'Racing for a Purpose', where sport's role in raising awareness of societal issues was discussed.

Even though there has been no motor sport on track, we have still seen drivers and championships take to esports as a way to race on, with the 'Digital Motor Sport' plenary session featuring industry stakeholders demonstrating the power of esports platforms.

On the Mobility side, the programme started with a plenary session dedicated to the 'Next Normal' providing an interesting insight into the way FIA Clubs are preparing for the post-Covid-19 reality through enhanced digital services and adapted services offerings. The session was wrapped up by the launch of 'Mobility Worldwide', a new FIA Mobility project aiming at building upon the Clubs' experience and initiatives to create a 'toolkit' of development options available to the whole FIA Community.

Also of note was a plenary session that focused on the culture around road safety, the need to change how the challenge is addressed, and the role FIA Clubs have in educating and influencing road users' behaviour and public decision-making. The main takeaway was that safety should be the core value of all transport systems.

With the world on lockdown due to the Covid-19 pandemic, there has been significant effects on how this has affected people's usage of public transport and personal vehicle use. The third Mobility plenary on the 'Personal Vehicle Use in a Covid-19 World' looked at these issues and how they might change preference in the long term.

The actions needed to future-proof the tourism industry wrapped up the Mobility plenary sessions and sought to look into how the industry, particularly the automobile tourism sector, can get up and running once more.

The #RaceAgainstCovid initiative has been an integral part of the partnership between the FIA and the International Federation of Red Cross and Red Crescent Societies, and the eConference was the occasion to remind that a charity auction with RM Sotheby's involving teams and drivers of all major FIA Championship has been launched to support the IFRC's response to the pandemic.

The wider social impact and revolutions that have come out of this pandemic were touched on throughout the eConference, with particular focus on the increasing female involvement in motor sport, the promotion of an anti-discrimination message and the need to make inclusiveness a priority for both Sport and Mobility. To turn this long-lasting commitment into action, and accelerate the positive contribution of motor sport to society, the eConference was also the occasion to launch #PurposeDriven and call the motor sport community to commit to a 'Purpose Pledge'.

While the world starts to come out of lockdown and the 'new normal' takes hold, this eConference was defined by collaborative efforts and displayed a shared vision for a better future between the FIA and its Members.

Please enjoy the following summary of the week of Sport and Mobility online plenaries.




# KEY FIGURES



**1<sup>st</sup>** FIA ONLINE  
JOINT  
CONFERENCE

**906**  
PARTICIPANTS




**178**  
CLUBS



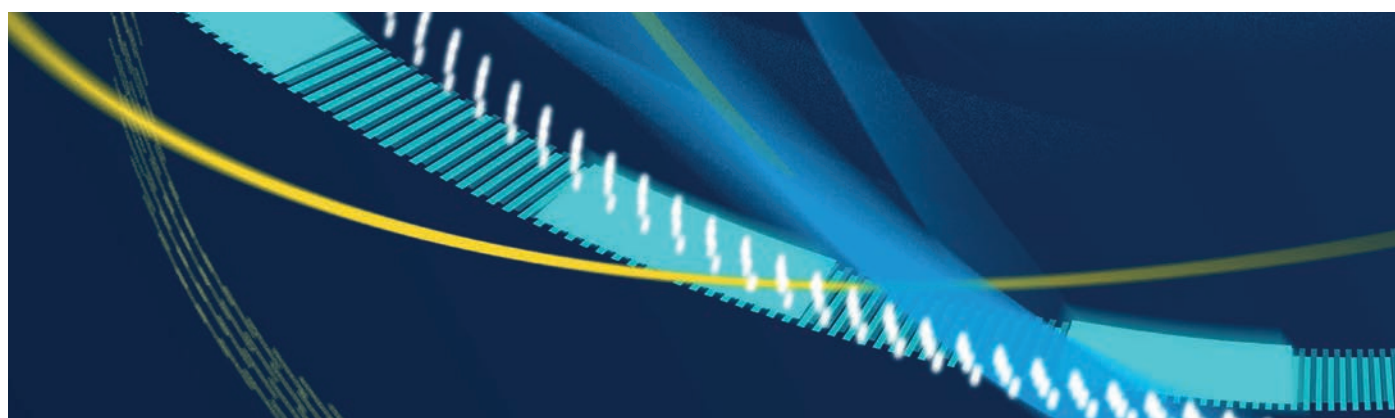
**118**  
COUNTRIES  
REPRESENTED

**20**   
ONLINE  
SESSIONS

**3** LANGUAGES  
AVAILABLE



**66**  
SPEAKERS





15-18 JUNE

# MONDAY 15 JUNE

**OPENING SPEECHES** - Shaping the Future Together

**KEYNOTES** - Business Transformation and Resilience: Facing and Spearheading New Realities

**PANEL** - Creating Shared Value Through Sustainability: Optimising Operations, Setting and Achieving Common Goals

## OPENING SPEECHES

# 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 906 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 RM 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."

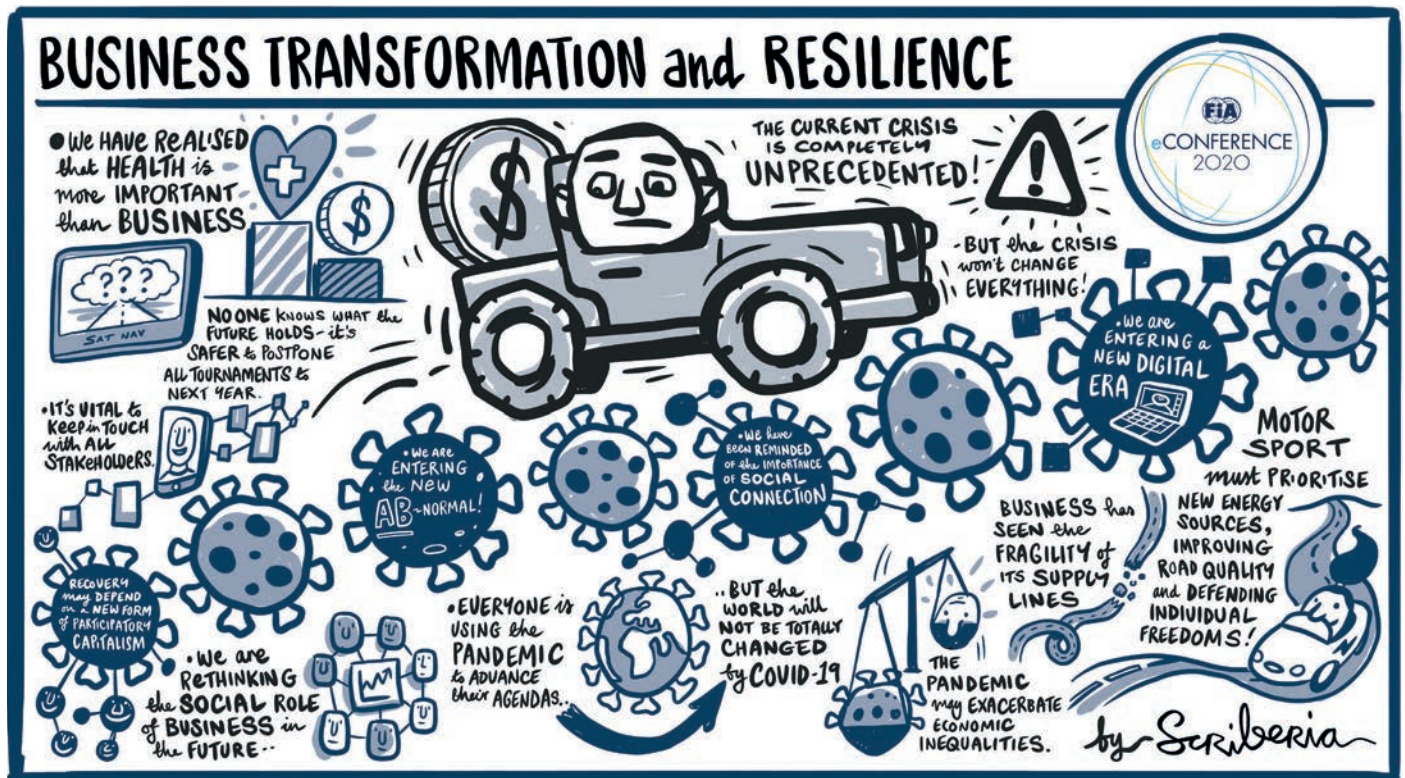
"Creating a 'New Deal' for motor sport, reinvigorating mobility and road safety, enhancing our influence through our contribution to society, these are our major ambitions for the times to come," said FIA President Todt. "They will guide our future actions as well as the upcoming three days of exchanges."





# FACING AND SPEARHEADING NEW REALITIES

The 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.



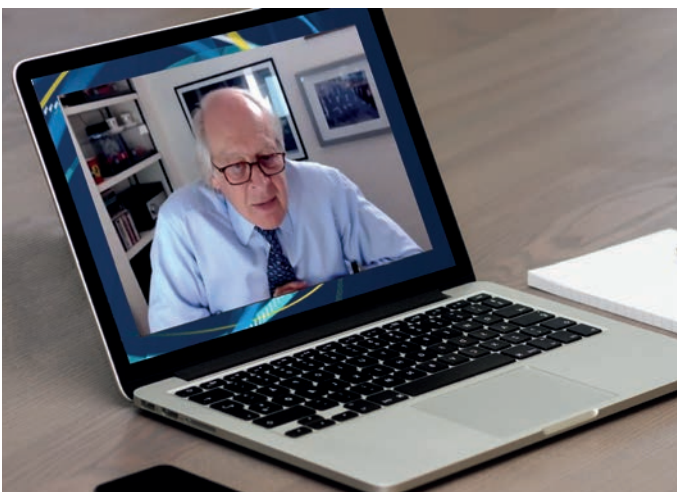
With Covid-19 demanding urgent action from governments, there is also the need for industry leaders and organisations to address immediate health concerns and mitigate the economic impact of the pandemic.

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 reflected 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.

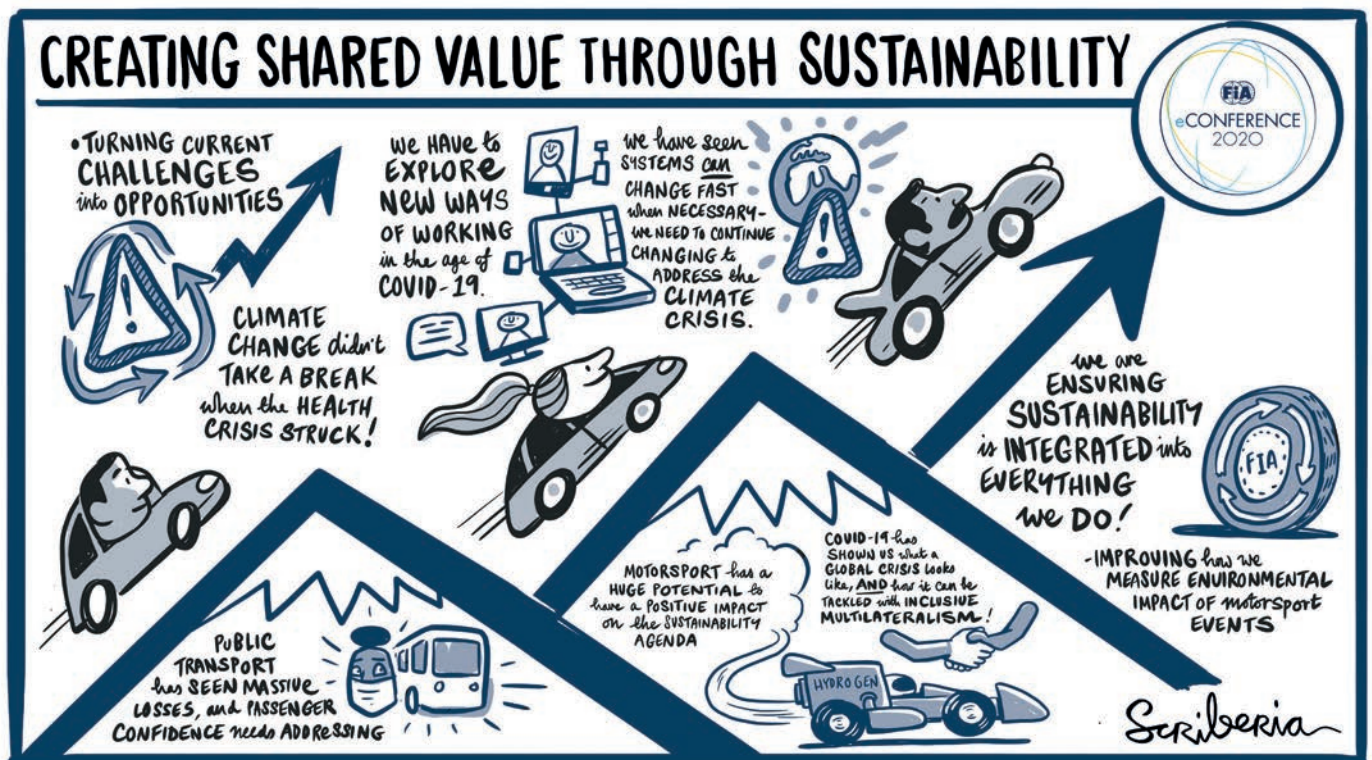
"I think there is a lot to be done in terms of education, where Mobility Clubs and Sporting Clubs can certainly play a role, because we cannot become carbon neutral by 2050 if we are not changing our habits. It means that everything we consume from the industry, transport, should be produced by electricity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



“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.



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.





15-18 JUNE

# TUESDAY 16 JUNE

**SPORT PLENARY** - Restart Your Engines

**MOBILITY PLENARY** - Preparing Member Clubs for the Next Normal

**ADDITIONAL SESSION** - FIA Environmental Strategy Consultation

**ADDITIONAL SESSION** - FIA Environmental Accreditation

**ADDITIONAL SESSION** - 2020 FIA Sport Grant Programme Applications

**ADDITIONAL SESSION** - FIA Road Safety Grants Programme: 2020 Transformation Stream Call for Applications

## SPORT PLENARY: RESTART YOUR ENGINES

# BUILDING THE FOUNDATIONS TO RESTART

While the world has been on lockdown due to Covid-19, the work being done behind the scenes has been key to the restart of global sporting competitions.



Getting motor sport back underway has been the key challenge for those in the highest levels and much like governments worldwide, strict measures are having to be put in place to ensure the safe return of competition.

For Formula 1, much of the challenge has come from working with countries to establish a calendar and providing the building blocks to restart the championship. Formula 1® Managing Director of Motor Sports Ross Brawn outlined this by kicking off the first of the sporting sessions.

“The situation is different throughout the world and I think the fact that we were prepared to accept closed races in the early part of the season gave us more opportunity,” said Brawn. “That’s not totally ideal for any sport, because the fans are such a crucial part of it.”

“Approaching closed events gave us the bulk of the European season. We can adjust that as we progress and understand where we are with this pandemic,” explained Brawn. “The first half of the season is European-based and we’re still pretty fluid on the second half. I think we’re confident we’re going to finish in Bahrain and Abu Dhabi, but we’re filling the space in between.”

This pandemic has brought economies to a standstill around the world but while it has impacted the big car companies that compete in F1, Brawn is optimistic that the new Financial Regulations introduced by the FIA will help teams moving forward.

“Before this ever happened, we said that, if we ever have a crisis in the future, we can adjust the budget cap to take account and all accept that the ideal level of the equilibrium changes,” said Brawn. “Without the ability for these teams to go back to their boards and go back to the manufacturers saying ‘Look, F1 is vital, it’s important, and it’s going to cost less in the future’, I don’t think we would have retained the number of manufacturers or big teams that we have.”

One of the first elite sports to make a return to action was the German Bundesliga in May, and CEO of the Deutsche Fußball Liga

Christian Seifert was on hand to explain the main advantages they had being a national competition.

“From the structure of our sport, we had a chance to come back because less than 50 % of the turnover of clubs in average is ticket sales, and around 60 % combined is TV and sponsorship revenue,” said Seifert. “Coming back on the screen, on the one hand, addresses the source of TV revenue, but on the other hand, it delivers also a value for the sponsors who already paid for it.”

“We had the big advantage of the German healthcare system and medical infrastructure,” explained Seifert. “The second thing is that the German government in the beginning managed this crisis very well – from my point of view – and we had a very fast lockdown. The third point is that the 36 clubs of the Bundesliga and Bundesliga 2 allowed me to grow to a relatively strong league organisation. I had the full support of the top teams in Germany.”





A panel of senior motor sport executives was present to talk about their restart plans, with President of the RGMCC Group James Geidel opening the discussion to talk about the plans for the FIA Karting European and World Championships and how media is going to take centre stage.

"What we're going to really try to do is to provide a lot more content on the streaming," said Geidel. "We have a lot of under eighteens and we have a lot of family members coming to the track. For that reason, we are going to increase our streaming services, doing about 15 to 20 hours of live streaming from Friday to Sunday."

On the UK front, where non-essential businesses have started to re-open this week as part of lockdown easing measures, Chief Executive of the British Touring Car Championship and President of the FIA Touring Car Commission Alan Gow said the biggest challenge has been to work with broadcasters on the timetables.

"On each race day, our broadcast starts at 10:30am and finishes at 6pm — that's seven and a half hours of live radio and nationwide TV coverage," explained Gow. "That amount of airtime is not something

we can just squeeze into an existing TV schedule. Of course, most other televised sports in the UK were rescheduling their events into the same second half of the year as us. Finding dates that work for both the BTCC and ITV was incredibly difficult."

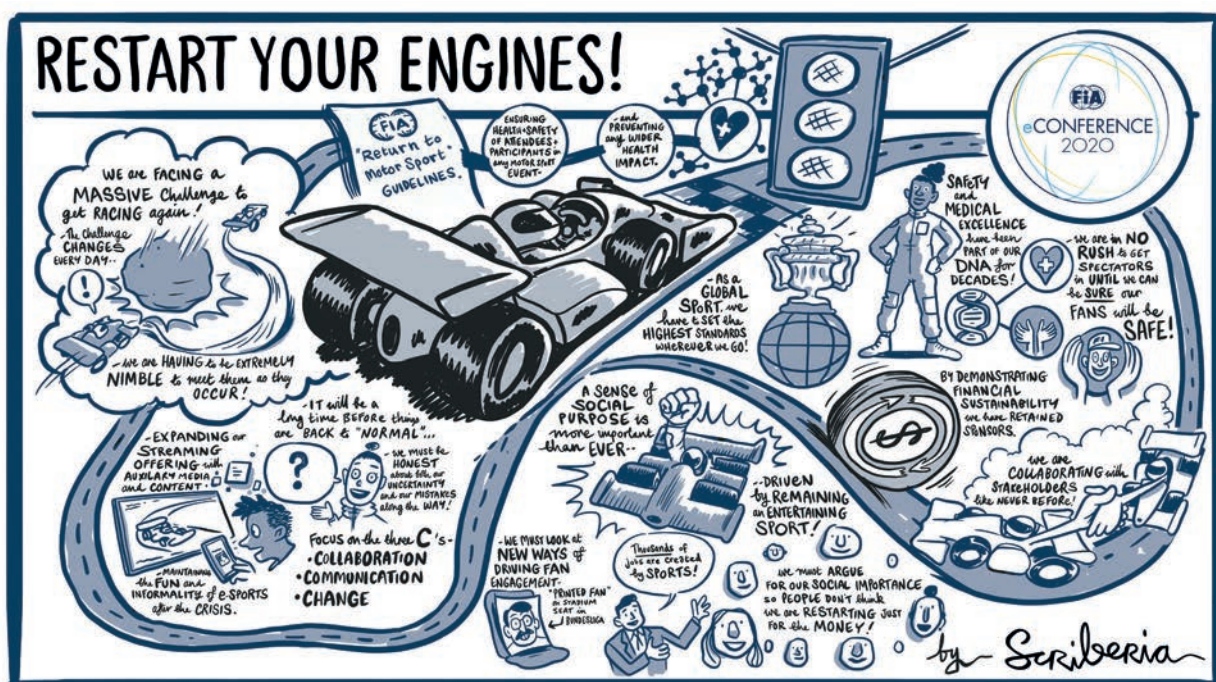
Rescheduling events also means having to conform to a country's regulatory guidelines on mass gatherings and statutory access, something that has been a key issue affecting the FIA World Rally Championship restart according to WRC Promoter's Event Director Simon Larkin.

"It's a bit more difficult for us to secure 150km worth of stages per day and it's for that reason that our restart has probably been a little bit more affected than others — with the lead times to reschedule a WRC event, the regulatory timelines, and the statutory requirements for us to be able to close and have a unilateral access to public roads," said Larkin.

Motorsport Australia CEO Eugene Arocca noted that three elements have enabled them to restart competition and provide key confidence builders for spectators watching motor sport again.

"From the learnings point of view, the three C's for us have been: Collaboration, with everyone from sponsors, other sports, government, the medical profession officials," said Arocca. "Communication, as we have really kept a constant stream of information for all of our stakeholders from government, right down to our officials, and our ordinary everyday small sized Clubs. And finally, Change, as we've created a task force and are looking at everything from a change of structure, a change of operation, and a change of process."

The discussion panel was rounded off with a practical presentation in which FIA Safety Director Adam Baker and FIA Head of Medical Pau Mota discussed the recently released 'FIA Return to Motor Sport' guidelines.



## MOBILITY PLENARY: PREPARING MEMBER CLUBS FOR THE NEXT NORMAL

# INNOVATING FOR THE FUTURE

From new insurance offerings to international travel guides and enhanced digital services, Clubs around the world are planning for a post-Covid-19 reality.



The first Mobility plenary session provided a fascinating insight into how the FIA Member Clubs are dealing with the effects of the Covid-19 crisis and planning for the future.

Launching the discussion, Deputy Dean of ESADE Business School Luis Vives, moderator of the session, first focused on the immediate response made by Clubs to the arrival of the pandemic.

CEO of the Royal Automobile Club of Western Australia (RAC WA) Robert Slocombe explained that the first step for his Club had been to ensure continuity of service by properly equipping its call centres for mobile work. He explained that the Club has some 550 staff in its call centres and with workplace shutdowns, it was necessary to equip staff with laptops and headsets. "All of those staff are working from home and there's been no lack of service," he said.

FIA President of Region III and President & CEO of the Canadian Automobile Association (CAA) Tim Shearman revealed that, in light of the reduced transport needs of the motoring public, his Club had promoted a new offering, *My Pace*, an insurance scheme in which members pay only for the distance driven. "The scheme has proved very popular," he said.

In the Netherlands, Director of Marketing of the Royal Dutch Automobile Association (ANWB) Charlotte Zelders explained that the Club's research indicated that, during the crisis, its members had been particularly concerned about planning for holiday and how their plans might be affected. As such, the Club developed an online guide detailing the travel restrictions in place across Europe. Compiled in coordination with 36 Clubs from across the region, the guide has so far received 6.8 million views.

Director of the Touring & Automóvil Club de Colombia (ACC) Alfredo Alborno said that as the impact of the coronavirus was felt, the Club acted on its position as a leader in mobility safety to organise a series of five conferences focused on the structure of mobility in a post-Covid-19 environment. "We had almost 2,000 attendees across the five days of conferences, with representation from government, private companies and interested organisations," he said.

Meanwhile, at the Automobile Association of South Africa (AASA), CEO Willem Groenewald explained how the enforced isolation resulting from the crisis had spurred the Club to accelerate plans for the roll-out of a range of digital solutions. "In rapid time, we deployed a host of initiatives, from remote call centres to hosting a virtual AGM voting process, which is running effectively, and others."

At the Automobile Association of Cambodia (AAC), President & CEO Bora Moeu emphasised communication with members as the key early action taken by the Club. It was important, he said, to reassure members about the continuity of service as well as to proactively share safety information.

Attention then turned to the mid- and longer-term impacts of the pandemic and the session was joined by EY-Parthenon Associate Partner Oleg Tschernizki who looked at the possible outcomes of the crisis. He outlined three possible scenarios – a V-shaped outcome in which the virus is effectively controlled and economic recovery is rapid, a W-shaped scenario, in which a second wave of the pandemic leads to further health and economic hardship, and a 'tick' scenario in which the pandemic spreads until a vaccine is found and in which recovery is gradual. Session viewers were then asked to vote on which scenario they felt was most likely, with 48% opting for a V-shaped recovery, 41% choosing the 'tick' option and only 11% expecting a rapid return to normal.





Oleg Tschernizki then looked at sectors within the scope of Mobility Clubs' operations and while he said that any traditional retail provisions might be badly affected as the crisis accelerated the pace of the public's migration to online shopping, he pointed to opportunities elsewhere. Chiefly, he identified a shift away from public transport due to health concerns as a potential driver of micro-mobility uptake. This, he said, could be an area Clubs might be able to exploit. He also pointed to growing demand for insurance products and for 'risk mitigating' travel services. He added that Mobility Clubs are by and large not greatly reliant on travel services and that more exposure elsewhere in the traditional travel sector could lead to vacuums that need to be filled.

With the session now looking to the future, Club representatives were asked to outline new initiatives their organisation is developing to meet changing demand.

Tim Shearman said that the CAA has primarily been working on the development of new membership models and a new mobile app that focuses on rewards.

At the ANWB, Charlotte Zelders said the main areas of investigation are the rejuvenation of its member base and a greater focus on home services as she said the Club believes that security and safety will continue to be a prime focus of existing and potential customers in the wake of the pandemic.

Safety is also a focus at the AASA, with Willem Groenewald pointing to a range of security-focused digital offerings being developed by the Club. These include its *Rescue Me* recovery app, connected home services, and a Telemedics healthcare advice service. He also outlined

a track and trace app being developed for the bikes of the country's huge population of sports cyclists.

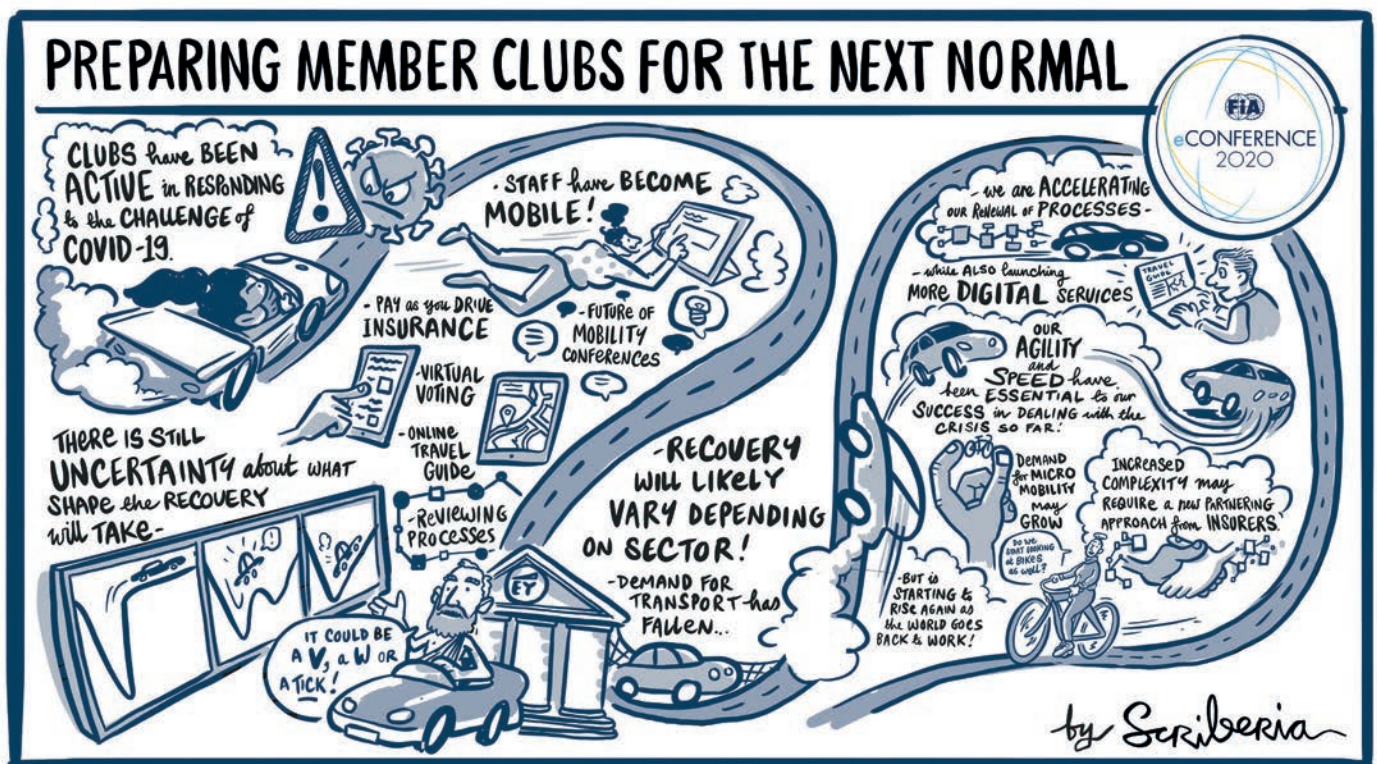
Bora Moeu from the AAC also pointed to telemedicine as a potential growth area and added that his Club has been developing online Safety and Driving Tests for members.

At the RAC WA, Robert Slocombe said the Club is focusing on growing online engagement and sales through a range of digital initiatives. He explained that the Club is developing a five-year member-centric programme which would provide unique benefits to members and give them a voice in how the Club operates. "It's all about treating members as assets and not customers," he said.

Finally, the session heard about the FIA's new 'Mobility Worldwide' project, which seeks to harness the creativity and knowledge of its network of Member Organisations in order to assess the impact of Covid-19 on Clubs, create a 'toolkit' of development options aimed at providing growth and security in a post-Covid-19 business environment, and finally to engage in follow-up action where needed.

Explaining that an announcement letter and an invitation to participate were sent to Clubs last week, EY-Parthenon Partner Irvin Faneyte concluded by saying: "Today we've already heard 15 to 20 totally different ideas of how to deal with impact of Covid-19 and strengthen Clubs – it's incredible! If this is an indication of the innate power in FIA Clubs then I would urge you to unleash that."

 For more information about support for Clubs, or to participate in 'Mobility Worldwide', please contact Viktoriya Karpenko at [vkarpenko@fia.com](mailto:vkarpenko@fia.com)



## ADDITIONAL SESSION - FIA ENVIRONMENTAL STRATEGY CONSULTATION

# COLLABORATING FOR A SUSTAINABLE FUTURE

This additional session focused on the work of the FIA Environment and Sustainability Commission to define an Environmental Strategy for the FIA.

FIA Environment and Sustainability Commission President Felipe Calderón opened the meeting by presenting the key features of the FIA's Environmental Strategy that is being formulated as part of the key mandate of the Commission. Calderón outlined the aims of the strategy, and said, "We must strive to achieve safe and sustainable Motor Sport and Mobility for all by creating a single voice and collaborative advocacy. We will guide FIA Members towards competitive practices and activities to demonstrate environmental leadership, apply sustainable innovations, and also promote sustainable Motor Sport and Mobility to contribute to global targets of the environmental and sustainable agenda."

With three areas of focus – climate action, technology and innovation, as well as sustainable practices – the session explored some of the short-, medium- and long-term objectives for the FIA and its Members, before a series of live polls were conducted with the participants, providing vital feedback that will contribute to the formulation of SMART objectives. Many participants engaged with the online survey and their comments and suggestions will be taken into account as the FIA Environmental Strategy develops further.

Finally, it was announced that an FIA Environmental Strategy Working Group will be established in July, tasked with developing SMART objectives and measurable targets for the coming years. The project will be presented to the Commission before the overall strategy is submitted to the World Motor Sport Council and World Council for Automobile Mobility and Tourism later in 2020.



## ADDITIONAL SESSION - FIA ENVIRONMENTAL ACCREDITATION

# CALL TO ENVIRONMENTAL ACTION

Tuesday morning's first additional session dealt with the FIA Action for Environment, specifically explaining the FIA Environmental Accreditation Programme and encouraging Clubs to apply.

Garry Connelly, FIA Environmental Delegate, World Motor Sport Council Member and Formula 1 Steward, began by setting out the key points of the programme, highlighting how easy it is for Clubs both on the Sport and Mobility sides to begin on the path to Environmental Accreditation, and how vital this topic is for the future of all FIA Members.

"Concern for the environment is increasing in all age groups, but it is at the top of the agenda, especially for the younger generations," said Connelly. "These younger people are our future members, competitors, and mobility users. They will be driving the thinking of governments, of sponsors, of all of our stakeholders, and I think, especially over the last year or so, we are really starting to see the power of their passion for the planet."

Attendees were then given an explanation of the 3-Star system – a process that begins with self-assessment using the FIA's [online resources](#) and remote auditing for the first 2-Star ratings, up to the full audit by FIA experts for the top level 3-Star accreditation.

Several examples of Clubs, events and organisations who have achieved varying levels of accreditation were then presented to the session participants as case studies, including the Royal Automobile

Club of Jordan, the Royal Automobile Club of Western Australia and the Deutscher Motor Sport Bund e.V.

The session closed by highlighting the work of the FIA Environment and Sustainability Commission, the ongoing efforts to define the global FIA Environmental Strategy, and the long-term goal to have every FIA Championship fully environmentally accredited by the FIA.



## ADDITIONAL SESSION - 2020 FIA SPORT GRANT PROGRAMME APPLICATIONS

# ENSURING SUPPORT THROUGH CHALLENGING TIMES

Tuesday morning's third additional session provided an update for ASNs and ACNs on the impact of Covid-19 on the scope and content of the 2020 FIA Sport Grant Programme applications overseen by the FIA Sport Funding Commission presided by FIA Deputy President for Sport Graham Stoker. The conference also addressed how the FIA is working to ensure that the funding and support continues, as we all work towards a resumption of normal activities.



Head of FIA Sport Grant Programme and Accreditation Kate Robson opened the session by explaining that the scope of 2020 applications has been widened in response to the Covid-19 situation, with some additional options available to Clubs to help them with the restart of motor sport and with their recovery planning.

Specific note was paid to the continued availability of grants for the Karting Slalom Kit, designed to encourage ASNs and ACNs to use this grassroots discipline to get new participants into the sport. Clubs

were also invited to request funding for Digital Motor Sport projects that have become even more important during the crisis.

In swift and proactive response to recent events, Clubs can apply for grants to fund projects with the International Federation of Red Cross and Red Crescent Societies to implement a number of medical measures for the resumption of motor sport.

Following earlier presentations regarding FIA Environmental Accreditation, attendees were informed that, this year, the programme is offering Clubs the chance to apply for an environmental grant in addition to the normal €50K funding amount in order to encourage engagement with the FIA's environmental campaigns and strategies.

Ms Robson closed the session saying, "We appreciate that Clubs are going through very difficult times and we are open to a wide range of funding requests to help the resumption of motor sport. We ask that Clubs contact us and discuss their project ideas before making their application in order that we can give them tailored guidance."

Applications are open until 21 August and can be submitted on the [FIA Grants Portal](#).

## ADDITIONAL SESSION - FIA ROAD SAFETY GRANTS PROGRAMME

# PLEDGING SUPPORT FOR ROAD SAFETY GLOBALLY

The FIA Road Safety Grants Programme additional session outlined the practical guidance for the new 2020 Transformation call for applications.

€500,000 will be allocated under this stream in support of road safety projects worldwide, as well as projects developed by FIA Member Clubs in cooperation with the International Federation of Red Cross and Red Crescent Societies (IFRC).

FIA Head of Road Safety and Global Advocacy Luca Pascotto, FIA High Level Panel for Road Safety Consultant María Seguí Gómez and FIA Mobility Grants Coordinator Anaïs Aïte highlighted the restructured criteria, the new procedural aspects of the call for applications, as well as provided insight on the assessment of the applications.

This year, the focus will be put on policy implementation to tackle road safety behavioural risk factors, emerging risks encountered in deploying new safety vehicle technologies, and proposals to implement FIA existing programmes such as the FIA School Assessment Toolkit or Child Safety in Cars initiative.

Applications are open until 6 July and can be submitted on the [FIA Grants Portal](#).





15-18 JUNE

# WEDNESDAY 17 JUNE

- MOBILITY PLENARY** - Towards a Safe Culture in Road Safety
- MOBILITY PLENARY** - Personal Vehicle Use in a Covid-19 World
- SPORT PLENARY** - Racing for a Purpose
- ADDITIONAL SESSION** - Using Grassroots Disciplines to Detect the Next Rally Champions
- ADDITIONAL SESSION** - FIA Women in Motorsport
- ADDITIONAL SESSION** - FIA Innovation Fund: Legacy, Innovation, and Excellence for All
- ADDITIONAL SESSION** - FIA Circular IT Initiative - Sport Clubs
- ADDITIONAL SESSION** - Cross Car Development

# CHANGING THE CULTURE OF ROAD SAFETY

Wednesday's first Mobility plenary session focused on how the FIA and its Member Clubs can help change the narrative on road safety and, in the process, give the fight to save lives new impetus.



In February of this year, government ministers from around the world forged a new agenda for progress at the Third Global Ministerial Conference on Road Safety. One of the key outcomes of the conference, acknowledged in the Stockholm Declaration, is the need for road safety to form part of a holistic approach to improvements in society and, as a result, to no longer be developed in isolation.

That was the starting point for this Mobility plenary session in which a panel of transport experts looked at how road safety missions are developing and how the FIA and its Members can lead change.

Opening the meeting, FIA President Jean Todt, who also serves as United Nations Secretary-General's Special Envoy for Road Safety, said that, while the focus is currently on the Covid-19 pandemic that continues to take a tragic toll around the world, the fight to reduce the number of deaths on the roads must remain a priority.

"Our roads are one of the worst killers. 1.4 million people die on the roads every year. Road crashes are the number one cause of death among young people aged 5-29."



"The time is now to change road safety culture. In fact, it always has been," he added. "Otherwise the numbers will grow and that is not acceptable. Now is the time for action."

The session then heard from Chairman of the FIA Foundation Lord George Robertson who spoke about how road safety must form part of a wider conversation on health and safety improvements.

"Since the Stockholm conference, the world has changed beyond recognition," he said. "Public attention, government attention has focused on public health, on dealing with recovering economies and the recession that is going to follow. We will find it difficult to grab the attention of the world for road safety."

"It is therefore about finding ways of weaving our demands into this debate," he continued. "There is a debate about safety. We fit into that. There is a debate about the environment. We fit into that. The Stockholm Declaration had one key recommendation, that streets used by children should have a 30km/h limit. Because of Covid-19, streets are quieter and safer and we should be vocal on that."

"The FIA Foundation is also focused on holding a global youth summit to focus on the problems affecting young people. As Jean Todt said, road crashes are the biggest single killer of young people, so if we merge our campaign with other issues affecting the young, we will get traction."

Road Safety Expert and former EU Commissioner for Mobility and Transport Violeta Bulc said that, while the process can seem slow, "we are in a new phase of evolution in attitudes to road safety. Mobility on the roads evolved with a guiding value of freedom of movement – not safety. If we understand that, then we can also understand the way in which we need mobility to further evolve."

"We really need to act together," she added. "Our approach to road safety is still too fragmented. The EU has made tremendous steps



forward but that is because we acted as an ecosystem. However, we reached a situation where it was still fragmented. The system approach helped in that regard. But this is the time for the introduction of more coherent, more cooperative, and more participatory measures where we can act together in pursuit of a common vision.”

The discussion next looked at how cultural change can be brought about, with moderator and Tilder Associate-President Matthias Leridon turning to Expert on Sporting Event Security & Strategic Approach to Road Safety Peter Drennan, also a former United Nations Under-Secretary-General for Safety and Security, to explain how attitudes to road safety can be changed.

“How difficult is it to change a culture? It’s enormous,” he said. “Culture does not exist in isolation. It’s about people’s behaviour, it’s about an organisation’s history, and its leadership. There are so many different factors in a culture you need to understand in order to influence it in the direction you want it to go.

“Within UN operations we started to develop a strategy to address road safety or, more importantly, to change the culture of how people looked at road safety. First of all, to imagine that vision zero is achievable. It’s about tangible outcomes. You need to change perceptions throughout the organisation.

“Leadership buy-in is critical. Also from middle management and influencers who can communicate the message. You have to get the conversation started so that the debate becomes commonplace. You’ve got to have energy, perseverance, resilience, and momentum.”

Looking at how Member Clubs might start that conversation and drive a change in culture, Ferry Smith of the ANWB and Chairman of the FIA Mobility Policy Commission said that Clubs need guidance and assistance, as well as measurable goals.

“If you look into the toolbox we have as the FIA and as Clubs, we are doing a lot in terms of communication, advocacy, research, providing road safety grants, but, at the same time, we are not doing enough. At a national and an international level we are still not making any serious progress,” he said.

“Clubs need tools to help members make an impact on road safety. The FIA also needs to strengthen its position in the field of road safety as a global leader.

“Are we going for zero fatalities by 2050? If that’s our goal we have to constantly ask: ‘Are we doing the right things to achieve that?’ We have to be more accountable too, we have to database our results, measure them and see what we have learned.”

Commenting on FIA and Club activity, Violeta Bulc added: “The FIA is a centre of excellence for innovation in the automotive area and there is an important role for it to play in sharing technological solutions, through concepts that exist in Formula 1 for example. Also, the advocacy must continue. That has been enormously well done over the past two years.

“It’s also important to engage with collaborative projects, such as safety around schools. Overall, I do see Clubs becoming role models. ‘walking the talk’ and being the real advocates for road safety.”

Finally, Lord George Robertson returned to the concept of road safety as part of a wider conversation.

“We have to be part of a bigger agenda, we are changing culture and the way to do that is through collaboration. It’s also hugely important to keep the message simple,” he said. “There are too many killer cars, too many killer roads, there are too many children dying from dirty air. Keep it simple and collaborate in partnerships.”



# REIMAGINING MOBILITY FOR A NEW REALITY

The Covid-19 pandemic has radically altered our short-term view of life, work and mobility, but how might it change the long-term shape of how we move?



The Covid-19 crisis has resulted in seismic shifts in transportation patterns around the globe. Gone are the packed commuter trains we have been used to, gone are the congested roads, and the constant movement and access to mobility that defined our lives has been replaced by an era of homeworking, of empty streets, and different forms of mobility.

Are such changes merely a momentary blip on the chart of growing global mobility or do they point to a new reality for mobility and new opportunities for Clubs?

To discuss the topic, the Mobility plenary session on 'Personal Vehicle Use in a Covid-19 World' brought together experts from the areas of urban development and cycling, as well as from FIA Clubs for a fascinating insight into how mobility is adapting as we begin to emerge from the worst of the crisis.

Mike Noon of the New Zealand Automobile Association and President of FIA Region II began the session by explaining how mobility in his country had been affected by the pandemic.

He explained that, in New Zealand, "the transformation from normal to almost total cessation was instant". Vehicle kilometres travelled went down by almost 80%, while public transport was made free. To cope with increased use of active modes of mobility, such as walking and bicycles, speed limits were lowered in cities.

"Motorways were empty, but urban streets were full of walkers (and their dogs) and, of course, bicycles," he said. "For many, there was a feeling of reclaiming city streets. There was a massive increase in active modes."

The mention of increases in cycling brought David Lappartient into the conversation. The President of the Union Cycliste Internationale (UCI) said that New Zealand is not alone and that cities around the world have experienced an upsurge in cycling activity.

"Cycling has been a good way of staying physically and mentally healthy," he said. "We saw that, in many cities, local governments took some measures to develop cycling. In Bogota, 76 km of roads were converted into cycle lanes. In Rome, 150 km of cycle lanes were approved in May. Brussels has created 40 km of new bike lanes and Barcelona wants to create 21km. Our Member Club in the UK, British Cycling, has launched a campaign called 'Choose Cycling'. As a way of life for transportation, it is good for health and good for the planet."

President of the Touring Club Suisse (TCS) Peter Goetschi said that, in Switzerland, prior to the pandemic, 70% of km travelled was by private vehicle, 20% by public transport, and 10% by bike and other means. This changed as the effects of the crisis were felt, with public transport use down by 70% and private car use reduced by 20%. However, bicycle use rocketed by 180%.

For C40 Cities Programme Director for Transportation and Planning Caroline Watson, a rise in the use of bicycles or micro-mobility solutions is only part of how cities should view mobility in a Covid-19 environment.

"I think the way I want to answer is threefold, and is defined by the need to reduce shift and improve," she said. "A lot of cities have moved towards working from home and we need to think about how we can continue that. The real value is in protecting commuters but also obviously that they aren't blocking roads with cars or taking space on public transport."

"We also need to work with cities and employers to stagger the times people are travelling. From 7:30am to 9am is the peak time and, if that stays the same, it's very difficult to recover from the crisis as we will have overcrowding. We need an innovative approach there."

"We also need to improve infrastructure to cope with increased use of bikes and similar modes. We need widened pavements, connected and continuous cycleways, a reduction in traffic speeds.

"Finally, I might add that we need greening," she concluded. "In Medellin, Colombia, they have fantastic cycle lanes covered by trees, which gives protection from the rain and sun."

Commenting on commuters travelling for suburbs, David Lappartient pointed to e-bikes as an opportunity. "We have to reduce the distance for people travelling for outside inner cities and e-bikes are the best way," he said. "The development of the cycling industry is based on e-bikes. They reduce distances, they are easy to work with, and now they have longer range. For wider cities, this is a great solution."

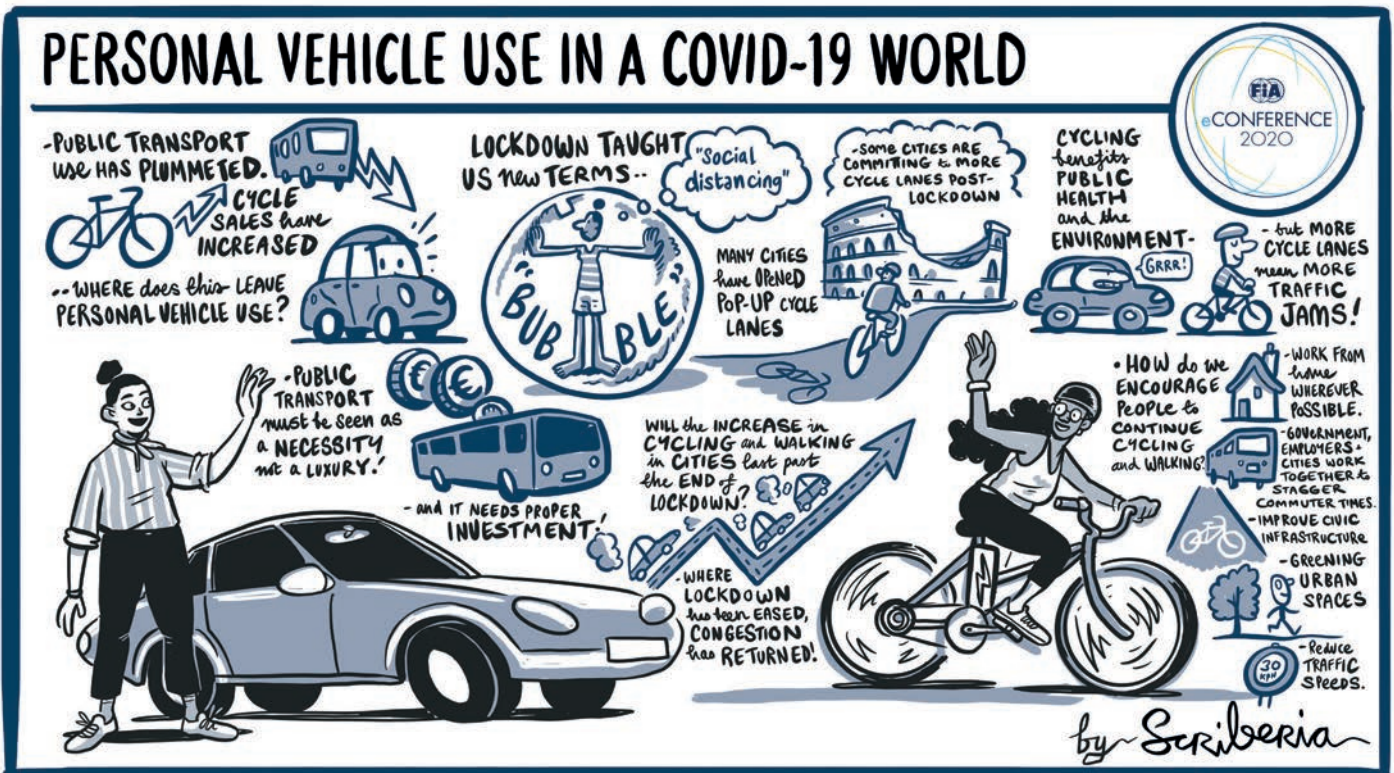
Mike Noon said that, although bicycle use had increased on quieter roads, the fall in vehicle traffic hadn't led to a drop in road crashes rates. "Some people took the lower traffic volumes as an opportunity to speed, with some very high urban and highway speeds recorded by the police. There was a great hope that we would almost eliminate traffic crash trauma during the lockdown with the very low traffic flows but deaths and serious injuries were around 20% of normal and proportionate to the reduced traffic flow."

Caroline Watson added that as recovery progresses, re-establishing confidence in public transport will be crucial.

"There is the conundrum of getting public transport back to pre-Covid levels while maintaining safety. Public transport is a necessity, but reduced ridership hits on revenues really hard and that leads to questions of how you pay for public transport. It is a difficult equation.

"We need to stagger ridership. We need to enforce safety rules where possible, with staff wearing Personal Protective Equipment and travellers wearing masks. Digitalisation is key as part of the solution. In Auckland, they have a fantastic app where passengers can see how busy buses are and whether it has the capacity to stop and pick you up. It's real time information on how safe a bus is to get on."

Concluding, Peter Goetschi said: "We must combine different transportation modes in an intelligent way. It has to be easy to switch from one mode to another and use well-equipped interfaces. I would also say that we must not design new systems-based ideology. We must focus on what fits best in a given situation. Sometimes it's a car, sometimes a bike, and sometimes public transport. When we combine all of those things we get good solutions."





## SPORT PLENARY - RACING FOR A PURPOSE

# MOTOR SPORT'S WIDER IMPACT ON SOCIETY

As the world faces continuously evolving economic and environmental challenges, the FIA has a clear focus to ensure motor sport strengthens its positive contribution to society.



Sport has a unique ability to reach, unite and empower millions of people globally, with the world's elite sporting competitions being some of the most watched events in the world.

With that in mind, and with most of the world on hold, sport can provide a platform to raise awareness of societal issues and solutions. This has recently been shown with FIA Formula 1 World Champion Lewis Hamilton, who was engaged in the Black Lives Matter movement, and football player Marcus Rashford, who campaigned for the UK Government to make a U-turn on policy that affected disadvantaged kids.

The FIA has recently teamed up with the International Federation of Red Cross and Red Crescent Societies (IFRC), as part of the organisation's global response to Covid-19. IFRC Secretary General Jagan Chapagain started the Sport plenary off by talking about the key role sport is currently playing.



"The impact of Covid-19 and lockdown on society is big, sometimes involving mental health and psychosocial issues. Social norms and behaviours have changed and people may experience difficulties in the current context," said Chapagain. "Sports can actually become a lifeline. The inspiration and hope that sports can provide in this type of environment has become even more important."

An integral part of the partnership will be a charity auction with RM Sotheby's, involving teams and drivers of all major FIA Championships under the #RaceAgainstCovid banner. President of the FIA Drivers' Commission Tom Kristensen gave his thoughts on how drivers and the motor sport community can influence and make a difference at this time.

"As the members of the FIA Drivers' Commission were sitting down, looking at each other and asking: What can we do? How can we help in this situation?" said Kristensen. "There we had the idea to not only stick together as drivers, but also to involve the manufacturers, sponsors, promoters."

"Covid-19 has been a huge eye-opener, but it comes on top of our sport being environmentally challenged as well," added Kristensen. "But generally, I grew up following and listening to sports people, so we have to take that role very seriously."

A recent Nielsen survey for the FIA has shown how motor sport can have an impact on public perception. It revealed that 75% of motor sport fans believe Formula E has impacted the way people think about electric vehicles.

Formula E Founder and Chairman Alejandro Agag noted that, while the talk about the future of mobility has been centred around electricity, the championship has actually shown what is possible.



"We saw that we significantly increased the speed of adoption of electric cars with a championship," said Agag. "Six years later and with hundreds of thousands of people having watched the races with some research that we've done, we think that definitely Formula E has had an impact on making electric cars closer to mass adoption."

"We have had an impact on technology. We went from two cars to one car with the batteries, we have had an impact on perception of electric cars," added Agag. "So how big, how small...That's not the key. The key is that we have done something."

The FIA World Rally Championship (WRC) will move to a hybrid car in 2022, something that Team Principal of Hyundai Motorsport Andrea Adamo believes is key to ensure manufacturers stay involved.

"To have WRC cars much closer to the cars that we are seeing in most of the markets is a base for every manufacturer in motor sport," said Adamo. "With my colleagues, we were straight to the point that we need a new generation of Rally cars that would have a hybrid component at a reasonable cost, and also increase overall the safety of the cars themselves."

Formula 1 Director of Strategy and Business Development Yath Gangakumaran added that having a sustainability programme enables the sport to have a purpose outside of entertainment.

"We have this incredible technology, amazing engineers and scientists in F1 and, if we can apply some of that technology to major humanitarian crises, hopefully we can actually have a small positive impact in terms of other societal issues that the world is dealing with," said Gangakumaran.

Initiatives such as the 'Grid4Good' setup by Bob Bell, Member of the FIA Research Strategy Group, has also focused on utilising the talents of motor sport engineering to benefit wider society.

"We helped a couple of UK charities to revamp their PR and marketing and to get them more exposure using expertise from F1 PR companies," said Bell. "We've also been helping a young disabled man customise his electric wheelchair so he can raise awareness for difficulties that wheelchair users have on public roads."

"Then the Covid-19 crisis happened and 'Grid4Good' became a central part of 'Project Pitlane', which has really marshalled engineering and technology providers within the world of Formula 1 to address the creation and development of medical devices to help with this crisis," added Bell.

Inclusivity is a big part of ensuring that motor sport reaches audiences and different fan bases, one of which is encouraging female participation. Susie Wolff, founder of 'Dare to be Different' and Team Principal of ROKiT Venturi Racing in Formula E, last spoke at an FIA conference in 2017 and believes a lot of progress has been made since then.

"In 2017 we were starting to get a lot of interest and get people talking," said Wolff. "But I think that what we've seen now with the 'Girls on Track' global initiative is very encouraging with a lot of great events around Formula E races. We now have a situation with a new championship emerging where half of the drivers have to be female. That's a big statement."

"But the carry-on effect of that statement means each team has to make sure they're nurturing young female talents to make sure they have the best drivers in the car, which cascades all the way down the motor sport ladder," added Wolff.

The session concluded with a case study from FIA Environmental Delegate and World Motor Sport Council member Gary Connelly and Futerra CEO Lucy Shea showing the steps the FIA has taken to integrate purpose and social relevance into all its motor sport activities.



## ADDITIONAL SESSION - USING GRASSROOTS DISCIPLINES TO DETECT THE NEXT RALLY CHAMPIONS

# TAKING TALENT FROM GRASSROOTS TO THE TOP

The third additional session on Wednesday took participants through the FIA Rally Star programme that sits at the heart of the FIA's Rally Strategy.



FIA Rally Director Yves Matton opened by giving a general overview of the global strategy for rallying and highlighting some of the key areas being worked on, which include accessibility, a focus on the next generation of competitors, and the introduction of an entry-level car – Rally3 – meant as a new standard.

Within this framework, Matton noted the significance of the initiative, saying, "FIA Rally Star is an operation we want to deploy around the world, especially designed for the young generation who many have not been interested in motor sport before. It is fully integrated in our overall strategy, and in its later stages, the FIA Rally Star project will also be based on the Rally3 category."

FIA Regional Rally Category Manager and Rally Star Project Leader Jérôme Roussel then outlined the key principles of the programme. Detection will focus on two entry pathways – the Slalom Challenge and Digital Motor Sport. With the Slalom Challenge, Roussel explained how ASNs will be able to set up cost-effective events allowing them to reach 200-300 candidates in a single day. Utilising the FIA Rally Star Guidelines, ASNs from every region will have the template to test the basic driving skills of young people in a safe and engaging environment. ASNs can view a [video explaining the Slalom Challenge](#).

The Digital Motor Sport pathway is currently under development, with a software publisher partnership due to be confirmed in the coming weeks. This method will cast the net wider still and allow ASNs to engage directly with young people racing at home, making use of an FIA-centralised registration system to manage candidates as they battle to set the fastest times. There will also be the option for ASNs to set up digital challenge events, which are again cost-effective, adaptable to many different settings, and therefore a great tool to reach potential new competitors.

The webinar also featured Nissan GT Academy driver (selected via the Gran Turismo platform) and Rally driver since 2018 Sean Johnston, who recounted to the participants his genuine experience of moving from Digital Motor Sport to real-world success. "So much of what you do in simulation is good preparation for the real world," he said. "The FIA Rally Star initiative is a fantastic way to identify talented young drivers and get them involved in our sport, giving a chance to those who otherwise wouldn't have been able to get over the large financial barrier to entry."

The most talented youngsters detected by the programme will move to the next level – the Continental Finals – where their skills will be tested in increasingly demanding scenarios. With inclusivity at the heart of the programme, six Continental Final winners, plus a guaranteed female winner, will go on to an extended period of training utilising the new Rally3 cars, with further opportunities in the long term for the most outstanding drivers in the group.

The session ended with participation of the ASNs' Delegates in a poll measuring their interest in the initiative, with the vast majority indicating that they will be strongly engaged in their countries and regions.



## ADDITIONAL SESSION - FIA WOMEN IN MOTORSPORT

# ON A FAST TRACK TO EQUALITY

One of the key commitments for the FIA is diversity. With the FIA Women in Motorsport Commission, female talent is given the opportunity to grow through their projects.



In this additional session, FIA Social Responsibility Programmes Manager Barbara Silva referred to a sociological survey conducted in 2018 that identified four main barriers preventing women from getting into motor sport.

The first relates to the material aspects: in some cases, women would not have access to the right facilities such as dedicated cloak rooms, or struggle with seat fitting or even finding homologated fireproof underclothes that are adapted and designed for women.

The second barrier is associated with communication and the fact that there are not a lot of role models including female drivers or female engineers — at the moment less than 2% of racing licences worldwide are held by women.

The third limitation is linked to the physical aspects and the perception that women are less able drivers, and the fourth has to do with stereotypes and family pressure not seeing driving or taking part in motor sport as a first target for women.

“Growing female participation and engagement in motor sport, identifying the best female talents, and inspiring the next generation of not only motor sport talent but motor sport fans, is critical” said Silva. “We are not only talking about drivers, we’re talking about engineers, mechanics, journalists, volunteers, and officials.”

FIA Women in Motorsport Coordinator Gosia Rdest detailed the various projects that are being conducted to encourage female participation, starting by ‘Girls on Track’.

“Girls on Track introduces girls between the ages of 8 and 18 to a potential career in motor sport both on and off the track through fun, engaging, and unique educational activities.”

Other initiatives include the FIA Motorsport Games Karting Slalom and Karting Endurance gender-mixed disciplines, as well as FIA Rising Stars, recently launched in partnership with the Ferrari Driver Academy.

“Throughout the projects, we also focus on education by introducing the girls to road safety rules, raising awareness on environmental challenges, and first aid. We actually introduced flags and safety because we realised that there are more and more girls interested in becoming officials and marshals.”

While the Covid-19 crisis has limited the ability to attend racing events, there are plans to have online webinars, which will be educational and feature role models such as Tatiana Calderón, Sophia Flörsch, and Simona De Silvestro, three female drivers supported by the FIA Women in Motorsport Commission.

Away from the circuits, the newly launched FIA Rally Star project also aims to encourage more female talent to come through the ranks, with the help of ASNs worldwide.

“Out of the 144 ASNs and ACNs we are cooperating with, more than a third are organising international rallies. The FIA can rely on this strong platform to propose a pathway for Rally enthusiasts, and the other countries now also have a tool to develop the discipline at grassroots level,” said Rdest. “We really want to include women heroes and to give a chance for women to participate in rallies.”



## ADDITIONAL SESSION - FIA INNOVATION FUND: LEGACY, INNOVATION, AND EXCELLENCE FOR ALL

# COLLECTIVELY CONTRIBUTING TO A STRONGER FIA LEGACY

Fully aware of the importance of legacy and innovation for a more sustainable and safer motoring and sporting world, the FIA has placed them at the core of its brand identity and made them key goals for the FIA Innovation Fund (FIF).



The FIF is a powerful tool that enables the FIA to explore creative possibilities and deliver solutions by directing investments in innovative projects that will drive the future of mobility and be game changers in the way motor sport is conducted. So far, 26 projects have been selected to receive financing from the FIF, with a total commitment of €21 million.

During this session, Head of FIF Onika Miller presented a number of FIF projects directly associated with the four key aspirations of the Fund: Innovation, Legacy, Excellence, and Empowerment.

One of the key innovations in motor sport will come from Formula 1, where the FIA is investing in 100% renewable fuels. From 2023, the championship will utilise biofuels, which are created from the biomass transformation of non-fossil fuel sources.

"This project will clearly demonstrate the feasibility of 100% renewable fuels performing in the most extreme environment within the motor sport world," said Miller. "Through this application, renewable fuels could have a catalytic impact on other championships and motor sport categories down the line. The FIA's formulation of a sustainable racing fuel will also send important market signals to the motor sport industry that, in time, will cascade further positive impacts on society," added Miller.

Innovation is also in the air with the Drone Academy project that could help position FIA Mobility Clubs as leaders in the emerging areas of drone technology, urban air mobility and even personal airborne mobility. Drones can also help to improve safety in motor sport, as illustrated by the Global Strategy for a Rally Safety project that will rely on the development of new tools using drone technology and artificial intelligence to provide better protection for fans, spectators, and marshals.

"The drones will provide medical and rescue accident information, giving access to a live overview of the accident scene and supply remote areas with connectivity for marshals and spectators," said Miller.

"This project promises to be a game changer for Rally safety, bringing in benefits to event organisers and fans alike, and, more importantly, making motor sport safer."

The second key aspiration of the FIF, Legacy, is promoted through projects such as the FIA Motorsport Games, building upon its successful first edition held in Rome in November 2019, and the FIA Rally Star project, setting out an innovative and global talent detection programme that aims to spot the Rally stars of tomorrow from grassroots all the way up to the WRC.

Legacy will also be strengthened by making motor sport more inclusive. The FIA Girls on Track – Rising Star project intends to identify young female talent, lift them to Formula 4 and beyond, and hopefully drive up female audiences in the process.

"Studies show us that less than 5% of motor sport competitors are women, whereas they represent between 70 and 80% of the consumer market," said Miller. "There is therefore huge untapped potential in female audiences of women's sports."

The search for Excellence and constant improvement is also at the heart of the FIF's set of values, and the Future City Racing initiative, for instance, which relies on the completion of a feasibility study on the opportunities and challenges to bring more races to the cities, promises benefits to the FIA Community to make motor sport more sustainable and safer in urban areas, while increasing fan engagement.

Empowerment of FIA Members is also a key objective of the FIF. The Innovative Urban Mobility Platform project, which uses benchmarking, and modelling and simulation of data to develop meaningful insights, will give Clubs research-based evidence to advocate for the adoption of appropriate policies to promote safer and more sustainable urban mobility.

Lastly, the FIF also supports cross-pillar projects such as the Helmet Safety Rating project which builds on motor sport expertise in safety and leverages the vast experience of Mobility Clubs in road safety advocacy. This project is an example of track to road innovation, resulting in the transfer of technology from motor sport to the wider society. It seeks to be a game changer by reducing road fatalities due to motorcycle crashes, while increasing access of Clubs to local authorities and government decision-makers, and giving consumers the power to make more informed safety-related choices.

Through these various projects that collectively represent a strong investment in shaping our future together, the FIA Innovation Fund is fulfilling the FIA's purpose to create a safer and more sustainable world for all.



## ADDITIONAL SESSION - FIA CIRCULAR IT INITIATIVE - SPORT CLUBS

# BRINGING SUSTAINABILITY TO TECHNOLOGY THROUGH A CIRCULAR ECONOMY

In a world that is evolving more to be centered around apps and the Internet, how can you ensure that you have the most up-to-date hardware at a cost-effective price?

One of the ways this can be done is through 'Circular IT' which means refurbishing existing equipment according to Frank Hulshoff, Marketing Director of Flex IT, global leader in Circular IT.

"As a company, we do not believe in higher costs because of sustainability," said Hulshoff. "Everything that we offer from a sustainability point of view needs to have an economic benefit, and that means that you get into the refurbished business."

Buying refurbished IT products means companies can save 60% on the cost compared to a new product and reduce their carbon footprint. For example, to produce one smartphone alone, 910 liters of water is needed alongside the contribution to CO<sub>2</sub> emissions in manufacturing.

"My laptop is four years old and I'm a Marketing Director; I use Excel, internet, Word, and email," explained Hulshoff. "That can be run perfectly on a laptop that is not the latest model."

As more businesses and events have people working from home and utilising digital platforms, Flex IT's programme helps to extend the life of IT hardware and can contribute to the FIA's sustainability goals.

Flex IT as FIA eConference Partner is offering to answer any question that might arise from the FIA Family via a dedicated [landing page for the FIA stakeholders](#).



## ADDITIONAL SESSION - CROSS CAR DEVELOPMENT

# DEVELOPING A CROSS CAR FOR ALL

Ensuring that motor sport is cost effective is one of the most important things to make it accessible to anyone.



The Cross Car project was launched in 2017 as a grassroots category to train aspiring drivers eyeing a future in rallying and off-road disciplines, and it has grown ever since as ASNs across the world embrace it as an effective promotional tool.

FIA Off-Road Category Manager Benoît Dupont was on hand to give the latest updates on the planned championship.

While the European Championship launch has been postponed until 2021 due to Covid-19, a brand new FIA Junior Cross Car Academy Trophy will be launched next year. Cross cars are also to feature at next year's FIA Motorsport Games with both junior and senior categories.

"The FIA Junior Cross Car Academy Trophy is really a talent scout programme and to ensure technical and sporting equity, we will have a single operator," said Dupont. "It means that the driver will just have to turn up with his or her licence and drive the car."

Bertrand Decoster, Chairman of Mygale, one of the Cross Car manufacturers, outlined the kit car concept, the idea being to reduce the costs for ASNs and to help them start their championships at national or zone level.

"With this concept, we are sure to guarantee the same quality as if it was produced at the Mygale factory," said Decoster. "And we can help ASNs develop their local skills and motor sport know-how."





15-18 JUNE

# THURSDAY 18 JUNE

**SPORT PLENARY** - Digital Motor Sport

**MOBILITY PLENARY** - Tourism: Actions Needed to Future-Proof the Industry

**WRAP-UP & CLOSING SESSION**

## SPORT PLENARY - DIGITAL MOTOR SPORT

# USING DIGITAL PLATFORMS TO RACE ON

Digital Motor Sport has enabled top level motor sport competition to race on amidst the Covid-19 pandemic, with all the industry stakeholders demonstrating the power of esports platforms.



Since motor sport has been paused on track, Digital Motor Sport has become the new preferred activity for drivers to compete alongside top sim racers around the world.

These digital platforms have enabled to race on while we figure out how to get back on track, and simultaneously gave esports two years of growth in just two months.

One of the stars of sim racing during the enforced off-season has been Alexander Albon, driver for Aston Martin Red Bull Racing Formula One team, who opened the Sport session by explaining why streaming platforms such as Twitch have given fans access that they wouldn't normally get in real motor sport.

"What I've realised is that there is definitely this feeling that the fans have been able to really connect with the drivers," said Albon. "Just in the way F1 is, it's very difficult to really get to know a driver, and that feeling of being at home, speaking to your audience and getting that interaction is something really special."

According to Albon, Digital Motor Sport is fast becoming the grassroots into motor sport due to the affordable way drivers can buy a rig and a steering wheel with other peripherals, and then jump straight into a realistic game that tests their abilities.



"The main thing is really the cost, if you think about how much it does cost at the minute to do Karting, as well as the time away. A weekend of Karting means you're leaving school on maybe a Thursday or a Friday," said Albon. "Whereas with a simulator, you can jump on it, do your homework afterwards, and keep that racing mentality throughout your development."

Mercedes-Benz EQ Formula E driver Stoffel Vandoorne said that, for the drivers, it has been a challenge to get to grips with the various platforms of racing, and train well enough to be as quick as the pro-sim racers.

"It gave us the opportunity to drive against many other different racing drivers we've not really competed against in real life and to try different cars, different platforms," said Vandoorne. "There's been a huge spread of platforms which we've been able to use during the last couple of months."

Last year's inaugural FIA Motorsport Games gold-medallist in Digital Cup Cody Nikola Latkovski added to the discussion by noting that getting into real motor sport is the ambition for sim racers when they start out on these platforms.

"I think the ambition of every sim racer who gets into Digital Motor Sport is to make it into the real world of [racing] eventually," said Latkovski. "I think it's going to be a very possible opportunity for many drivers who are fast enough, but we'll see with the financial barriers and logistics."

FIA Head of Motor Sport Development and Innovative Sport Activities Gwen Bourcier believes that Digital Motor Sport could act as an educational tool for ASNs.

"They are carrying the flag of the FIA around the world and we will provide them with the base structure," said Bourcier. "But it will be up to the ASNs to develop it in their own countries and use it for talent detection, education, entertainment, and make sure that sim racing is not considered as a game anymore."





With esports primarily attracting a younger audience, being able to keep them engaged is important to the success of an event. During the panel discussion, CEO of Electronic Sports League Ralph Reichert stressed the importance of this as esports have grown during the Covid-19 pandemic.

“Games have grown somewhere between 20 and 100% in terms of monetisation. Why? Because people spend more and more time with video games overall,” said Reichert. “We have our Champions League of Counter Strike, which has seen somewhere between 100 and 200% growth across the board. So that means two to three times the viewership we would have had before, and good content is the base of all of this.”

Stéphane Ratel, CEO of SRO Motorsports Group who specialises in GT racing, noted that for motor sport, they have seen the same amount of interest during this period as they normally do with their real racing championships.

“We have enjoyed the presence of very well-known drivers joining our Digital Motor Sport series and that gave an exposure that is very useful for us and for our partners,” said Ratel. “The numbers we’ve achieved have been really spectacular, we were very similar to the numbers our normal racing is achieving.”

According to Ben Rossiter-Turner, Head of Esports at Motorsport Games (Motorsport Network’s gaming division), esports is now being looked at in the same way as real sports from a promotional perspective, which is something they did while working with partners on the recent Virtual Le Mans 24 Hours race.

“We’ve had quite a few invitationals over this period and what you’ll find is that a lot of promoters or rights holders will look at esports from

a media perspective as well as a sporting perspective,” said Rossiter-Turner. “For Virtual Le Mans, there was a committee as there is in the real world. That went through each entry and it was looked at from a sporting and commercial perspective as to who was then brought through.”

Bridging the gap between the virtual and the real world has been something the Marelli Group has focused on, with Head of Advanced Innovation Tom Hyder noting the real-world applications of sim racing technology.

“With the emergence of ever more complex automated systems and Artificial Intelligence in cars, it becomes inevitable to use simulated environments to prove your systems and train them,” said Hyder. “Just as esports can train drivers for the real world or for their competition, so there’s a big interconnection between the two worlds.”

With increasingly large prizes on offer and the chance to potentially cross over into real racing, FIA Formula E Race Director Scot Elkins believes that the governance of Digital Motor Sport needs to be at the same level as it is in reality.

“I think it’s a very real situation that needs to be taken very seriously,” said Elkins. “We’ve seen in the United States what’s happened with one gentleman in NASCAR who lost his sponsorship because of how he acted during a digital event, so it’s more than just a game.”

Rounding off the session was EMEA Sports Lead for Twitch Charlie Beall, giving a case study on how to make broadcasts interactive and gain viewers, alongside a second case study centred around the logistics of putting a Digital Motor Sport championship in place with President of the Sim Racing Association Singapore Mark Langer.



# GETTING TOURISM MOVING

Travel and tourism have perhaps been the sectors most adversely affected by the Covid-19 pandemic. The final Mobility plenary session looked at methods of future-proofing the industry.



At the beginning of May, the UN World Tourism Organization estimated that, due to the Covid-19 crisis, earnings from international tourism could be down 80% this year against last year's figure of \$1.7tn, and that 120 million jobs could be lost. It's a stunning reversal from a late 2019 report that forecast a 3-4% increase in global travel in 2020.

With the impact of the pandemic on travel patterns in mind, the final Mobility plenary session sought to explore possible measures the industry, and particularly the automobile tourism sector, might take to get the industry up and running once more.

Opening the session, George Anjaparidze, Economist and CEO of Veritas Global, revealed that, according to research conducted by his company, automobiles had been used as the means of transport for 75% of overnight trips taken by people in the EU.

"Automobiles create the largest mobility benefit in the EU," he said. "There are huge economic benefits. Automobiles are responsible for 6% of GDP at €827bn. The sector supports 7% of jobs, with 14.2 million people employed in the sector. It's these benefits that have been hit head-on by the Covid-19 crisis and these are the benefits at stake now."

FIA Director of Tourism Services and session host Habib Turki then brought in Linda Ristogno, Assistant Director, External Affairs at the International Air Transport Association (IATA), to detail how the aviation sector is trying to recover from the crisis by asking whether people have lost the desire to travel.

"I don't think so. People still want to see family and friends, they still want to see the world, they still want to do business," she said. "The issue is not about the desire to travel, it's about confidence, giving passengers reassurance that they can fly in safety."

"The information that we share with them is that it's safer to fly in the cabin and that we have less probability of catching Covid-19 in a plane than in a supermarket," she added. "It's our role to communicate

that but there is a big role for state regulators to communicate that as well.

"We have worked hard to create harmonised rules and regulations. For states to reopen is crucial, it's fundamental. We are very confident about the harmonised rules developed by the ICAO (International Civil Aviation Organization) in its Take-off Guidance. If States apply these rules, it will allow passengers to take off again."

George Anjaparidze added that the tourism industry would also need to deal with different demands from travellers as it recovered.

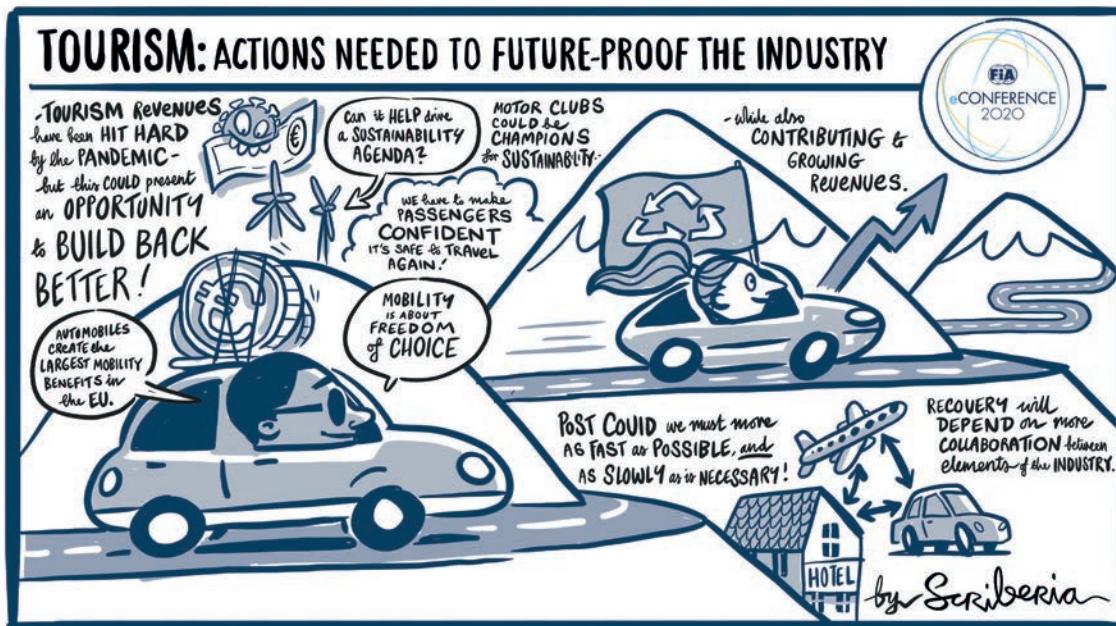
"The type of travel and tourism products that travellers demand has changed," he said. "It's probably too early to make strong conclusions but evidence suggests that people are planning more of their holidays in advance. As a result, we may see more old-style package holidays. We may see more alignment between airlines, hotels, pick up services, etc."

He also pointed to the crisis being an opportunity to pursue greater sustainability, an area Motoring Clubs could exploit. "Motor Clubs are well positioned to be champions of this transformation. It's the role of the FIA to capture that knowledge, help Clubs apply it, be champions of change, and use that for revenue growth."

Habib Turki then introduced International Trade Centre Head of Non-Tariff Measures Programme Ursula Hermelink to talk about the travel and transport issues affecting small- and medium-sized enterprises.

"How to future-proof the industry? The key for smaller companies is transparency of the regulatory framework – company licensing requirements, registrations, and the ever-changing hygiene standards."

"Predictability is also key," she added. "If rules change happen in the regulatory environment without prior notice, such as changes in taxation for example, if they are not disseminated in advance and travel operators are selling services in advance, then, they will make a loss."



"Enforcement of regulations and standards is also important. If these are enforced, it will help to restore confidence. I think that, going forward, it will be important for tourism to be more on the agenda of policy makers."

Regional Advisor on Transport and Logistics at the United Nations Economic and Social Commission for Western Asia (UNESCWA) Dr Yarob Badr then gave an overview of the travel and tourism picture in the Arab region.

He began by saying that the region had weakness and disparity in its infrastructure prior to the pandemic, with "very general weakness in transport integration in the region. We have 20km of road per 100,000 people in the Arab region compared to 2,000km per 100,000 of population in Europe. The world average is 800km, we are a quarter of that. In rail, we have 7km per 100,000 people. Half of Arab countries do not have any. In Europe, the figure is 40km and the world average is 50km. Vehicle ownership is 117 vehicles per 1,000 people compared with a world average of 163 and 600 in the EU and 800 in the US. Allied to this, we have geopolitical issues and other issues so, before Covid-19, there was already a low level of integration in the Arab world.

"Conversely, the air transport sector was performing well due to high improvement of Gulf countries and to policies elsewhere. For example, Morocco and Jordan opted for open skies a long time ago. Following Covid-19, however, we are expecting a drop in air traffic passengers of 47% in 2020 and a loss of \$28bn, which will affect the employment of 1 million people."

Dr Badr said, however, that measures have been put in place, prior to the crisis, to improve the situation with regard to regional travel.

"With the support of the Islamic Development Bank, we started mapping the region via GIS tools to identify where we are going to have road rails, border crossings and airports. Via this mapping at regional level we will be able to identify where the real weaknesses are. We started this at the end of 2019 and, hopefully, we will have some results by the end of the year."

Finally, the session heard from Aaron Imperiale, Director, Technical Cooperation at IBF Consulting International, a firm that he said works on technical assistance projects around the world, mostly in developing countries.

After outlining his organisation's assistance work with governments, Imperiale was asked how FIA Member Clubs could be further involved in dialogue with policy makers regarding travel and tourism industry policy.

"Great question. I would almost say, from the private sector side, I'm a bit envious of the position the FIA occupies on the world stage. You are in a distinctly unique position to not only drive policy but also, on an operational level, you have unprecedented access to policy makers. Through your Members, through your internal or external networks, you are in a prime position to drive conversations. You can have a very high level of dialogue to set in motion a series of projects that can trickle down through the pipeline.

"It's a win-win for everybody, as the policy makers know they are getting quality from those who know exactly what needs to be done and you can get in at an early stage and really drive the conversation instead of reacting to it. It is a long and gruelling process but it is worth it."



## USEFUL STUDIES

- » [Economic benefits of auto-mobility in the EU](#)
- » [ITC's Business Survey on Obstacles to Services Trade](#)
- » [IATA's Covid-19 Ressource Centre](#)

## JOINT SESSION – WRAP-UP & CLOSING SESSION

# STRONG AND SAFE TOGETHER

The first FIA eConference was brought to a close by FIA President Jean Todt who reflected on what has been a very unique and special event.



Opening the final session of the first FIA eConference, President Jean Todt was joined by former Director-General for UNESCO Irina Bokova and Ambassador and Permanent Representative of Italy to the United Nations Mariangela Zappia to discuss the vital role that international organisations have played in responding to the Covid-19 pandemic, and the new opportunities that have risen to build a sustainable future.

Mariangela Zappia noted that the role of international organisations is crucial because they enable a dialogue between the countries and the World Health Organization (WHO).

"The international community tried to address the most important issue right now, which is to find a vaccine," said Zappia. "That was a very good example of how the international community can work together, an alliance was created, money was put together to sustain the research for the vaccine, how to then immediately produce the vaccine, and now to distribute it everywhere in the world."



"What we have in place with the UN, WHO, and other organisations is absolutely necessary to give a global challenge, a global response," added Zappia. "We have to act together to be really resilient as societies."

Irina Bokova echoed these statements and added that Covid-19 has allowed us to question the values in society, and has given the opportunity for the FIA network to assess how it can contribute to that agenda with its global outreach.

"The FIA is a global organisation and it has a very particular role to play here," said Bokova. "The FIA is close to the United Nations Sustainable Development Agenda, in participating very actively in this collaboration and achieving its important ambitions."

"What this pandemic has revealed to us is what it is to be human," added Bokova. "What are our values as a human society? And I think the FIA has an extremely important message; it's a message of solidarity, it's a message of empathy, team spirit, mutual respect, anti-discrimination, and inclusiveness. I think the world post-Covid will need to build on these values."

Inclusiveness has been a big theme of the eConference for both the Sport and Mobility pillars, notably related to female involvement in motor sport and the automotive sector. The session was rounded off by reflecting on the larger social impact and revolutions that have come out of this pandemic.

"When we are confronted with the challenges in categories that are less protected, I think the FIA, as a responsible social actor, has to give the example to tackle these inequalities," said Zappia. "I think what the FIA is doing with Women in Motorsport is a very good example, because we need role models, we need to see that women can do what they were not doing in the past."

Closing out the eConference, President Jean Todt reflected on the key issues discussed about the future of Sport and Mobility alongside FIA Deputy President for Sport Graham Stoker and FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck.



Concerning the Sport pillar, Stoker noted how he believes this is a unique moment that FIA Members and National Sporting Authorities worldwide should grab, while everyone is aligned with the same priority.

"Going forward when we restart, we have to concentrate on social responsibility, and sustainability as part of that exercise," said Stoker. "It protects our sport, it puts us in a strong and unique position, and it leads to a positive and informative transformational restart process."

"The message is 'Shaping the Future Together' and each day we're learning, aren't we?" added Stoker. "I've never seen a stronger reason why we need a real, strong, and focused international federation. Together with our Members, we are giving out a positive message that we can restart motor sport with confidence."

On the Mobility side, Willemarck highlighted the changing world around us and the uncertainties society faces, which demands a thoughtful and analytic response to ensure that we can work together and leverage what is needed to survive in the world of tomorrow.

"We have seen, in terms of advocacy, that there is a part for the FIA to play in embracing our role as corporate citizens," said Willemarck. "In the last session on tourism, it was said that automobiles create the largest mobility benefit. In the EU only, it's 6% of the GDP, it's 14.2 million jobs, and it provides freedom of choice and happiness to the users."

"We have also learned that there is a role of education that can be undertaken by the FIA," added Willemarck. "We all have to speak the same language throughout the world to make people change their attitude, so we can improve sustainability and road safety."

To accelerate the positive contribution of motor sport to society, in relations to health, safety, economy, environment, education, inclusion, and diversity, FIA President Jean Todt launched a new movement called #PurposeDriven. He invited the motor sport community to commit to a 'Purpose Pledge' and concrete actions.

President Todt then closed the eConference by thanking the 906 Delegates who followed the sessions and each of the Member Clubs, paying tribute



to the 'New Deal' in the Sport pillar and also to the sustainability initiatives that have been set up on the Mobility side. He also commented on the challenges that lie ahead during the Covid-19 pandemic, and how the FIA Community has to adapt to this new emerging world.

"It is very important to decide now what we have learned from this crisis and what we will do differently in the future," said Todt. "It has been three months of confinement, three months of trying to adapt our organisation to the emerging world, and to understand and develop what is resilience."

"I'm sure that we will learn a lot out of that, and again, working together in a different way has been a privilege," added Todt. "The next appointment will be during the next FIA Annual General Assembly in Munich, Germany. In the meantime, I will have the opportunity to meet some of you, but I wish you all good health in this difficult time."





Julius Bär



RICHARD MILLE

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