



eCONFERENCE NEWS

PRE-EVENT NEWSLETTER
12 JUNE 2020

SHAPING THE FUTURE TOGETHER



Welcome to the first newsletter of the 2020 FIA eConference. The unprecedented crisis that has been shaking the world for months now has forced us to innovate and find new ways to connect. That's why, for the first time ever, our joint Sport and Mobility Conference will be held online.

Taking place from Monday 15 to Thursday 18 June and structured around the theme 'Shaping the Future Together', the FIA eConference will address the post Covid-19 Motor Sport and Mobility scenarios, giving the floor to Member Clubs' Presidents and senior executives, as well as global leaders and experts.

In this newsletter, you will find the detailed programme of the FIA eConference, practical

information on how to connect to the sessions, and an interview with Former President of Mexico and President of the FIA Environment and Sustainability Commission Felipe Calderón.

The FIA eConference will feature keynote speeches, plenaries, and additional sessions, addressing topics of interest to all of us along with themes of specific relevance for Sport and Mobility respectively. It will start with a common opening session on how Covid-19 is impacting our two pillars and how we can turn the current challenges into opportunities for more sustainable operations and proactive cooperation.

The Sport sessions will review the possibilities ASNs will have to restart their activities and return to racing in the best conditions, as well

as the relevance of Motor Sport in the current society. A session will also be dedicated to Digital Motor Sport.

On the Mobility side, the discussions will shed light upon how the FIA network is helping Member Clubs build increased business agility in the face of major disruption, with a specific focus on Tourism activities, and safe and sustainable mobility.

The 2020 FIA eConference promises to be a great opportunity for Delegates to exchange and share ideas in these challenging times for our community. We hope you will be able to join us for this innovative event and make the most of it!

D-3 before the FIA eConference 2020: invite contacts within your organisation

Should any of your colleagues wish to attend the FIA eConference 2020, please contact the FIA Events team at fiacconference@fia.com



PROGRAMME

	MONDAY 15 JUNE DAY 1	TUESDAY 16 JUNE DAY 2	WEDNESDAY 17 JUNE DAY 3	THURSDAY 18 JUNE DAY 4	
09:00					09:00
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TIME	MONDAY 15 JUNE	TUESDAY 16 JUNE	WEDNESDAY 17 JUNE	THURSDAY 18 JUNE
09:00-09:30		FIA Environmental Accreditation	FIA Innovation Fund: Legacy, Innovation, and Excellence for All	
09:30-10:00		Using Grassroots Disciplines to Detect the Next Rally Champions	FIA Women in Motorsport	
10:00-10:30		2020 FIA Sport Grant Programme Applications	FIA Circular IT Initiative - Sport Clubs	
10:30-11:00		FIA Road Safety Grants Programme: 2020 Transformation Stream Call for Applications	Cross Car Development	
11:30-12:30			Towards a Safe Culture in Road Safety	
12:00-13:45		Restart your Engines		Digital Motor Sport
12:30-13:30			Personal Vehicle Use in a Covid-19 World	
13:00-13:20	Opening session: Shaping the Future Together			
13:20-14:50	Business Transformation and Resilience			
13:30-14:45			Racing for a Purpose	Tourism: Actions Needed to Future-Proof the Industry
14:00-15:30		Preparing Member Clubs for the Next Normal		
15:00-15:45	Creating Shared Value Through Sustainability			Wrap-up & Closing session
15:30-16:00		FIA Women in Motorsport		
16:00-16:45	FIA Environmental Strategy Consultation	Cross Car Development	2020 FIA Sport Grant Programme Applications	
16:30-17:00		FIA Circular IT Initiative - Sport Clubs	Using Grassroots Disciplines to Detect the Next Rally Champions	
17:00-17:30		FIA Innovation Fund: Legacy, Innovation, and Excellence for All	FIA Road Safety Grants Programme: 2020 Transformation Stream Call for Applications	

 JOINT SESSION	 SPORT SESSION	 MOBILITY SESSION	 ADDITIONAL SESSION
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JOINT SESSIONS OVERVIEW

OPENING SESSION Shaping the Future Together



Monday 16 June — 13.00-13.20

This introductory session will set the tone of our FIA eConference by featuring remarks from FIA Leaders. We will look at the leadership role taken by Clubs during the pandemic, engaging in their communities through different initiatives of assistance, but also how the FIA has been acting in their support, before bringing Affiliated Organisations up to speed on recent developments.

KEYNOTES Business Transformation and Resilience



Monday 16 June — 13.20-14.50

In the wake of the unprecedented Covid-19 situation and sweeping impact on the Sport and Mobility sectors, this joint session will examine how consumer behaviour has evolved and will continue to change in the future.

We will focus on what the world, our businesses and activities will look like after the pandemic. Mr Gianni Infantino, Mr Maurice Levy and Mr François Fillon will analyse how the Covid-19 crisis and its consequences on regulations, human behaviours, and business practices have accelerated and modified the transformations in Sport and Mobility.

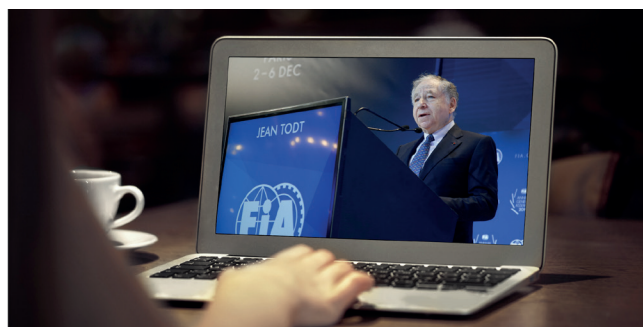
PANEL Creating Shared Value Through Sustainability



Monday 16 June — 15.00-15.45

This session will explore the need for a shift of perspective, allowing sustainability to be embedded across business models and regular operations as a tool for management improvement to reach individual and common goals. High-level speakers will analyse how different organisations across the Sport and Mobility spheres can tackle and turn the current challenges imposed by the Covid-19 crisis into opportunities for more sustainable operations and proactive cooperation.

CLOSING SESSION Wrap-up and Closing Speeches

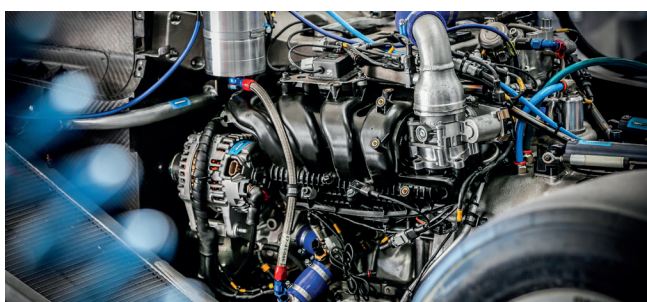


Thursday 18 June — 15.00-15.30

During this closing session that will include an interactive wrap-up of the main issues discussed during the eConference, we will also touch upon the larger societal impact and the evolution of women's position and engagement in the worlds of Mobility and Sport brought by the recent developments.

SPORT SESSIONS OVERVIEW

SESSION 1 Restart your Engines



Tuesday 16 June – 12.00-13.45

The first Sport plenary session will look at how Motor Sport is planning to return to racing.

This will include examples from the highest sports levels - with two specific keynotes. Ross Brawn, Managing Director of Motor Sports of Formula 1, will present the upcoming return of Formula 1 and Christian Seifert, CEO of Deutsche Fußball Liga, will explore the already successful restart of German football (Bundesliga), defining an appropriate approach and taking suitable measures to ensure a safe return to competition.

This will be followed by a discussion between various championship promoters about what they are doing from the ground up.

SESSION 3 Digital Motor Sport



Thursday 18 June – 12.00-13.30

The third Sport plenary will examine the rapid rise of digital motor sport, particularly in this period where there has been no racing on track. The last few months provided an unprecedented opportunity to increase motor sport mass participation through this new form of racing.

It will demonstrate the power of digital sport followed by a discussion on how it can become an entrenched part of the motor sport ladder.

Organisers of e-sport events will then offer practical tips on how to set up a successful event.

SESSION 2 Racing for a Purpose



Wednesday 17 June – 13.30-15.00

The second Sport plenary session will look at how all forms of sport should have a sense of purpose, particularly in the post Covid-19 world.

Sport has an unrivalled ability to reach, unite and empower millions of people globally. This is a unique platform to bring the world together and to raise public awareness of societal issues and solutions.

At the core of the FIA's mission is the will to act and advocate for "safe, sustainable and accessible Motor Sport for all". This session aims to demonstrate sport can have a lasting positive impact on many aspects. The panel discussion will explore two current major topics: how to integrate purpose into your event and how to keep motor sport relevant.



MOBILITY SESSIONS OVERVIEW

SESSION 1 Preparing Member Clubs for the Next Normal



Tuesday 16 June – 14.00-15.30

Following the FIA Stay Tuned online initiative that brought together over 260 participants from 73 Member Organisations in 59 countries to exchange on the challenges posed by Covid-19 and how to respond to them, this session will focus on discussing initiatives to get ready for what's coming next.

After a short summary of key takeaways from FIA Stay Tuned, the session will focus on Clubs' key messages thinking ahead to prepare the next normal and increase their performance and resilience. The session will also present the resources the FIA is developing to support Clubs beyond the crisis, such as the FIF 'Mobility Worldwide' project.

SESSION 3 Personal Vehicle Use in a Covid-19 World



Wednesday 17 June – 12.30-13.30

This Panel will take a look at how cities around the world are adapting their approach to urban mobility in a Covid-19 world, often promoting bicycles and micro-mobility options.

This Panel will look at the impact this is having on transport and personal motor vehicle use, and the measures FIA Mobility Clubs are taking for end users.

SESSION 2 Towards a Safe Culture in Road Safety



Wednesday 17 June – 11.30-12.30

The session will be the occasion to take sight of the changing environment in the road safety landscape.

The conversation will bring some perspectives on potential consequences that this will generate for the FIA and the Clubs, including the possibility to lead a change in thinking in the way we address the road safety challenge.

SESSION 4 Tourism: Actions Needed to Future-Proof the Industry



Thursday 18 June – 13.30-14.45

The session will deal with investment and financing of sustainable tourism in a post Covid-19 world and address how tourism development can promote economic growth in transition countries.

It will also examine how to reduce barriers to travel and transport and explain how governments can overcome the geo-economic context to attract tourists and investment.

It will then explore the role of information and the need to unlock the "data potential" in the tourism industry.

Eventually, the session will cover how technical assistance and capacity-building programmes can help tourism recovery as well as the role of Clubs in the development of such initiatives.



INTERVIEW WITH FELIPE CALDERÓN

Q. The very first FIA eConference is taking place under challenging circumstances, caused by the global public health situation. Transformation and resilience will be powerful tools for all FIA Member Clubs in this particular context. What is the significance of this conference for the FIA Community to prepare for the future?

A. The current situation has shown the world that human development cannot separate economic concerns from social and environmental issues. Covid-19 has not only generated changes in the economic and political realms of society, but also in the everyday lives of people around the world. Although some of these effects could be deemed temporary, there will be fundamental, long-term changes in how people consume, move and relate to each other. In this context, the most resilient and successful organisations will be those that have the capability to foresee these incoming trends and plan ahead so they can adapt to a new reality. FIA Member Clubs should be ready to adapt their activities so as to better protect their own personnel and fans, while keeping alive the tradition and dynamism of motor sport. This might be an opportunity to innovate, provide new experiences and even attract new audiences.

Q. In a world where personal transport becomes more relevant than ever, how do you foresee the evolution of safe and sustainable mobility solutions?

A. This is an opportunity for the FIA and its Member Clubs to take a step beyond adaptation towards a leading role in shaping a better, more connected and sustainable world. The public is realising that a healthier and more prosperous future must necessarily be more sustainable and environmentally friendly. Climate and environmental concerns are not only important in terms of our global goals, but also because they are crucial to keep countries and communities safe and healthy.

Transport has an important role to play in the transition to a more sustainable and environmentally-conscious world. While public transport is key, personal transport solutions will start to embrace electromobility and energy efficiency as core components of products and services. Technological development will continue to lower the prices of batteries and charging infrastructure. Companies and governments around the world are already working together to design services that encourage zero-carbon mobility powered by electricity and hydrogen. Moreover, better urban development policies will incorporate better traffic management tools that improve the way we move across cities.

Q. As we prepare for the relaunch of racing activities, how do you think the world of motor sport will accelerate its positive contribution to society?

A. Mobility and Sport Clubs, as well as all the firms related to this sector, have a relevant part to play as they can talk to millions of fans across the world, in developed and developing countries. Sporting

events definitely are improving in terms of their carbon and environmental footprint, also encouraging positive changes across sponsors and service providers. Whether we talk about energy efficiency or storage, electromobility technology used in race fields around the globe can improve the way people move, safely and in a more sustainable fashion: this is what we call "track to field" changes. Finally, the FIA is an actor that can use its voice in a responsible way to engage relevant stakeholders with the mission of improving policies and regulatory frameworks.

Q. The FIA is currently working on the definition of its Environmental Strategy. Can you tell us about the importance of this strategy for the FIA and its Sport and Mobility stakeholders, more specifically in today's context?

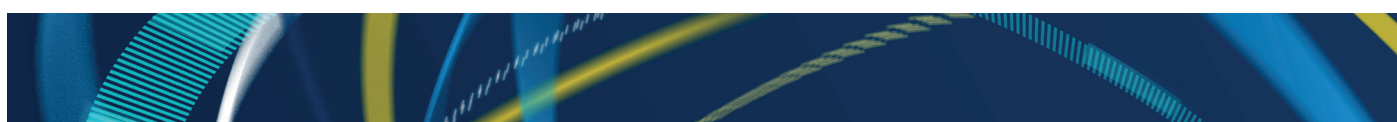
A. This new Environmental Strategy will provide a path and a structure to the FIA's role as a leader in the global transition to a more sustainable economy. It will ensure the continued relevance of motor sport and will help us better navigate a new world, through innovation and joint collaboration. The strategy intends to create a single voice that will enable the FIA and its Member Clubs to be more effective in their advocacy efforts. Guidance will be key for the strategy, as Members will be advised and supported so they can move towards competitive practices and activities. An underlying element of our plans is the need to design a pathway that goes in line with the Global Sustainable Development Goals and with the aim of positioning the FIA as a responsible stakeholder among other international sport federations.

FELIPE CALDERÓN



Felipe Calderón served as President of Mexico from 2006 to 2012. During his presidency, Mr Calderón helped position Mexico as a global leader in fighting climate change. Despite the impact of the 2009 international economic crisis, the Mexican economy registered stability and growth, as competitiveness was boosted by deregulating the economy, promoting free trade, competition, private investment, and technical education, as well as increasing investment in infrastructure.

Felipe Calderón is President of the FIA Environment and Sustainability Commission, as well as the Sustainable Human Development Foundation, Honorary Chairman of the Global Commission on the Economy and Climate, and Member of the Board of Directors of the World Resources Institute.





USEFUL INFORMATION



FIA eCONFERENCE WEBSITE

For more information about the programme and the speakers, please consult the FIA eConference [dedicated website](#).



REGISTRATION

Please make sure to register to any session you are willing to attend. This ensures that you will be able to access it. Once registered, you will receive a confirmation email with the instructions to access the FIA eConference.

[Registration link](#)

In the case you did not receive the invitation to the registration link, please contact us at fiacconference@fia.com.



TO JOIN THE SESSIONS

- Click on the corresponding session link.
- Confirm "Open the Zoom App" in the webpage pop-up.
- You will then be connected to the meeting. The organiser will let you in.

We strongly advise you to pre-download the Zoom Desktop App at: zoom.us/download to ensure your smooth participation during the event.



ABOUT THE SESSIONS

- Sessions are only open to **FIA Affiliated Members** - **no limit regarding the number of participants per Club**.
- All the sessions are recorded and will be shared on the FIA eLearning platform & FIA Networks (dedicated platform to FIA Affiliated Members).
- You can add the sessions to your calendar, with the FIA eConference [website](#).



SIMULTANEOUS TRANSLATION

- All the sessions are held in English. A simultaneous translation into French and Spanish will be available.
- Pre-download the free application **Interprefy App** from the App Store or Google Play.
- When launching the Interprefy App:
 - > Enter the token **FIAeConf**
 - > Click on '**Connect**'
 - > Select your language between **French and Spanish**



INVITE YOUR CONTACT

Should any of your colleagues wish to attend the FIA eConference 2020, please contact the FIA Events team at fiacconference@fia.com.



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Julius Bär



RICHARD MILLE

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