

FIM

SUSTAINABILITY WEEK 2023

PRESENTED BY FIM'S SUSTAINABILITY COMISSION(CID)

JOIN US TO BUILD A BETTER FUTURE.



PURPOSE

An international platform where all the affiliated Federations and stakeholders will inspire a positive change. Establish a global motorcycling community that will celebrate the everyday efforts towards planet conservation.





FIM SUSTAINABILITY
WEEK 2023
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MESSAGE FROM THE FIM PRESIDENT

JORGE VIEGAS

"This is the third annual occasion recognising and applauding the Sustainability Week within the FIM. A week dedicated to celebrating the efforts that the members of this great organisation make time after time and that this year will be held from 5 to 11 June. The motto of our 2023 campaign is "Join us to build a better future" – this is dedicated with great respect to the guild of engineers and mechanics who work every day in all sectors of our organisation and who have a predominant role in achieving our objectives".

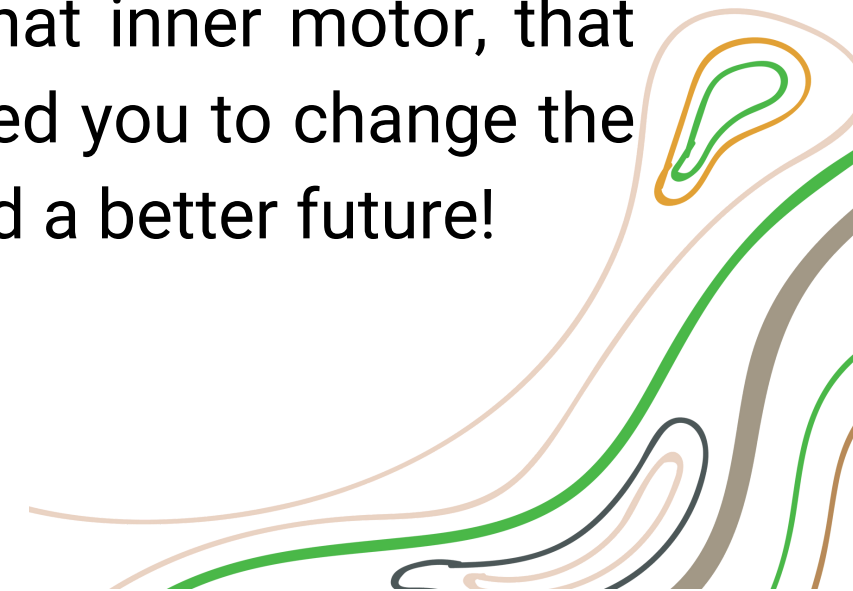


MESSAGE FROM THE CID DIRECTOR

KATTIA JUÁREZ

Within the framework of 2023 FIM's Sustainability Week, we celebrate the importance of the mechanics and engineers who contribute to this cause constantly with their ingenuity and passion for finding solutions to everything that once seemed impossible and their resilience in today's global circumstances. We need sustainable solutions that leave a legacy and lead us towards a better future. The motto of our 2023 Sustainability Week, "Join us to build a better future", invites us to be part of this every time bigger Ride Green Generation, where our mechanics, engineers, assistants, designers etc., make up a significant portion of this growing community.

Larry Page said: "If you're changing the world, you're working on important things. You're excited to get up in the morning." May that inner motor, that passion that drives you, never disappear because we need you to change the world for the better, so wake up happy and join us to build a better future!



WHAT IS SUSTAINABILITY?

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people.

5 - 11 June '23

FIM SUSTAINABILITY WEEK

The FIM's flagship week for promoting worldwide awareness and action for the three sustainability spheres: environment, social, and economy within the motorcycling family. Approved by the FIM's Board of Directors (BD) in Feb 2021.



WORLD ENVIRONMENTAL DAY

World Environment Day 2023 is the biggest international day for the environment. Led by the United Nations Environment Programme (UNEP), and held annually since 1973, it has grown to be the largest global platform for environmental outreach. It is celebrated by millions of people across the world.

World Environment Day 2023 is hosted by Côte d'Ivoire and supported by the Netherlands and will focus on solutions to plastic pollution. **#BeatPlasticPollution**

PLASTIC
FREE

SHARE YOUR CELEBRATION...



#FIMsustainabilityweek



RAISE AWARENESS

Know and perceive, to feel, or be aware of the need for more sustainable behavior within our sport.

SUPPORT UNEP WITH THE WORLD ENVIRONMENTAL DAY

World Environment Day is the United Nations day for encouraging worldwide awareness and action to protect our environment.

COMMUNICATE SUSTAINABILITY ACTIONS

Share information, comment, ask questions, express wants and needs, develop social relationships about sustainability.

ENJOY THE VALUES OF OUR SPORT

We love our sport and the sports ethic is worth sharing.



FIM SUSTAINABILITY
WEEK 2023



10 YEARS OF THE KISS
PROGRAMME



THE SUSTAINABLE
ENDURO SCHOOL FOR
CHILDREN IN PORTUGAL



CELEBRATION OF THE
WORLD ENVIRONMENT
DAY



OTHER PROJECTS THAT WILL
BE ADDED TO ALL THE
ACTIVITIES AND THAT WILL
BE ANNOUNCED THROUGHOUT
THE WEEK




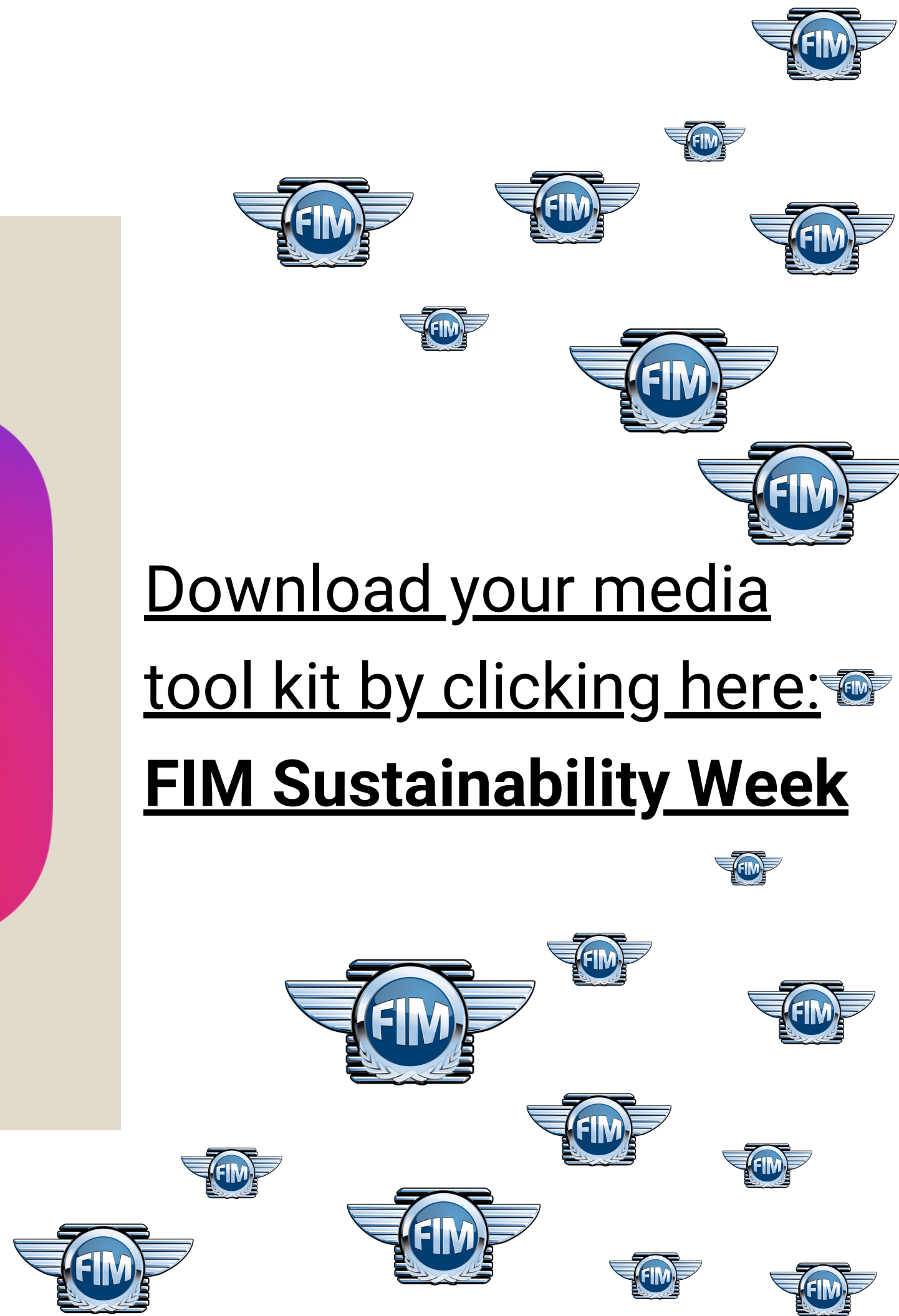
FIM SUSTAINABILITY
WEEK 2023



#FIMsustainabilityweek



Download your media tool kit by clicking here: 
FIM Sustainability Week



OFFICIAL ACCOUNTS, TAGS AND HASHTAGS.

@FIMLIVE @FIMRIDEGREEN

#FIMsustainabilityweek

#WorldEnvironmentDay

#BeatPlasticPollution

