

## **FIA University - Executive Summary & Road Map 2013**

The FIA needs to remain relevant to its members, creating value for them through partnering. With that aim, it will create the FIA University.

### ***Mission***

The FIA University mission is to leverage the value of being a member of the FIA family by means of sharing, spreading and creating new knowledge and leadership in the fields of Mobility and Motor Sport, so that in the future the FIA and member clubs can remain the global/local relevant reference in their field.

### ***Participants***

The FIA University has as an objective to support the Clubs to achieve their strategic goals. Therefore, initial programs will be specifically targeted to the Clubs' Top Executives and Senior Leaders. FIA University does not intend to cover, nor substitute, existing Club training initiatives.

### ***Programs***

The FIA University will run programs to strengthen member organizations on a national, regional and global level. The content to be developed in the FIA University will be organized around three main pillars: Strategy & Leadership, Lobbying & Public Policy as well as Functional Expertise.

### ***Content***

FIA University will create and disseminate, certify and syndicate relevant content as well as core values and services, for both Sports and Mobility, in a sustainable way. Internal expertise will be a key resource for learning. The FIA University will promote internal knowledge in a way that can be shared and kept within the FIA family.

### ***Delivery***

The FIA University will develop a blended learning approach, combining traditional classroom experiences with online learning experiences. Online learning will be there to take advantage of its technological and cost advantages, when relevant.

### ***Management***

The FIA University will be run by the FIA with the support of experts in the field of Corporate Universities and Executive Education. A Governing Committee composed by key FIA

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stakeholders will supervise the work of the team, which will run the day to day operations of the FIA University: programs, organization, etc.

### ***Impact***

The FIA University will contribute to the creation of value for FIA member Clubs, while helping to achieve mission and the vision of the FIA in sport and mobility, (in important areas such as road safety, the environment and consumer protection).

The FIA University will fulfill at least on 4 of FIA's Mobility Plan 2010 key deliverables: Knowledge Exchange, Service Facilitation, Adding Value to Clubs and Effective Communication. In the future, it will also contribute to a fifth one, Synergies with Sport.

### ***Funding***

The FIA University will be initially funded by a FIA Foundation Grant. In the delivery of the programs, participants may have to pay part or the entire course fees: program, accommodation, and travel.

### ***Faculty***

The FIA University will bring together the Club's internal expertise with world-class experts in different fields. Those Clubs contributing with internal faculty to programs, may be credited with free seats for some programs in exchange, and/or other economic incentives.

### ***FIA University benefits in a nutshell:***

- The FIA needs ways to strengthen the “family bonds”, providing value which only the union can bring, and which most clubs on their own could not do. The FIA University is one of them.
- The FIA University is the future form through which the FIA can channel its learning initiatives (global, adapted local). It has a strategic role in helping the FIA to achieve its goals.
- The FIA University is a capacity building initiative that will strengthen the member clubs' capabilities to remain relevant in the future.
- The FIA University is an internal initiative that will profit from the best internal and external expertise to transfer 'best practices' and create 'next practices' in all relevant fields for the Federation: Mobility and Motor Sport.
- The FIA University will provide a platform in which *all* participants can gain from others' experience and experts' knowledge.
- The FIA University will have a governing structure that will allow all FIA stakeholders to monitor and handle FIA University activities.
- The FIA University will leverage the best from within and from outside, strengthening the union, and moving knowledge and expertise from the local to the global level.

## Road map 2013: “FIA University-Driving the future”

### Achievements 2012

The FIA University presented its project both at the WCAMT and then at the Membership Benefits Forum in New Delhi (Dec 2011). The MBF was attended by more than 75 club representatives, who actively participated in a session consisting of the FIA U project presentation and a lecture on “Strategic renewal in times of change” by an FIA University professor. The participants contributed with a vision for their clubs in 2020, challenges and opportunities and what they would need from the FIA University in that context, helping to provide contents for the ante mentioned FIA University programs’ 3 pillars

On top of that, the FIA University has run three “sample sessions” during 2012:

- Spring Meeting (Belgrade, May): a session on “Executive leadership through social networks” was delivered to a joint WCAMT and SRC, with 25 top FIA leaders attending.
- Conference Week (Prague, June): more than 100 CW delegates participated in the “Shaping our future through advocacy” lecture and workshop.
- Congreso Americano (Cancún, August): the FIA University facilitated the session “En la Estrategia está el éxito” (Success lies within strategy), attended by mobility and motorsport club Presidents and top leaders from the Americas and elsewhere.

The FIA University will present its achievements 2012 and Plan 2013 at the WCAMT in Istanbul, and will most likely deliver another session at the MBF and Joint WC meetings in December 2012.

### Plan 2013

The FIA University is already working on contents and will start delivering fully fledged programs, and at the same time will continue developing its governance structure and funding.

### Programs

The FIA University is currently creating contents for its 3 main pillars (1-Strategy & Leadership, 2-Lobbying & Public Policy as well as 3-Functional Expertise), concentrating in 1 and 2 for 2013.

	P1 - Strategy & Leadership		P2 - Lobbying & Public Policy	P3 - Functional Expertise	
	Strategy	Leadership	“Advocacy”	Mkg & Sales	Finance
Top leaders	Mod A	Mod B	Mod C	---	----
Emerging Leaders	Mod A'	Mod B'		Mod D	Mod E

Transversal Activities:

Strategy Workshops
Action Learning Projects
FIA Conferences
Train the trainers

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### ***Participants: Target audience***

The FIA University programs will be addressed to all FIA member Clubs leaders and managers, and also to other FIA Stakeholders and related institutions in a second phase. For academic and effectiveness reasons, there will be a split among two main target groups: Top leaders and Emerging leaders.

### ***Governance***

The FIA University aims at providing educational services to all FIA bodies; hence they should be represented at the FIA University governing structure.

FIA Motorsport has created a working group to define its University related needs, which the FIA University will be happy to include once known.

For the time being, the FIA University project development is being reported via the WCAMT and its pertinent reporting lines.

The development of the FAI Mobility Commissions (Policy and Services) working plans will probably ask for the University implication, since both commissions are prioritising knowledge exchange and best practices sharing, which among other means will certainly make use of face to face educational fora.

### ***Funding***

The FIA University is a capacity building initiative that will strengthen the member clubs' capabilities to remain relevant in the future.

The development of a sustainable economic model that ensures a greater economic impact than the costs of the University will govern the development of the 'FIA University'.

Programmes will have to meet or exceed the Clubs business goals, something that will be tracked by the FIA University.

Beyond the initial set-up funding, covered by the FIA Mobility budget, FIA University programmes will be funded jointly by the FIA and the participating Clubs, and eventually the FIA Foundation Capacity Building Grant. There will be a transparent pricing model that will allow interested Clubs to know the price of the program. In parallel, FIA University will develop an assessment of the needs and expected benefits, so an optimal return on investment and expectations can be agreed before the programme, and measured afterwards.

It will be in the clubs' interest to attend and pay the FIA University courses for the value they will provide.

For Road Safety related contents, the FIA University will be funded via the FIA Foundation Capacity Building Grant.

### ***Staffing & Operations***

The FIA University will rely on external support (ESADE) to develop and deliver its programs. Nevertheless, by mid 2013 the FIA University will probably need 1 person to assist in the following tasks:

- Development of programs: contents, faculty, invited club experts/speakers
- Documentation creation, filing and sharing
- Advertising of courses within the FIA/other, to recruit participants
- Registration of participants and administration (invoicing participants, programme costs)
- Creation and maintenance of FIA University contents within FIA website
- Etc...???

**Draft Calendar 2013:**

	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Sample Sessions at FIA Conferences		<ul style="list-style-type: none"> <li>• Spring Meeting?</li> <li>• May</li> </ul>	<ul style="list-style-type: none"> <li>• CW September</li> </ul>	<ul style="list-style-type: none"> <li>• AGA?</li> <li>• December</li> </ul>
Emerging Leaders 1	<ul style="list-style-type: none"> <li>• Module B' "On leadership"</li> <li>• March 2013</li> <li>• 4 days program</li> <li>• 30/35 pax</li> </ul>		<ul style="list-style-type: none"> <li>• CW Den Haag: Participants will provide feedback on programs developed after attending the March session</li> </ul>	
Top Leaders 1		<ul style="list-style-type: none"> <li>• Module A "On Strategy"</li> <li>• "Presidential Leadership Summit"</li> <li>• June 2013</li> <li>• 3 days program</li> <li>• 15 pax</li> </ul>		
Emerging Leaders 2				<ul style="list-style-type: none"> <li>• Module B' "On leadership"</li> <li>• Oct 2013</li> <li>• 4 days program</li> <li>• 30/35 pax</li> </ul>
Road Safety 1???				<ul style="list-style-type: none"> <li>• Module C "Advocacy for Road Safety"</li> <li>• Nov 2013</li> <li>• 3 days program</li> <li>• 30/35 pax</li> </ul>
Train the Trainers???			<ul style="list-style-type: none"> <li>• Develop a specific session at or just before CW</li> <li>• experts on different matters to receive teaching training</li> <li>• 5-10 pax???</li> </ul>	

Note: other reference documents "FIA University Draft World Council LV 26 Oct 2011"