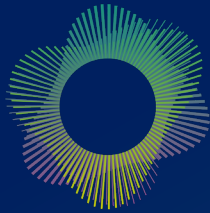




# INNOVATION CHALLENGE 2026



*SHARE IDEAS, SPARK COLLABORATION,  
DRIVE CHANGE!*



INNOVATION  
CHALLENGE  
2026

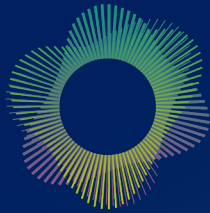
## THE FIA INNOVATION CHALLENGE CELEBRATES CLUB PROJECTS THAT CREATE GROWTH AND IMPACT

### /// REGIONAL & GLOBAL RECOGNITION

- ➔ **12 Regional Champions** (3 per Region), awarded during the Regional Congresses
- ➔ **4 Global Winners** (1 per Region), awarded during the FIA General Assemblies week

### /// DON'T MISS YOUR CHANCE TO...

- ➔ **Promote** your Club and project(s)
- ➔ **Take the spotlight** at FIA regional & global events
- ➔ **Collaborate** with top leaders across the FIA network



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NO LIMITS TO INNOVATION:

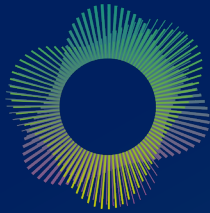
BIG OR SMALL, EVERY INITIATIVE COUNTS!

### /// WHAT IS INNOVATION?

Any **new or improved idea, service, or way of working** that helps a Club better serve its members, partners, or community, while enhancing efficiency, relevance, or impact in the world of mobility.

### /// FOCUS AREAS FOR SUCCESS

The Challenge particularly values **cost-efficient and/or replicable solutions** that can inspire other Clubs.



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## STEP INTO ACTION:

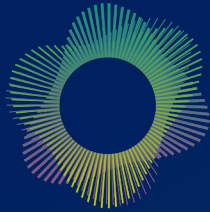
## WHICH IDEAS QUALIFY FOR SUBMISSION?

### /// SCOPE

The Challenge welcomes **initiatives that deliver value in new or better ways**, helping your Club grow, adapt, and thrive.

For example:

- **New Offerings** - *Services, products, or business models*
- **Marketing & Communications** - *Creative campaigns, member engagement strategies...*
- **Partnerships & Collaborations**
- **Internal Improvements** - *Processes, team management, use of data, operational efficiency...*
- **Social Impact Initiatives** - *Projects benefiting both the Club and the local community*
- **Other Smart Ideas** - *Any initiative that makes the Club more relevant, efficient, or future-ready!*



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## STEP INTO ACTION:

## WHICH IDEAS QUALIFY FOR SUBMISSION?

### /// ELIGIBILITY REQUIREMENTS

- ➞ Open to FIA Member Clubs with **Mobility competencies**, affiliated to FIA Region I, II, III, or IV.
- ➞ Submitted projects should have been **recently launched**, active, and/or completed in the past 24 months.
- ➞ Each Club can submit a **maximum of 4 projects** (*National Federations may submit their local Clubs' projects*).

# KEY DATES & MILESTONES

## CALL FOR APPLICATIONS

ALL REGIONS  
*WORLDWIDE*

Opens in  
**December 2025**

FIA REGION I

*EUROPE, THE MIDDLE  
EAST & AFRICA*

Closes on  
**13 February 2026**

FIA REGION II

*ASIA  
& PACIFIC*

FIA REGION III

*NORTH AMERICA &  
CARIBBEAN*

Closes on  
**10 April 2026**

FIA REGION IV

*SOUTH & CENTRAL  
AMERICA*

## REGIONAL CHAMPIONS

*3 in each Region*

REGIONAL  
SELECTION  
COMMITTEE



**RI CHAMPIONS**  
Awarded at the  
FIA Region I  
Spring Meeting

REGIONAL  
SELECTION  
COMMITTEE



**RII CHAMPIONS**  
Awarded at the  
FIA Asia-Pacific  
Congress

REGIONAL  
SELECTION  
COMMITTEE



**RIII & RIV CHAMPIONS**  
awarded  
at the  
FIA American Congress

REGIONAL  
SELECTION  
COMMITTEE



## GLOBAL WINNERS

*1 in each Region*

GLOBAL  
JUDGING PANEL

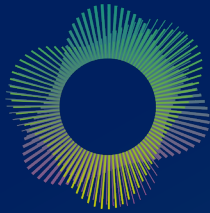


**GLOBAL WINNERS**  
awarded in December  
during the **FIA General  
Assemblies Week**



**Regional Champions' project leads receive  
a fully covered trip to their Regional Congress!**

*Covered: Eco-rate flights and 2-night accommodation.  
Subject to FIA approval & conditions.*



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# MAXIMIZE THE IMPACT OF YOUR SUBMISSION: OVERVIEW OF THE APPLICATION FORM

## 1. GENERAL INFORMATION

- ➡ Information on the **Club**
- ➡ Information on the **person in charge of the application**  
(should be the project lead)

*Contact details are  
for internal use only.*

## 2. PROJECT OVERVIEW

This content will be used in  
the FIA communications!

- ➡ **Project name**  
= Brand or name code  
(max. 40 characters, incl. space)
- ➡ **Tagline**  
= A catchy sentence that clearly  
markets the project and makes it  
easy for anyone to understand  
(max. 50 characters, incl. space)
- ➡ **Project abstract**  
= A high level, non-technical  
overview of the project for  
communications, highlighting the  
value proposition, beneficiaries,  
objectives, and impact  
(300 to 600 characters, incl. space)

## 3. PROJECT DETAILS

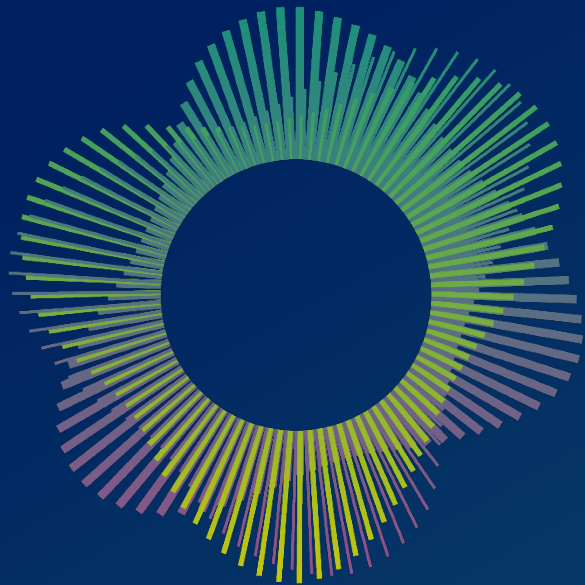
- ➡ Provide **more in-depth  
information on various  
aspects** of the project,  
including:
  - ✓ Timeline of the project
  - ✓ Estimated budget
  - ✓ Innovativeness
  - ✓ Performance
  - ✓ Benefits
  - ✓ Cost-effectiveness
  - ✓ Replicability &  
Collaboration Potential

*This information is exclusively for the  
Regional Selection Committee  
and Global Judging Panel.*

## 4. SUPPORTING MATERIAL

- ➡ Compulsory:
  - ✓ **Illustrative picture or  
photo** of the project

Will be used in  
the FIA communications!
- ➡ Welcome:
  - ✓ Video of the project in  
action



LOOKING BACK:

HIGHLIGHTS OF THE 2024 & 2025 EDITIONS

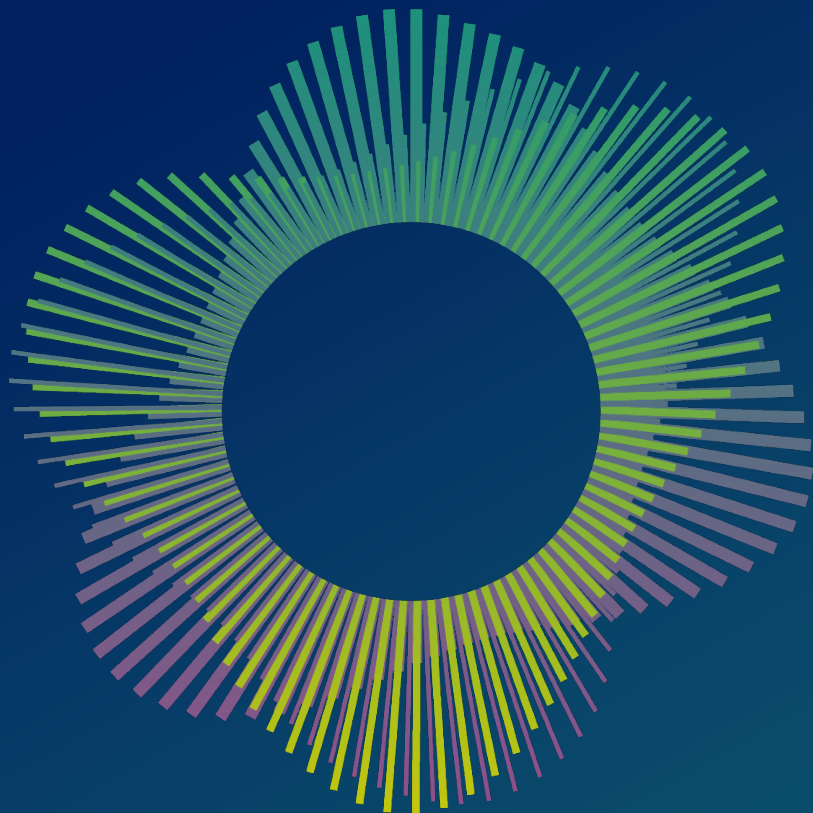
FIA INNOVATION  
CHALLENGE 2024  
WEBPAGE



FIA INNOVATION  
CHALLENGE 2025  
WEBPAGE



*Click to explore the submissions and discover the awarded projects!*



# INNOVATION CHALLENGE 2026



FOR ANY QUESTIONS:  
[INNOVATIONCHALLENGE@FIA.COM](mailto:INNOVATIONCHALLENGE@FIA.COM)