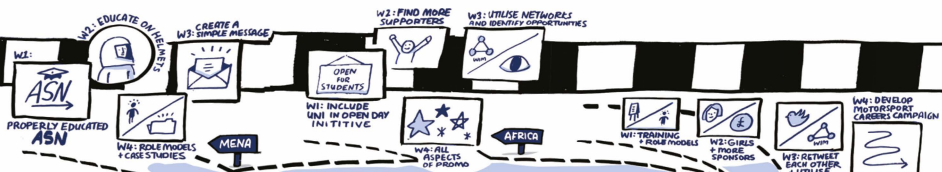


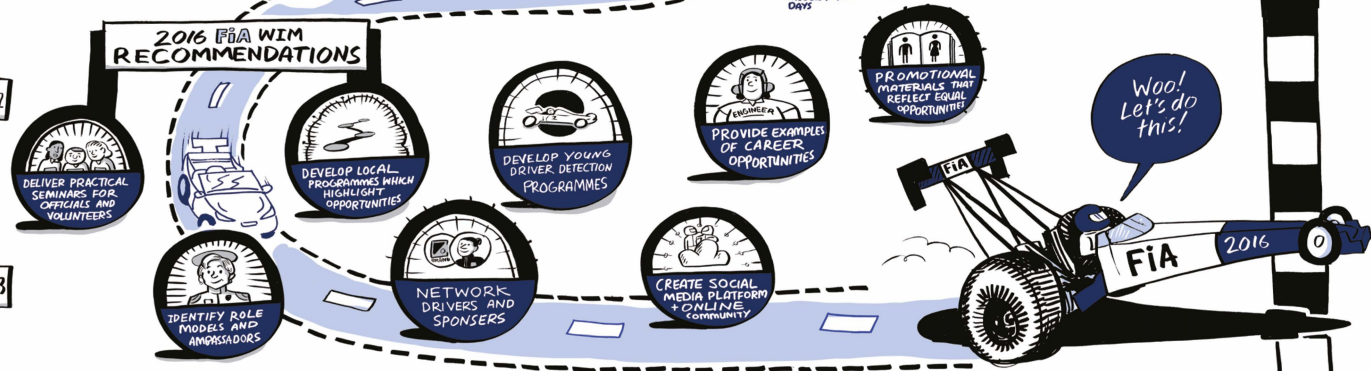
WORK SHOP RESULTS

HOST OPEN DAYS	OPEN
DEVELOP SOCIAL MEDIA TO THE WEBSITE	OPEN
MENTORING	OPEN
GENDER EQUALITY	♀♂
TARGET GIRLS	ASN: GET MORE INVOLVED
NEVER GIVE UP	MORE SUPPORTERS
MORE WOMEN IN KEY ROLES	BELIEVE IN YOURSELF
MORE ROLE MODELS	MENTAL TRAINING
CREATE A COMMUNITY	HIJACK THE NEWS
UTILIZE	BE SPECTACULAR

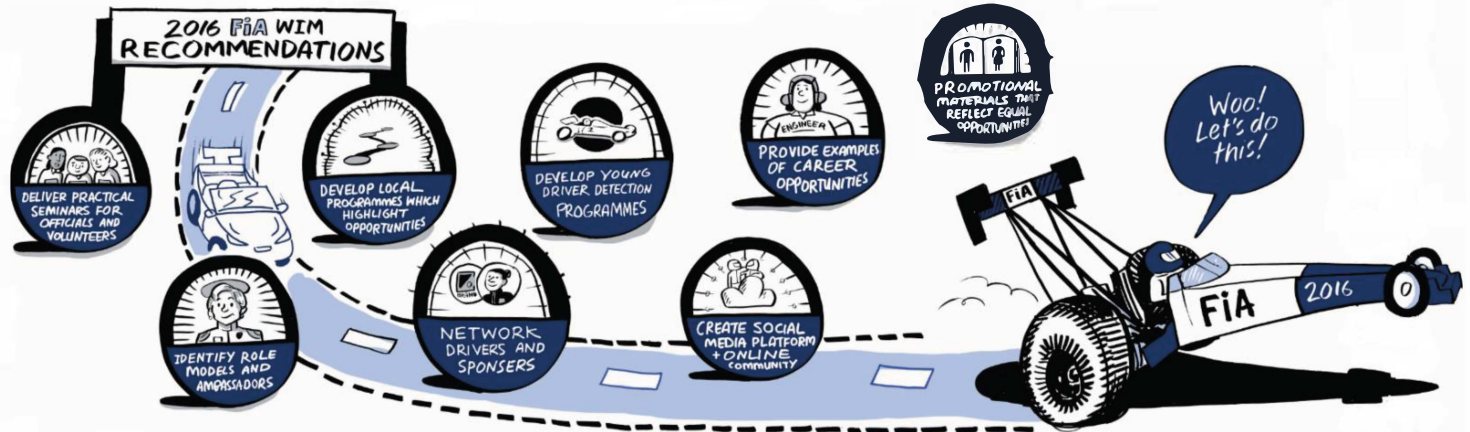


THE CHART of the FUTURE

2016 FIA WIM RECOMMENDATIONS



FIA WOMEN IN MOTORSPORT SEMINAR 2016 - 2020



The FIA Women in Motorsport Commission hosted its 2nd seminar on the 7th and 8th of October 2016 in Lisbon, Portugal.

After 2 intense days of networking, discussion and debate, plans for the next 4 years have been established. From their own conclusions during the workshops, the ASNs were able to create their own "Road Maps" for both national and regional implementation and, from this, the FIA Women in Motorsport

Commission has prioritised its own
8 recommendations for its
"Chart for the Future" from 2016-2020.

In the next pages, the 8 recommendations are described with useful tools and case studies to help you implement them.





*Deliver practical seminars for
Officials & Volunteers*



*Network drivers &
sponsors*



*Identify role models &
ambassadors*



*Create social media
platforms & communities*



*Develop local programmes
highlighting opportunities*



*Provide examples of
career opportunities*



*Develop young driver detection
programmes*



*Promotional materials that
reflect equal opportunities*

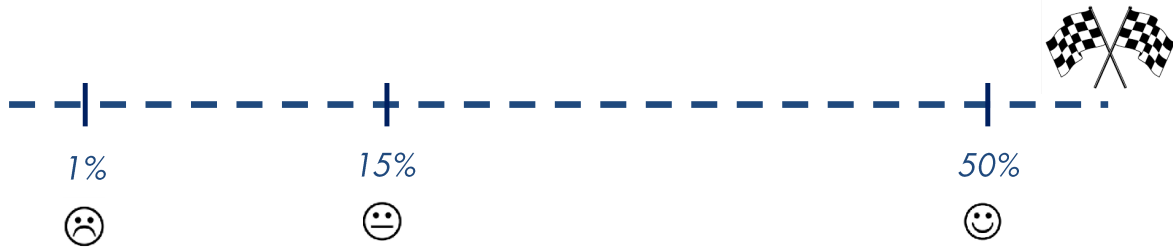
RECOMMENDATION #1

VOLUNTEERS & OFFICIALS TRAINING



“Each ASN identifies their training requirements and delivers practical seminars and mentoring programmes for volunteers and officials nationally and within the region”

What percentage of your Volunteers & Officials workforce is female?



RECOMMENDATION #1

VOLUNTEERS & OFFICIALS TRAINING



Fast forward your position on the track to success!



Practical Seminars

Why?

Interaction between attendees, ability to work with real material and case studies.

How?

- Identify the needs of the officials
- Define seminar's structure
- Establish plenary lectures
- Work in the practical cases

Online training

Why?

Maintains a good level of knowledge in between seminars, low cost, easily accessible, helps creating a virtual community

How?

- Identify the training needs
- Create an online platform
- Invite your V&O network to complete the training and give feedback

Mentoring Programmes

Why?

Acts as role model, helps in the recruitment of more V&O, breaks cultural barriers, provides feedback.

How?

- Select the mentors
- Define the structure of the program
- Program activities & feedback
- Promotion of the new official





Case Study No 1 – Practical Seminar

KNAF (Netherland) has a very successful training academy where officials receive a 1-2 year specific training depending on their role, including workshops and other practical activities.

Case Study No 2 – Mentoring

The MSA (England) has a very good mentoring program where the new officials need to accompany their mentors for a year before they can work as officials. That works specially in positions of scrutineer, timekeeper and steward.

Case Study No 3 – Needs identification

TOSFED (Turkey) has developed a questionnaire to identify the needs of women V&O, including a section for the officials to recommend other women they believe might be interested.



RECOMMENDATION #2

ROLE MODELS & AMBASSADORS



"Each ASN identifies role models and ambassadors that effectively promote the sport to its officials"

Why?

A role model or ambassador is a person whose behaviour or success is emulated by others. A role model can have a considerable impact on a young person career aspirations, particularly in STEM fields. An ambassador can have a considerable impact on spreading a message across and raise awareness.

How?

- Define the skills, experience, position that a role model and ambassador should have
- Select and announce the role models/ambassadors
- Share role models/ambassadors personal experience in the sport (steps taken, challenges faced, etc.)
- Invite role models/ambassadors to interact with other officials and fans in races, seminars, meetings, etc.
- Invite role models/ambassadors to promote the sport and career opportunities through social media



RECOMMENDATION #2

ROLE MODELS & AMBASSADORS



Case Study No 1

The Australian women in motorsport group (WAMS) promote different female officials profiles in their website with a short interview about their personal experience in the sport and their ambitions.

These women serve as inspiring role models for other officials and fans that want to be part of the sport.

Mrs. Samantha Reid and her team are constantly working to keep promoting female officials and drivers through different activities and social media.

Case Study No 2

The MSA (UK) dedicated a full number of their monthly printed magazine to the female officials of the British GP in 2016.

With the name of "The ladies behind the Grand Prix", the magazine interviewed and showed a few role models officials in their working positions.

That was a really well accepted and economic idea to promote and encourage more women to join the sport and in particular the Grand Prix.

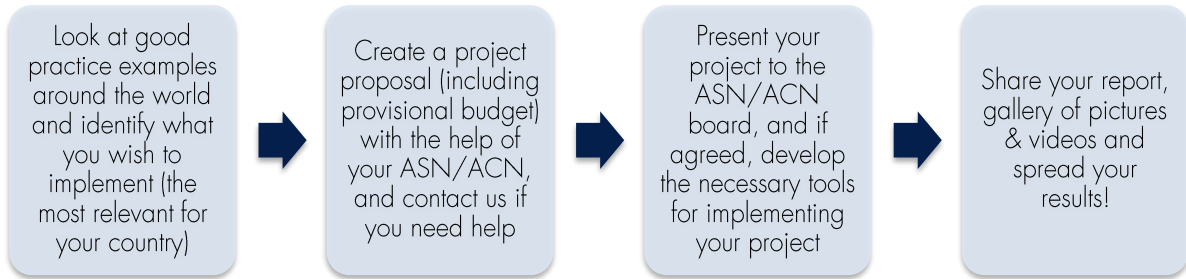




“Each ASN to develop local programmes which highlight the opportunities available to women in motorsport”

RECOMMENDATION #3

LOCAL PROGRAMMES



Case Study No 1

TOSFED (Turkey) has developed the "Parents Report Card" project, which educates children between the ages of 7-11 on traffic rules and pedestrian safety; while professional drivers display they race cars and try & attract the imagination of young girls and their mothers.

TOSK then provided safe driving training courses for the 20 mothers winners of the project. While mothers are being trained, kids are introduced to karting.

Case Study No 2

Since 2017, RAF (Russia) has developed a support program for women taking part in Russian championship in circuit races. In frames of this program the Committee bears costs for entry fee for all women taking part in this championship.

A winner's pot of 18 000 euro is then shared between women in accordance with results of standing.



RECOMMENDATION #4 YOUNG DRIVERS DETECTION



"Each ASN to develop programmes including young driver detection cells at local and national levels"

Case Study No 1

RACB (Belgium) has been organising for more than 10 years a national driver selection. Each year a selection is organised and is focused on one specific discipline including single-seater, rally and touring car.

The selections are open to both young boys and girls. The detections are very democratic as a fee of 10€ is requested to participate.

First step of the detections always start on simulators that represent big advantages for different aspects : less expensive, no crash damage, easy to implement on several locations and also easier to try for non-experienced drivers.



Case Study No 2

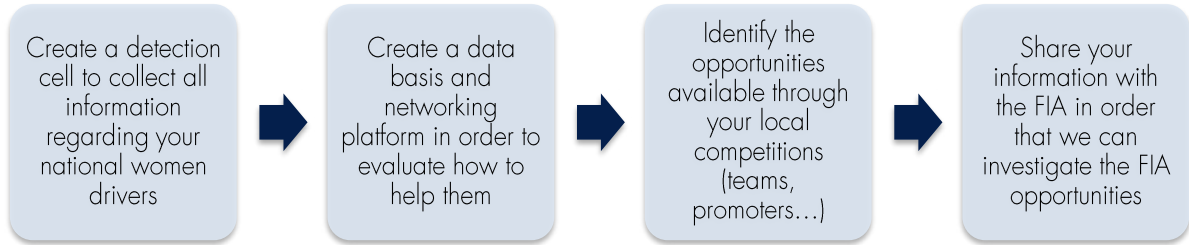
The FIA will be launching the [European Young Women Programme](#) in March 2018, in collaboration with the European Commission and eight ASN partners.

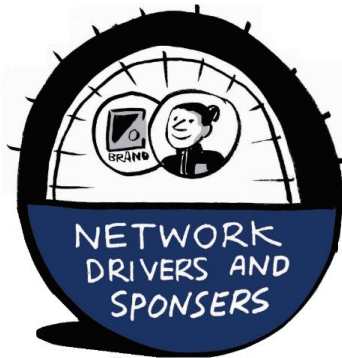
This two year project is based on a cost-effective, arrive and drive karting slalom format. During the first year the karting slalom events will be promoted to young females between 13 and 18 years at a national level within eight European ASN partner countries.

At the beginning of 2019, the three fastest girls from each country's events will then pit themselves against each other at the European Final for the chance to be among the six drivers selected for the European Team who will attend the FIA Driver Training Camps, where they will be supported by the FIA through a sporting and educational programme.

RECOMMENDATION #4

YOUNG DRIVERS DETECTION





“Each ASN to find creative solutions to network drivers and sponsors”

RECOMMENDATION #5

DRIVERS & SPONSORS NETWORKING

Why?

One of the main challenges for drivers is to find sponsors in order to be able to continue doing what they love. However, it can be difficult for them to enter in contact with sponsors and finding the right sponsor willing to support them.

How could you help them?

- a) Let the drivers know that you are available if they need help. Here are the different ways you can help:
 - By sharing their achievements on your communication platforms
 - By allowing them to use your logo
 - By entering in contact with them and simply offer your support
- b) Organise networking events after a championship where drivers would have the opportunity to directly approach the person they have in mind.
- c) Offer some visibility to potential sponsors during special events (i.e. prize giving, awards, etc).



Case Study No. 1

The MSA Academy programme (UK) supports its athletes by introducing them to potential sponsors while teaching them the skills and abilities to be able to target specific sponsors relevant to them and improving the chances of securing a deal and developing longevity in the relationship.



RECOMMENDATION #6

SOCIAL MEDIA



“Each ASN to create an on-line social media platform and community (e.g.: Twitter and WhatsApp groups) which ensures that the contribution made by women in the sport is recognised at all levels”

Why?

Social media is the most important media platform of our time and allows the users to become content creators. It is the most efficient way to reach young generations, as 30% of its users are less than 30 years old.

How?

- Create your own national *Women in Motorsport* platform on Facebook, and join it to the FIA WIM page
- Use Instagram #WomenInMotorsport for all your posts
- Make sure you are part of mailing list of the WIM Newsletter, and spread it on your network
- Take as many pictures as you can during events and post them
- Designate someone responsible for social media content

For example, try and include the following elements to every communication about Women in Motorsport, with the relevant web links:

WWW.FIA.COM/WOMEN-MOTORSPORT

Or find us on:



#WomenInMotorsport

And don't forget about our logos:



Don't hesitate to [contact](#) the FIA and ask for the *WIM Logo guidelines*.



RECOMMENDATION #6

SOCIAL MEDIA



Case Study No 1

TOSK (Turkey) is running a photography contest with the theme "Women in Motorsport through the lens". It is open to everybody. The objective is to provide exposure to women who are racing and volunteering, but also to supporters and spectators.

The photography contest features a hashtag in order to identify the entries and create a social media sharing platform. The hashtag also aims to gain more exposure and followers.



Case Study No 2

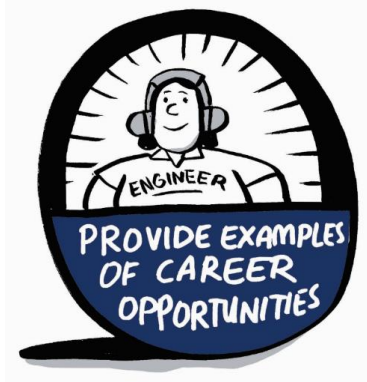
TACP (Peru) created a Facebook page: "Women in Motorsport Peru" on which they are very active. They post about championships, encounters, projects and events linked to the promotion of Women in Motorsport activities.

Mrs. Susan Bradley, designated by the FIA as the Women in Motorsport National Representative for her country, is very involved in this project.

Case Study No 3

RAF (Russia) "Women in motorsport" website page includes the possibility for online chatting and communication. This enables the creation of a platform where girls can learn more about motorsport and ask any questions they may have.





“Each ASN to provide simple examples of motor sport career opportunities”

RECOMMENDATION #7

CAREER OPPORTUNITIES

Why?

It is believed that one of the reasons why there aren't many women in motorsport, is because there is little knowledge of the diversity of roles and careers that the industry is offering. One way of tackling this is to provide examples of career opportunities and share them.

How?

- Share the brochures created by WIMC, such as Engineer Your Career (online and printed versions).
- Create short videos on the different roles involved in motorsport, including:
 - Drivers
 - Engineers & Mechanics
 - Volunteers & Officials
 - PR & Marketing
 - Supplies for motorsport
- Coordinate interview with onsite TV Broadcaster to include "my job is" type footage for online content.
- Organise "Bring your daughter" days.



LESSONS FROM PERSONAL STORIES

WE MUST
PRESENT
STUDENTS
WITH THE
OPPORTUNITIES

I CAN BE AN
AERODYNAMIST



COMPANIES
HIRE THE BEST
PERSON FOR
THE JOB, AND
THAT'S NOT BASED
ON GENDER

WE NEED TO
SHOW THE
HUGE RANGE
OF JOBS ON
OFFER



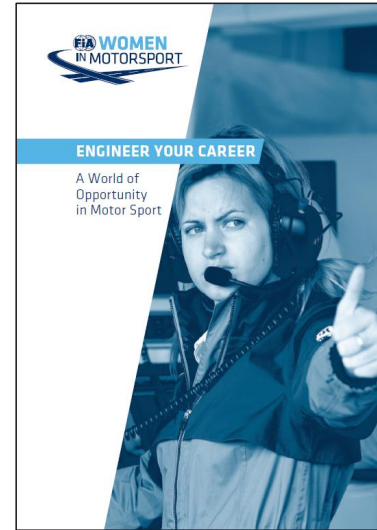
SHARE & SPREAD!



Auto + WIM
Newsletter



Official Women In
Motorsport video



Engineers Booklet



RECOMMENDATION #8

GENDER NEUTRALISING ADJECTIVES



“Each ASN to ensure their promotional and marketing materials are written using the right adjectives for equal opportunities”

analytical

loyal

inspire

competitive

managed

problem solving

assertive

Why?

Everyone's unconscious bias unintentionally seeps its way through, based on the language or wording we use. This influences the receiving audience and can limit our efforts in building a gender diverse industry.

develop

mentor

The following applies to any material produced and shared, including regulations, job ads, websites, flyers, brochures, social media posts, etc.

motivate

inspire

dominant

self reliant



risk taking

collaborate

encourage

self confident

commit

chairman

understand

RECOMMENDATION #8

GENDER NEUTRALISING ADJECTIVES

Gender Decoder for Job Ads

Results

This advert is feminine-coded

This job ad uses more words that are stereotypically feminine than words that are stereotypically masculine. Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

- analytics
- lead
- ambitious
- challenge
- objectively
- analysis
- independently
- ambitious

See the full list of masculine-coded words

Feminine-coded words in this ad

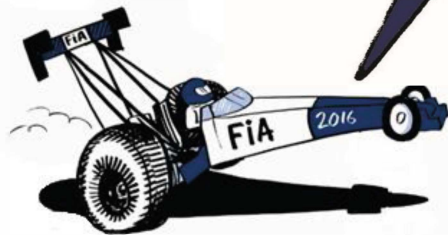
- support
- support
- responsible
- understanding
- understanding
- understand
- responsive
- understanding



How?

- Use gender neutral language: "He/She will", "the driver", "the engineer", etc.
- Try and avoid *masculine coded* words by:
 - Limiting the number of adjectives or qualifications
 - Using available online gender decoders
- Ensure all promotional and marketing materials have pictures/videos of men and women.
- Designated someone who will be responsible for reviewing this aspect on all material produced.





Woo!
Let's do
this!

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