



CONFERENCE NEWS

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A SHARED VISION FOR GROWTH

MAKING AN ADVOCACY IMPACT

Yesterday morning's Mobility plenary session focused on the steps necessary for creating better road safety campaigns.



The session began with moderator Lotte Brondum of the Global Alliance of NGOs for Road Safety outlining the key elements of the Advocacy Circle, a roadmap designed to help organisations build better advocacy efforts.

She took delegates through a five-step programme starting with need assessment, whereby the issue is defined and responses planned. This is followed by a research and analysis phase in order to build a strong, data-led case for the issue in question to be tackled.

The third phase involves a planning stage, during which key messages are formulated, target audiences are identified, activities shaped, and essential partnerships formed. The fourth stage involves implementation of the campaign, and the fifth and final element revolves around effective monitoring and reporting of the strategy's impact.

To illustrate each stage of the circle, Brondum was joined by experts from Clubs and advocacy organisations from around the world.

Simon Douglas of the New Zealand Automobile Association (NZAA) began by presenting his Club's work on the issues of alcohol interlocks and impaired driving.

An alcohol interlock is a breath-testing device wired into a vehicle's starting system. If alcohol is detected on the driver's breath, the vehicle will not start. Application of the device to the car of drivers convicted of drink-driving was introduced as a sentencing option for courts in New Zealand from September 2012. However, in the wake of the legislation, the NZAA found that rates of interlock sentencing were exceptionally low and thus launched a campaign to have the legislation reviewed. In establishing the need for advocacy on the issue, Douglas said the Club identified three key requirements.

"Firstly, we needed to look at evidence of the effectiveness of alcohol interlocks, then we needed to see evidence of the size of the problem, and lastly, we needed evidence of a sentencing shortfall. We need to become the absolute experts on interlocks."

To bring that information together the Club turned to the AA Research Foundation established in 2011 as a dedicated way for the NZ AA to invest more into road safety research. The Club's advocacy contributed to a change to legislation in July 2018, with interlocks becoming mandatory in sentencing of serious drink-driving cases.

James Goodwin of ANCAP, then spoke about the Australian new vehicle testing organisation's campaign to highlight the dangers of older vehicles.





Research suggested that the oldest vehicles in Australia's fleet (built in 2001 or earlier) account for 20% of the fleet, but are involved in 33% of fatalities. By contrast, new vehicles (built between 2012 and 2017) account for 31% of the fleet, but are involved in only 13% of fatalities.

ANCAP's campaign to highlight the problem proved to be an enormous success, with an audience reach over 15.6 million people. Goodwin explained that the strong impact had been achieved by establishing the right partnerships. ANCAP worked in association with FIA Member Clubs and States across Australia, with the campaign being tailored to each region. "What we presented was a toolkit for partners to tailor to the particular needs of that State."

Philip Purnell, HOD Public Affairs at the Automobile Association of South Africa, then presented the Club's #Walksafe programme to illustrate the importance of targeting the right audience in the right way.

The #Walksafe campaign is aimed at school children, providing road safety education and messaging, but Purnell insisted that it was only through research, engagement with schools, and creative thinking with regard to the target audience that the programme achieved great success.

Following consultation with education authorities and teachers on the ground, the programme prioritised four aims: the delivery of teaching plans; the provision of reusable materials to ensure longevity and reduce costs; the need for interactivity; and the establishment of learning integration options.

He also said that the key activator for the advocacy programme had been a will to bring about real change. "If you're not making a change you're not improving things," he said. "Coming from a position of change allowed us to have a real conversation and before we were finished traffic calming measures were in place."

Marc Fancy, Executive Director of the Prudence Foundation, the community investment arm of the Prudential insurance company in Asia, also spoke about the need to establish strong partnerships to ensure positive outcomes.

Launched in 2016, the Foundation's 'Safe Steps' campaign features a series of public service announcements that aim to raise road safety awareness.

Fancy said that the key to the success of the campaign lay in the strong partnerships secured with the Fox TV network in Asia, Actress, Producer and UNDP Goodwill Ambassador Michelle Yeoh, as well as governments, NGOs and major corporations. "We reach 102 million households across Asia," he said, "and we run Safe Steps every single day."

He added that in a recent development, the Foundation has been approached by Cartoon Network to develop a child-focused version of the campaign.

Finally, Greig Craft, President of the AIP Foundation, spoke of the need for thorough monitoring and reporting, using the two-decade long campaign for increased helmet use among motorcycle riders in Vietnam as an example.

After campaigning on the issue for many years, in 2007 Vietnam enacted a universal helmet law making the wearing of helmets mandatory.

Since then, Craft said, monitoring of uptake levels and safety improvements has been constant, enabling further data-led campaigning resulting in changes such as the introduction of the mandatory use of helmets for children aged six and older. "In just over 10 years, US\$3.5 billion has been saved, half a million head injuries have been prevented, and 15,302 lives saved."

The session was brought to a close by Saul Billingsley, Executive Director, FIA Foundation, who said that for him the key takeaways from the session were the need to build a compelling case, commitment to see a campaign through over a long period of time, and the ability to think differently in the formulation of engaging advocacy.

"I think the final takeaway for us all is about the power of partnership and the power of the FIA Family," he said. "We have a strong FIA network that is delivering on the ground. The theme of this week is stronger together and what our speakers have shown is that we are powerful individually but we are undoubtedly stronger together."



CREATING SPORTING CHANCES

The second Sport Plenary session of the FIA Conference 2019 again delved into the future of motor sport - this time the focus was on how to develop talent and attract more young people into the sport.



The panel of drivers and experts discussed the best ways to not only find talented drivers, but to also ensure that the best drivers rise to the top. So who better than F1 driver Charles Leclerc to address the delegates through a video message, providing food for thought from the drivers' perspective.

Tom Kristensen, nine-time Le Mans winner and President of the FIA Drivers' Commission, believes that Leclerc's passion aided his meteoric ascent to motor sport's pinnacle. "Charles is the outstanding driver of the moment, but he's also a shining example. He sets out to be a racing driver and he's gone the right way about it. It's a path that has worked for him. The ASNs play a big part in detecting talent, then we must listen to the drivers to find out what works for them as individuals."



Obvious talent aside, Leclerc's journey was in fact less than easy, with a lack of funding threatening to put the brakes on his ambitions.

Giniel de Villiers, Driver and the first South African to win the Dakar Rally, reflected on his own experience of coming up through the ranks. "The entry point into motor sport is expensive and we need to find ways to make it more accessible. The sport needs to be showcased at school age, just like other sports. If we can get that right, we might see a few more Charles Leclercs going forward."

Elijah Mpho Gumbe believes that for a country like Africa, that has only ever been exposed to Football and Cricket, the key is finding new ways to make motor sport shine brightly. As CEO of Squadra Corse, which has worked with disadvantaged communities to introduce motor sport and help nurture talent, he believes that social media is helping. "Drivers like Charles and Lewis are doing a great job with their own channels. They are role models that resonate with the kids we work with."

Volkswagen Motorsport South Africa has been running a driver academy for the last three years and its Motorsport Manager Mike Rowe says the continent is making big strides in attracting young people into motor sport. "We're reaching more people and have a great platform that includes driver coaching and dealing with media, in addition to the racing. So we're doing as much as we can to educate the youngsters on the broader picture of participation."

Two rising stars joined the stage to provide the youth perspective. 17-year-old F4 driver Stuart White had an early introduction to motor sport thanks to his father racing in Cross-Country Rally, but he acknowledges that it's hard for young people without that direct connection. "This path is a big sacrifice for families, so we're grateful to the FIA and the MSA for working hard to build the grassroots disciplines."

14-year-old Karting star Kwanda Mokoena believes that shining a light on the discipline is the key to attracting young people. "Karting is just the beginning, but it's where you find the confidence to aim higher."

The panel also highlighted the growing significance of esports and electric karting, which provide accessible and sustainable racing at the grassroots level. De Villier Commented "These new disciplines are developing at a phenomenal rate and will contribute to a great deal to detection in the future."



FIA MOTORSPORT GAMES UNPACKED

The third Sport Plenary, 'Developing Nations', provided the ideal platform for the FIA to announce an exciting new innovation: an international, multi-disciplinary FIA Motorsport Games.

There is nothing quite like the feeling of victory, except perhaps the feeling of winning while representing a country in international competition. The FIA Motorsport Games will be held annually and will bring together drivers from five key disciplines – GT, Touring Car, Drifting, Formula 4, esports and ekarting – into a single event in which drivers will compete under their national flag.

The inaugural Games will take place on 31 October to 3 November at Vallelunga, with an opening parade to be staged in the centre of Rome, putting motor sport fans as well as the general public at the heart of the celebrations.

The format comprises a full day of free practice on Friday, two days of racing on Saturday, followed by a Prize Giving and Closing Ceremony on Sunday evening. A new host venue will be selected each year.

Frédéric Bertrand, FIA Circuit Championships Director, outlined the Federation's vision for the Games, which was met with excitement by the Clubs represented in Sun City.

Entries for the Games will open from 1 July and close on 14 September.





WORKSHOP MEET THE FIA'S REGIONAL TRAINING PROVIDERS

The 'Meet the FIA's Regional Training Providers' workshop gave ASNs and ACNs the opportunity to hear first-hand about the Federation's training and development services, usually supported by a Sport Grant.



WORKSHOP FIA SMART DRIVING CHALLENGE

A Mobility workshop introducing the FIA Smart Driving Challenge explored the benefits to Clubs of hosting the initiative and facilitated an interactive discussion.





WORKSHOP HOW TO DELIVER RESULT-ORIENTED PROJECTS?

This Mobility workshop provided delegates with practical knowledge on project monitoring, together with case studies of specific projects funded under the FIA Road Safety Grants Programme.



WORKSHOP GIRLS ON TRACK

A toolkit was provided to ASNs with all the information required to implement the 'Girls on Track' programme at a national level.



STAYING AHEAD OF THE CURVE

In a fluid mobility business environment, being in tune with Members' needs takes on even greater importance, as delegates learned in yesterday's final Mobility Plenary.



The term 'inflection point' might not have been on the lips of FIA Conference delegates prior to yesterday's final Mobility Plenary, but after a fascinating session that showcases how Clubs around the world are managing to innovate and diversify, it's a phrase likely to shape management thinking in the future.

Launching the discussion, session moderator and Columbia Business School Faculty member Rita McGrath introduced delegates to the concept of inflection point via the cautionary tale of mobile phone manufacturer Blackberry which had been unprepared for the arrival of the smart phone and, as a consequence, had seen a hugely successful business reduced from 50m units in sales in 2011 to just 4m in 2016.

The launch of the smartphone was, she explained, the inflection point, a moment at which a growing business either understands and reacts to a changing environment, or goes into decline.



"It doesn't have to be a message of doom. The good news about an inflection point is that if you get it right, it can take your business to new heights," she said, before outlining how Mobility Clubs might exploit the huge changes currently taking place in transportation, including taking on the role of trusted intermediary, forming new partnerships with associated brands, and working with government. She also pointed to platforming opportunities, aggregating services to provide a richer offering. "Think arenas and experiences rather than industries," she advised.

She then turned to a panel of senior Mobility Club personnel to reveal stories of how each is adapting to new circumstances, and innovating to stay relevant to customers.

Ian Stone, Managing Director of the RAA South Australia explained how the Club has instituted a zoned approach to its business, with areas of the business housed in zones marked as transformation (under review), performance (key profit centres), productive (internal systems), and incubation (innovation).

He admitted that the Club has in the past been poor at identifying services that either needed to be revised or culled and that reviews were now common with a number of criteria to be met, or 'gates' to be passed, for products to be continued. An example, he said, was a home security business which had been launched, but which would now be handed to a third-party due to slow uptake.

He also focused on the incubation zone, saying that the Club had established a travel business and had targeted five-fold growth over the next decade in what it sees as a growing leisure mobility market.



Next, Christian Gakwaya, President of the RAC Rwanda, explained some of the strategies being pursued by his Club, including the likelihood of exiting the *Carnet de Passages en Douane business* – one of its main profit centres – in the wake of the announcement that the African Continental Free Trade Area Agreement establishing free movement of goods and services will come into effect shortly.

He also said roadside assistance was an area the Club would avoid given the proliferation of car manufacturer supplied assistance programmes.

Instead, he said his Club would focus on what he called ‘soft solutions’, including membership apps and forums, leveraging the trust customers have in the Club.

Tim Shearman, President & CEO of the Canadian Automobile Association (CAA) and President of FIA Region III said that the Club wants to “get away from being all about the automobile. We see that as the inflection point. We want to look beyond that.”

He said the Club has established a ‘Relevance Group’ to “objectively look at the services we provide and think outside the box.”

He added that the CAA had prepared an innovation catalogue detailing all of the new ideas, products and services being generated by its member organisations, was busy surveying customers across a number of channels, and also had invested in new products such as its EVO car share scheme and a tyre changing service.

Finland’s Autoliitto, a Club of 126,000 members, is celebrating its 100th anniversary this year, and according to CEO Pasi Nieminen is “very traditional”. It has, however, recognised the need to change.

He pointed to the move to an entrepreneur-based system of offices, thus saving costs, but also driving innovation through business partners who are “challenging us and boosting us”.

He also highlighted the launch of an e-driving school that offers a better service to young people and also succeeded in changing the high price and complex regulation involved in obtaining a driving licence in Finland.

McGrath ended the session by asking FIA Deputy President Thierry Willemarck for his thoughts on the process.

“We are seeing different approaches to diversification and opening the door to new ideas. The FIA is encouraging this by holding conferences such as this, where we have a fantastic opportunity to exchange ideas,” he said.

‘The second thing we have chosen as a pillar is that we want to position the FIA and reinforce the brand for Clubs that do not have strong brand recognition in their market. To do that, we focus on road safety advocacy.

“Finally, we focus on education. One of the best projects we have launched over the last five years has been the FIA University, and 150 people have been through the system to date. The benefit is not just people learning from a faculty, it’s also 50% in the networking. Participants realise they are facing similar issues, at different scales, but they are in the same boat and they can help each other.”



SPORT FOR GOOD

The third Sport Plenary explored the unique and unifying power of sport – with the emphasis on how motor sport can be used as a force for good.



Sport is an important vehicle for teaching us all – young and old, male and female – some of life's most valuable lessons. It is also a potent instrument for social change, uniting communities and nations, while transcending different cultures.

In the Keynote Discussion, FIA Deputy President for Sport Graham Stoker and the Rt Hon Lord Peter Hain, drew on their vast public affairs experience to examine how local events and championships can achieve government support, which is crucial for the success of motor sport.

Hain was born in Nairobi. Together with his parents, he became a notable anti-apartheid campaigner in the 1970s. In 1997, he joined the UK government and went on to serve for 12 years as a Cabinet Minister, so he speaks from a position of knowledge when he says: "Most sport doesn't understand how government works, and government surely doesn't understand motor sport. So, if we want to get them together, it's really important that you prepare the groundwork.

"First of all, you need to develop public support, not just for the amazing spectacle of motor racing, but also for the high-performance engineering, and all the incredible technology that spins out of the sport. That must be explained to government if they are to understand motor sport's wider contribution. And it must be explained succinctly: you have to distil the message down and present your case in a way that is appealing."

The two have worked together on a number of different projects, and theirs has been a valuable alliance. Stoker counsels, "You can reach out to politicians and they will come to events, but in fact what you're looking for is someone with a deep interest. It didn't take long to appreciate that Peter had a background in motor sport, but also an understanding of what was involved.





we are taking significant steps to achieve the balance, through the introduction of new disciplines within disciplines, workshops, and many other important initiatives."

2019 marks the 10th anniversary of the FIA Women in Motorsport Commission and its President, Michèle Mouton, is delighted with the progress. "The most significant progress we have made is with the FIA Girls on Track karting challenge, co-funded by the Erasmus+ programme of the European Union, for which we now have nine ASN partners. The six finalists are already attending their first training camp with WTCR this week. Our collaboration with Dare To Be Different means we can now engage a broader audience of women aged from 8 to 18 years and we are also working to create opportunities in motor sport outside of the cockpit."

"That's the start of the relationship, but when you deal with a major issue together, it builds trust. In 2001, we had a major problem with Silverstone's infrastructure challenges and with Peter's help, we were able to save the Grand Prix. Similarly, he was one of the first examples of using a rally to showcase a region. It won't be possible for one person to solve every problem themselves, but they can steer you in the direction of the right person to talk to and that is so important.

"It's clear that all the ASNs have the desire to reach out to government, but they are not entirely clear how to go about it. This is where we can help, and the next step is for us to develop a briefing note to guide the Clubs and make the process a lot less daunting."

The Panel Discussion explored how governments, sporting federations and NGOs are using sport as a foundation to bring together communities and help developing regions. Christian Gakwaya, President of the Rwanda Automobile Club, wants to use motor sport to help rebuilding the nation, in light of its difficult history. "We decided to sit down and draw a new roadmap, that was built on two main pillars: inclusivity and sustainability."

Morongoa (Mo) Mahope, a South African motorcycle racer, is inspiring generations of women to get involved in sport and challenging the perception that motorcycle racing is a male-only sport. "It is so rewarding to see people making the decision 'that if she can do it, I can do it.'"

Britta Heidemann, a Gold medallist fencer and IOC Member for Germany, is determined to do all that she can to help the Olympic Committee achieve its pledge to increase to 50% the number of women involved in sport. "The amount of work that has been done by the IOC on gender equality and a variety of other issues is really impressive. We have some way to go, but

In the breakout session, FIA Safety Director Adam Baker and Professor Gérard Saillant, President of the FIA Medical Commission highlighted the latest safety developments in motor sport. These included the new Rally Safety Guidelines, a new FIA Sport app that will deliver tailored information to a variety of stakeholders, recent regulation changes to support disabled drivers including a universal symbol and a dedicated website page and email address, and extrication training.



AUTOMATION FOR THE PEOPLE

In one of a number of workshops held yesterday, delegates learned of Club initiatives aimed at automating services to drive efficiency and growth, as well as an increase in membership.



In a session entitled 'Leveraging New Members through Services Automation', a panel of three diverse Clubs shared how they exploited automation to offer new services, enabling them to drive growth and attract new members.

Jorge F. Delgado, CEO of Spain's RACE, presented its digital transformation of the Club ecosystem with software solutions being put in place to streamline roadside assistance operations. The system resulted in a reduction in operator onboarding times, as well the need for training and refresher courses. It also increased overall call centre capacity and improved problem diagnosis and vehicle allocation.

According to Delgado, average phone times dropped by two minutes, call centre costs were reduced by more than 40%, fleet costs decreased by more than 20% and instances of roadside assistance increased by 12%.

Raphael Musaev, President of Belarusia's BKA, presented the Club's i-Concierge offering, a personalised 24/7 'digital assistant' aimed to help Club members across a range of services.

"i-Concierge not only provides services on request, but also predicts clients' needs, making suggestions in line with past behaviour."

The app covers the traditional Club offering of roadside assistance but also adds taxi booking, car rental, travel services, home and pet care, medical and legal support, leisure activities and business services.

The BKA President added that the Club is ready to help guide FIA Members with the launch of a pilot project in Eastern Europe using its model as a base, with further rollout possible across all regions.

Finally, Francis Theuri, CEO of AA Kenya, explained how the African Club is implementing transformation through digital

platforms and explained how the Club has unveiled a rescue app. Describing it as an 'Uber clone', the app is able to pinpoint a customer's location, identify his or her need in advance, and provides real-time information on when a rescue vehicle is nearby.

He also presented details of the Club's e-learning driver training programme. All training materials are available online and the programme features simulation of driving scenarios, simulation of crashes, online tests and exams, a booking engine for final statutory tests, and online refresher courses if needed.

He added that the benefits of the e-learning programme include efficient and effective training, cross-selling opportunities, data harvesting, and recognition by government/regulators. He also said that the platform could be offered to other FIA Member Clubs.

Following the presentations, workshop participants were tasked to work in groups and develop a concept around automation aimed at tackling a problem they are facing or offering a new service. After a fruitful collaborative brainstorming session, suggestions were made for more shared online resources, the creation of membership programmes with bonus points and online booking engines for services.

Delegates also called for the creation of more common databases and systems aimed at further streamlining call centres and making Club services more competitive.

FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck, in attendance, suggested that Clubs should seek to develop a common system and that in collaboration they have the capacity to do so.





WORKSHOP VISION AND VALUE

Following yesterday's workshop with Mobility Member Clubs, the FIA canvassed Sport Members about their vision for the future of the Federation and the values by which those goals should be delivered.



**TODAY
AT THE FIA CONFERENCE 2019**





FIA ROAD SAFETY AWARDS PRESENTED AT GALA DINNER

Last night's glittering Gala Dinner at the Crystal Court in Sun City, was not only an occasion for enjoying the full extent of South Africa's warm hospitality and to celebrate the FIA's first joint Sport and Mobility Conference, but also for honouring achievements in the area of road safety.



The first FIA Road Safety Awards are designed to give due recognition to the best of the many initiatives and organisations that are improving road safety and contributing to reducing the loss of lives on roads.

Last night, the first of a number of awards was handed out by FIA President Jean Todt, with Canadian Automobile Association (CAA) winning in the category of best effective intervention for its pioneering campaign on cannabis use among drivers. CAA President and CEO Tim Shearman was on hand to collect the FIA Road Safety Award.

With Canada becoming the second country in the world to legalise cannabis, the CAA launched an educational and awareness campaign around the negative effects of cannabis-impaired driving. The Club ran regular public education campaigns, funded studies on the effect of cannabis on young drivers and worked with government to ensure law enforcement is properly funded to deal with cannabis-impaired driving.

The Netherlands' ANWB was also honoured in a 'Special Mention' category for its Streetwise campaign, a programme that offers traffic education lessons to children from the age 4 to 16. The ANWB's longest-running social project, Streetwise has been running for 12 years and has reached almost 2 million children.

FIA Deputy President for Automobile Mobility and Tourism, Thierry Willemarck presented the ANWB's award to the Club's Director of International Relations, Niels Van Unnik.

Awards in three other categories, 'Outstanding Contribution to Improving Road Safety' (by an individual or entity); 'Most Effective Intervention by a Public Entity' (road safety enforcement agency or policy/decision-maker) to improve road safety, and 'Most Innovative Action for Improving Road Safety' (private sector), will be presented at December's FIA Annual General Assembly in Paris.







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29 APRIL – 03 MAY



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