



FIA WOMEN IN MOTORSPORT SEMINAR

2ND EDITION: LISBON, PORTUGAL 2016



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BACKGROUND

The first edition of the FIA Women in Motorsport National Coordinators Seminar was held in Paris on 13 & 14 June 2012. It was the first opportunity for the women in motor sport community - on national and international levels - to meet, learn about the various programmes developed and network on key challenges.

Four years on, it was time for the FIA Women in Motorsport Commission to meet again with all its National Representatives to review the impact of the eight recommendations made during the first Seminar, which were

1. Each ASN is invited to nominate a National Coordinator to liaise with the FIA WMC and share results/ experiences
2. Each ASN should create a Women in Motorsport Group within their ASN
3. Each ASN should provide a dedicated page on their website as a minimum, creating a link between the website of the FIA WMC and that of the ASN
4. Each ASN is requested to assist the FIA with data collection in order to monitor the progress of our goals
5. Each ASN should implement the FIA WMC Ambassadors' programme at national level
6. Each ASN is encouraged to produce marketing materials to promote Women in Motorsport
7. Each ASN should create a strategic plan to encourage more young women to become involved in motor sport through educational programmes (e.g. F1 in Schools, summer schools, etc.)
8. Each ASN is encouraged to actively participate in any event promoting women (e.g.: International Women's Day (www.internationalwomensday.com), FIA women's seminar etc.)

The FIA Women in Motorsport Seminar is a unique event, providing a platform for ASN and ACN Presidents, and national representatives for Women in Motorsport to come together to highlight the successes of the work over the last four years and to discuss how to make a difference at a regional level in global motor sport.

The Seminar offers an important arena for debate and discussion between representatives from around the globe, incorporating competition officials, volunteers and the engineers and mechanics of the sport, from national-level championships to international series. The 2016 Seminar focused on "Making a Difference" and set the agenda for the next four years for the Women in Motorsport Commission.

The Seminar brought together over 80 participants. Attendees were able to develop new business concepts to help shape the industry as a whole. They could exchange ideas, communicate with and learn from each other – on a global level.



PROGRAMME

The second FIA Women in Motorsport Seminar began on 7 October in Lisbon and the theme, 'Making a Difference', focused on a variety of elements aimed at further defining strategies for the on-going development and encouragement of women in motor sport. The outcomes will help create the Women in Motorsport Commission's 'chart for the future', the plan to be implemented by the governing body's Commission and its stakeholders over the next four years.

Co-hosted by the Automóvel Club de Portugal and compered by motor sport journalist, **Louise Beckett**, the Seminar, drew together nearly 80 delegates from 43 different National Sporting Authorities around the world and aimed to provide a platform for the sharing of ideas, knowledge and experiences. For the delegates, the outcomes will also energise their efforts in their regions as they seek to put in place programmes to inspire women into the sport and help overcome any barriers they feel may exist.

A host of other motor sport experts joined the Seminar and led discussions on the topics of competition, STEM (science, technology, engineering and mathematics) subjects, volunteers and officials, educational and promotional projects, many of which were delivered by the ASN representatives themselves.

After the opening welcomed by Automóvel Club de Portugal President **Carlos Barbosa**, a huge supporter of the FIA, **Michèle Mouton**, President of the FIA Women in Motorsport Commission, applauded the efforts of the Women in Motorsport national representatives who have been working with the Commission since its establishment in 2009. She also underlined the value of the Seminar in highlighting success stories, and encouraged the participants to network and engage in debate and discussion to create a better understanding of the position of women in motor sport on a national and regional level. The FIA General Secretary for Sport, **Jean-Louis Valentin** highlighted the importance for the FIA to have such of Seminar for women in motor sport.



EVENT PROGRAMME

FIA WOMEN IN MOTORSPORT SEMINAR
2ND EDITION - LISBON, PORTUGAL
7-8 OCTOBER 2016

THEME : MAKING A DIFFERENCE

DAY 1	FRI 7 OCTOBER	MORNING		AFTERNOON				EVENING	
		Start from 09.00 WELCOME DESK OPEN & REGISTRATION	 	LUNCH 12.30-14.00	14.00-14.30 OPENING SPEECHES	14.30-15.30 PLENARY 1 The global journey so far - Successes & Achievements	COFFEE BREAK 15.30-16.00	16.00-17.30 PLENARY 2 Best practices & Key successes around the globe - raising awareness	17.30-19.00 FREE TIME / NETWORKING TIME
DAY 2	SAT 8 OCTOBER	MORNING		AFTERNOON				EVENING	
		09.00-09.30 INTRODUCTION OF THE WORKSHOP SESSIONS	09.30-10.30 WORKSHOP Changing perception, promoting careers for women in motorsport	COFFEE BREAK 10.30-11.00	11.00-12.00 WORKSHOPS 1 TO 3* Session 1	12.00-13.00 WORKSHOPS 1 TO 3* Session 2	LUNCH 13.00-14.00	14.00-15.30 FINAL PLENARY "Drawing the chart for the future - Making the difference together!"	COFFEE BREAK 15.30-16.00

*3 PROPOSED TOPICS, EACH DELEGATE CAN CHOOSE 2 WORKSHOPS IN THE LIST BELOW:

- WORKSHOP 1) BEST PRACTICE: DEFINING STRATEGIES TO ATTRACT, DEVELOP AND RETAIN OFFICIALS & VOLUNTEERS
- WORKSHOP 2) ADDRESSING KEY CHALLENGES FOR MORE FEMALE COMPETITORS IN MOTORSPORT
- WORKSHOP 3) BEST PRACTICE: MEDIA, THE GOOD, THE BAD AND THE UGLY

FIA Deputy President for Sport, **Graham Stoker**, said in his opening address to the delegates:

"The FIA Women in Motorsport Commission was one of the first issues we dealt with on our election in 2009. Some said we did not need it as women have always been welcome in our sport. And it is true that we are one of the very few sports where both men and women can compete together in the same competition. But the World Motor Sport Council rightly and unanimously supported the founding of the Commission and it has gone on to become one of the strongest and most active Commissions in the FIA.

In 2014 we signed the Brighton Declaration joining 416 organisations from 82 countries in committing ourselves to increasing the role of women in sport. We are also now full members of the IOC bound by the Olympic Charter and we are committed to "encourage and support the promotion of women in sport at all levels and in all structures", and this is an obligation for the FIA and its ASNs.

I have spent this week at a Conference with the new government of my country, the UK, and we have a new woman Prime Minister and a Cabinet with no fewer than seven high positions of state held by women. And when sport was discussed this week, the government immediately emphasised and supported the promotion of more women in sport.

We are learning that we are not only encouraging more women in sport, but that those women in turn become key role models for women in society, and especially for young women. Women in sport are clear transformational role models, at the cutting edge of altering the perception of the role of women in society round the world. Therefore, this – your work – is a very important cause.

I want you to continue, and re-energise the work you have done as you are changing our sport for the better and also helping to change society, and it is vital that you reach out to the young."

To conclude the opening speeches, FIA President, **Jean Todt** made the following video address:

<https://youtu.be/5uDFVrdY-pE>

Where he said: *"The FIA is fully committed to encouraging and supporting the promotion of women in motor sport. We have to continue to spread a positive message and strive to make our sport more accessible to women from an early age, creating real opportunities to get involved at all levels and in all areas".*



PLENARY 1:

"THE GLOBAL JOURNEY SO FAR – SUCCESSES & ACHIEVEMENTS"

Michèle Mouton

President of the FIA WIMC

Michèle Mouton is a French former rally driver. Competing in the FIA World Rally Championship for the Audi factory team, she took four victories and was Vice World Champion in 1982. She is still the last woman to compete in top-level rallying. Mouton debuted in rallying as a co-driver but quickly moved to the driver's seat, steering an Alpine-Renault A110 in national rallies. In 1975, she competed in circuit racing and won the two-litre prototype class in the 24 Hours of Le Mans. She went on to win the 1978 Tour de France Automobile. In the 1982 season, Mouton finished a close second overall to Walter Röhrl, after wins in Portugal, Brazil and Greece. In 1985, she won the Pikes Peak International Hill Climb in the United States, setting a record time in the process. In 1986, she moved to Peugeot and won the German Rally Championship as the first female driver to win a major championship in rallying. Mouton became president of the FIA's Women in Motorsport Commission in 2010, the FIA's WRC Manager in the World Rally Championship in 2011 and now holds the position of FIA Safety Delegate.



Leena Gade

FIA WIMC Ambassador

Leena Gade is a British race engineer. In 2011 she became the first female race engineer to win the 24 Hours of Le Mans. In 2012 she won the FIA World Endurance Championship's 'Man of the Year' award and the C&R Racing Woman in Technology Award. She is also an Ambassador of the FIA Commission for Women in Motorsport. In 2013 she was named an ambassador for the FIA Commission for Women in Motorsport. She was a Formula Student ambassador in 2013 and 2014.



Silvia Bellot

FIA WIMC Ambassador

Silvia Bellot began marshaling when she was just 16 and she has been Steward of several national and international series. In 2009, in order to become a FIA Steward she took part in the FIA trainee stewards' program. Three years later, in 2012 she was awarded as an FIA Outstanding Official. Nowadays, she is chairman of stewards in GP2, GP3 and the only FIA female steward in F1. She is Member and Ambassador of the FIA Women in Motorsport Commission, representing the female volunteers and officials around the world.



Michèle Mouton, President of the FIA Women in Motorsport Commission, headlined the opening plenary session which reviewed the progress to date. The Women in Motorsport Commission was established back in late 2009 and hosted its first international seminar in 2012, where the first Ambassadors were also announced. From the Commission's perspective, progress over the past four years has been made on four different axels; competition, ASN representation, the first regional seminar, and promotion with two very active Steering Committees headed by Ambassadors Leena Gade and Silvia Bellot.

Michèle Mouton outlined the progress made on the track and rally stages, both areas where drivers and co-drivers supported by the Commission have achieved success. At the all-important grassroots level, France's Lucile Cypriano and Spaniard Marta Garcia have both competed in the CIK-FIA Karting Academy Trophy, winning races and Garcia taking the title last year. Cypriano moved into touring cars and the SEAT Leon Eurocup, again with victories and podium finishes, while Garcia has progressed into Spanish Formula 4.

The Women's Cross Country Rally Selection, in conjunction with the Qatar Motor & Motorcycle Federation, was also a huge success and gave the opportunity to three all-female crews to compete in a round of the FIA World Cup for Cross Country Rallies. This then led to the driver and co-driver who showed the most all-round promise – **Emma Gilmour** and **Sandra Labuschagne** – receiving a funded drive in the Italian Baja last year, and the crew also competed in Baja Portalegre at the end of October with the support of the Automóvel Club de Portugal and its President, **Carlos Barbosa**. *"This shows what can happen if we work together,"* said former Dakar Rally winner, **Jutta Kleinschmidt**. *"All this has only happened because of the FIA Women in Motorsport Commission."*

Gilmour also had a successful season in the Australian Rally Championship, the New Zealander becoming the first woman to win a round of her native championship. And in Finland, **Anita Mäkelä** took her second FIA European Top Fuel Championship title in drag racing with two wins and two second positions. Despite the daunting prospect of piloting a nitro drag racer with 10,000 horsepower that can accelerate from 0-100 kph in less than half a second, Mäkelä has seen the sport and female participation grow, with a lot of girls now in junior

dragsters. *"When we win, how much joy this sport gives to everyone, that is so unique,"* said the Finn.

"We have made a lot of progress with drivers," said **Mouton**. *"We are active in nearly all disciplines and it's fabulous to have Anita as an FIA champion. I think I always explain the difficulties we have; if you look at the base of the pyramid and how many men are on the top level, we can say 20 or 30. The base for girls is so narrow, of course it makes it more difficult; we need more volume. And we cannot have success on the top if you don't start at the national and regional level; all our ASNs need to support and encourage young girls."*

Regarding representation around the world, there are now 74 national Women in Motorsport representatives working on behalf of their Federations (ASNs) and with the Commission, something Mouton is particularly proud of. *"When I see all these people here supporting our actions and being motivated to make progress, this is a very big achievement,"* she said.

On a regional level the first Seminar in Qatar proved a great success, drawing together nearly 50 women from within the MENA (Middle East and North Africa) region to discuss issues specific to their part of the world. A Woman in Motorsport Regional Co-ordinator was also appointed for the first time: Jordan's **Randa Nabulsi** taking on the important role alongside her Vice-Presidency of the Commission.



The Steering Committees, headed by FIA Women in Motorsport Commission Ambassadors **Leena Gade** and **Silvia Bellot**, have also made great progress in the fields of volunteers and officials, and engineering. Bellot, who has been involved in motor sport all her life, has fulfilled many differing roles in the sport, from being a runner to secretary, steward and race director. *"Before 2014, the Commission focused on drivers, but since then we decided to try and promote and encourage more officials and engineers,"* said Formula One's only female Steward. Bellot said:

"Within the FIA we have worked with sporting commissions and we are pushing hard to have more stewards, because more women are there, and in fact we had the first all-female panel of stewards at the Norway round of the FIA World Rallycross Championship in 2016. But that is not enough, we want to help the ASNs to attract, retain and develop female officials, we want to know what tools they need to do this. In terms of officials, it is quite difficult to have senior female officials. I invite everyone to go to a race track or a rally stage and see the amazing number of female marshals we have. But when we look at senior positions, these numbers are very low. We do really need to keep working to have more female Race Directors, Technical Delegates and Stewards."

Leena Gade, a former engineer and multiple race winner at Le Mans for Audi Sport Team Joest, may have 'closed her eyes' to any obstacles getting into the sport, but has never received negative feedback from the men she has worked with. Gade explained:

"The biggest barrier people see is that women don't think they can be an engineer. Their peers, friends, family, they don't see so many women in engineering and that's a shame; we are so few. It is important for ASNs to acknowledge that there are female engineers out there and they're making a difference and working at high technical levels. We must use these women as examples, role models. Media have maybe treated me differently at times; I can count on one hand the number of technical questions I've had from journalists. No one would ask me technical questions about my car! That was quite telling and while I think we've broken one part of the barrier, perhaps not all of it."

The FIA was also delighted to welcome **Nita Korhonen**, Women's Commission Director at the Fédération Internationale de Motocyclisme, to share experiences with its two-wheel counterpart. Their Commission was created 10 years ago and its missions are very similar to the FIA's, with a focus on five main areas: communications, education, involving women, recognition and tracking success. Their most recent education programme is on training camps for the Circuit, Trial, Enduro and Motocross categories and they are working towards further increasing the engagement of the national federations in this area.

"The perception in bikes has changed every year," said Korhonen. *"We can see a huge difference*



already in a short time, so for sure women feel welcome and it has become more natural. We need role models, we don't have the volume the guys have, but we are working hard to improve the situation."

Frédérique Trouvé, Director of ASN Development Programmes and Manager of the FIA Women in Motorsport Commission, also took time to explain the strong concrete support the FIA can now give to the ASNs in the form of three main pillars; the Women in Motorsport Commission's support at international level, the new ASN Development Programme Department, and the grant programme which is in place to help fund federations' projects at a national level.

She also confirmed that the FIA now has a clearer idea of the number of women involved in the sport on a global level, the result of extensive data collection from the FIA's 140 sporting ASNs. *"We started from nowhere a few years ago. It's been a long three-year process and we continue to work on this to complete the database to see what our global position is,"* said Trouvé.

Former race and cross-country drivers, **Cathy Muller** and **Jutta Kleinschmidt**, also joined the panel, the pair discussing the Commission's 'Detection Cell'. In attendance, **Marta Garcia** is evidence enough of its success, having been spotted in karting and successfully graduating to Spanish F4. *"I learned a lot in my first year of karting and was selected by the commission again the following year to compete in the CIK-FIA Karting Academy Trophy,"* said the Spaniard. *"I did my best and won the title!"* Australian rally driver **Molly Taylor**, who received early support from the Commission, now has a factory drive with Subaru in the Australian Rally Championship, and 18-year-old **Tamara Molinaro**, starting out in the same discipline, is now under the wing of the FIA Women in Motorsport Commission. *"We have had successful drivers in lots of racing disciplines,"* said Kleinschmidt. *"We need the ASNs to come back to us with the names of potential drivers in their countries so we can help detect and monitor this talent. We can be proud of what we have achieved; there is a lot going on and I'm happy about that. But we always want more and I think the most important thing is to find people in all positions who support women in motor sport. We need support from the press, we need the industry to help us, and that's why we are here."*

Adding to her comments, Muller said: *"The major problem is money. We need a budget to create programmes and to race, so that's why we need the ASNs to create projects and selections in their own countries."*

Michèle Mouton concluded the session by confirming the Commission's plans for an ambitious European selection for young drivers in 2018, working along the lines of a karting slalom. *"It will be like a pilot programme and we hope to be able to develop this in different countries and regions,"* she confirmed.



PLENARY 2:

"BEST PRACTICES & KEY SUCCESSES AROUND THE GLOBE – RAISING AWARENESS"

Nathalie McGloin

Racing Driver

Nathalie McGloin is a racing driver with a twist, in 2015 she became the first female with a spinal cord injury to be granted a race licence in the UK. She is currently the only female Tetraplegic to race cars in the world. Her attitude is simple: anything is possible!



Janette Tan

General Secretary of Singapore ASN

Member of the FIA Volunteers & Officials Commission. In my daily work, I am heavily involved as the Volunteer Manager of the Singapore Grand Prix, managing close to 1,000 officials every year with an average retention rate of 90%.

During the Singapore Grand Prix, I also take on additional role as the Deputy National Clerk of the Course with the TCR International sessions as my main responsibilities this year.



The second Plenary Session of the 2016 FIA Women in Motorsport Seminar focused on the positive work of ASNs around the world.

Following on from the morning's opening session, which focused on the successes of the FIA Women in Motorsport Commission projects to date, the Seminar in Lisbon continued with its second Plenary entitled '**Best practices and key successes around the globe – raising awareness**'. The session outlined the key aspects of motor sport that give it the scope to become a truly inclusive and open environment, and looked at ways in which National Sporting Authorities (ASNs) were already taking steps to encourage this.

The session began with keynote speaker, **Nathalie McGloin**, who in May 2015 became the first female with a spinal injury to be granted a racing licence.

"Where it really started was with someone telling me I shouldn't do it," she said. "That motivation was the stepping stone into racing. I started doing track days in my Porsche 911, and after that I decided I was confident enough to go for my race licence. If you are disabled, you have to prove that you're safe to race on hand controls in a racing environment, but that's a challenge that made me even more determined."

Following her injury at age 16, she turned to sport to form the core of her recovery process. This began with wheelchair rugby, which she found to have a lot of similarities with the world of motor sport. *"They were doing all the things I didn't think possible to do in a wheelchair,"* added Nathalie. *"I went from being barely independent to being a fiercely independent athlete in a year."*

Nathalie is an ambassador for the Motor Sport Association's Dare To Be Different campaign, which was explored in further detail later in the session. She was keen to point out the importance of role models to light the path for other disabled and female drivers.

"The Dare To Be Different" project is such a success because it's built from the ground up for the next generation, and also there is an emphasis on networking, both online and in face-to-face events. Setting up something similar for disabled drivers is a goal of mine for the future."

Graham Stoker, FIA Deputy President for Sport, takes an active role in promoting the exceptional position of motor sport as an environment which enables and encourages such inspiring and important careers such as Nathalie's. He said:

"I think Nathalie touched on all the key points that form the foundation of this Seminar."

"What's important to remember is that she has the full licence from an ASN and is competing with able-bodied drivers, which is the unique opportunity of our sport. Rather than having to compete in a separate environment, people with the talent and desire to race can use the relationship between technology and the human being to create solutions which allow her to overcome what many people might think are impossible obstacles."

"The ability of motor sport to transform people's lives, to deal with an issue that's life changing and get through it, is something we must absolutely promote. A number of disabled teams have entered some of the most prestigious motor sport events in the world – the Paris-Dakar Rally, 24 Hours of Le Mans – and this is what we've got to look at to inspire greater participation, and make the most of our unique position."

For Stoker, ensuring that the ASNs make the process of becoming a driver as welcoming as possible is highly important. He concluded, "The key for ASNs is to understand that the barrier is the licences, and that we all need to make sure that the process caters for disabled drivers, and that if we do it right we can lead the way globally in our levels of inclusive competition."

Following this opening keynote speech, speakers from three ASNs then gave insightful presentations into the campaigns and initiatives that are running in their regions, looking at the various ways in which they have promoted the eight recommendations that followed the first FIA Women in Motorsport Seminar held four years ago.

Tim Swietochowski, Head of Communications for UK ASN the Motor Sports Association, first spoke about "Dare To Be Different", a campaign run in partnership with FIA Women in Motorsport Commission Ambassador, Susie Wolff. *"We wanted to do something long term and strategic that would benefit the sport for years to come,"* said Swietochowski.

The initiative aims to create a shift in perceptions by engaging with school groups and targeting girls who may never even have heard of motor sport. "It's about giving girls real experience of all the different aspects of motor sport," he added. "It's not just about driving, but also media, fitness and nutrition, engineering and all the various career prospects that are out there. This year we've put motor sport into the minds of 500 girls for the first time."

Australian **Karyn Hamer** then took to the stage to present her work in creating the Women of Australian Motorsport Commission (WAMS) as part of her ASN, the Confederation of Australian Motor Sport (CAMS).

In a committee of eight women, all volunteers, the organisation works alongside the operations of CAMS to specifically address the issues facing women in motor sport in Australia. "Utilising data and facts, we created a toolkit for our clubs about how to increase the number of women in the sport," said Hamer.

This focus on utilising the access ASNs have to key data about their members was essential to the presentation, which gave examples of how WAMS targets campaigns at the various age groups of its members.

"We have 7 million women over 50 in Australia," she continued, "So we also need to highlight and engage with them. At the same time, everything we do has social media attached to it – it's a core part of what we do and especially how we shine the spotlight on young talent through our Junior Development Scholarship, which aims at 15- to 24-year-olds with a karting/competition licence."

Karyn's work was closely tied with the final ASN representative – **Janette Tan**, General Secretary of the ASN of Singapore, the SMSA.

CAMS and the SMSA share an Officials Exchange Programme between the Australian and Singapore Formula One Grand Prix, with female officials forming a key part of the process of sharing information and learning from different environments.

"Singapore runs a very successful "Women in Motorsport Officials programme", said Tan. "A quarter of our lower level officials, and one in five in high-level positions are women."



She gave an overview of the various roles that women play in the Singapore Grand Prix, adding, *"We've paved a way for women to reach higher levels of officials in motor sport. Together we can accomplish anything, and motor sport is no exception."*

Continuing the exploration of the role of female officials and volunteers, a breakout Q&A session followed featuring **Cheryl Lynch**, MSA Race Executive and FIA World Rallycross steward as well as **Waultraud Wünsch**, chairperson of the stewards for the FIA World Rally Championship. Questions centred on the obstacles faced not only by existing stewards and officials, but also by ASNs as they seek to increase female participation in this area.

The session drew to a close as **Sue Sanders**, a founding member of the FIA Women in Motorsport Commission, opened the floor up to no fewer than nine ASN national representatives from around the world who shared their experiences with the gathered delegates.

Speaking about projects and experiences were **Tiina Lehmonen** from Finland, **Boglarka Budai** from Hungary, Japanese endurance driver, **Keiki Ihara**, **Sylvie Rakotovao** from Madagascar, **Henny Hemmes** from the Netherlands, **Aleksandra Knyszewska** from Poland, **Beyza Avcioglu** from Turkey, **Laleh Sedigh** from Iran and **Vicki O'Connor** from the USA.

Each had their own unique and compelling story to tell, although perhaps capturing imaginations the most was Iranian Sedigh, who explained the huge cultural and religious barriers facing women in sport in her country, and how she continues to break down barriers and serve as an inspiration to future competitors. *"The culture of my country means that they look at women in a very backward way,"* she said. *"We are trying to change this, and sport is a key way to overcome these barriers."*

With all of the materials from each speech and examples made available digitally, the Seminar undoubtedly fulfilled its role as a forum for dialogue and progressive policy making.



WORKSHOP 1:

"CHANGING PERCEPTION, PROMOTING CAREERS FOR WOMEN IN MOTORSPORT"

Fay Best

WISE

Fay is a qualified mechanical engineer, and has worked as a designer and projects engineer in the fabrication and offshore oil industries. Fay has a passion to ensure that girls and young women can access the opportunities that STEM careers can offer them. Having later graduated with a first class honours degree in Education, she has worked extensively in the field of equality and diversity, developing plans, policies and addressing E&D issues.

She has acted as STEM gender and equality adviser, on numerous local, national and government projects; as well as taking on project leadership roles, developing and managing training events, and designing and delivering training packages, awards, and mentoring programmes.



The second day of the FIA Women in Motorsport Commission Seminar (8 October) saw the WISE team show how perceptions can be changed, and engineers took to the stage to tell their stories.

The UK-based team WISE – which aims to inspire girls and women to study and build careers using science, technology, engineering and maths (STEM) – took to the stage for an interactive session with all of the delegates.

Its mission – support girls to choose STEM careers, and advise organisations on how to create environments

where those women can do their best work and thrive. They initially challenged delegates to understand the perception a 14-year-old girl may have of motor sport and the potential unconscious biases coming from outside influences. It is evident that perceptions, true or false, can limit individuals' self-belief and confidence, reduce opportunities to engage in activities, lead to a lack of guidance, support and encouragement, and ultimately failure for selection.

The participants were also invited to complete an individual 'People like Me' quiz, which supports girls to identify their personality traits and which is

designed to inspire them to explore opportunities. This is a revolutionary approach to engaging girls with careers in STEM and uses the natural tendency they have to articulate their self-identity using adjectives and therefore help provide guidance on a wide range of career paths. As part of its mission, WISE aims to get one million more women into the UK STEM workforce and the team demonstrated potential ways in which the ASN representatives from around the world could help engage their younger generation.

"We need to start thinking about the language we use when talking to young girls. They speak a different language to boys and if we're not speaking their language, they won't hear us," said Fay Best, a STEM

gender and equality adviser for WISE. *"Girls and women need to self-identify with careers and role models; they use adjectives about themselves, whereas boys use verbs. All the research has shown that girls want to keep their options open; they have a desire to fit in and need to see the point of what they are doing."*

The second FIA Women in Motorsport Commission Seminar then moved on to three breakout workshop sessions covering the themes of: officials and volunteers, key challenges for attracting more women, and media. The outcomes from these workshops were analysed in the closing Plenary and ultimately prioritised for **'Drawing the chart for the Future'**.

After a morning of interactive workshops, delegates from the 43 different countries gathered for the final Plenary session – 'Drawing the chart for the future – Making the difference together'.

The aim of the session was to focus on the next chapter in the mission of the FIA Women in Motorsport Commission under its core principles to encourage, support and promote women in all aspects of the sport.

Moderators from the earlier workshops – which brought together discussions on officials and volunteers, drivers and media – each presented the results of their sessions before the delegates were invited to discuss best practices in their regions and present them to the floor.

The eight recommendations of this session were:

1

1. Build the pyramid
2. Look at the wider world of manufacturing as well as specific roles in motor sport
3. Develop a motor sport careers campaign
4. Create a cohesive strategy, not one-off campaigns
5. Look at all aspects of promotion, including media, marketing and recruitment
6. Use the 'people like me' resources as a way to engage schools
7. Use experts to develop better communication skills
8. Keep women engaged with motor sport



The 'People like Me' resources are downloadable from the website www.wisecampaign.org.uk.



WORKSHOP 2:

"BEST PRACTICE: DEFINING STRATEGIES TO ATTRACT, DEVELOP AND RETAIN OFFICIALS & VOLUNTEERS THROUGH YOUR ASN/ACN"

Sue Sanders

Member of the FIA WiMC

Sue began marshalling in 1977 and has been involved in the UK's round of the World Rally Championship (The RAC) since then. She has undertaken most roles on the event from Stage Commander of various spectator stages (up to 40,000 people and over 500 volunteers) through to working as the Regional Organiser for Mid and West Wales. During 2002 she became a consultant to the event with specific responsibility for spectator safety. This role has now expanded to include overall event Safety Coordination, Marshals Training and Staffing and she has been Deputy Clerk of the Course since 2007.

Sue also works on other major events across the world and has provided motorsport safety and training support in over 20 countries. She is also Head of Health, Safety & Security on the Race of Champions.



Sue Sanders, Silvia Bellot and Henny Hemmes outlined the eight 'Officials and Volunteers' preliminary outcomes:

2

1. Bringing friends and family to events
2. Utilising open days
3. Using role models and ambassador programmes
4. Using training sessions, practical seminars and mentoring
5. Showing clear career progression paths
6. Social media
7. Emphasising respect
8. Appropriate clothing



"There was a lot of consistency among each of the five groups, and a lot of positivity that will hopefully help implement the recommendations," commented Sanders.



WORKSHOP 3:

“ADDRESSING KEY CHALLENGES FOR MORE FEMALE COMPETITORS IN MOTORSPORT”

Jutta Kleinschmidt

FIA WIMC Representative

Jutta is one of the most successful women in global motorsport. She could be referred to as “The Dakar Queen”, having created motor sport history with her triumphant victory in the 2001 Dakar Rally, and at the same time blowing away the myth that men are the best drivers.

Her racing career started on motorcycles. After 4 Dakar Rallies on a motorbike, she changed to four wheels, and became involved in the development of the most successful rally car.



Presenting the outcomes from the second workshop – which addressed the key challenges for female competitors – **Jutta Kleinschmidt** and **Cathy Muller** explained how using a points system to choose the most important recommendations ignited discussion, resulting in the following outcomes:

3

1. Getting more girls interested in racing
2. Stronger involvement from the ASNs creating sporting programmes
3. Never giving up!
4. More women in key positions
5. Building more self-confidence – female drivers must believe that they can do it
6. Find more supporters and sponsors for female racing drivers
7. Having more female role models
8. Use of mental training



Kleinschmidt, the only woman ever to have won the Dakar Rally, said, "We have to think about how we can help, especially young girls, to have the mental strength you need. After the seminar, we will compile all the pyramids of suggestions online and share them with our colleagues around the world."



WORKSHOP 4:

"BEST PRACTICE: MEDIA, THE GOOD, THE BAD AND THE UGLY"

Workshop four, presented by **Rebecca Geller** and **Marc Cutler**, looked at the crucial role of media.

"Everyone who is in this room has achieved something really amazing to be where you are today," said Rebecca. "There are some truly inspirational stories, and perhaps you don't realise that everything you do is potentially very interesting to the media. You have to make sure you work together, supporting each other on social media and engaging with ASNs to do the same. Whether or not you're winning, you're still making news."

The eight recommendations of this session were:

4


1. Create messaging to promote what you are doing and inspire others
2. Identify publicity opportunities in whatever you do
3. Promote each other to validate the industry
4. Create a community
5. Develop, maintain and share media lists
6. Capitalise on current news trends
7. Utilise the networks available to you, such as the FIA
8. Be spectacular



ASN ROAD MAP

During the second edition of the FIA WIM Seminar, the idea was to find out which of the eight recommendations from the 2012 Seminar the ASNs had implemented.

Using the “roadmap”, the ASNs were able to highlight the recommendations they had carried out in their countries and to design their roadmap for the future, by identifying the eight new recommendations they wanted to apply over the course of the next four years.



DRAW YOUR ROADMAP


NAME OF ASN

FIA WIM SEMINAR 2012 RECOMMENDATIONS
Please indicate which recommendations your ASN has implemented.

1. Each ASN is invited to nominate a National Coordinator to liaise with the FIA WIMC and share results /experiences
2. Each ASN should create a Women In Motorsport Group within their ASN
3. Each ASN should provide a dedicated page on their website as a minimum, creating a link between the FIA WIMC and the ASN website
4. Each ASN is requested to assist the FIA with data collection in order to monitor the progress of our goals

5. Each ASN should implement at the National level the FIA WIMC Ambassadors' programme
6. Each ASN is encouraged to produce marketing materials to promote Women in Motorsport
7. Each ASN should create a strategic plan to encourage more young women to become involved in motor sport through educational programmes (e.g. FI in school, summer Schools...)
8. Each ASN is encouraged to actively participate in, any event promoting women (e.g. : International Women's Day (www.internationalwomensday.com), FIA women's seminar etc.)

2012



2016

2020

FIA WIM SEMINAR 2016 RECOMMENDATIONS
Please indicate which recommendations your ASN would like to implement.

1. _____
2. _____
3. _____
4. _____

5. _____
6. _____
7. _____
8. _____



REGIONAL RECOMMENDATIONS

With the presentations completed, each geographical region prioritised its two most important points in each of the categories.

Interestingly, a number of the different regions from around the globe tended to prioritise the same key points – for instance Africa, Americas, Asia-Pacific, Europe Central Zone and Europe Northern Zone and MENA all selected Training and Practical Seminars and Mentoring as one of their main choices.

AFRICA

1. Training, practical seminars and mentoring (ASN and Regional level)
2. Open days (circuit, club (including universities and colleges))
3. Find more supporters and sponsors for female racing driver (females competitors)
4. Stronger involvement from the ASNs with creating sporting programmes and national selections (joint ideas on a regional level)
5. Identify publicity opportunities in whatever you do (profiles, national news, local stories, etc.)
6. Utilise networks (such as the FIA, club network, women in motor sport community, LGBTQ)
7. Look at all aspects of promotion, media, marketing, recruitment
8. Keep these wonderful and inspiring women engaged with motor sport

AMERICAS

1. Role models / ambassadors programme
2. Training, practical seminars and mentoring (ASN and Regional level)
3. Getting more girls interested in racing
4. Find more supporters and sponsors for female racing drivers
5. Promote each other to validate the industry (retweet each other and namecheck your colleagues in interviews)
6. Utilise networks (such as FIA, club network, women in motor sport community, LGBTQ)
7. Look at all aspects of promotion, media, marketing, recruitment
8. Develop a motor sport careers campaign

ASIA PACIFIC

1. Training, practical seminars and mentoring (ASN and Regional level)
2. Role models / ambassadors programme
3. Getting more girls interested in racing
4. Stronger involvement from the ASNs with creating sporting programmes and national selections
5. Create a community (follow and support each other on social media, share media opportunities)
6. Identify publicity opportunities in whatever you do (profiles, national news, local stories, etc.)
7. Develop a motor sport careers campaign
8. Keep these wonderful and inspiring women engaged with motor sport (develop strategies to retain women)

REGIONAL RECOMMENDATIONS *(Continued)*

EUROPE NEZ

1. Role models / ambassadors programme
2. Training, practical seminars and mentoring (ASN and Regional level)
3. Getting more girls interested in racing
4. Stronger involvement from the ASNs with creating sporting programmes and national selections
5. Promote each other to validate the industry (retweet each other and namecheck your colleagues in interviews)
6. Be spectacular (regardless of whether you are winning or not!)
7. A joined-up strategy, not one-off events
8. Bring a friend or family

EUROPE CEZ

1. Open days (circuit, club)
2. Training, practical seminars and mentoring (ASN and Regional level)
3. Stronger involvement from the ASNs with creating sporting programmes and national selections
4. Find more supporters and sponsors for female racing drivers
5. Create messaging (for different journalists and publications) to promote what you are doing and inspire others
6. Create a community (follow and support each other on social media, share media opportunities)
7. Develop a motor sport careers campaign
8. A joined-up strategy, not one-off events

MENA

1. Educate ASNs about WiM
2. Facilitate training sessions and trainers
3. Getting more girls interested in racing
4. Find more supporters and sponsors for female racing driver
5. Create messaging (for different journalists and publications) to promote what you are doing and inspire others
6. Create a community (follow and support each other on social media, share media opportunities)
7. Look at all aspects of promotion, media, marketing, recruitment
8. Keep these wonderful and inspiring women engaged with motor sport



8 FIA RECOMMENDATIONS

After two intense days of networking, discussion and debate, plans for the next four years were established. From their particular conclusions during the workshops, the ASNs were able to create their own road maps for both national and regional implementation and, on that basis, the FIA Women in Motorsport Commission prioritised its own eight recommendations for its 'Chart for the Future' for the period 2016–2020.

This feedback was gathered by the FIA Women in Motorsport Commission representatives present and distilled into the final eight recommendations to be taken forward and implemented over the next four years. This proactive, of-the-moment decision making is essential to the Commission, as it seeks to constantly innovate and invoke real, practical change in the sport around the world.

FIA Women in Motorsport Commission Manager, **Frédérique Trouvé**, then took to the stage to present the Chart for the Future.

"The eight strong bases we set out in the first seminar remain, and they are necessary to build what we have learned here this weekend," she said. "We need to make sure that the higher levels of management of the ASNs devote resources to this cause."

"Thank you all for your work over the last two days, and as a result we are delighted to present the eight global recommendations which are the result of your own work. We hope you take them with you and use those which are most relevant to you to."

In no particular order,
THE EIGHT FIA RECOMMENDATIONS ARE:

1. Each ASN should identify its training requirements and deliver practical seminars and mentoring programmes for volunteers and officials, both nationally and within the region
2. Each ASN should identify role models and ambassadors that effectively promote the sport to its officials
3. Each ASN should develop local programmes which highlight the opportunities available to women in motor sport
4. Each ASN should develop programmes including young driver detection cells at local and national levels
5. Each ASN should find creative solutions to network drivers and sponsors
6. Each ASN should create an online 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
7. Each ASN should provide simple examples of motor sport career opportunities
8. Each ASN should ensure their promotional and marketing materials are written using the right adjectives for equal opportunities

Finally, with the key next steps set out, **Michèle Mouton**, President of the FIA Women in Motorsport Commission, drew upon the final address of the Plenary Session to convey the brand new recommendations to the gathered delegates.

"I hope you've enjoyed these two days, and have lots to go back to your countries and do," said Mouton. "You are working for our future here. We have really drawn on the success of the first seminar, and it is excellent to have heard that many of our recommendations from 2012 have been implemented around the world. But now we must implement this new road map."

"You now have all the key messages from the seminar, and we must keep hold of this momentum with communication, as we have a great foundation to work from."



CONCLUSION

The second FIA Women in Motorsport Seminar delivered at all levels with delegates leaving Lisbon energised, inspired and ready for the future.

The FIA Women in Motorsport Seminar drew to a close on 8 October and after two intense days of networking, discussion and debate, plans for the next four years were established. From their particular conclusions during the workshops, the ASNs were able to create their own road maps for both national and regional implementation and, on that basis, the FIA Women in Motorsport Commission prioritised its own eight recommendations for its Chart for the Future for the period 2016–2020.

Wrapping up the second FIA Women in Motorsport Seminar, President of the Commission, **Michèle Mouton** said:

"At the first Seminar we were giving information and advice, we were trying to help the ASNs; today I get the feeling that they were demanding more from us and this was a really nice feeling."

"It has been a pleasure to welcome so many people to help shape future plans, and the key outcomes are to help the ASNs, individually and as regions, to identify their objectives for the next four years. From this, the FIA Women in Motorsport Commission has also identified its own missions for 2016–2020."

"We must keep hold of this momentum and enthusiasm, and continue our co-operation and communication because we have great foundations to work from."

"Thank you to everyone who has been part of the second FIA Women in Motorsport Seminar and I wish you success back at home as you endeavour to implement projects and communicate at a national level."

Jean-Louis Valentin, the FIA Secretary General for Sport, was in attendance during the Seminar and underlined the importance of the Women in Motorsport Seminar on the FIA's calendar:

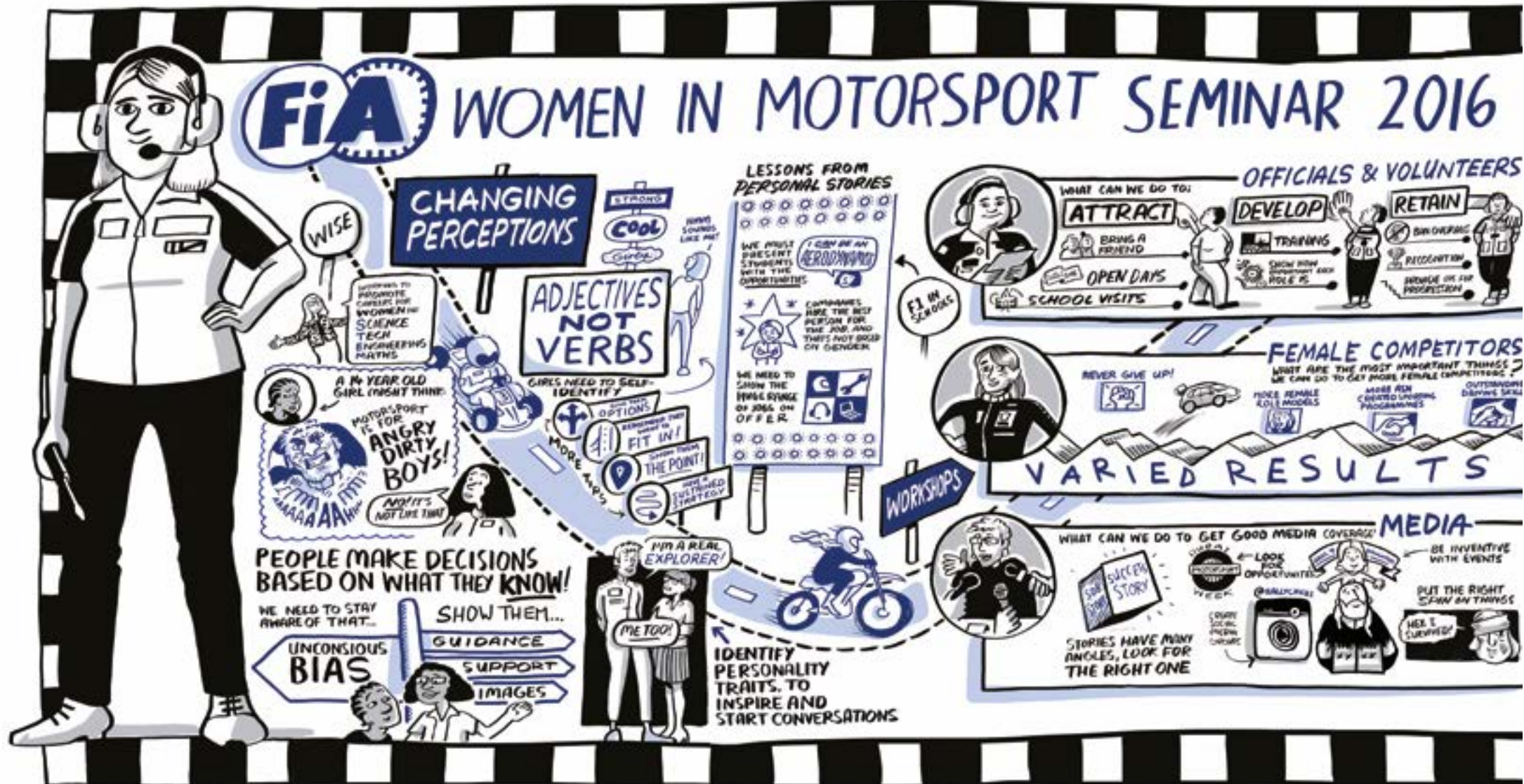
"This is a very impressive event; we have the General Assembly, the World Motor Sport Council, the Sport Conference and this Seminar. For us this is a time to debate, discuss and prepare for the future. I would like to congratulate you for this. You have worked hard and we have a huge attendance of 90 people from 43 countries; there is a significant increase in terms of national representation at this seminar. I would like to thank Carlos Barbosa, our host, and also his team from the ACP for their outstanding work. Michèle [Mouton] and all the FIA team; there is huge work in the preparation of events like this and I would like to tell you very sincerely that for us, the advancement of women in motor sport is a high priority. The FIA Administration has a lot to do with the smooth running of the FIA championships, but we are also trying to improve our involvement in the development of motor sport in general."

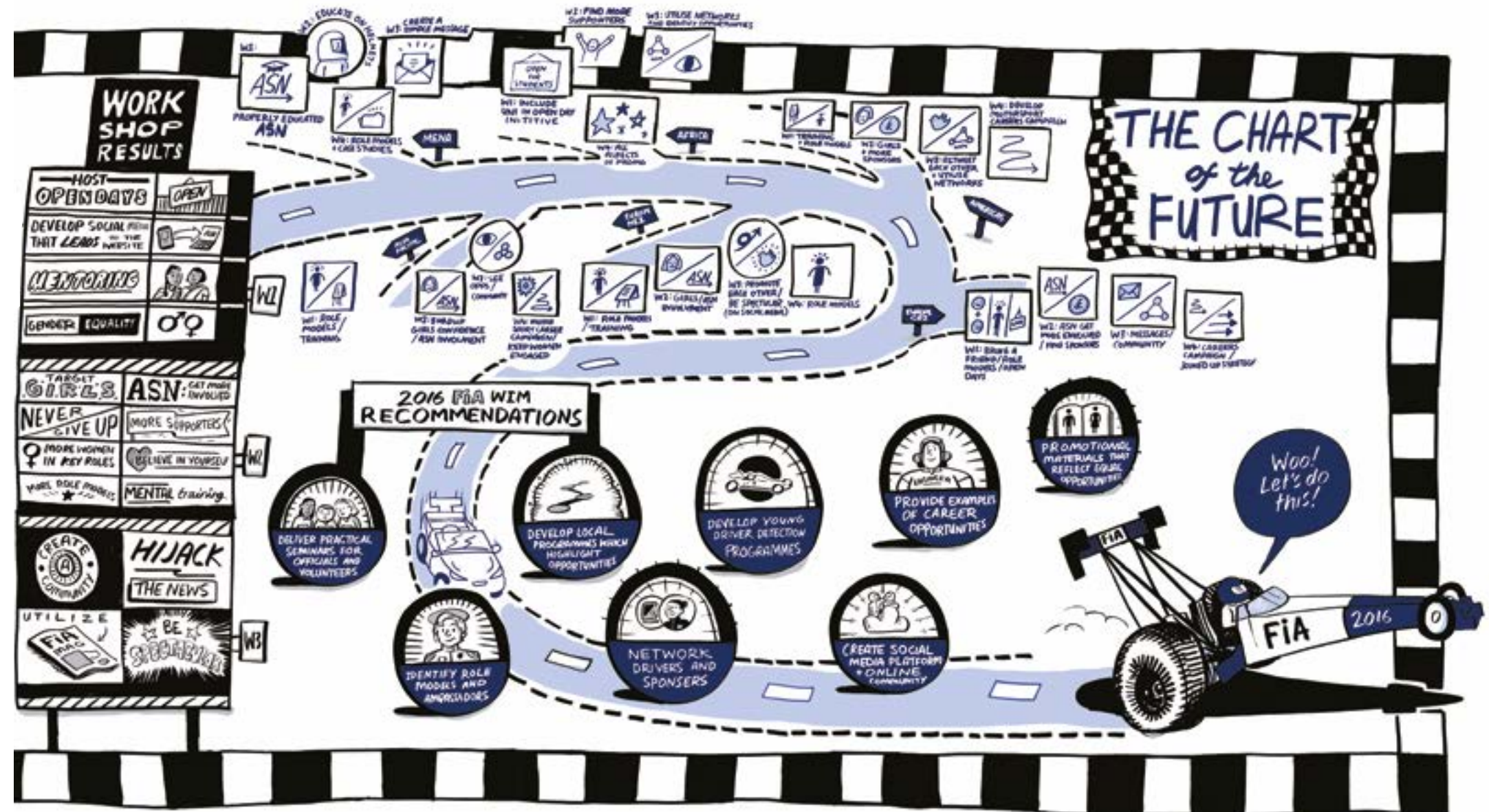
ACP President **Carlos Barbosa** also congratulated the participants on the fantastic achievement of the past two days. *"There are many goals and you have a very important document for your work of the future. You have formed a team the last two days and that's very, very important. We cannot build within the FIA without a team; the ASNs and the people that represent the women and members can go forward in this sport. It's been a real pleasure and honour to host the second Women in Motorsport Seminar here in Lisbon; happy landings in your countries."*





CHART FOR THE FUTURE





LIST OF PARTICIPATING COUNTRIES

ALBANIA
AUSTRALIA
BANGLADESH
BARBADOS
BELGIUM
BURUNDI
CANADA
CHILE
DENMARK
DOMINICAN REPUBLIC
ESTONIA
FINLAND
FRANCE
GERMANY
HUNGARY
ICELAND
INDIA
IRAN
IRELAND
JAPAN
JORDAN
KENYA
KOSOVO

KUWAIT
LATVIA
LITHUANIA
MACEDONIA
MADAGASCAR
MONACO
NEPAL
NETHERLANDS
NORWAY
PERU
POLAND
PORTUGAL
RUSSIA
SINGAPORE
SLOVAKIA
SPAIN
SWEDEN
SWITZERLAND
TUNISIA
TURKEY
UNITED KINGDOM
UNITED STATES
ZAMBIA



