



# eCONFERENCE NEWS

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## TOWARDS A NEW MOBILITY



## MOBILITY PLENARY I - TOWARDS A SAFE CULTURE IN ROAD SAFETY

# CHANGING THE CULTURE OF ROAD SAFETY

Yesterday's opening plenary session focused on how the FIA and its Member Clubs can help change the narrative on road safety and, in the process, give the fight to save lives new impetus.



In February of this year, government ministers from around the world forged a new agenda for progress at the Third Global Ministerial Conference on Road Safety. One of the key outcomes of the conference, acknowledged in the Stockholm Declaration, is the need for road safety to form part of a holistic approach to improvements in society and, as a result, to no longer be developed in isolation.

That was the starting point for yesterday's Mobility plenary session in which a panel of transport experts looked at how road safety missions are developing and how the FIA and its Members can lead change.

Opening the meeting, FIA President Jean Todt, who also serves as United Nations Secretary-General's Special Envoy for Road Safety, said that, while the focus is currently on the Covid-19 pandemic that continues to

take a tragic toll around the world, the fight to reduce the number of deaths on the roads must remain a priority.

"Our roads are one of the worst killers. 1.4 million people die on the roads every year. Road crashes are the number one cause of death among young people aged 5-29."

"The time is now to change road safety culture. In fact, it always has been," he added. "Otherwise the numbers will grow and that is not acceptable. Now is the time for action."

The session then heard from Chairman of the FIA Foundation Lord George Robertson who spoke about how road safety must form part of a wider conversation on health and safety improvements.

"Since the Stockholm conference, the world has changed beyond recognition," he said. "Public attention, government attention has focused on public health, on dealing with recovering economies and the recession that is going to follow. We will find it difficult to grab the attention of the world for road safety."

"It is therefore about finding ways of weaving our demands into this debate," he continued. "There is a debate about safety. We fit into that. There is a debate about the environment. We fit into that. The Stockholm Declaration had one key recommendation, that streets used by children should have a 30km/h limit. Because of Covid-19, streets are quieter and safer and we should be vocal on that."

"The FIA Foundation is also focused on holding a global youth summit to focus on the problems affecting young people. As Jean Todt said, road crashes are the biggest single killer of young people, so if we merge our campaign with other issues affecting the young, we will get traction."





Road Safety Expert and former EU Commissioner for Mobility and Transport Violeta Bulc said that, while the process can seem slow, “we are in a new phase of evolution in attitudes to road safety. Mobility on the roads evolved with a guiding value of freedom of movement – not safety. If we understand that, then we can also understand the way in which we need mobility to further evolve.”

“We really need to act together,” she added. “Our approach to road safety is still too fragmented. The EU has made tremendous steps forward but that is because we acted as an ecosystem. However, we reached a situation where it was still fragmented. The system approach helped in that regard. But this is the time for the introduction of more coherent, more cooperative, and more participatory measures where we can act together in pursuit of a common vision.”

The discussion next looked at how cultural change can be brought about, with moderator and Tilder Associate-President Matthias Leridon turning to Expert on Sporting Event Security & Strategic Approach to Road Safety Peter Drennan, also a former United Nations Under-Secretary-General for Safety and Security, to explain how attitudes to road safety can be changed.

“How difficult is it to change a culture? It’s enormous,” he said. “Culture does not exist in isolation. It’s about people’s behaviour, it’s about an organisation’s history, and its leadership. There are so many different factors in a culture you need to understand in order to influence it in the direction you want it to go.

“Within UN operations we started to develop a strategy to address road safety or, more importantly, to change the culture of how people looked at road safety. First of all, to imagine that vision zero is achievable. It’s about tangible outcomes. You need to change perceptions throughout the organisation.

“Leadership buy-in is critical. Also from middle management and influencers who can communicate the message. You have to get the conversation started so that the debate becomes commonplace. You’ve got to have energy, perseverance, resilience, and momentum.”

Looking at how FIA Member Clubs might start that conversation and drive a change in culture, Ferry Smith of the ANWB and Chairman of the FIA Mobility Policy Commission said that Clubs need guidance and assistance, as well as measurable goals.

“If you look into the toolbox we have as the FIA and as Clubs, we are doing a lot in terms of communication, advocacy, research, providing road safety grants, but, at the same time, we are not doing enough. At a national and an international level we are still not making any serious progress,” he said.



“Clubs need tools to help members make an impact on road safety. The FIA also needs to strengthen its position in the field of road safety as a global leader.

“Are we going for zero fatalities by 2050? If that’s our goal we have to constantly ask: ‘Are we doing the right things to achieve that?’ We have to be more accountable too, we have to database our results, measure them and see what we have learned.”

Commenting on FIA and Club activity, Violeta Bulc added: “The FIA is a centre of excellence for innovation in the automotive area and there is an important role for it to play in sharing technological solutions, through concepts that exist in Formula 1 for example. Also, the advocacy must continue. That has been enormously well done over the past two years.

“It’s also important to engage with collaborative projects, such as safety around schools. Overall, I do see Clubs becoming role models. ‘walking the talk’ and being the real advocates for road safety.”

Finally, Lord George Robertson returned to the concept of road safety as part of a wider conversation.

“We have to be part of a bigger agenda, we are changing culture and the way to do that is through collaboration. It’s also hugely important to keep the message simple,” he said. “There are too many killer cars, too many killer roads, there are too many children dying from dirty air. Keep it simple and collaborate in partnerships.”



## MOBILITY PLENARY II - PERSONAL VEHICLE USE IN A COVID-19 WORLD

# REIMAGINING MOBILITY FOR A NEW REALITY

The Covid-19 pandemic has radically altered our short-term view of life, work and mobility, but how might it change the long-term shape of how we move?



The Covid-19 crisis has resulted in seismic shifts in transportation patterns around the globe. Gone are the packed commuter trains we have been used to, gone are the congested roads, and the constant movement and access to mobility that defined our lives has been replaced by an era of homeworking, of empty streets, and different forms of mobility.

Are such changes merely a momentary blip on the chart of growing global mobility or do they point to a new reality for mobility and new opportunities for Clubs?

To discuss the topic, yesterday's session on 'Personal Vehicle Use in a Covid-19 World' brought together experts from the areas of urban development and cycling, as well as from FIA Clubs for a fascinating insight into how mobility is adapting as we begin to emerge from the worst of the crisis.

Mike Noon of the New Zealand Automobile Association and President of FIA Region II began the session by explaining how mobility in his country had been affected by the pandemic.

He explained that, in New Zealand, "the transformation from normal to almost total cessation was instant". Vehicle kilometres travelled went down by almost 80%, while public transport was made free. To cope with increased use of active modes of mobility, such as walking and bicycles, speed limits were lowered in cities.

"Motorways were empty, but urban streets were full of walkers (and their dogs) and, of course, bicycles," he said. "For many, there was a feeling of reclaiming city streets. There was a massive increase in active modes."

The mention of increases in cycling brought David Lappartient into the conversation. The President of the Union Cycliste Internationale (UCI) said that New Zealand is not alone and that cities around the world have experienced an upsurge in cycling activity.

"Cycling has been a good way of staying physically and mentally healthy," he said. "We saw that, in many cities, local governments took some measures to develop cycling. In Bogota, 76 km of roads were converted into cycle lanes. In Rome, 150 km of cycle lanes were approved in May. Brussels has created 40 km of new bike lanes and Barcelona wants to create 21km. Our Member Club in the UK, British Cycling, has launched a campaign called 'Choose Cycling'. As a way of life for transportation, it is good for health and good for the planet."

President of the Touring Club Suisse (TCS) Peter Goetschi said that, in Switzerland, prior to the pandemic, 70% of km travelled was by private vehicle, 20% by public transport, and 10% by bike and other means. This changed as the effects of the crisis were felt, with public transport use down by 70% and private car use reduced by 20%. However, bicycle use rocketed by 180%.

For C40 Cities Programme Director for Transportation and Planning Caroline Watson, a rise in the use of bicycles or micro-mobility solutions is only part of how cities should view mobility in a Covid-19 environment.

"I think the way I want to answer is threefold, and is defined by the need to reduce shift and improve," she said. "A lot of cities have moved



towards working from home and we need to think about how we can continue that. The real value is in protecting commuters but also obviously that they aren't blocking roads with cars or taking space on public transport.

"We also need to work with cities and employers to stagger the times people are travelling. From 7:30am to 9am is the peak time and, if that stays the same, it's very difficult to recover from the crisis as we will have overcrowding. We need an innovative approach there.

"We also need to improve infrastructure to cope with increased use of bikes and similar modes. We need widened pavements, connected and continuous cycleways, a reduction in traffic speeds.

"Finally, I might add that we need greening," she concluded. "In Medellin, Colombia, they have fantastic cycle lanes covered by trees, which gives protection from the rain and sun."

Commenting on commuters travelling for suburbs, David Lappartient pointed to e-bikes as an opportunity. "We have to reduce the distance for people travelling for outside inner cities and e-bikes are the best way," he said. "The development of the cycling industry is based on e-bikes. They reduce distances, they are easy to work with, and now they have longer range. For wider cities, this is a great solution."

Mike Noon said that, although bicycle use had increased on quieter roads, the fall in vehicle traffic hadn't led to a drop in road crashes rates. "Some people took the lower traffic volumes as an opportunity to speed, with some very high urban and highway speeds recorded by the police. There was a great hope that we would almost eliminate

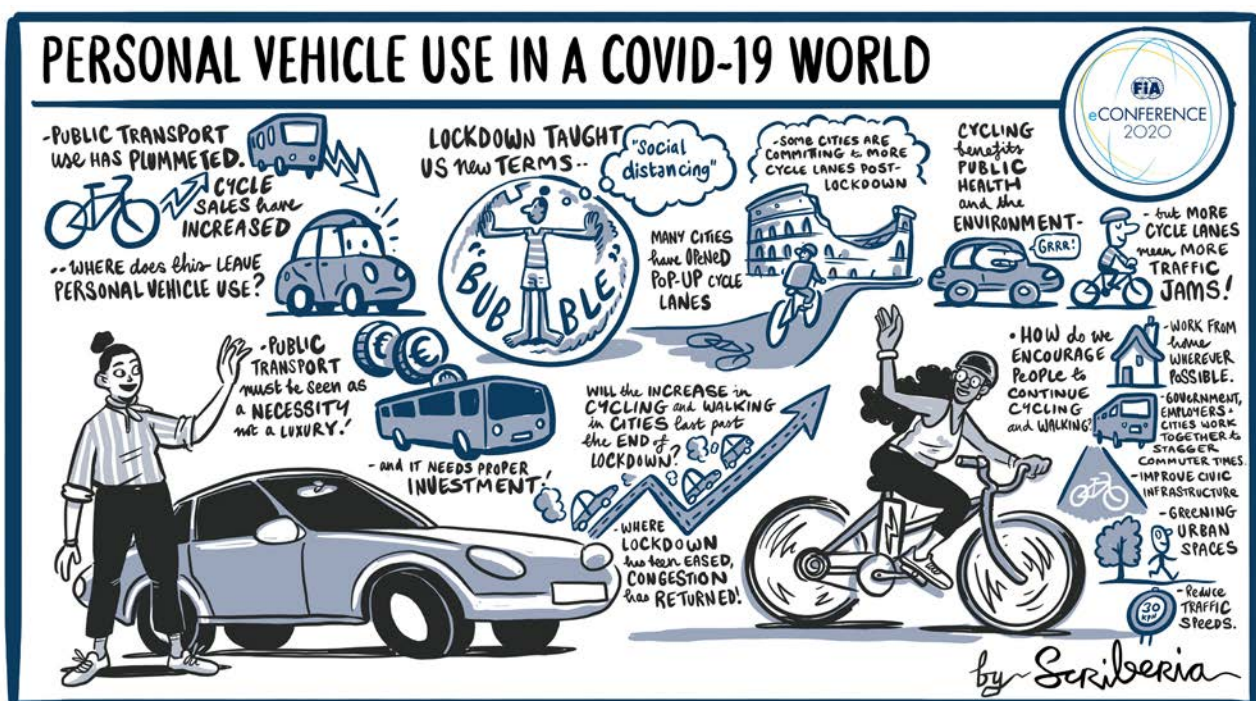
traffic crash trauma during the lockdown with the very low traffic flows but deaths and serious injuries were around 20% of normal and proportionate to the reduced traffic flow."

Caroline Watson added that as recovery progresses, re-establishing confidence in public transport will be crucial.

"There is the conundrum of getting public transport back to pre-Covid levels while maintaining safety. Public transport is a necessity, but reduced ridership hits on revenues really hard and that leads to questions of how you pay for public transport. It is a difficult equation.

"We need to stagger ridership. We need to enforce safety rules where possible, with staff wearing Personal Protective Equipment and travellers wearing masks. Digitalisation is key as part of the solution. In Auckland, they have a fantastic app where passengers can see how busy buses are and whether it has the capacity to stop and pick you up. It's real time information on how safe a bus is to get on."

Concluding, Peter Goetschi said: "We must combine different transportation modes in an intelligent way. It has to be easy to switch from one mode to another and use well-equipped interfaces. I would also say that we must not design new systems-based ideology. We must focus on what fits best in a given situation. Sometimes it's a car, sometimes a bike, and sometimes public transport. When we combine all of those things we get good solutions."



## SPORT PLENARY - RACING FOR A PURPOSE

# MOTOR SPORT'S WIDER IMPACT ON SOCIETY

As the world faces continuously evolving economic and environmental challenges, the FIA has a clear focus to ensure motor sport strengthens its positive contribution to society.



Sport has a unique ability to reach, unite and empower millions of people globally, with the world's elite sporting competitions being some of the most watched events in the world.

With that in mind, and with most of the world on hold, sport can provide a platform to raise awareness of societal issues and solutions. This has recently been shown with FIA Formula 1 World Champion Lewis Hamilton, who was engaged in the Black Lives Matter movement, and football player Marcus Rashford, who campaigned for the UK Government to make a U-turn on policy that affected disadvantaged kids.

The FIA has recently teamed up with the International Federation of Red Cross and Red Crescent Societies (IFRC), as part of the organisation's global response to Covid-19. IFRC Secretary General Jagan Chapagain started the Sport plenary off by talking about the key role sport is currently playing.

"The impact of Covid-19 and lockdown on society is big, sometimes involving mental health and psychosocial issues. Social norms and behaviours have changed and people may experience difficulties in the current context," said Chapagain. "Sports can actually become a lifeline. The inspiration and hope that sports can provide in this type of environment has become even more important."

An integral part of the partnership will be a charity auction with RM Sotheby's, involving teams and drivers of all major FIA Championships under the #RaceAgainstCovid banner. President of the FIA Drivers' Commission Tom Kristensen gave his thoughts on how drivers and the motor sport community can influence and make a difference at this time.

"As the members of the FIA Drivers' Commission were sitting down, looking at each other and asking: What can we do? How can we help in this situation?" said Kristensen. "There we had the idea to not only stick together as drivers, but also to involve the manufacturers, sponsors, promoters."

"Covid-19 has been a huge eye-opener, but it comes on top of our sport being environmentally challenged as well," added Kristensen. "But generally, I grew up following and listening to sports people, so we have to take that role very seriously."





A recent Nielsen survey for the FIA has shown how motor sport can have an impact on public perception. It revealed that 75% of motor sport fans believe Formula E has impacted the way people think about electric vehicles.

Formula E Founder and Chairman Alejandro Agag noted that, while the talk about the future of mobility has been centred around electricity, the championship has actually shown what is possible.

"We saw that we significantly increased the speed of adoption of electric cars with a championship," said Agag. "Six years later and with hundreds of thousands of people having watched the races with some research that we've done, we think that definitely Formula E has had an impact on making electric cars closer to mass adoption."

"We have had an impact on technology. We went from two cars to one car with the batteries, we have had an impact on perception of electric cars," added Agag. "So how big, how small... That's not the key. The key is that we have done something."

The FIA World Rally Championship (WRC) will move to a hybrid car in 2022, something that Team Principal of Hyundai Motorsport Andrea Adamo believes is key to ensure manufacturers stay involved.

"To have WRC cars much closer to the cars that we are seeing in most of the markets is a base for every manufacturer in motor sport," said Adamo. "With my colleagues, we were straight to the point that we need a new generation of Rally cars that would have a hybrid component at a reasonable cost, and also increase overall the safety of the cars themselves."

Formula 1 Director of Strategy and Business Development Yath Gangakumaran added that having a sustainability programme enables the sport to have a purpose outside of entertainment.

"We have this incredible technology, amazing engineers and scientists in F1 and, if we can apply some of that technology to major humanitarian crises, hopefully we can actually have a small positive impact in terms of other societal issues that the world is dealing with," said Gangakumaran.

Initiatives such as the 'Grid4Good' setup by Bob Bell, Member of the FIA Research Strategy Group, has also focused on utilising the talents of motor sport engineering to benefit wider society.

"We helped a couple of UK charities to revamp their PR and marketing and to get them more exposure using expertise from F1 PR companies," said Bell. "We've also been helping a young disabled man customise his electric wheelchair so he can raise awareness for difficulties that wheelchair users have on public roads."

"Then the Covid-19 crisis happened and 'Grid4Good' became a central part of 'Project Pitlane', which has really marshalled engineering and technology providers within the world of Formula 1 to address the creation and development of medical devices to help with this crisis," added Bell.

Inclusivity is a big part of ensuring that motor sport reaches audiences and different fan bases, one of which is encouraging female participation. Susie Wolff, founder of 'Dare to be Different' and Team Principal of ROKiT Venturi Racing in Formula E, last spoke at an FIA conference in 2017 and believes a lot of progress has been made since then.

"In 2017 we were starting to get a lot of interest and get people talking," said Wolff. "But I think that what we've seen now with the 'Girls on Track' global initiative is very encouraging with a lot of great events around Formula E races. We now have a situation with a new championship emerging where half of the drivers have to be female. That's a big statement."

"But the carry-on effect of that statement means each team has to make sure they're nurturing young female talents to make sure they have the best drivers in the car, which cascades all the way down the motor sport ladder," added Wolff.

The session concluded with a case study from FIA Environmental Delegate and World Motor Sport Council member Gary Connelly and Futerra CEO Lucy Shea showing the steps the FIA has taken to integrate purpose and social relevance into all its motor sport activities.





## ADDITIONAL SESSION - USING GRASSROOTS DISCIPLINES TO DETECT THE NEXT RALLY CHAMPIONS

# TAKING TALENT FROM GRASSROOTS TO THE TOP

The third additional session on Wednesday took participants through the FIA Rally Star programme that sits at the heart of the FIA's Rally Strategy.



FIA Rally Director Yves Matton opened by giving a general overview of the global strategy for rallying and highlighting some of the key areas being worked on, which include accessibility, a focus on the next generation of competitors, and the introduction of an entry-level car – Rally3 – meant as a new standard.

Within this framework, Mr Matton noted the significance of the initiative, saying, "FIA Rally Star is an operation we want to deploy around the world, especially designed for the young generation who many have not been interested in motor sport before. It is fully integrated in our overall strategy, and in its later stages, the FIA Rally Star project will also be based on the Rally3 category."

FIA Regional Rally Category Manager and Rally Star Project Leader Jérôme Roussel then outlined the key principles of the programme. Detection will focus on two entry pathways – the Slalom Challenge and Digital Motor Sport. With the Slalom Challenge, Mr Roussel explained how ASNs will be able to set up cost-effective events allowing them to reach 200-300 candidates in a single day. Utilising the FIA Rally Star Guidelines, ASNs from every region will have the

template to test the basic driving skills of young people in a safe and engaging environment. ASNs can view a [video explaining the Slalom Challenge](#).

The Digital Motor Sport pathway is currently under development, with a software publisher partnership due to be confirmed in the coming weeks. This method will cast the net wider still and allow ASNs to engage directly with young people racing at home, making use of an FIA-centralised registration system to manage candidates as they battle to set the fastest times. There will also be the option for ASNs to set up digital challenge events, which are again cost-effective, adaptable to many different settings, and therefore a great tool to reach potential new competitors.

The webinar also featured Nissan GT Academy driver (selected via the Gran Turismo platform) and Rally driver since 2018 Sean Johnston, who recounted to the participants his genuine experience of moving from Digital Motor Sport to real-world success. "So much of what you do in simulation is good preparation for the real world," he said. "The FIA Rally Star initiative is a fantastic way to identify talented young drivers and get them involved in our sport, giving a chance to those who otherwise wouldn't have been able to get over the large financial barrier to entry."

The most talented youngsters detected by the programme will move to the next level – the Continental Finals – where their skills will be tested in increasingly demanding scenarios. With inclusivity at the heart of the programme, six Continental Final winners, plus a guaranteed female winner, will go on to an extended period of training utilising the new Rally3 cars, with further opportunities in the long term for the most outstanding drivers in the group.

The session ended with participation of the ASNs' Delegates in a poll measuring their interest in the initiative, with the vast majority indicating that they will be strongly engaged in their countries and regions.







## ADDITIONAL SESSION - FIA WOMEN IN MOTORSPORT ON A FAST TRACK TO EQUALITY

One of the key commitments for the FIA is diversity. With the FIA Women in Motorsport Commission, female talent is given the opportunity to grow through their projects.



In this additional session, FIA Social Responsibility Programmes Manager Barbara Silva referred to a sociological survey conducted in 2018 that identified four main barriers preventing women from getting into motor sport.

The first relates to the material aspects: in some cases, women would not have access to the right facilities such as dedicated cloak rooms, or struggle with seat fitting or even finding homologated fireproof underclothes that are adapted and designed for women.

The second barrier is associated with communication and the fact that there are not a lot of role models including female drivers or female engineers — at the moment less than 2% of racing licences worldwide are held by women.

The third limitation is linked to the physical aspects and the perception that women are less able drivers, and the fourth has to do with stereotypes and family pressure not seeing driving or taking part in motor sport as a first target for women.

"Growing female participation and engagement in motor sport, identifying the best female talents, and inspiring the next generation of not only motor sport talent but motor sport fans, is critical" said Silva. "We are not only talking about drivers, we're talking about engineers, mechanics, journalists, volunteers, and officials."

FIA Women in Motorsport Coordinator Gosia Rdest detailed the various projects that are being conducted to encourage female participation, starting by 'Girls on Track'.

"Girls on Track introduces girls between the ages of 8 and 18 to a potential career in motor sport both on and off the track through fun, engaging, and unique educational activities."

Other initiatives include the FIA Motorsport Games Karting Slalom and Karting Endurance gender-mixed disciplines, as well as FIA Rising Stars, recently launched in partnership with the Ferrari Driver Academy.

"Throughout the projects, we also focus on education by introducing the girls to road safety rules, raising awareness on environmental challenges, and first aid. We actually introduced flags and safety because we realised that there are more and more girls interested in becoming officials and marshals."

While the Covid-19 crisis has limited the ability to attend racing events, there are plans to have online webinars, which will be educational and feature role models such as Tatiana Calderón, Sophia Flörsch, and Simona De Silvestro, three female drivers supported by the FIA Women in Motorsport Commission.

Away from the circuits, the newly launched FIA Rally Star project also aims to encourage more female talent to come through the ranks, with the help of ASNs worldwide.

"Out of the 144 ASNs and ACNs we are cooperating with, more than a third are organising international rallies. The FIA can rely on this strong platform to propose a pathway for Rally enthusiasts, and the other countries now also have a tool to develop the discipline at grassroots level," said Rdest. "We really want to include women heroes and to give a chance for women to participate in rallies."





## ADDITIONAL SESSION - FIA INNOVATION FUND: LEGACY, INNOVATION, AND EXCELLENCE FOR ALL

# COLLECTIVELY CONTRIBUTING TO A STRONGER FIA LEGACY

Fully aware of the importance of legacy and innovation for a more sustainable and safer motoring and sporting world, the FIA has placed them at the core of its brand identity and made them key goals for the FIA Innovation Fund (FIF).



The FIF is a powerful tool that enables the FIA to explore creative possibilities and deliver solutions by directing investments in innovative projects that will drive the future of mobility and be game changers in the way motor sport is conducted. So far, 26 projects have been selected to receive financing from the FIF, with a total commitment of €21 million.

During this session, Head of FIF Onika Miller presented a number of FIF projects directly associated with the four key aspirations of the Fund: Innovation, Legacy, Excellence, and Empowerment.

One of the key innovations in motor sport will come from Formula 1, where the FIA is investing in 100% renewable fuels. From 2023, the championship will utilise biofuels, which are created from the biomass transformation of non-fossil fuel sources.

"This project will clearly demonstrate the feasibility of 100% renewable fuels performing in the most extreme environment within the motor sport world," said Miller. "Through this application, renewable fuels could have a catalytic impact on other championships and motor sport categories down the line. The FIA's formulation of a sustainable racing fuel will also send important market signals to the motor sport industry that, in time, will cascade further positive impacts on society," added Miller.

Innovation is also in the air with the Drone Academy project that could help position FIA Mobility Clubs as leaders in the emerging areas of drone technology, urban air mobility and even personal airborne mobility. Drones can also help to improve safety in motor sport, as illustrated by the Global Strategy for a Rally Safety project that will rely on the development of new tools using drone technology and artificial intelligence to provide better protection for fans, spectators, and marshals.

"The drones will provide medical and rescue accident information, giving access to a live overview of the accident scene and supply remote areas with connectivity for marshals and spectators," said Miller. "This project promises to be a game changer for Rally safety, bringing in benefits to event organisers and fans alike, and, more importantly, making motor sport safer."

The second key aspiration of the FIF, Legacy, is promoted through projects such as the FIA Motorsport Games, building upon its successful first edition held in Rome in November 2019, and the FIA Rally Star project, setting out an innovative and global talent detection programme that aims to spot the Rally stars of tomorrow from grassroots all the way up to the WRC.

Legacy will also be strengthened by making motor sport more inclusive. The FIA Girls on Track – Rising Star project intends to identify young female talent, lift them to Formula 4 and beyond, and hopefully drive up female audiences in the process.

"Studies show us that less than 5% of motor sport competitors are women, whereas they represent between 70 and 80% of the consumer market," said Miller. "There is therefore huge untapped potential in female audiences of women's sports."

The search for Excellence and constant improvement is also at the heart of the FIF's set of values, and the Future City Racing initiative, for instance, which relies on the completion of a feasibility study on the opportunities and challenges to bring more races to the cities, promises benefits to the FIA Community to make motor sport more sustainable and safer in urban areas, while increasing fan engagement.

Empowerment of FIA Members is also a key objective of the FIF. The Innovative Urban Mobility Platform project, which uses benchmarking, and modelling and simulation of data to develop meaningful insights, will give Clubs research-based evidence to advocate for the adoption of appropriate policies to promote safer and more sustainable urban mobility.

Lastly, the FIF also supports cross-pillar projects such as the Helmet Safety Rating project which builds on motor sport expertise in safety and leverages the vast experience of Mobility Clubs in road safety advocacy. This project is an example of track to road innovation, resulting in the transfer of technology from motor sport to the wider society. It seeks to be a game changer by reducing road fatalities due to motorcycle crashes, while increasing access of Clubs to local authorities and government decision-makers, and giving consumers the power to make more informed safety-related choices.

Through these various projects that collectively represent a strong investment in shaping our future together, the FIA Innovation Fund is fulfilling the FIA's purpose to create a safer and more sustainable world for all.





## ADDITIONAL SESSION - FIA CIRCULAR IT INITIATIVE - SPORT CLUBS

# BRINGING SUSTAINABILITY TO TECHNOLOGY THROUGH A CIRCULAR ECONOMY

In a world that is evolving more to be centered around apps and the Internet, how can you ensure that you have the most up-to-date hardware at a cost-effective price?

One of the ways this can be done is through 'Circular IT' which means refurbishing existing equipment according to Frank Hulshoff, Marketing Director of Flex IT, global leader in Circular IT.

"As a company, we do not believe in higher costs because of sustainability," said Hulshoff. "Everything that we offer from a sustainability point of view needs to have an economic benefit, and that means that you get into the refurbished business."

Buying refurbished IT products means companies can save 60% on the cost compared to a new product and reduce their carbon footprint. For example, to produce one smartphone alone, 910 liters of water is needed alongside the contribution to CO<sub>2</sub> emissions in manufacturing.

"My laptop is four years old and I'm a Marketing Director; I use Excel, internet, Word, and email," explained Hulshoff. "That can be run perfectly on a laptop that is not the latest model."

As more businesses and events have people working from home and utilising digital platforms, Flex IT's programme helps to extend the life of IT hardware and can contribute to the FIA's sustainability goals.

Flex IT as FIA eConference Partner is offering to answer any question that might arise from the FIA Family via a dedicated [landing page for the FIA stakeholders](#).



## ADDITIONAL SESSION - CROSS CAR DEVELOPMENT

# DEVELOPING A CROSS CAR FOR ALL

Ensuring that motor sport is cost effective is one of the most important things to make it accessible to anyone.



The Cross Car project was launched in 2017 as a grassroots category to train aspiring drivers eyeing a future in rallying and off-road disciplines, and it has grown ever since as ASNs across the world embrace it as an effective promotional tool.

FIA Off-Road Category Manager Benoît Dupont was on hand to give the latest updates on the planned championship.

While the European Championship launch has been postponed until 2021 due to Covid-19, a brand new FIA Junior Cross Car Academy Trophy will be launched next year. Cross cars are also to feature at next year's FIA Motorsport Games with both junior and senior categories.

"The FIA Junior Cross Car Academy Trophy is really a talent scout programme and to ensure technical and sporting equity, we will have a single operator," said Dupont. "It means that the driver will just have to turn up with his or her licence and drive the car."

Bertrand Decoster, Chairman of Mygale, one of the Cross Car manufacturers, outlined the kit car concept, the idea being to reduce the costs for ASNs and to help them start their championships at national or zone level.

"With this concept, we are sure to guarantee the same quality as if it was produced at the Mygale factory," said Decoster. "And we can help ASNs develop their local skills and motor sport know-how."





Julius Bär



RICHARD MILLE

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