



Purpose»Driven

CONFERENCE NEWS

DAILY NEWSLETTER #2
7 JULY 2021



MAKING AN IMPACT



JOINT SESSION

THE FUTURE OF POWERTRAIN TECHNOLOGIES: TOWARDS SUSTAINABLE MOTOR SPORT & MOBILITY

POWERING THE FUTURE OF MOVEMENT

In the quest for a more sustainable future, our choices on powertrains must avoid short-term thinking and focus on a holistic view of energy provision, as yesterday's meeting on the future of powertrain technologies revealed.



A fascinating and detailed discussion joint plenary on 'The Future of Powertrain Technologies: Towards Sustainable Motor Sport and Mobility' pointed to a balanced approach to energy sources being the key to building a cleaner future.

Speaking first, Motorsport UK Chairman David Richards said that in the pursuit of sustainable motor sport it is important not to disenfranchise existing competitors and that outside top-level motor sport sustainable powertrains are best introduced at junior level.

"We have to achieve a balance," he said. "We have 30,000 members, licence holders, who have existing cars and want to

participate and we also have a demand from the general public who wants us to move towards sustainability. We cannot disenfranchise existing licence holders but we have to show leadership. We should introduce it at junior levels. For example, cadet Karting is an easy level to introduce it at.

"We have governments that are focusing on electric to the exclusion of everything else and we have to educate them that motor sport is a great platform for transforming transport very quickly.

In Mobility, Royal Automobile Club of Western Australia (RAC WA) Group CEO Rob Slocombe explained how the Club had been concerned by the lack of infrastructure in his region. In the absence of action at state level, the Club undertook the construction of 12 charging stations covering some 500 km of road. He explained that the government followed the action by committing AUS\$21 million to infrastructure programmes.

However, he added that uptake of sustainable technologies in Australia will be slow as a result of the increasing popularity of diesel vehicles, coupled with the country's poor fuel quality.

"Average emissions intensity for passenger vehicles in Australia is 45% higher than in Europe," he said. According to our statistics, some 2,500 people die each year as a result of emissions, higher than the number dying in crashes," he said. "The government has





Purpose»Driven



said it will bring in new fuel standards in 2027. That's way too long and the longer it is delayed, the longer we will stay out of step with the world. We need to get more aggressive with our timeframes."

Motorsport Industry Association CEO Chris Aylett insisted that consumers are being dictated to by governments in a switch to electric. According to him, this is founded on the short-term view of politicians who will not be in power over the decades needed for the future of powertrains to be played out.

"The challenge is: what is the future? Is it 10 years? That's nonsense in technology terms. Is it 20 or 30? It's fascinating to see politicians who are in power for five years having to talk about 10-year timeframes because they want the votes. We are going to make mistakes if we put speed before common sense. Is the future all-electric? Not a hope. Too many nations can't adapt; can't afford it. Electric won't work everywhere.

"The internal combustion engine is a very efficient mode of mobility and has been so for 100 years. There is plenty of potential there if we weren't in such a hurry to go electric. With regard to sustainable fuels, I am quite sure we will go forward into the future with an urban electric solution and a non-urban solution. It is a great opportunity for the FIA to work with the supply chain in motor sport to rise to these challenges."

FIA Environment and Sustainability Commission President Felipe Calderón then raised the point that some forecasts suggest that as battery development improves, electric vehicles (EVs) could be "equal or even cheaper than combustion-engine vehicles. If that happens, there will be a huge change in the market. It will happen because of a rational decision by consumers to switch."

Rob Slocombe said that such an evolution was unlikely in his home country. "In Australia the average age of a vehicle is 11 years. It will take a long time for electric vehicles to come through. EVs are very very expensive, about 60% more expensive. Yes, economics will drive change but it will take quite a while."

David Richards added that infrastructural change would also cause delay. "Many people's houses will only accommodate trickle charging and the national grid in the UK certainly is not equipped to deal with large numbers of cars charging overnight. "For governments it is a simple message to give – let's go electric. Our role as Members of the FIA is to educate politicians and the public at large that there are alternatives. Our role is to be more agnostic on these technologies."

FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck agreed, adding: "We have to educate our members on the ways in which we get mobile. The one major reduction on CO₂ we have immediate access to is to not produce it. When you take the car, is it really necessary? Is it better to take a bike or the bus? We have to educate the population."

Austria's ÖAMTC CEO Oliver Schmerold said that powertrain choice had to be viewed in light of the energy production as a whole. He took Delegates through his Club's analysis of the impact switching to either battery electric vehicles or e-fuels would have on energy production in light of his country's stated aim of carbon neutrality by 2040. "When we talk about the future of powertrains – it is a discussion about the future of our energy system," he said. "More than 75% of primary energy demand comes from fossil fuel sources or nuclear power and only one quarter from renewable sources. We have to transform the energy system. The question of which powertrain we use is only a subsequent discussion of that change." He then illustrated how reliance on sustainable fuels to meet emissions targets would result in a significant spike in the amount of renewable energy needed to create those fuels, whereas battery-powered vehicle use would result in a more benign increase.

FIA Manufacturers' Commission President Prof. Burkhard Göschel added that, in his opinion, battery electric vehicles in their current form are not totally sustainable and that the decisions of the EU have not been based on life cycle assessment and the demands being made on materials. Better electric sources are needed, he said. "We have a lot of electric motor sport series and we should put a lot of purpose on pushing battery technology. I know the costs could ramp up but we have to push. If we go to solid state batteries and it fulfils the performance which has been discussed, it could outperform hydrogen fuel cells. "The other area is sustainable e-fuels," he said. "We have existing infrastructure for liquid fuels and we have a very weak infrastructure for electric vehicles. We cannot neglect that."

The discussion concluded with a video Q&A with Automobile Club de l'Ouest (ACO) President Pierre Fillon who spoke about the future of hydrogen fuel cell powertrains in endurance racing and at the 24 Hours of Le Mans. "We believe that hydrogen is one of the best energies for future mobility," he said. "Hydrogen will play a key role in Le Mans in 10 years. We will have zero CO₂ emissions, with hydrogen as the top class, and e-fuels in the lower classes and we will stage an exemplary event in terms of social responsibility. Le Mans must remain an outstanding human adventure, a testing ground for mobility and a unique fan experience."





Purpose»Driven

SPORT SESSION - ECONOMIC & SOCIAL IMPACT OF MOTOR SPORT

BENEFITTING SOCIETY AND ECONOMY

EY-Parthenon has spent the last 18 months measuring the impact of motor sport on society to produce a first of its kind study commissioned by the FIA — the 'Report on the Global Contribution of Motor Sport to Economy and Community Development'.



FIA Deputy President for Sport Graham Stoker opened the session by focusing on the importance of the EY-Parthenon report in the context of the COVID-19 pandemic and highlighted how it is going to be a significant tool for National Sporting Authorities to gain support from governments around the world, as they start to build back after the crisis.

"When EY-Parthenon got involved — and you've got to remember that they advise governments so we deliberately went to them to make sure these figures were credible — I couldn't imagine the size of the figures that started to emerge. We've got the figures here, from just under 22,000 Member Clubs worldwide, these types of figures underline the economic impact," he said.

"It's an exciting project, we'll continue to polish it, and improve it over time," added Stoker. "But it means now that when you talk to government, with a rock-solid basis you can tell them: I'm not only a sport, I bring jobs, economic impact, I help young people with STEM education, advanced engineering, and I've got a voice in some of the key debates like sustainability and what we should be driving."

EY Sports Associate Partner and Oceania Leader Matt Colston and EY Sports Associate Director James Hennesy detailed the report key findings. The global study looked at the number of motor sport participants, local Member Clubs, events, facilities, tracks and venues, and looked at the contribution of motor sport including the economic activity and employment.

The project involved extensive data collection and analysis with 2.7 million participants worldwide including 231,000 marshals, 917,000 competitors, 72,000 officials, and 1.5 million non-competing Club members. In addition, there were insights from a broad range of motor sport industry publications, which showcased the economic contribution of motor sport prior to the global onset of COVID-19.

The report reveals that the motor sport industry represents €160 billion total annual gross output and 1.5 million total paid jobs.





Purpose»Driven



EY-Parthenon Associate Partner Oleg Tschernizki talked about the challenges and barriers of putting together the report, which included having to collate data from over 200 countries and taking into account the various roles of each Member in the industry.

"We had to build this essentially from the bottom up, which means you have to take into account all of the various actors that are involved in this industry," said Tschernizki. "We're talking about the Sport Clubs, participants, officials, local Clubs, championships, promoters, event organisers, venue owners, and to gather all of that data together, we really had to work closely with the Clubs and the FIA. The FIA took on the global side of things for their world championships, and the Clubs in covering their own country."

Member of the UK House of Lords Lord Peter Hain highlighted that the report shows motor sport is at the heart of the economy and how important it is for local Clubs to not only talk to their local sports ministers, but also their environmental and business ministers.

"This study shows that motor sport is right at the heart of our economy. In every country, where motor sport takes place, it isn't just a hobby for those of us who follow it avidly like I do, but it is also crucial to a whole lot of government policies such as dealing with the environment, contributing to road safety, improving the way cars and vehicles become much more efficient in the use of fuels, whether it's petrol diesel, electric, or hydrogen. All of these issues are a part of how every society in every part of the world operates."

FIA ASN Development Task Force President Andrew Papadopoulos discussed how the report is not just for developing ASNs to take advantage of, but also for every ASN as they will receive an individual report that outlines the economic influence of motor sport in their country.

"This is a global report, we all took part in it, it doesn't matter how small or large your motor sport footprint is, you can use this report. We contributed to it, we own it, and it's for us to use in

the way that we can get benefit from it. Each ASN will receive a four-page snapshot report outlining the economic influence, our direct output, value added and employment. We are also substantiating motor sport participants headcount for track, Club, and event numbers.

"We will use this global report, along with the full-page report that you have as an ASN, and then we go to our government to tell the great story that we have. We will then hopefully get the recognition from them, and also from our commercial partners and sponsors," added Papadopoulos.

Fédération Française du Sport Automobile (FFSA) President Nicolas Deschaux and Automobile Competition Committee for the United States (ACCUS) President George Silbermann rounded out the discussion by talking about the report from their ASN's perspective and how it puts motor sport into a broader worldwide context.

Silbermann said: "Ultimately this report is a letter of introduction for you as an ASN, so make sure to always accompany the presentation of the report with the country specific data that EY has prepared for your country, or whatever other specific materials about your country you may already be utilising.

"When we use our economic impact study in the United States, our message is not just about dollars, jobs, and taxes paid. We always like to emphasise the other contributions that motor sport makes. Everything from the positive effects motor sport has on supporting charities as a role model for youth, to a testbed for safety and innovation."



MOBILITY SESSION - FOSTERING BUSINESS DIVERSIFICATION AND INNOVATION IN MOBILITY CLUBS

FOUR ROADS TO DIVERSIFICATION AND INNOVATION

Yesterday's Mobility session gave real-world examples from the FIA Mobility Worldwide programme of how Clubs can analyse, rationalise and diversify to build better for the future.



The session focused on how Clubs can identify business diversification opportunities to bolster Club relevance and income streams as well as further develop a culture of innovation.

Moderated by ESADE Business School Deputy Dean for Programmes Luis Vives, the meeting began with EY-Parthenon Partner Irvin Faneyte presenting a four-quadrant framework for securing and growing business. "Growth starts with what you are and what you have and most Mobility Clubs have a tremendous amount of assets. However, some Clubs have a fairly narrow base of operations. If you do, you have probably been hard hit by the pandemic. "The next thing is to broaden your portfolio of services. The trick to doing that is to consider which of these activities would fit your Club. The third thing is future-proofing your business by doing things differently, and finally, we talk about building the Club of the future, asking what are the things that really matter? What do we excel at and what can we compete at?"

Looking at the first area of examining traditional ways of working, Jamaica Automobile Association (JAA) Managing Director Wendell Smith said: "Roadside assistance has been commoditised by insurance companies in recent years. The pandemic has crippled our business activities and left us without capital. We had a perfect storm of COVID-19, competition and diminishing capital and that drove us to examine every area of business activity and to ask why we are in this business." With the core elements of his Club's business analysed, Smith then asked: "Are there golden rules on selecting services to add? How do you avoid ending up in a

Ramsay's Kitchen Nightmares scenario where you have everything on the menu but nothing tastes good?"

Looking at the broadening of services, Automóvil Club del Uruguay (ACU) Institutional Relations and Mobility Manager Rosina Rubio pointed to the ACU's decision to become more deeply involved in the insurance sector. She said the Club had noted an increasingly harmful erosion of its position in the roadside assistance sphere by insurers and reacted by expanding its insurance provision. The Club, which had been involved in insurance for many years, deepened its collaboration with insurers and broadened its portfolio with an improved offering.

Automobile Association of South Africa (AASA) CEO Willem Groenewald responded by saying that in the case of his Club, the process of making the business resilient was followed by diversification and expansion through the adoption of the FIA's Vision 2030 strategy.

"What we have done is to expand into service centres and I can tell you that there are now 50 of these. We create real-time retail outlets where you can have a conversation with your customers." He pointed to initiatives to broaden servicing to include assistance packages and also to create data collection points whereby members could be encouraged to install OBD devices that would tell them when their car requires servicing. "We would have your VIN number, we have your parts ready and we would contact you in advance with the cost of the service."



Purpose»Driven



He added: "We are living in the fourth industrial revolution and COVID-19 has accelerated that. The customer dictates how businesses are run. The world has become agile and the best platform or service is the benchmark. The answers lie in data science. It is dangerous to sit in boardrooms telling the customers what they need. The answer lies in knowledge."

Turning to the quadrant dedicated to future-proofing business through new and disruptive ways of working, Rosina Rubio said: "In our path to become a whole mobility provider, we knew developing insurance was the main area [of diversification] but we also thought we had to reinvent our traditional service. We moved from an assistance position to one of prevention. We analysed our cornerstones and capability and invested in tools, but mostly in training. We launched a maintenance service and members can schedule maintenance and only pay for the parts and get a 20% discount. They can save a lot of money by doing service and maintenance with us. The promise is to give our members more value for their membership."

Willem Groenewald added: "We have to start by incubating a platform to foster innovation. You have to analyse every aspect of your business. You have to ask the tough questions as to whether your business is optimal. You need to take a hard look at system engineering to see if the business is still relevant. You have to live in a world of continuous improvement and every day ask: 'are we better than yesterday?'"

Returning to the theme of innovation, Wendell Smith spoke about the JAA's fuel purchasing app as a development that would help secure the future of the Club. "COVID-19 resulted in a significant reduction in spending on fuel in the public and private sectors. However, the spending of ordinary people, the general public, increased. We therefore extended a fuel management solution to customers, using an app to buy fuel in a truly contactless way. We now aim to make it the most popular way to buy fuel on the island. This activity would not have been possible without the support of the FIA."

The discussion also featured a talk with Gerard Martret, Co-founder and CEO at Shotl, and Founding Partner at Drivania and Camina Lab, businesses that variously offer a mobility platform

enabling on-demand bus services, private transportation through a global network of chauffeurs and transport-focused data analysis.

Asked by FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck why Clubs should get involved with small companies like Shotl, Martret said: "I represent the timid voice of hundreds of start-ups that aren't unicorns. Ninety-nine percent are small start-ups targeting specific problems and we need you, we need to cooperate with large organisations and that is how we grow."

"It gives us a good name to be related to brands. The way we are doing that is that we license technology and we white label it. We are owners of the IP but we share the data. And the data is the oil. It is the most valuable asset. We are not trying to defend our corporate identity but to relate our brand to bigger brands."

The discussion concluded with each panellist being asked for their key idea to ensure success for Clubs. Rosina Rubio said that COVID-19 had shown the ACU that there was an urgent need to reassess its business proposition and to implement a new business model. "Just ask simple questions," she said. "Is this the right way to do things? How do we deliver more value? Will this make us stronger?" Willem Groenewald said: "Become comfortable with being uncomfortable and have a relentless hunger for continuous improvement." Wendell Smith added: "What has changed in our approach is the rigorous questioning of our business activities. We have taken our strategic planning sessions to a whole new level. This has become a way of life." And Thierry Willemarck said: "We have to concentrate on the fourth quadrant – the future of Clubs. Often with new technology the requirement of capital will be huge and the size of our businesses will not always be able to compete. So looking at what we can do in collaboration with others to get the capital we need is important." Finally, Irvin Faneyte concluded by saying: "Don't fear to innovate but don't innovate out of fear."





Purpose»Driven

SPORT SESSION - BREAKING BARRIERS THROUGH MOTOR SPORT

BREAKING THE MOULD

Motor sport has the power to bring together fans from around the world, while providing a platform for diversity and equality.



Opening the session, Formula 1 Global Director of Race Promotion Chloe Targett-Adams talked about the initiatives that have been implemented in Formula 1 to help make a positive change in this area.

"We have to remain respectful of the integrity of the sport from participation through to governance, venue management and elite pathways. When we say we want to break down barriers, I think it's actually about recognising the barriers. What are they? And can we look to break them in a way that preserves the incredible sport that is F1 and allows it to grow and develop for the future?"

Targett-Adams used the example of F1's growth in China which has seen an influx of fans and a significant increase in the amount of people watching it on TV. This has been supplemented by the emergence of talent such as Guanyu Zhou who became the second Chinese driver to participate in an F1 weekend recently.

"We have really seen an explosion of fans there. For example, it's 92 million fans now in China and we've seen a 200% increase in the TV audience," said Targett-Adams. "More importantly, through the development of elite racing pathways with the Chinese Motorsport Federation and together with local driver Guanyu Zhou, we are driving up interest in the sport."



It is important for companies to be as diverse as possible to ensure that all sectors of society are being represented, which is why F1 is introducing other initiatives that are aimed at making the sport more accessible. This includes increased representation at the top levels for females, people with disabilities and people from different cultures and religions.

"We have more female representation now at senior levels and throughout the [Formula 1] organisation, we're nearly 40% female. And we're looking again at the task force to see how we can identify better routes and access into the sport for employment, not just from a female perspective, but from disability, different cultures and religions."

One driver that is breaking these boundaries is Saudi Arabian FIA British Formula 3 racing driver Reema Juffali. Given the historical context of women and driving in the country, Juffali notes the effect her participation in the championship has had for aspiring female drivers.

"It proves that with the right mindset and opportunity, what once felt impossible can start becoming possible and within reach," said Juffali. "It doesn't matter where you're from, or what you're doing, we all have to start somewhere. For me, it started as a curiosity and then it grew into more of a weekend hobby, I didn't expect it to get this far but I'm definitely happy with it."

FIA Drivers' Commission President Tom Kristensen noted the various initiatives that the FIA is introducing to encourage more female participation and to make motor sport more accessible. This included FIA Rally Star, the global search for talent to find the next generation of FIA World Rally Championship drivers through Esports and grassroots motor sport," Kristensen said.

"It's really important to say that the FIA and its Member Clubs have made good strides in improving accessibility in the world of motor sport. Every Club and National Sporting



Purpose»Driven



Authority has been incredibly important in this process for their local champions to get to the top of the world, no matter where they come from.

"Implementing such opportunities; with FIA Rally Star we know that there are three drivers from Kenya showing progress there," added Kristensen. "We have cross cars, the FIA Girls on Track – Rising Star, where we have a partnership with the Ferrari Driver Academy. We also have Digital Motor Sport and the FIA Motorsport Games which is where all the FIA versatile concepts meet at the same time."

With more than 1.8 billion people globally having an interest or taking part in Esports, Head of Motorsport at Motorsport Games Inc. Gérard Neveu believes that this can be an access point not only for bringing fans closer, but for places where there isn't a rich heritage associated with motor sport.

"If you're born close to Silverstone or in Monaco, France, Italy, where there is a long story with motor sport, it's easy," said Neveu. "When you're born in Africa, South America or in Asia, sometimes it's a little more difficult to have this approach. Esports can help all the local federations, then when you make the selection of the best competitors, you can push them to continue in this direction and to have a chance to practice motor sport with go-karting or any race car after that."

The panel moved on to a discussion about the importance of equality of opportunity, with Peace & Sport President and Founder Joël Bouzou, drawing on his experience of competing in the Olympics. The Frenchman reflected on how this can be a key aspect for creating hope, dignity, and self-esteem between nations and, as a result, to promote mutual respect.

"Sport is a neutral way to bring people together through a neutral language. You can speak sport and you can at least accept the difference," said Bouzou. "As someone from the southwest, I started in rugby and then did modern pentathlon



when I was very young. Back then I had my culture, but after four times participating in the Olympic Games, I have friends all over the world. International sport gives that, and regional sport and national sport give this also, because you gather different people together through one simple rule."

World Athletics President Lord Sebastian Coe gave his thoughts on how sport is challenging human rights and doing more to showcase some of those issues that concern us all.

"Sport can really drive change. I've seen it so often; no society is worse off for having a sporting event in there. Sport often has the ability to flip the dial socially, culturally, and economically in the way, so few other activities get anywhere in the world."

The session was rounded off with a presentation from Clerk of the Course for Cyprus Rally Nayia Kontopoulou who focused on the recent FIA European Rally Championship event in Cyprus. The Rally ran through the so-called 'Buffer Zone' that was created following the Turkish invasion of Cyprus in 1974, with the stage organised by a team of Greek Cypriots and Turkish Cypriots under the monitoring of the United Nations.



JOINT SESSION

VISION ZERO: A WORLD WITHOUT DEATH AND SERIOUS INJURIES ON TRACK AND ON ROADS

PLOTTING THE ROUTE TOWARDS ZERO FATALITIES ON ROAD AND TRACK

Yesterday afternoon's joint session entitled 'Vision Zero: a World Without Death and Serious Injuries on Track and on Roads' looked at how actions taken at local level can deliver life-changing improvements and how motor sport can contribute to save lives on the world's roads.



The joint session on Vision Zero began with Road Safety Expert Claes Tingvall explaining the simplicity of the essential idea behind the initiative. "It's not as complicated as it sounds," he said. "Vision Zero is for professionals. It's about what we are doing. It's about us not making trade-offs for the public – not trading off safety for mobility for example. It's our role to take the failing human into account. We must design not for the perfect human. And if we cannot design a solution then we reduce the kinetic energy. This is exactly the same thing as is done in motor sport. We work out what can go wrong and how to take care of it. In essence, it's not more complicated than that."

Looking at how Motoring Clubs can contribute to the Vision Zero initiative, Tingvall added: "The FIA is always underestimating its role in the community. It has a very strong voice and in the safety sector has set up many important things such as the NCAPs and within the 2030 agenda, you can find many alliances where for example climate, health and safety go together. We're talking about the safety footprint. The FIA is setting up a framework for the whole world to work from and this is a major thing, wherever we are."

FIA Safety Director Adam Baker then spoke about how Vision Zero is being applied to motor sport. "Firstly, I think it's important to acknowledge that this sort of approach has existed in motor sport for many years, under the current President and the last one. For each

and every fatal accident, we identify the factors that contributed to the severity of the outcome and once we understand that, we look to see if we have preventative measures that can be deployed or whether we need to develop new ones. "Ninety-five per cent of fatal accidents happen at grassroots level. We employ the same methodology as used in F1. We still follow the same process. This gives us confidence in the findings and conclusions drawn and we can have confidence in the solutions."

Sir Patrick Head then spoke about his role as FIA Safety Commission President, explaining how the Federation has vastly improved safety since the death of Ayrton Senna at Imola in 1994, at the wheel of a car built by Williams, the team Patrick Head worked for. "I was very impressed by how the FIA, then led by Max Mosley, picked up the safety aspect and didn't just respond in the short term but kept the whole programme of improving safety. I was very impressed how they dealt with it, how they continue to deal with it and how they expand on safety without damaging the competition. It's never a finished subject. It's always ongoing, it's always being developed and can always be improved."

Director of Public Affairs at the Netherlands' ANWB and Chairman of the FIA Mobility Policy Commission Ferry Smith then explained that there "is no silver bullet to road design" but that "we have the formula, and the system we have developed is available and is



Purpose»Driven



being put into practice every day. I'm very happy that a lot of Clubs are very active in bringing forward this knowledge, forcing governments to develop infrastructure, and as a result the number of casualties comes down."

Driven International Managing Director Ben Willshire then detailed how motor sport circuit design can assist with refining safety on the road. "Circuit safety has evolved hugely over the last 10 years and specifically with some of the new standards implemented. In 2017, a new barrier specification was devised and in 2018, a new standard for debris fencing was published. We are now even seeing standards for the paints used on the run-off areas. All of the products have been rigorously tested by the FIA and all owners know what they need to do to design and build a safe circuit. It gives us more certainty."

FIA Head of Circuit and Rally Safety Stuart Robertson added that simulation technology in motor sport could be of huge benefit to road safety. "I would say one of the biggest developments is driver-in-the-loop simulation. It's used to improve driver performance but also circuit design. The tools we have now are remarkable and we can even model the behaviour of the human body in an accident."

Ben Willshire added: "During lockdown we experimented with our local town of Hook in Hampshire in the UK. We modelled the town and put it into the simulator and we were able to model eye tracking, how drivers were placing their vehicle, where they made mistakes and we were able to develop a scoring system to rate their driving. This could help youngsters before they get into real cars."

Automobile Association of Kenya's Safe & Affordable Helmet Programme Manager Eva Mwaura detailed how the initiative was launched during the recently held Safari Rally round of the FIA World Rally Championship by His Excellency Hon. Uhuru Kenyatta, President of the Republic of Kenya, and Jean Todt, FIA President and United Nations Secretary-General's Special Envoy for Road Safety. "It was televised to millions of people around the world. This pushed the message of helmet use globally. Motor sport attracts a large following and is capable of changing mindsets," she said.

Ricky Rapa Thomson, founder of SafeBoda Uganda, then explained how after losing a friend to a crash involving the popular but often unregulated motorcycle and tricycle taxi services, he resolved to change the system. "The industry was messed up. Out of 10 people in Kampala, around nine have seen a boda accident or been in one or lost someone to a crash. We started working on a mission to not just organise the industry but to make it safer for everyone." Thomson and his partners established training programmes on safe road behaviour and built a community of riders who are at the forefront of promoting helmet use.

AIP Foundation CEO Mirjam Sidik then spoke about efforts to improve road safety around schools in Vietnam.

"We are losing 25,000 people on roads every year and another 500,000 are being seriously injured, so we have been working on introducing 'Slow Zones, Safe Zones'."

The Foundation identified that in Pleiku City existing safety parameters around schools were insufficient and that vehicles were travelling at up to 80km/h. It implemented a 'Slow Zone, Safe Zone' programme at two schools in the city with the result that safety awareness among students was raised by 48 percent, while community knowledge about speed limits rose from 16 percent to 66 percent. Maximum speeds around the school also fell under 40km/h and the schools in the programme rose from two and three stars in the iRap assessment to five stars.

Finally, FIA Formula One World Championship driver and #3500LIVES Global Road Safety Campaign Ambassador Charles Leclerc spoke about the FIA's contribution to safety in the sport. "I am so lucky and sometimes we tend to forget as drivers, because the safety standards are so high we get used to it," said the Ferrari driver. "The FIA has kept pushing in all those years to find another innovation to help us do our sport more safely, which is great. It's sport and entertainment but it is a life behind the wheel and the FIA is doing an incredible job on this."



FIA WOMEN IN MOTORSPORT COMMISSION

WOMEN ON THE MOVE

The FIA Women in Motorsport Commission meeting took place in Monaco, ahead of its third international Seminar and as part of the FIA Conference week. Hosted by Commission President Michèle Mouton, 32 members representing 26 countries participated.



The meeting started with an update on the FIA Girls on Track programme, in collaboration with the ABB FIA Formula E World Championship, provided by Barbara Silva, the Commission Manager. The 2021 FIA Girls on Track – Rising Stars initiative followed and information on the high number of applications received was shared by Michèle Mouton. This year, the programme has been further expanded and, in collaboration with Ferrari, will now provide a long-term development pathway for junior drivers in Karting, as well as the more senior drivers qualifying to race in Formula 4.

Details were also shared by Cathy Muller, the Commission's Detection Cell Manager, about the FIA Women in Motorsport activities in the 2021 FIA World Endurance Championship with the Richard Mille Racing and Iron Dames teams, as well as a number of other drivers competing successfully in various series. Future action plans from the Commission's six regional representatives were also presented to the members.

The Commission's latest career brochure – 'Your Career as a Motor Sport Official' – was also shared with the members ahead of the FIA Women in Motorsport Seminar, which takes place on Wednesday 7 July and Thursday 8 July.





Purpose»Driven



FIA CONFERENCE 2021 FAMILY PICTURE

Due to the current sanitary situation, the format will be different this year. For this purpose, we kindly ask you to take a selfie of yourself during the Conference.

You can use the **photobooth located in the Fairmont Hotel** or the one available on the **[Conference platform](#)** if you are attending online.

Should you wish to take a selfie **with your phone**, please send it to **familyphoto@fia.com** by **Wednesday 12:30 (CET time)**.



We look forward to receiving
all your portraits and create our
FIA Conference 2021
eFamily Photo!

HERE ARE SOME TIPS TO TAKE YOUR PICTURE



Use natural
light, if possible.



Include
your shoulders.



Do not use
flash. Avoid
shadows.



Make sure your
face is not too
close to the
camera.



Smile!



MONACO
05-08 JULY

Purpose»Driven



Julius Bär



RICHARD MILLE

FIA.COM