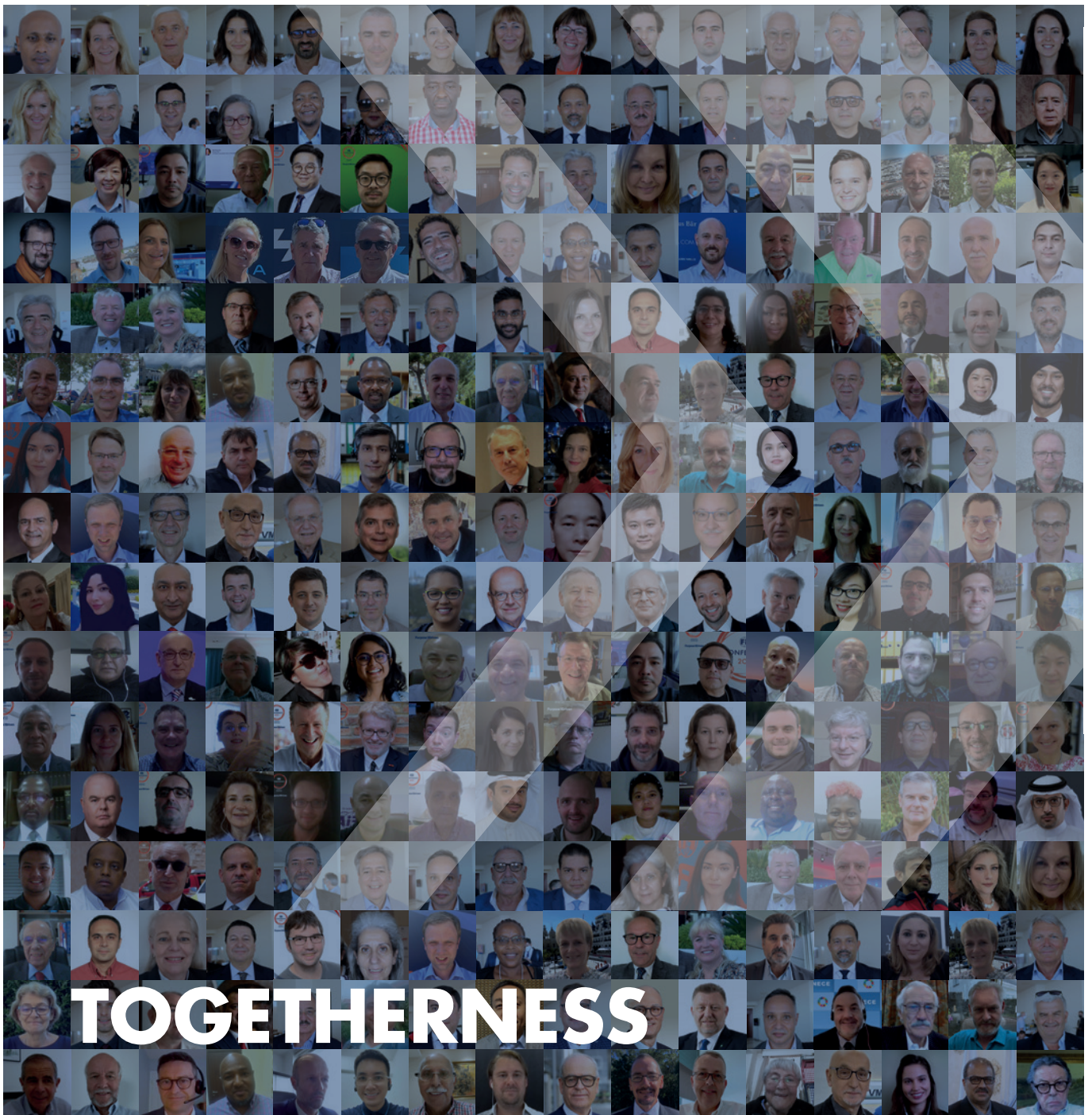




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CONFERENCE NEWS

DAILY NEWSLETTER #3
8 JULY 2021



MOBILITY SESSION - REMOVING BARRIERS TO TOURISM DEVELOPMENT

RESTORING CONFIDENCE IN TRAVEL

The Mobility session on 'Removing Barriers to Tourism Development' focused on two goals – confidence and harmonisation.



As the world slowly begins to return to normality, travel and tourism are perhaps the industry sectors taking the longest to recover as evolving restrictions continue to stifle freedom of movement and economic hardship narrows opportunity.

Yesterday's Mobility session sought to address some of the issues facing the industry in a post-COVID-19 world, with session moderator and FIA Director of Tourism Services Habib Turki saying that the "current crisis and its deep social and economic impact shed light on the need for reform – in visa regimes and digitalisation".

He then turned to the first of the session's panellists, Vice-President Policy & Research at the World Travel and Tourism Council (WTTC) Tiffany Misrahi, who outlined the scale of the difficulties being faced by the industry.

"The impact of COVID-19 has been wide ranging and multifaceted and, according to our research, in 2019 travel and tourism accounted for 10.4 percent of global GDP. In 2020, that figure was down to just 5.4 percent," she said. "We saw a loss of 4.5 trillion dollars, a 49.1 percent drop. The impact on people has been heartbreaking. Some 6.1 million people have lost their jobs around the world and there are millions being supported by furlough schemes but those won't last forever.

"Beyond job losses, people have been impacted on a psychological level. People have lost loved ones, they have lost

jobs, and lost connections with each other. People's mental health has been put to the test in this period."

As nations slowly reopen, the question then becomes one of how to revive tourism safely and sustainably.

Maltese Tourism Authority CEO Johann Buttigieg said the island nation has put safety at the top of its agenda as they try to rebuild.

"In Malta, more than 80 percent of people have received a first dose of the vaccine and more than 70 percent a second dose. It is one of the safest countries in the world – in terms of COVID-19 and safe in terms of criminality – and we are incentivising people to come. For conferences, we are providing €150 for each delegate. There are other incentives for different types of travellers but first and foremost we want to promote safety. We are against putting up barriers."

He agreed with Tiffany Misrahi that safety is a prerequisite of travel in the current climate and added that Malta is also focusing on personalised travel experiences in order to make travel more attractive.

"Malta is being marketed as a destination of safety but it is also a destination of niche markets, starting from religious tourism, diving, students and others. Then, we are as much as possible trying to create travel with a purpose. We are upgrading infrastructure and, in the event of the recovery of the tourism sector, we will be in a position of not having just quantity but



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equality. It's all about sustainability. We need to follow the advice and turn it to our advantage. We need to focus not on what we can't do but on what we can do."

Director of Tourism at the Monaco Government Tourist and Convention Authority Guy Antognelli explained that, for him, "tourism is about connecting people, so we have to make people connect again".

"What makes me sad is when cruises arrive and they say you will go ashore and meet nobody, that the museum will be cleared just for those passengers. That is not tourism," he added.

He continued by saying that Monaco was unlike the island of Malta and that it shared a porous border with France and close ties to Italy.

"Every day, we have 50,000 people coming to work inside Monaco. Showing a PCR test every morning is not manageable," he said. "We have to think about another way. That's what we want to promote."

He and Tiffany Misrahi spoke about the WTTC's SafeTravels Stamp, created for travellers to recognise destinations and businesses around the world that have adopted the SafeTravels health and hygiene global standardised protocols.

"The WTTC label gives confidence to people, clear information," said Antognelli. "We need science-based information but not in a scientific way."

He added that Monaco has also launched its own label, Monaco Safe, that certifies that an establishment has complied with all of the essential health and safety criteria laid down by the Monegasque Government to fight the spread of the COVID-19.

Tiffany Misrahi added that the SafeTravels Stamp encompasses 11 protocols and will enable industry stakeholders to remain competitive and sustainable.

"We are reaching 300 destinations around the world with the Stamp," she said. "In the end, it is not about the Stamp itself, it's about the protocols behind it, protocols that work and enhance confidence while still making sense in terms of travel."

UNECE Transportation Facilitation and Economics Section Chief Konstantinos Alexopoulos spoke about how the reaction to the global pandemic had seen international conventions and protocols abandoned and borders closed. "Governments reacted as if it was the 1940s or '50s, closed their borders and asked people to stay home," he said.

He added that, as the crisis worsened, the UNECE established an observatory to monitor how travel and border crossing changed. The organisation has now collated data from 176 countries and a study on the effects of the changing policies will soon be published.

He added that the standout realisation coming out of the pandemic is that digitalisation of documentation is crucial.

"The future is digitalisation," he said. "Then we can speak about green lanes along all the corridors, not just in Europe but from Asia through all of Europe and beyond. This is where we are aiming to go and this is where we are putting all our efforts. Because of COVID-19 governments have finally realised that this needs to be done today not tomorrow."

Concluding, all the panellists agreed that harmonisation of travel regulations and restrictions is now needed to ensure a gradual return to normal travel.

"We need harmonisation," said Alexopoulos. "Each and every country having its own rules is destroying tourism. We need to have one set of standards throughout, whether it is PCR testing or vaccination. Tourists must have their minds at rest and they must know exactly what will happen. These are the standard protocols and harmonisations we need to create."





JOINT SESSION - TOWARDS THE NEXT DECADE OF ACTION: YOUTH ENGAGEMENT

INSPIRATION BUILT ON YOUNG DREAMS

This session focused on how to integrate the new habits and desires of the younger generations to inform the development of mid-to-long term strategic orientations of the Sport and Mobility Clubs and the FIA.



Opening the session, the Chairman of Bank Julius Bär Monaco Remy Bersier discussed how his organisation has adapted its business by analysing data to reach out to a younger audience.

"As a private bank active in wealth management since 1890, we have been at the forefront of an industry that had to permanently change and adapt to client needs and circumstances, particularly during periods of conflict," he said.

"Our youth worldwide is educated and curious; youth clients want to know more about the purpose behind their investments, the new generation of investors wants opportunities aligned with their progressive value systems," added Bersier. "They do not seek a range of investments that focus only on the accumulation of wealth, but also on the environment and societies they live in."

Following this keynote, the discussion featured young leaders and Club representatives to discuss what matters to youth and how to make motor sport accessible and engaging for these audiences.



Derin Adetosoye, who was chosen through a talent search programme to become a presenter for the ABB FIA Formula E World Championship, believes that engaging young viewers through social media platforms and being environmentally aware to engage those viewers is important for motor sport.

"The stereotype of us youngsters having a short attention span is true. The level of excitement has to be communicated through social media channels, and through digital platforms to ensure that it's reaching as many young people as possible. Breaking the sport into different elements so that it can attract different types of people is very important.

"I think, as a society, we've moved on from not talking politics to it being at the forefront of many conversations, and for a sport, I think it's very important to know that you are seeing what's going on and that you are directly responding to it," said Adetosoye.

This was echoed by President of RGMCM Group and Promoter of FIA Karting European and World Championships James Geidel who believes that people want to see raw moments from drivers on screen that capture the essence of the story behind the scenes.

"It's about producing content and making it entertaining, because people don't just want something scripted today, they want something that gives an insight into what the sport is about. They want to see that we are not just a sport, that we are really trying to help make a global impact in what we are doing," he said.

From a Club promotion's point of view, President of Automóvel e Touring Clube de Moçambique (ATCM) Rodrigo Ferreira Rocha



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discussed the relevance of TV and showcasing national sport on international broadcast channels.

"Making our events available on other platforms like national TV and even foreign television stations is important. That makes the kart driver feel like they are doing something for their own country," he declared.

To discuss how motor sport is tackling issues in the world and how that can be applied in education, the session welcomed Marina Djordjevic and Ciska van Huissteen, two MBA students from the Kaiserslautern University of Applied Science studying Motorsport Management in Germany.

"I think it's important to understand how the youth think today," believes Djordjevic. "They want to be heard. They want to interact, but they also want to be taken seriously. I think a very good example of this is the Fanboost in Formula E, which gives the fans the chance to actually influence the race outcome."

Road traffic injuries are the leading cause of death for young adults aged 15 to 29. The panel discussed how best to engage youngsters on this important topic.

Head of Communications at Youth for Road Safety Manpreet Darroch pointed out their presence at the third Global Ministerial Conference on Road Safety at Stockholm, Sweden in February 2020, as an example of young people who were advocating for road safety.

"Around 400,000 young people are killed on the roads every year. That's more than 1,000 per day. This is why young people want to be aware and fight the crisis they see on the road, so the case for engaging people on road safety is a win for everyone," he explained.

Vice President, Public Affairs at the Canadian Automobile Association (CAA) Ian Jack discussed how CAA's team reiterated the point that social media was the best tool for getting the message across to the youth given the amount of people in the 16 to 24 age bracket that are active on the platforms.

"Many of you may know that Canada legalised cannabis in 2018, and we did a campaign on road safety. People have used drugs and driven before in the past, but now we had an opportunity to talk about it freshly given the legalisation process. What we are most proud of in that campaign, which targeted 16- to 24-year-olds online, is that we got over 700,000 engagements. So that's people sharing it, liking it or making a comment about it," he said.

Rafaela Machado, representing the Star Rating for Schools Global Programme at the International Road Assessment Programme (iRAP), echoed this by saying it is important for younger people to understand their voice. This is something iRAP looks at when delivering programmes and support to governments, local organisations and school communities on creating safer journeys to school.

"We need to let them know the power that they have and what they can do about road safety – and how they have been affected. It is possible for a community, for example, to identify the critical areas that should be prioritised for improvements along a school route and use that information to push for any policy changes that might be required around this topic."



ONSITE ACTIVITIES

DEMONSTRATING TALENT

The concluding day of the Conference began with a series of demonstrations and reveals at nearby Chapiteau de Fontvieille, which highlighted the future of motor sport and how the FIA is seeking out the next generation of talent.



Delegates were given a full experience of FIA Rally Star, the largest ever, global Rally driver detection programme, which aims to unearth the next generation of FIA World Rally Championship drivers.

It was the chance for them to try out the two types of contest that National Sporting Authorities can organise, combined or individually, as national selections in their countries: the Slalom – as a physical driving challenge on a track – and the Digital Motor Sport challenge on simulator rigs. A prize-giving ceremony signaled the end of completion.

FIA Rally Director Yves Matton discussed the importance of finding new talent as the WRC calendar expands to markets outside of Europe.

“It’s a very important project for the FIA. We are taking a global approach to ensure we have drivers of the future at the highest level coming from everywhere in the world.”

ASNs worldwide can easily organise these selections with the help and tools provided by the FIA to identify the most promising talents. The programme is open to girls and boys aged 17 to 26.

These national events have started this year and will be followed in 2022 by six continental finals using Cross Cars supplied by Livelive. A women’s final will also be organised with the best female drivers from each continent selected through a worldwide shootout. The winners of these seven finals will receive tailor-made training for one year including six Rallies behind the wheel of a M-Sport-built Ford Fiesta Rally3 challenger, that was displayed in Monaco to the delight of the Delegates. The four best drivers will ultimately move on to a full season in the FIA Junior WRC Championship.

Alongside this, the FIA is also ensuring that motor sport is cost effective. Cross Car machinery, used in the FIA Rally Star selection process, also forms the basis of a new entry-level competition, the FIA Cross Car Academy Trophy, targeting 20 ASN-nominated drivers between the ages of 13 and 16.

The Cross Car took to the slalom track at the hands of Hyundai WRC driver Thierry Neuville, who echoed how it will be a great programme to detect new talent from countries all around the world. The Belgian ace is also one of the main chassis suppliers via his company Livelive.

“It’s a category which is growing a lot and very soon, there will be the European Championship starting and the Junior Academy as well, where we will be the main supplier for 20 juniors” concluded Neuville, who started his progression towards WRC in Cross Car himself.

This demo was followed by the reveal of the new FIA Formula 4 Gen 2 car, which was unveiled with F4 driver Maya Weug, winner of FIA Girls on Track – Rising Stars and first female driver to be





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inducted into the Ferrari Driver Academy. The new car boasts enhanced safety features, including the Halo, which were explained by FIA Formula 1 Race Director and Safety Delegate as well as Single-Seater Sporting Director Michael Masi.

“All of the things that we have learned through F1 and other single-seater categories have been implemented in this car. We have enhanced side protection in case of an incident side-on to protect the driver. The rear impact protection has been integrated from F1, F2 and F3 as part of the overall development of the single seater safety pathway.”

FIA President Jean Todt was on hand to praise the work done by the FIA Single-Seater Commission in ensuring that safety at this regional level of motor sport mirrors what happens in the FIA World Championships.

“We have to work as much as we can to improve on the car, improve on the equipment for the drivers, on the circuits, to make it safer and to use it also as a laboratory for the road. That’s our mission and I’m very happy to have ambassadors and talented drivers like Maya to support us and to promote also what we do around safety.”

The car is set to make its track debut in November this year when it is officially homologated, with one of the first championships set



to be in the United Arab Emirates, which will run over the European winter. This will be followed by five championships that have committed to upgrading to the Gen 2 car in 2022.

There was also a demonstration from the Automobile Club de Monaco on their fire training and procedure for marshals and firefighters. A scale model of a Formula One car was used to simulate a fire breaking out on a car during a race.

The ACM also did an extrication demonstration, showing a driver being removed from an open-cockpit car with the Halo protection device.





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SPORT SESSION - WOMEN IN MOTORSPORT

BRIDGING THE GENDER GAP

One of the key commitments for the FIA is diversity and inclusion. For the last decade, the FIA Women in Motorsport Commission has enabled female talent to progress through the ranks.



FIA President Jean Todt recalled the growth that has been achieved since the launch of the Commission in 2010. "Eleven years ago, we decided to create a specific Commission, chaired by Michèle Mouton," said President Todt. "Cars are perceived as mainly the world of men, but we need women to participate. All the statistics – and I speak to you as a UN Secretary-General's Special Envoy for Road Safety – say that women are creating much less damage on the road than men. This is something we need to learn from."

Commission President Michèle Mouton pointed out that this year, six female drivers are competing fulltime in the FIA World Endurance Championship. But the main objective is to get more women involved via the pyramid system that has been created thanks to the various Commission's initiatives at all levels of motor sport. "I always talk about this pyramid that we are building. From the base, we are attracting young girls with Girls on Track and our new partners, Formula E and ABB. Then, we are connecting and engaging with our community, with role models coming from the virtual Girls on Track experience which is growing incredibly. With Rising Stars, now we can offer a very strong long-term pathway for our young talent in Karting and Formula 4.

"Looking at the future, I would say that we are building and capitalising a lot and we still have our main objective – having more women participating," said Mouton.

Girls on Track – Rising Stars is designed to develop a pathway for young female competitors to reach the top levels of motor sport and is supported by the Ferrari Driver Academy.

"Ferrari has been in motor sport for more than 70 years and we want to be there for years to come. Hence we need to ensure that we will be able to reach out to the largest and most diverse group of people we can," said Ferrari Racing Director Laurent Mekies.

Maya Weug, the winner of the programme in 2020, believes it is crucial to engaging more women willing to compete or work in motor sport. "Girls on Track has inspired many girls to go racing. Being with 20 girls who share the same passion was really nice and it's amazing to see that more of them are getting involved every year."

Founder of the FIA WEC Iron Dames Project Deborah Mayer believes that this momentum should also extend to the other positions within a racing team. "The purpose of our project is to encourage more and more women, not only as drivers, but also as engineers, team principals, and sporting directors. The hardest thing is to do the first step and show your dedication and motivation," she explained.

Richard Mille Customer Marketing Director Amanda Mille added that the profile of the Richard Mille brand has helped drive up the numbers of female participants.

"Today there are not many ladies on track. However, with many people following us and believing in us, it will help to open the door for others to follow."

This was echoed by Susie Wolff, Team Principal of the ROKIT Venturi Racing Formula E Team and the architect of the Dare2BeDifferent campaign which joined forces with the FIA Girls on Track programme. "In the end, it all comes down to the numbers. The younger the girls and women that we can inspire to enter the sport are, at all the different levels and in all the different areas of the industry, the more diverse we will become in the long term," she said.

The third international FIA Women in Motorsport Seminar also began yesterday. Nearly 80 Delegates from 68 countries joined the opening day of the two-day gathering, which is designed to unite the Motor Sport Community and its National Sporting Authorities, discuss and debate the challenges affecting women, and identify areas where promoting greater awareness and inclusivity can be accelerated.



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CLOSING SESSION

SUMMIT OF ACHIEVEMENT

The FIA Conference 2021 was brought to a close yesterday by FIA President Jean Todt who paid tribute to Member Clubs for “climbing the mountain” and bringing about positive change.



Following opening remarks from FIA Deputy President for Sport Graham Stoker and FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck, President Todt first thanked the Automobile Club de Monaco (ACM) for hosting this year’s Conference, which gathered 423 Delegates from 196 Member Organisations online and onsite.

“Thank you to the ACM,” he said. “They have given us some unique locations and we should realise how blessed we have been to enjoy beautiful Monaco.”

Paying tribute to the work of Clubs worldwide, President Todt said: “together we climbed a little bit the mountain. We are blessed to be part of a global organisation with two pillars, Sport and Mobility, and over the last 12 years we have been progressing in a world where things are changing.

“You have spent a while talking about SDGs, the Sustainable Development Goals, and we are in the middle of attempting to deliver those. We know it is very difficult to achieve them but we have an opportunity to bring Sport and Mobility together to do that. We have in front of us amazing challenges – zero emission fuels, electric cars, achieving diversity on our planet – and we have to make all of this work together.

Saluting the Federation’s power to bring about positive change, he pointed to the work done on the FIA Safe & Affordable Helmet Programme as an example of the twin pillars working together to solve real-world problems.

“I was very happy to see the below \$20 helmet. Some 1.4 million people die on the road and 50 million are injured every

year. Putting Sport and Mobility together we have been able to produce an affordable, safe helmet and that is something special. The helmet is a real, concrete way of seeing what has been achieved.”

Concluding, President Todt said: “We have been climbing the mountain but there are still major challenges ahead before the end of the year. We will have to make strong decisions for the future of Formula 1 and for the future of motor sport and to make sure our organisation is as healthy as it can be.”





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EMBARKING ON A NEW VOYAGE

The curtain fell on the FIA Conference 2021 with the traditional Gala Dinner. And this year the celebrations to make a successful return to face-to-face meetings with colleagues and friends were held in the beautiful surrounds of the Yacht Club de Monaco. Designed by Lord Foster to resemble a liner docked at the Quai Louis II, the Clubhouse provided the perfect venue in which to set sail for a brighter future.





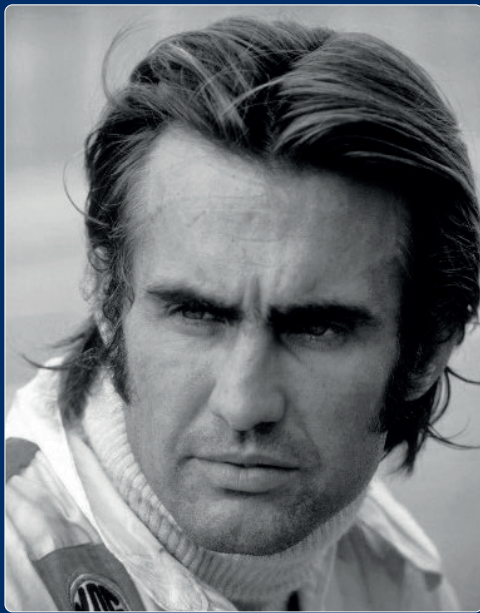
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MONACO
05-08 JULY

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The FIA Family pays tribute to Carlos Reutemann (1942-2021), a great Formula 1 champion and a true gentleman.

All our thoughts are with his family.



Julius Bär



RICHARD MILLE

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