



» Purpose»Driven

# Committed to a better future





# » Purpose»Driven

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## » Foreword

Madam, Sir,

Motor Sport and Mobility, the two pillars of the FIA, have always participated in the progress of society, particularly in terms of technology and innovation.

In a changing world, faced with immense challenges such as new health risks, climate change and exclusion, it is now necessary to go further. Motor racing gets back on track. It is an entertainment for its millions of fans, and also a laboratory for a better future.

As the regulator of world Motor Sport and a major player in Mobility, we have a particular responsibility. Protecting from the COVID-19 pandemic all participants and spectators in our motor sport competitions, preserving lives on the roads, promoting safe, clean and affordable mobility for all, defending gender equality and diversity, facilitating access to motor racing and driving for the most of us, particularly for young people, are among our essential objectives.

This is why we are launching the PurposeDriven movement, to federate and amplify all the initiatives that help us achieve our objectives in terms of health and safety, environment, gender equality, diversity, inclusion and community development.

We will gather our 245 FIA Member Clubs present in 146 countries, our championships promoters, and our broader community of stakeholders. Together we can accelerate and enrich the contribution that Mobility and Motor Sport make to society.

You too can join the PurposeDriven movement.

With my most heartfelt wishes for your continued safety and health,

**Jean Todt,**  
FIA President

A handwritten signature in black ink, appearing to read 'J. Todt'. The signature is stylized and fluid, with a long horizontal stroke at the end.



## » Committed to a better future

**For over 100 years, the FIA has represented the fast-changing worlds of Motor Sport and Mobility, providing global governance for Sport and bringing together Sport and Mobility Clubs. The global COVID-19 pandemic has refocused our objectives and has made it ever more crucial to remain connected and to work together to respond to the challenges presented to our sport and its participants and demonstrate its broader role in the world.**

We now believe it's time to articulate this common cause in a movement:

Through PurposeDriven, the FIA will act as a catalyst and standard bearer for our Motor Sport and Mobility Communities, and will inspire actions that accelerate their positive contributions to society.

Our efforts are based on an existing track record of driving innovation, enabling change and leading our community in good times and bad. PurposeDriven will support our community to go even further in their efforts to prove their contribution.

# » Our targets

We are ambitious about what we can achieve.



Let us have safer roads and racetracks, to apply what we've learned by saving fractions of seconds to saving lives.



Let us encourage more diverse talent into our sport and industry.



Let our Sport and Mobility industries act as laboratories and inspiration for eco-friendly innovation and behaviours.



And together, let us quantify our contribution to global and local economies, and continue to invest in jobs and livelihoods.

PurposeDriven is a long-term initiative and by drawing on each other's experiences and through a collective effort, we can make progress more quickly and deliver far greater impact.

» **Committed to a better future, we are PurposeDriven.**



# » Call to action

Let us challenge convention, let us open our eyes to the possible, not just the practical, let us be ambitious and aspirational and let us build back better.



**Purpose»Driven**

**Together, let us commit to a future that is PurposeDriven – working in a way that contributes positively to health & safety, the environment, diversity & inclusion and community development.**

And let us deliver this by bringing our community together through an approach focused on collaboration and the harnessing of expertise.



# » The 4 pillars of Purpose Driven

To inspire action across our community, the FIA will focus its efforts within four key 'Purpose' areas: Health & Safety, Environment, Diversity & Inclusion, and Community Development.



# 1

## » Health & Safety

Advocating for the highest standards of health and safety on the track, the road and beyond.

# 2

## » Environment

Taking an innovation-led approach to deliver sustainable Motor Sport and Mobility to contribute to global environmental and sustainable goals.

# 3

## » Diversity & inclusion

Fostering a culture of inclusion and diversity for the benefit of all.

# 4

## » Community Development

Delivering a positive economic contribution to communities worldwide through employment, professional development and social investment.

# » Health & Safety

While we race to the finish line, let us innovate to improve safety standards and technology that transfer from the track to the road.



Through team work and collaboration, our sport is a well-oiled machine that can test and apply solutions in other sectors, including health.

We promote safe mobility as a fundamental right for all, and advocate for a better road safety culture.

Increasingly, health services are also a key activity for many of our Mobility Member Organisations as they provide crucial support for their communities in everyday life.



« When Jean Todt told us about the PurposeDriven movement, we immediately accepted to get involved and support the 'Health and Safety' pillar, thus pursuing the work initiated in 2017 with the #3500LIVES Global Road Safety Campaign to raise awareness of road safety and save lives on the roads. »

**Jean-Charles Decaux,**  
Chairman of the Executive Board  
and Co-CEO of JCDecaux SA



## #RaceAgainstCovid



Together with the International Federation of Red Cross and Red Crescent Societies, RM Sotheby's, and the FIA Drivers' Commission, the FIA launched the #RaceAgainstCovid online charitable auction. Demonstrating solidarity to those fighting the pandemic, the auction raised almost 2 million euros for the global coronavirus response.

## FIA School Assessment Programme



Committed to a world where children travel safely to and from school, the FIA created the School Assessment Programme: a web-based depository that guides FIA Clubs and FIA partners through the key steps to assess the safety of itineraries to schools. It provides the knowledge, guidelines and templates needed to plan, resource, apply and advocate for upgrades that will save children's lives.

## Safe & Affordable Helmet Initiative



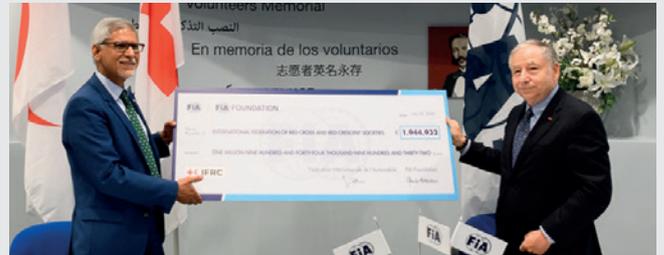
The FIA is leading the effort to develop high-standard affordable helmets aimed at saving lives worldwide, but especially in emerging economies where the cost of a safe helmet can be prohibitive. A joint effort between our Motor Sport and Mobility Communities, this global project responds to the fact that the regions in the world with the most motorbike riders often use helmets with lower safety performance.

## #3500LIVES



#3500LIVES is the first Global Road Safety Campaign developed by the FIA and its Member Organisations, in partnership with number one outdoor advertising company JCDecaux. Supported by 18 world renowned ambassadors, the Campaign highlights the role each person can play in making roads safer for all users. It has been displayed in over 1,200 towns and cities across 80 countries so far.

## Partnership with IFRC



The International Federation of Red Cross and Red Crescent Societies (IFRC) and the FIA have partnered to strengthen cooperation on post-crash care. In 2020, FIA President Jean Todt also offered a cheque of almost 2 million euros to IFRC Secretary General Jagan Chapagain to support the humanitarian organisation's global COVID-19 response.

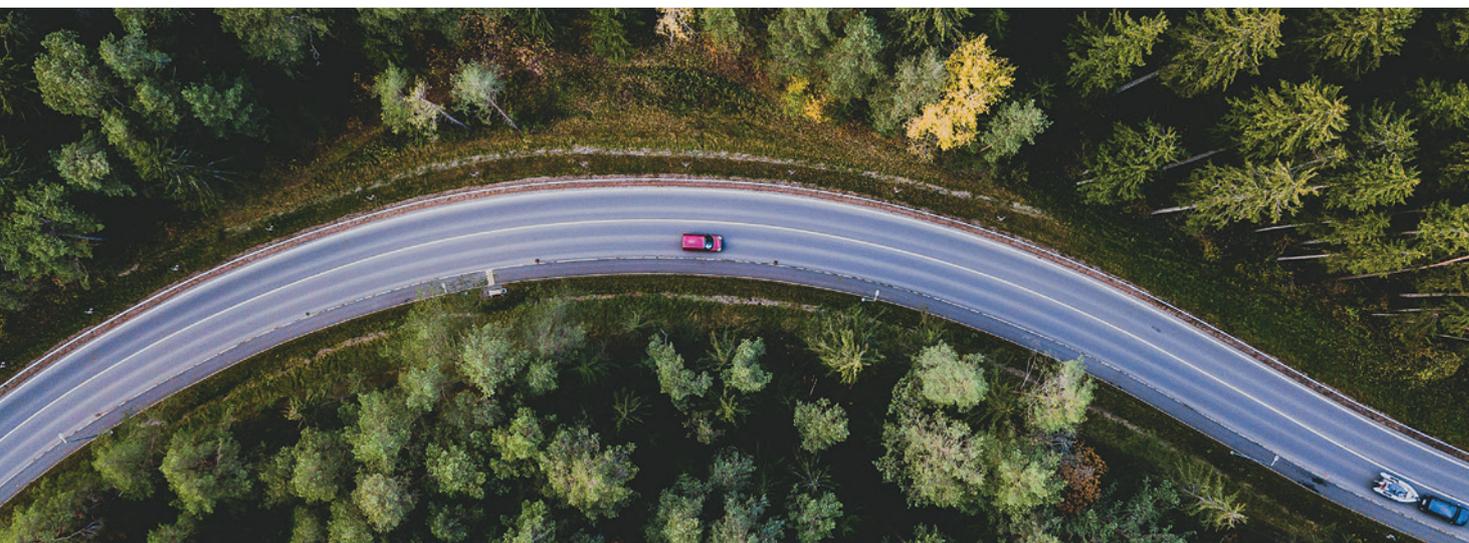
## Project Pitlane



Formula 1 and seven UK-based teams came together to coordinate a response to the UK Government's call for assistance with the manufacturing of medical devices for the treatment of COVID-19 patients. The core skills of the F1 industry – rapid design, prototype manufacture, test and skilled assembly – were crucial in addressing the unique challenges posed by the pandemic.

## » Environment

We need to be part of the solution to solving the climate crisis. While we all need to get from A to B, our industry can also innovate, introduce and transfer technology that shows environmental leadership, including meeting carbon neutrality targets. We want Motor Sport to be sustainable and Mobility to contribute to global environmental and sustainable agenda targets.

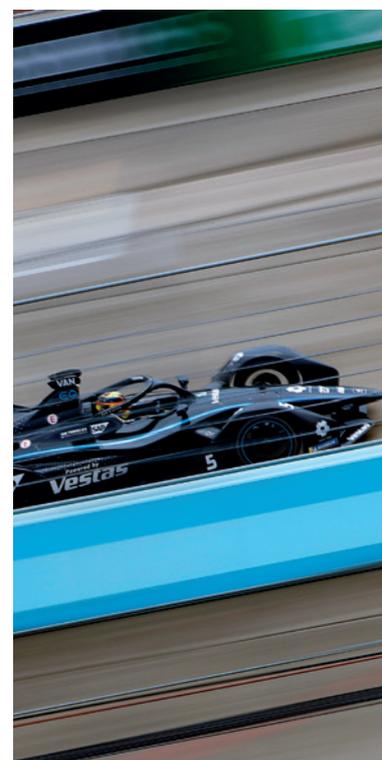


With the introduction of hybrid engines in Formula 1, the creation of Formula E (the world's first fully electric motor sport championship), ongoing research into environmentally friendly fuels, the establishment of the Environment and Sustainability Commission, and our adherence to the United Nations Sport for Climate Action Framework, the FIA is committed to leading positive change on environmental issues.



« Tackling the environmental challenges our planet is facing is a priority for us all. This is why the Motor Sport and Mobility Communities have endorsed an ambitious Environmental Strategy focusing on three pillars (Climate Action, Technology & Innovation, Sustainable Practices) and aiming at reaching carbon neutrality in 2021 for the FIA, in the transition towards a state of net-zero emissions in 2030. As we reduce our environment impact and lead sustainable innovation, we are confident that we will accelerate the transition towards a sustainable future for all.»

**Felipe Calderón,**  
President of the FIA Environment and Sustainability Commission and Former President of Mexico





Launched in 2017, the FIA Smart Cities initiative aims to ensure that mobility in the cities of tomorrow is safer, cleaner and more accessible for all road users. With the objective of shaping the future of sustainable mobility, the initiative is bringing together key opinion leaders in high-level forums and facilitates global start-up contests to support knowledge sharing and innovation.

### FIA Environmental Accreditation Programme



The FIA Environmental Accreditation Programme is aimed at helping Motor Sport and Mobility stakeholders worldwide to measure and enhance their environmental performance. By introducing clear and consistent environmental management, it provides stakeholders with a three-level framework against which to accredit their activities.

### Urban Advocacy Tool



The FIA has developed a toolkit of software solutions for FIA Member Clubs, providing them with an evidence-based approach to advocate for the implementation of mobility policies and strategies. Combining modelling for mobility, autonomous vehicles and the environment with enhanced analysis outputs, this tool will help meet current – and future – mobility goals.



Created by the FIA to encourage motorists to contribute to a safer and cleaner world, the FIA Smart Driving Challenge is the world's first challenge that rewards smart, safe and eco-friendly driving. Via a smartphone app connected to a digital platform, people participate to become the world's smartest driver.

### Report on Contribution of Motor Sport to Health, Safety and the Environment



Created in partnership with an independent research group, the report tells the story of the positive impact that motor sport has contributed to society and the environment. Through the report's twenty-six case studies, the FIA looks towards a larger role for motor sport in society, and calls upon the innovators from the global motor sport community to further grow its positive impact on our society and the planet.

### New Energy Initiatives



From the hybridisation of Formula 1, the launch of the all EV Formula E, and the development of a 100% sustainable fuel able to power Formula 1 cars, we are racing forward with new fuels on our racetracks which is mirrored by the initiatives on our roads. The FIA shares a vision of the future of vehicles on and off the track that are powered by clean and alternative fuels, as part of our drive to net-zero.

# » Diversity & Inclusion

Sport and Mobility are for everyone, no matter the background. We encourage diversity across the board and are building better and more accessible pathways into Motor Sport and Mobility alike. We foster gender equality, inclusivity in motoring and tourism, and access to motor racing.



“ We must do all we can to open up opportunities to a more varied demographic and ensure that race, religion, gender, sexuality or disability are no barrier to participating in the world of Motor Sport and Mobility. Ending racism and increasing diversity and inclusion in Motor Sport is a clear priority, but we will also use our global platforms to fight injustice and promote equality more widely.”

**Tatiana Calderón,**  
Professional Racing Driver, F1  
Development Driver/Racing in MSA  
and EMLS





Established in 2009, the Women in Motorsport Commission has helped change our sports' culture to better facilitate and value the participation of women in all aspects of motor sport. The Commission works in every area of motor sport activity – from developing programmes to advance female participation on and off the track, to raising awareness of the huge diversity of industry roles available to women. And in 2020 we saw an all-woman team compete at Le Mans, under the Richard Mille team banner.

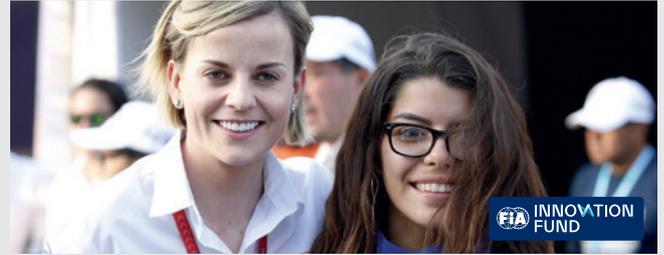


The FIA's Disability and Accessibility (DAA) Commission aims to ensure accessible racing and motoring across both Sport and Mobility. Made up of representatives from Member Clubs, the DAA Commission breaks down barriers that obstruct the participation of motor sport drivers and road users in society and mobility systems.

## Travel Opportunities for Drivers with a Disability



For many people with disabilities, the use of their own car remains fundamental to independent mobility and tourism. In collaboration with the International Transport Forum and FIA Member Clubs, the FIA has created a website of disabled driving rules and regulations. The site provides country-level data from around the world, and provides greater peace of mind for those with disabilities to travel freely, safely and in confidence.



The FIA has made it its mission to use motor sport as a platform to foster gender equality. The Girls on Track Programme aims to offer young women aged 8 – 18 a positive experience of the motor sport world, in order to sustainably increase the number of women in motor sport.



In June 2020, the FIA and its Women in Motorsport Commission launched 'FIA Girls on Track - Rising Stars'. In association with Scuderia Ferrari and its world-famous Ferrari Driver Academy, the project aims to detect and nurture the female racing talent of the future.

## Smart Parking for Disabled Drivers



The project helps to improve the availability and accessibility of available parking bays for disabled drivers by installing ground-based parking sensors. The sensors detect parking occupancy and, with the dedicated app, help to streamline finding a park. The sensors also help to prevent the misuse of disabled parking spots through the paired use of a Bluetooth identification card.

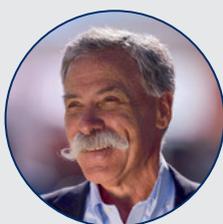
# » Community Development

Our sport not only brings millions of fans together but also is a place of work for thousands of employees and volunteers around the world.



More broadly, mobility and movement are part of everyday life and contribute to making the wheels of the globally economy turn.

We are committed to making a positive contribution to the economies, cities and individuals that our activities touch.



« With the global pandemic significantly impacting not only on public health but also finances, the role that Motor Sport and Mobility can play as an economic enabler has never been more important. It is time to both quantify and grow this important contribution we make to the lives and livelihoods of hundreds of thousands across the globe. »

**Chase Carey,**  
Formula 1 Non-Executive Chairman





The FIA recognises the essential role of training as a key factor in achieving strategic goals and has created the FIA University to help its Member Clubs achieve their full potential. FIA University aims to strengthen Member Organisations on a national, regional and global level, and to share and create new knowledge and leadership.

## Report on Global Impact of Motor Sport to Economy



The FIA has launched a study to highlight the importance of the motor sport industry globally by mapping its economic and social contribution. Carried out by leading international consultancy EY-Parthenon, the study will support FIA Members by providing them with a unique advocacy tool to use with government authorities, commercial partners and sponsors.

## FIA Mobility Worldwide



In response to the economic impact of the COVID-19 pandemic and the potential lasting effects on FIA Member Clubs and their businesses, the FIA has launched the FIA Mobility Worldwide programme, aiming at the rapid recovery and long-term stability of its Affiliated Members. To do so, the FIA partnered with global management consultancy firm EY-Parthenon.



FIA Volunteers weekend is an annual FIA initiative aimed at highlighting the work of motor sport volunteers around the world, ensuring that the important message of thanks reaches the thousands of volunteers who dedicate their time to make motor sport possible. It is also a catalyst for encouraging new volunteers to the sport.

## FIA Nomination for Peace and Sport Awards



The annual Peace and Sport Awards reward organisations and individuals who have made an outstanding contribution to peace, dialogue and social change through sport. In 2020, the FIA was nominated for this award for the European Rally Championship Cyprus Rally. By crossing a UN-controlled buffer zone, this Rally brings communities together through sport and builds lasting social bonds.

## Carnet de Passages en Douane



The Carnet de Passages en Douane (CPD) is an internationally recognised customs document used to cover the temporary importation of private and commercial vehicles, whether it is driven or shipped to another country. CPD enables seamless journeys by car/truck by removing unnecessary barriers such as redundant procedures, documentation, bonds and financial guarantees. The CPD system is managed by the FIA in close partnership with the UNECE and the WCO.

# » They have already committed

## We Race As One



On the eve of the 2020 season, F1 launched the #WeRaceAsOne initiative, as part of the FIA's #PurposeDriven movement, aimed at tackling the biggest issues facing the sport and global communities – the fight against COVID-19 and the condemnation of racism and inequality.

## IFRC



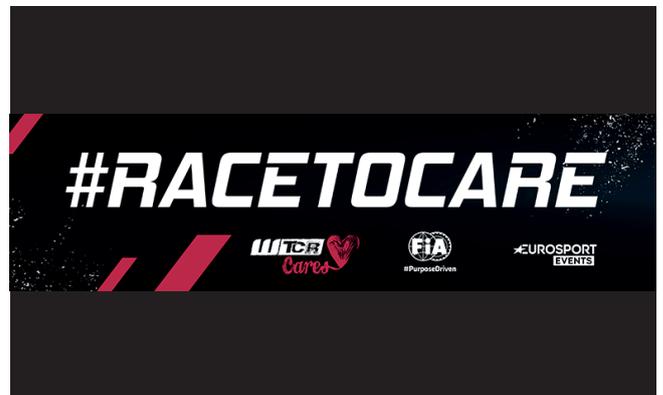
Since 2014, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the FIA have partnered to strengthen cooperation on post-crash care to improve Road Safety. In 2020, a new partnership between the two organisations has been passed to join forces against the COVID-19 pandemic. It helped FIA to implement a sanitary protocol allowing Formula 1 to be the first international sport competition to restart.

## #POSITIVELYCHARGED



#PositivelyCharged, part of the FIA's #PurposeDriven movement, represents Formula E's commitment to not only create an extraordinary racing spectacle, but to make a positive impact on the world. Whilst Formula E is a sport known for its commitment to counteract climate change, it has ambitions to go further and create better futures.

## WTCR - #RACETOCARE



In support of the FIA's #PurposeDriven movement to return to racing with a clear purpose and as an extension of its WTCR Cares initiative launched in 2019, WTCR promoter Eurosport Events introduced the #RaceToCare campaign and reached in January 2021 the target of €100,000 at the end of the season in the fight against COVID-19.

# » To achieve these goals, we work with...

## International Sport Federations or associated foundations

Fédération Internationale de Motocyclisme (FIM)	UEFA
FIFA	UEFA Foundation
FIFA Foundation	Union Cycliste Internationale (UCI)
FIA Foundation	World Athletics
International Olympic Committee (IOC)	

## International Mobility Organisations

International Transport Forum (ITF)

## United Nations Agencies

International Telecommunication Union (ITU)	United Nations Educational, Scientific and Cultural Organization (UNESCO)
The Road Safety Fund	United Nations (UN)
United Nations Development Programme (UNDP)	United Nations Habitat
United Nations Economic Commission for Europe (UNECE)	United Nations Youth
United Nations Environment Programme (UNEP)	

## Health Organisations

International Federation of Red Cross and Red Crescent Societies (IFRC)	World Health Organization (WHO)
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## World Bank and Regional Development Banks

African Development Bank (AfDB)	Inter-American Development Bank (IDB)
Agence Française de Développement (AFD)	The World Bank
Asian Development Bank (ADB)	

## Other International Organisation

Ban Ki-Moon Centre for Global Citizens	World Economic Forum (WEF)
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# » FIA Member Clubs engagement

**245** Member Organisations represent over **80** million road users from **146** countries

## » North America

**18** Members  
**12** Countries

## » Europe

**100** Members  
**46** Countries

## » Asia

**56** Members  
**35** Countries



## » South America

**23** Members  
**18** Countries

## » Africa

**44** Members  
**33** Countries

## » Oceania

**4** Members  
**2** Countries

Committed to a better future, we are

**Purpose»Driven**



*Antoine le Pilote, created by Yvon Amiel, is an educative comic books on the history of motor sport and mobility.*

*A dedicated exhibition is exposed in La Collection de Voitures du Prince at the Automobile Museum of Monaco.*





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