

A photograph of several motorcyclists riding along a paved path that winds through a dense forest of tall, mature trees. The ground is covered with fallen brown leaves. The riders are wearing helmets and protective gear, and their headlights are on. The scene is captured from a low angle, looking down the path.

# Contribution to the Programme of Work 2021

Madrid, 5 November 2020



FÉDÉRATION INTERNATIONALE  
DE MOTOCYCLISME



# Contribution to the Programme of Work 2021

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The Fédération Internationale de Motocyclisme (FIM) is the supreme and sole international authority empowered to control international motorcycling events organized under its jurisdiction throughout the world.

The FIM is represented in 113 countries by its affiliated members and:

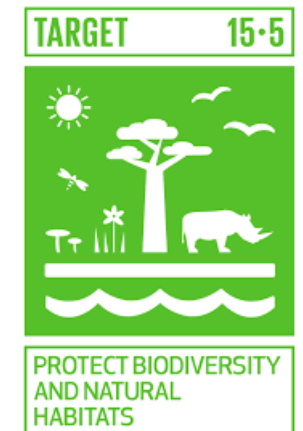
- develops and implement events (tourism and sport);
- provides education, training and road assistance;
- advocates and promote safer mobility, sustainability and equality.



# Contribution to the Programme of Work 2021

As a non-governmental international organization, the FIM decided to align its activities with the UN 2030 Agenda and contribute to the UN Sustainable Development Goals and their specific targets.

In particular, the FIM considers to be able to provide a substantial contribution to:



# Contribution to the Programme of Work 2021

FIM's proposals to the UNWTO 2021 programme of work:

- “Biodiversity and motorcycling”



- "Tourism of Discovery"



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# Contribution to the Programme of Work 2021

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## Biodiversity and motorcycling

- The increasing loss of biodiversity and ecosystem services, is today one of mankind's foremost problems.
- Studies in Sweden, Czech Republic, Germany and The Netherlands show that the use of sheep's tracks, abandoned rural areas, dismissed military bases, etc. by off-road motorcycles, is valuable for maintaining biodiversity.





# Contribution to the Programme of Work 2021

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## Biodiversity and motorcycling

- Since 2011 FIM is collecting substantial empirical data showing that wildlife included into the red list of threatened species (by the International Union for Conservation of Nature) appears on these areas in significantly higher number than in surrounding industrialized landscapes.
- Species associated to water ponds, old trees, dead wood, open soil, meadow and xerothermic (warm) habitats can thrive and survive in the areas used by motorcycles.



# Contribution to the Programme of Work 2021

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## Biodiversity and motorcycling

- The impact of the motorcycle provides an ideal substrate for a high biodiversity. If properly maintained, the diversity can be even further enhanced.
- Favoring off-road motorcycling saves biodiversity in an extremely cost-efficient way, and helps us to make our planet more resilient.





# Contribution to the Programme of Work 2021

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Biodiversity and motorcycling

Goal:

A scientific research and popular scientific articles on the importance of off-road motorcycling activities (Touring and Sport) for biodiversity.

In cooperation with the University of Gävle (Sweden).



# Contribution to the Programme of Work 2021

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Biodiversity and motorcycling

Objectives of the research:

- Help to hinder the loss of biodiversity.
- Spread the knowledge into scientific literature and to the world of motorcycling.
- Support the local and national development of off-road motorcycling in cooperation with sponsors and local and national authorities.



# Contribution to the Programme of Work 2021

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# Contribution to the Programme of Work 2021

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## Tourism of Discovery

In the wake of the current COVID-19 pandemic the FIM aims to create new tourism product based on few considerations:

- Motorcycle tourism allows to benefit from the territory all year round;
- Touristic destinations should rationalize territorial resources, provide integrated offers and increase differentiation therefore the length of stay;
- Develop a system of guaranteed quality of hospitality, services and information with a budget-conscious approach;
- Promote a type of tourism in the midst of nature able to satisfy multiple target groups.



# Contribution to the Programme of Work 2021

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## Tourism of Discovery

- Consists of motorcycle excursions following itineraries on roads open to traffic in full compliance with traffic laws, in which orientation and navigation skills are challenged.
- Follows itineraries towards touristic destinations via a mobile application using GPS tracks.
- Provides touristic contents and services matching with the varied needs, in cooperation with local tourism authorities, civil society and motorcyclists' representatives.
- Builds up on the pilot project carried out in Italy in cooperation with "Fondo Ambiente Italiano".



# Contribution to the Programme of Work 2021

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## Tourism of Discovery

### Goal:

A tourism development project that promotes, disseminates and informs motorcyclists on the main naturalistic and environmental attractions. Using a georeferenced mobile application, tourists can discover a list of sites allowing them to travel alone or in small groups, avoiding concentrations and overcrowded sites.





# Contribution to the Programme of Work 2021

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## Tourism of Discovery

### Objectives:

- Develop a motorcycle tourism culture that makes participants appreciate the naturalistic, cultural and gastronomic aspects of the sites visited, raising awareness on respect for the environment.
- Minimize concentration of tourists favouring less known destinations.
- Shift the paradigm from touristic concentrations/gatherings to individual tourism of discovery.







**THANK YOU**

