



FÉDÉRATION INTERNATIONALE  
DE MOTOCYCLISME

Recovering Tourism,  
Social Support:  
“Riding for Them”

Madrid, 6 November 2020



# Recovering Tourism, Social Support.

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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.



# Recovering Tourism, Social Support.

In the wake of the first wave of COVID-19 pandemic, the FIM members around the world were proactive in:

- rebuilding trust on internal movement possibilities; and
- reinforcing partnerships with national and local authorities and civil society.





# Recovering Tourism, Social Support.

A global campaign focusing on:

- internal mobility;
- proximity tourism; and
- social support.

“Because in the end we are not just riding for us, we are riding for them.”

**#RidingforThem**





# Recovering Tourism, Social Support.

## Andorra

- Support to seniors;
- Distribution of face protectors and goggles for medical staff.

## Bulgaria

- Distribution of 3.200 support packages for people in need.

## Italy

- Delivery of medicines from pharmacies to people in need;
- Fundraising for the Civil Protection Department.





# Recovering Tourism, Social Support.

## Czech Republic

- Donation of mobile homes for medical staff;
- Distribution of facemasks and respirators.

## Slovenia

- Free roadside assistance and rides for medical staff.

## Spain

- Charity auction to collect money for Red Cross with the items donated by riders.



**#PILOTOSSOLIDARIOS**

**Charity Auction: Solidarity Riders**

All against COVID-19

Personal items of 22 world champions

From 5th to 15th of June

**Bet and help**



# Recovering Tourism, Social Support.

## Turkey

- Delivery of medicines, masks, sanitizing gel, food etc.

## Indonesia

- Distribution of protective devices for medical staff.
- Delivery of food and drinks for motorcyclist taxi riders.
- Distribution of masks and food in remote areas.





# Recovering Tourism, Social Support.

## Nepal

- Distribution of 2.500 basic items to homeless persons.

## Philippines

- Donation of 15.000 protective kits in remote areas.

## El Salvador

- Distribution of 35.000 protective kits and food items in remote areas.







# THANK YOU

