



Russia ready to host the 2016 edition of the Ride Green Cup

The Russian Educational Children's Center "Orlyonok" will be the perfect venue to host the FIM Junior Motocross World Championship in 2016 and the second edition of the Ride Green Cup, which is focused on raising awareness and encouraging the environmental education of young riders, teams, family and fans in their communities and countries. The Ride Green Cup is part of a series of sustainable projects promoted by the Fédération Internationale de Motocyclisme (FIM) across its various world and regional championships.

This year the Ride Green Cup will be presented with the full support of the "Orlyonok" Centre, the Motorcycle Federation of Russia and YouthStream, and coordinated by the FIM. The organisers of the contest have incorporated new activities that promote positive environmental behaviour both in and out of competition, as reflected in the slogan: "Your Eco Style: Start with yourself!".

The contest was launched just last year during the FIM Junior Motocross World Championship and it was the Spanish team who won the Cup for the first time due to their promotion of the green behaviour, compliance with the FIM's environmental code, promotion of electric bikes and sharing of some very participative messages on social media.

This year the competition for the Ride Green Cup is based on the "6 R strategy": *Rethink, Review, Repair, Reduce, Reuse, Recycle*. The organisers believe that with this strategy, anyone can help to reduce the waste problem and contribute towards a "zero waste event".

The Cup will reward the team that best complies with a series of requirements concerning their environmental behaviour inside and outside the track and also promotes this behaviour among the sports and fans circle. The winning team will be invited to the podium to receive the award.

The jury will be composed by personalities and experts on the environment.

Ignacio Verneda, FIM CEO

The FIM has a responsibility towards young people, not only in terms of sporting matters, safety and fair play, but also to show them the path to sustainable sport. In 1996 the FIM launched the first Environmental Code and in 2014 we started the Ride Quiet campaign focused on minimising sound emissions and educating motocross riders to take action to reduce such emissions, especially outside the circuits.

In 2015 the FIM started the Ride Green Cup and we are very pleased because through environmental education designed for our younger riders in an amusing and competitive way we are raising awareness and establishing actions that lead to the sport being more sustainable. We want to see our sport become a vehicle for these values and good practices, which can also be applied at home. In this way, the riders serve as examples for their community.

Alexander Dzheus, President of the Motorcycle Federation of Russia

In accordance with the accepted international principles of the environmental education and sustainable development issues of our Planet, we share the aim of the Ride Green Cup participants to use complex innovative technologies and nature-friendly behaviour during the championships and sports events.

We consider participation in the Ride Green Cup as a basis for long-term development of the young teams, which includes an environment component in their training sessions and competitions. Through appealing events and actions, the participants in the Ride Green Cup 2016 will motivate young sportsmen. They will know how to be a global citizens and educated people who can gradually carry forward the traditions and values of environmental culture.

We invite you to join the 2016 Ride Green Cup 2016 and to become a part of the world community of young and experienced riders who demonstrate an active position and promote environment-friendly actions under the motto: "Your eco-style: Start with yourself!".

Giuseppe Luongo, YouthStream President

The 'Ride Green Cup' is an important project which has been launched by FIM with Youthstream's full support. It is our duty to educate the younger motocross generation about the importance of sustainability; you can enjoy the best sport in the world while taking care of the environment. A lot of work has been done by FIM and YouthStream over the last years to reduce the noise levels and improve the paddock waste accommodations to fully respect the nature. We will continue to support FIM with this initiative and we thank the Russian Federation and Orlyonok for their support.

Mrs Kattia Hernandez | CIE Director | cie-director@fim.ch
ABOUT THE FIM (www.fim-live.com)

The FIM (Federation Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC).

Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.

