

▶ NON SPORTING STRUCTURE

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2008 EUROPEAN NON-SPORTING PROJECT

Mr. Daniel BARTHELEMY, UEM Vice-President, is also the President of the Non Sporting Council, the body supervising the non sporting activities and representative of the following commissions : Road Safety and Mobility, Tourism, Environment and Marketing, promotion and industry.

He has been involved in the motorcycling world for twelve years as General manager of the French Motorcycle Federation (FFM). He has been detached by the sport ministry to the FFM.

Motorcycle activities are particularly threatened in Europe.

Sport, leisure activities, rides in the country, of road activities, rides on roads are threatened by different factors linked to the positions sometimes extremist of the environmental movements and by the more and more restricting rules of the European Union and the States themselves.

Furthermore, the European citizens are less and less tolerant towards noise pollution in their direct environment, particularly the noise of machines.

Afterwards, the UEM decided to act in a responsible way to place its actions in the concept of sustained development in each of its activities.

PROJECT

1) STRUCTURAL

The commissions which I am responsible for will have to work together on common projects. Actually, and for instance, tourist activities take place on public roads and are therefore concerned by road safety ; as such, they can give the opportunity to

convey messages.

Noise pollution comes obviously under the prerogatives of the Environment Commission, but cannot be solved without the participation of the Industry Commission, in relation with the European manufacturers and importers.

Promotion and communication are matters for two Councils, Sporting and Non Sporting. Many people are still unaware of the existence

of the UEM, whereas about 75% of the sporting activities of the FIM take place in Europe.

2) THE COMMISSIONS

- Road safety and mobility commission

Mr. Jean-Pierre MOREAU is the Chairman of this commission, and also Vice-President of the FFM, and President of the Transportation and Road Safety Panel.

Mr. Jean-Pierre MOREAU has a long experience of these matters, since he has been member for nearly 15 years of the French commissions or bodies which



Mr Daniel Barthelemy, UEM Vice President

deal with different subjects concerning public roads and, more particularly, with those related to road infrastructures, to the active and passive safety of the users of motorized two-wheels, to the plan concerning urban traffic, and to particular files, for example the European directive concerning driving licence.

He is permanently in touch with Mr. John CHATTERTON-ROSS, Director of European Public Affairs, appointed by the FIM and the UEM at the European institutions in Brussels, in order to keep an eye on all the provisions relating



Mr Barthélemy with Mr Manicardi in 2007 in Larnaca (Cyprus) to the Road Safety Conference

In order to ensure an efficient training of the UEM environment delegates, Mr. Adamo LEONZIO initiated the concept of «green class», which gives the opportunity to train, on the venue of the event, a number of delegates representing the organizing country, but also the neighbouring countries.

This action will allow to increase the effort made

cleaner motorcycles, as far as polluting emissions and noise level are concerned.

Furthermore, marketing, promotion and communication are major stakes in the development of the UEM.

A daring policy actually requires important means, which should be provided by the business partners coming from motorcycle world and from other sectors related to our activities.

Promotion and communication are essential stakes of development ; even if the UEM, on a sporting level, will actually try to take up each challenge, particularly by giving the best possible meaning to European Championships and Cups, it is today advisable to put into practice a promotion and a communication adapted to the ambitions of the UEM.

This continental union was the birthplace of the development of motorcycle sport.

This is history and deserves to be known and also to define the future of motorcycle sport.

The commission will actively take part in the holding of the conference in RIGA on the 13th of July.

to motorized two-wheels.

The participation of the commission in the European work, and the joint organization by this commission of yearly conferences underlining the situation of certain groups of European countries, will lead to a better comprehension of the problems encountered by the federations in the development of their sporting activities.

The next conference concerning road safety and mobility will be held on the occasion of the UEM Congress on the 13th July in RIGA (Latvia).

- Tourism commission

Mr. Albert KOCKELMANN, manager of the ADAC, is the Chairman of this commission, which developed a number of itineraries in Europe for very attractive tourist rides, downloadable on the Internet website of the UEM.

This commission also developed a label for the hotels fulfilling specifications favourable to welcome motorcyclists.

This label results in the attribution of a plate identifying the hotels in question.

Tourism is somewhat one of the showcases of European motorcycling and will greatly contribute to an event scheduled between the 3rd and the 6th of September, consisting of a ride leaving from Brussels, via Luxemburg and Bonn, and finishing at the Parliament in Strasbourg (more information on this event in the «common project» section).

- Environment commission

Mr. Adamo LEONZIO, Italian engineer and acknowledged to be specialist of these questions, is the Chairman of this commission.

Its main mission is to increase the awareness of the organisers of events, via their respective federation, to help them respecting the environment, using in particular the FIM Environment Code.

to reach this objective.

Environment is a major survival of our sporting events. Noise pollution caused by machines sometimes out of adjustment, is badly accepted by the European citizens.

Furthermore, air, water and ground pollutions deserve to be particularly taken into account by the industry, but also by the organisers, the riders and their teams, and also by the public, especially when



the recovery of waste is concerned...The aim of this commission is to convey those messages to each concerned federation and to the public.

- Marketing Promotion and Industry commission

Mr. Silvio MANICARDI, coming himself from the industry world, is the Chairman of this commission.

And concerning this field of activity, he will have to convince the industry to invest more to produce



All through this itinerary, the opportunity will be given to the UEM to convey messages concerning road safety and environment.

Daniel Barthelemy

UEM Non-Sporting commission at work