



## FIM JUNIOR MOTOCROSS WORLD CHAMPIONSHIP/CUP

**Dear Riders and Teams!**

We are pleased to invite you to join the 2019 Ride Green Cup that will be held during the FIM Junior Motocross World Championship and Cup, aiming to reach competitors from a very young age and teach them about sustainability.

The **RIDE GREEN CUP** is a fun way of showing our young riders the importance of incorporating sustainable practices into their sport and giving them all-round training on how to do it. Athletes are the ideal people for setting an example and raising awareness in their communities thanks to their popularity and performances. To quote Ms Kattia Juarez, Director of the FIM International Sustainability Commission: “To be a real Champion you must respect the planet”.

The 2019 RIDE GREEN CUP is based on a constantly relevant theme in our World - reducing plastic consumption.

“BEAT PLASTIC POLLUTION - If you can’t reuse it, refuse it!”

Since the European Parliament has recently approved a law banning the use of disposable plastic as of 2021, we are asking our teams to anticipate this ban in avoiding the use of plastic for everyday items (glasses, plates, cutlery, etc.)

**The 2019 RIDE GREEN CUP activities will take place in 3 rounds:**

### **First round**

The team must register on Instagram and post pictures and/or videos of its members helping the environment, using a hashtag:

#RGCup19\_nameoftheteam (for example #RGCup19\_Italia or #RGCup19\_USA or #RGCup19\_Japan, etc.).

When posted on Instagram, photos must also refer to the official page of the 2019 Ride Green Cup - @RideGreenCup19.

This round will start as soon as the teams sign in for the competition and will end, like the other two rounds, on Sunday 14<sup>th</sup> of July. There will be a board placed in the paddock with the logos and information on the RGCup competition.





During the event, the members of the teams (riders, mechanics, staff etc.) are all invited to show their commitment signing the board and shooting pictures or videos to be published on Instagram using the above-mentioned hashtag and mentioning the official Ride Green Cup account (@RideGreenCup19).

The Jury will count the likes and the number of posts/stories. The most influencing team - with the highest number of likes and posts - will win the round. The objective is to raise awareness within the community and become a positive influencer amongst the followers and fans.

### **Second round**

The team with the best plastic-free practice will win this round.

### **Third round**

This round is based on the respect of the FIM CID Environmental Code (appropriate use of the washing area and the recycling points, use of the environmental mat, for instance).

A jury will evaluate the results of the three rounds and whoever has the highest score will be declared the winner of the test.

**Don't miss out on the fun, come and join us for the Ride Green Cup!**

Yours sincerely,  
2019 Ride Green Cup Organising Committee

*For more information, please contact: [cid@fim.ch](mailto:cid@fim.ch)*

