

19-07-2026

To: All our FMN's

For those of you who missed the recent press release and launch of the FIM Africa Continental Sustainability Campaign for Motorcycling.

Please find here below the release for your reference and subsequent action.

FIM Africa is proud to be launching this new campaign with the support of Ross Branch, the newly appointed FIM Sustainability Ambassador.

Also attached are

1. Two versions of Ricky Rhino, the new mascot for the FIM Africa campaign which will be available to your FMN's to use in promoting awareness and support of the campaign within the sporting and leisure riding communities.
2. The campaign framework which has been shared with the members of the sustainability commission for implementation in your various countries and will be available for reference on the FIM Africa Website under the Sustainability commission.

It is our hope that you will embrace this new initiative and fully support the work of your local sustainability representatives in implementing the plan within your local context.

Kind Regards

**Julie Wahome**  
**Director Beyond Sport**

**Press release:**

**FIM Africa Launches Continental Sustainability Campaign for Motorcycling**

FIM Africa is proud to announce the appointment of Botswana's internationally acclaimed Rally Raid rider and World Champion, Ross Branch, as the new FIM Sustainability Ambassador for Africa.

The announcement forms part of the launch of the 2026 FIM Africa Sustainability Campaign, themed:

**"Ride Sustainably. Build Resilience. Regenerate Africa."**

The campaign represents a landmark commitment by FIM Africa to promote motorcycling across the continent as a sustainable, resilient and regenerative sporting and leisure touring ecosystem that reduces environmental impact, strengthens operational systems, builds adaptive event structures and creates lasting positive community and environmental legacies.

Ross Branch, one of Africa's most recognised motorcycle riders and a leading figure in international Rally Raid racing, will serve as the public face of the campaign, helping to inspire riders, organisers, federations and communities to embrace sustainable practices in motorcycling throughout Africa.

Ross expressed his enthusiasm for the appointment, stating:

*"I'm very honoured to be invited to join the FIM Sustainability Ambassadors Programme. Africa is home for me, and I feel incredibly lucky to have grown up riding, training and racing in places that are so wild, beautiful and full of freedom. Those experiences are a big part of who I am, and they've given me a huge respect for the environment and the wildlife we are so privileged to share it with. I would love for future generations of riders and motorsport fans to have the same opportunities I've had, and I'm proud to play a small part in helping create a more responsible and sustainable future for our sport."*

Branch's appointment reinforces FIM Africa's commitment to ensuring that motorcycling continues to grow responsibly across the continent while preserving the natural environments, communities and opportunities that make Africa such a unique destination for riders and enthusiasts alike.

Speaking on the appointment, FIM Africa President Marco Comana said:

*"Ross embodies the values of excellence, resilience and responsibility. His achievements on the world stage have inspired riders across Africa, and his passion for the continent makes him the ideal ambassador to champion sustainability within our sport. Through his leadership, we hope to inspire meaningful action that will benefit future generations of motorcyclists and the communities in which we operate."*

The six month campaign will be launched during the 2026 FIM Sustainability Week and will focus on five key pillars:

- Reduce unnecessary consumption and environmental impact
- Reuse materials, systems and infrastructure wherever possible
- Recycle unavoidable waste through sustainable management practices
- Build Resilience across motorcycling operations and events
- Promote Regeneration by leaving communities and environments stronger after events

Throughout the campaign, FIM Africa will work closely with its member federations to implement practical sustainability initiatives, conduct baseline assessments, develop leadership workshops, establish community partnerships and create long term sustainability standards for events across the continent.

A significant component of the programme will focus on community engagement, environmental awareness, youth education and the development of local partnerships that strengthen both motorcycling and the communities that host events.

As Sustainability Ambassador, Ross Branch will support awareness campaigns, engage with riders and stakeholders, promote responsible riding practices and encourage meaningful environmental and community initiatives throughout Africa.

The campaign reflects FIM Africa's vision of a future where motorcycling is not only measured by competition and performance, but also by the positive environmental, social and community legacy it leaves behind.

Through this initiative, FIM Africa aims to position African motorcycling as a global leader in sustainable sporting development while continuing to grow participation, strengthen communities and protect the natural environments that make the continent unique.

**Ends**