

EXAMPLE 1



SPORTS & NON-SPORTS

FIM EUROPE – JULY 2024



Connect with the local government

Understand where to play, nationally, regionally or locally



- Problem statement: no permits no future
 - Nationally 70 KNMV certified motocross tracks
 - Motocross accommodations face continuous pushback from nearby citizens and associations that drive the 'GO GREEN' agenda
 - Accommodation owners and their boards are not “equipped” to withstand all juridical procedures that they are exposed to (lack of skills, competences, knowledge, money, eagerness, etc.)
 - As an effect local government is reluctant to provide the required permits causing the accommodations to be “tolerated”
- Our answer: national motocross MASTERPLAN installed
 - KNMV initiative taken to launch a motocross MASTERPLAN
 - main goal, compliance, accommodations receive in-depth support to obtain the required permits provided by the local government
 - Overall funding is based on solidarity principles:
 - Every rider is invoiced with a add-on fee (48 EURO per rider)
 - The MASTERPLAN organisation has a dedicated projectlead
 - All funding requests from clubs are underpinned and approved by the MASTERPLAN board



The Netherlands | KNMV Motocross masterplan



Usage of space in the Netherlands is under strong pressure. A conducted study in 2019 showed us that approx 80% of the scoped tracks has gaps in their permits. This is a serious threat. Local and regional governmental representatives will act on enforcement requests (increasing trend). The KNMV aims to preserve all viable motocross tracks till 2030.

Our vision

Why How

Our Focus

Environmental

Safer tracks

Legalized tracks

Our Strategy

Reduce risks via adequate measures

- Map out risks during sports on the track
- Increase consciousness for risks in motocross to drive continuous ownership for risk reduction in motocross
- Take measures to effectively reduce the high risk for drivers

Identified high risks at 50% of the tracks controlled

Per track advice on effective safety-measures that warn drivers for fallen competitors or ones that came to a standstill (e.g. mylaps, eyetrack)

Activate permittrajectories

- Awareness is a clear need to get tracks legalised
- Prioritise tracks based on a transparent model with accepted criteria
- Conclude on the wish for support at clubs getting their permits organized
- Determine necessary actions and related approach

75% cases with highest priority started

Per track advice on the necessity to invest in an environmental impact report, zoning plan and environmental permit

Our Result

Optimized insight for sustainability measures

Toolbox for energy- and water consumption reduction, sustainable constructions, solar panels, track-maintenance, increase biodiversity, garbage disposal

Scope

Increased biodiversity, decreased usage of water and electricity, less noise

- Create a mindset for a “climate-conscious” environment
- Realize increased biodiversity for scoped MX tracks
- **Reduce noise levels**
- Implement competition for electric bikes



Ensure on time continuation
MX-tracks

Listen
Be realistic
Take action
Transparent
Communicate

Connect stakeholders (funding options)

- Drivers
- Clubs
- Manufacturers / importers
- Promoters / Sponsors
- Insurancecompanies
- Government

Connect with the local government

80% of the money spend is with compliance processess (permits, claims, appeals)



MASTERPLAN

PILLAR 1: Legilazed tracks



**MSV DE PRIKKEDAM
ONTVANGT
VERGOEDING VOOR HET
VERGUNNINGSPROCES**

05-02-
24

25K EUR

PILLAR 2: Safer tracks



**GEEN STUIVENDE BAAN
MEER VOOR
CROSSCLUB CUIJK**

13-02-
24

7.5K EUR

PILLAR 3: Environmental



**ZONNEPANELEN VOOR
MC DEURNE**

13-02-
24

5K EUR



Connect with the local government

As a result we made big steps getting accommodations compliant, we are matching local requirements



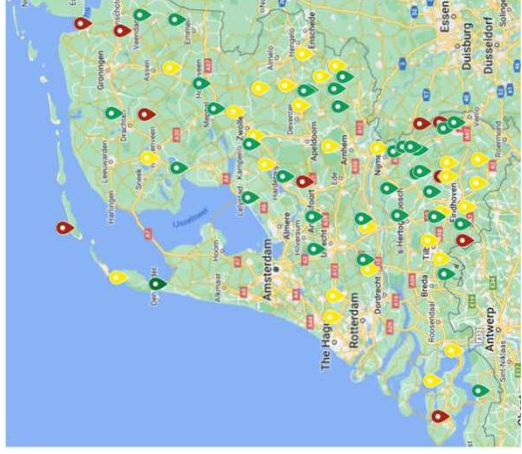
DECEMBER 2020



Track status overview

1st INVENTORY
Desk study
Many unknowns

FEBRUARY 2022



Track status overview

Green: 33
Yellow: 30
Red: 13

APRIL 2024



Track status overview

Green: 55
Yellow: 5
Red: 10



Connect with the local government

Key learnings

CREATE LONGLASTING RELATIONSHIPS

1. Be visible, **be active**, invite yourselves
2. Understand what's on **their agenda** and provide yours
 - Sound
 - Safety
 - Sustainability
3. Demonstrate competences, build on trust
4. Be patient, but **persistent**

DRIVING FOR IMPACT

1. Create a **stakeholdermap**, understand the integral network
2. Search for **subject matter experts** to support you
3. Work with their staff, **they don't know motocross**
4. Replace governmental perception by **factual input**

WHAT IS NEXT

Pilot in preparation with the province of Gelderland

MX

MASTERPLAN

Motocross will be treated as an Olympic sport in the Netherlands from 2025



END

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