



INNOVATION CHALLENGE 2025



*Share Ideas, Spark Collaboration,
Drive Change!*



THE FIA INNOVATION CHALLENGE CELEBRATES AND SHOWCASES
CLUB PROJECTS THAT DRIVE **GROWTH, DEVELOPMENT,**
AND **KNOWLEDGE SHARING** ACROSS THE FIA NETWORK

/// **REGIONAL & GLOBAL RECOGNITION**

- **12 Regional Champions** (3 per Region), awarded during the regional congresses
- **4 Global Winners** (1 per Region), awarded during the FIA General Assemblies week

/// **DON'T MISS YOUR CHANCE TO...**

- **Promote** your Club and project(s)
- **Take the spotlight** at FIA regional & global events
- **Collaborate** with top leaders across the FIA network

NO LIMITS TO INNOVATION

BIG OR SMALL, EVERY INITIATIVE COUNTS!

/// SCOPE

The FIA Innovation Challenge recognises **innovative initiatives that drive Club development** by:

- Generating growth, new opportunities or business diversification
- Delivering real value to target audiences (members, non members, corporate clients, partners...)
- Enhancing member retention and/or acquisition
- Special focus on cost-efficient and replicable projects

Out of scope: advocacy initiatives and policy campaigns

/// ELIGIBILITY REQUIREMENTS

- Open to FIA Member Clubs with **Mobility competencies**, affiliated to FIA Region I, II, III, or IV
- Submitted projects should have been **recently launched**, active, and/or completed in the past 24 months
- Each Club can submit a **maximum of 4 projects** (*National Federations may submit their local Clubs' projects*)

STEP-BY-STEP TO SUCCESS: REGIONAL AND GLOBAL SELECTION

/// STEP 1: REGIONAL SELECTION COMMITTEES

- Structure: One committee per Region, managed and composed by the respective FIA Regional Offices.
- Objective: **Select the 3 Regional Champions** from the submitted projects in the Region.

/// STEP 2: GLOBAL JUDGING PANEL

- Structure: One unique panel, managed and composed by the FIA Global Office.
- Objective: **Select the 4 Global Winners** (1 per Region) from the pool of Regional Champions.

KEY DATES & MILESTONES

ALL REGIONS
WORLDWIDE

FIA REGION I
EUROPE, THE MIDDLE
EAST & AFRICA

FIA REGION II
ASIA
& PACIFIC

FIA REGION III
NORTH AMERICA &
CARIBBEAN

FIA REGION IV
SOUTH & CENTRAL
AMERICA

CALL FOR APPLICATIONS

Opens on
21 January

Closes on
21 February

Closes on
04 April

REGIONAL CHAMPIONS

3 in each Region

**RI SELECTION
COMMITTEE**

**RII SELECTION
COMMITTEE**

**RIII SELECTION
COMMITTEE**

**RIV SELECTION
COMMITTEE**

RI CHAMPIONS
awarded in May
at the FIA Region I
Spring Meeting

RII CHAMPIONS
awarded in Autumn
at the FIA Asia-Pacific
Congress

RIII & RIV CHAMPIONS
awarded in August
at the FIA American Congress

GLOBAL WINNERS

1 in each Region

**GLOBAL
JUDGING PANEL**
in October

GLOBAL WINNERS
awarded in December
during the FIA General
Assemblies Week



The FIA will cover return economy flights and 2 nights' accommodation for the Global Winners' project leads to attend the FIA General Assemblies Week in December.

Subject to prior approval by the FIA Administration.

MAXIMIZE THE IMPACT OF YOUR APPLICATION: HELP US UNDERSTAND, EVALUATE, AND PROMOTE YOUR PROJECT

Overview of the application form categories and fields:

1. GENERAL INFORMATION

- Information on the **Club**
- Information on the **person in charge of the application** (should be the project lead)

Contact details are for internal use only.

2. PROJECT OVERVIEW

- Project name**
= Brand or name code
(max. 40 characters, incl. space)
- Tagline**
= A catchy sentence that clearly markets the project and makes it easy for anyone to understand
(max. 50 characters, incl. space)
- Project abstract**
= A high level, non-technical overview of the project for communications, highlighting the value proposition, beneficiaries, objectives, and impact
(300 to 600 characters, incl. space)

3. PROJECT DETAILS

- Provide **more in-depth information on various aspects** of the project, including:
 - ✓ Timeline of the project
 - ✓ Estimated budget
 - ✓ Innovativeness
 - ✓ Performance
 - ✓ Benefits
 - ✓ Cost-effectiveness
 - ✓ Replicability & Collaboration Potential

This information is exclusively for the Regional Selection Committees and Global Judging Panel.

4. SUPPORTING MATERIAL

- Compulsory: an **illustrative picture or photo** of the project
- Allowed:
 - ✓ Video
 - ✓ Document



REGION I CLUBS:

APPLY BY **FRIDAY 21 FEBRUARY 2025!**

HOW TO APPLY?

CLICK ON THE
LINK BELOW

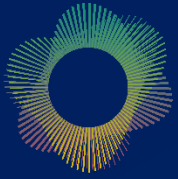
[Region I Application Form](#)

NEED HELP?

CONTACT THE
FIA REGION I OFFICE

Gabriel Simcic
gsimcic@fia.com

*For more information on the FIA Innovation Challenge, visit the [dedicated webpage](#)
or contact innovationchallenge@fia.com*



FIA REGION II
**INNOVATION
CHALLENGE
2025**

REGION II CLUBS:

APPLY BY FRIDAY 04 APRIL 2025!

HOW TO APPLY?

CLICK ON THE
LINK BELOW

[Region II Application Form](#)

NEED HELP?

CONTACT THE
FIA REGION II OFFICE

Alison Wallace
awallace@fia.com

*For more information on the FIA Innovation Challenge, visit the [dedicated webpage](#)
or contact innovationchallenge@fia.com*

REGION III CLUBS:

APPLY BY **FRIDAY 04 APRIL 2025!**

HOW TO APPLY?

CLICK ON THE
LINK BELOW

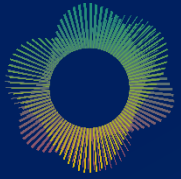
[Region III Application Form](#)

NEED HELP?

CONTACT THE
FIA REGION III OFFICE

Helen Dunlop
hdunlop@fia.com

*For more information on the FIA Innovation Challenge, visit the [dedicated webpage](#)
or contact innovationchallenge@fia.com*



FIA REGION IV
**INNOVATION
CHALLENGE
2025**

REGION IV CLUBS:

APPLY BY FRIDAY 04 APRIL 2025!

HOW TO APPLY?

CLICK ON THE
LINK BELOW

[Region IV Application Form](#)

NEED HELP?

CONTACT THE
FIA REGION IV OFFICE

Leandro Perillo
lperillo@fia.com

*For more information on the FIA Innovation Challenge, visit the [dedicated webpage](#)
or contact innovationchallenge@fia.com*

LOOKING BACK:

HIGHLIGHTS OF THE 2024 EDITION



44 PROJECTS
SUBMITTED ACROSS THE
4 REGIONS [\(check them out!\)](#)



12 REGIONAL FINALISTS
AWARDED DURING THE
REGIONAL CONGRESSES



4 GLOBAL WINNERS
AWARDED IN KIGALI DURING THE
FIA GENERAL ASSEMBLIES WEEK

