

REPORT HIGHLIGHTS KISS MISANO

Gran Premio TIM
di San Marino e
della Riviera di Rimini
September 9-10-11 2016



KiSS Misano
Keep it Shiny & Sustainable

Misano
MWC
World Circuit
Marco Simoncelli

MISANO WORLD CIRCUIT MARCO SIMONCELLI

The Misano World Circuit Marco Simoncelli is a modern and technological circuit, careful about safety and the environmental and social sustainability.

In 2006 was inaugurated the new Medical Center and from 2011 it has been further enhanced and open to all, not just for athletes transiting in the Circuit.

The circuit since 2010 has adopted an organisational, management and control model pursuant to the Italian Legislative Decree 231/01 and it has an Ethics Code in place too.

In recent years it was also carried out key intervention for containment of noise and technological modernization in the installation of lighting that allow a reduction in the consumption of electricity.

The structure of Misano Circuit is also fully accessible to visitors with disabilities.

GREEN ENERGY AL MISANO WORLD CIRCUIT

In 2011 it has been the first circuit in Italy to be equipped with a photovoltaic system. The photovoltaic installation produces over 450 thousand Kw of electricity per year with zero emissions.

In 2011, a 440 kWp photovoltaic system was installed on the roof of the grandstands and it produces more than 450 thousand kW per year of emission-free electricity. The MWC has been the first circuit in Italy to have a photovoltaic system.

In the four years from 2012 to 2015, the photovoltaic system produced 1.975.385 kWh. Misano World Circuit has thus avoided the emission of about 1.116.870 kg of CO₂ (*).

This year, from January to June, the plant has already produced 238.741 kWh.

() For the evaluation, we used the carbon dioxide emission factors of national gross thermal generation from fossil fuel – Source: ISPRA, Institute for Environmental Protection and Research.*

GREEN ENERGY



MISANO WORLD CIRCUIT MARCO SIMONCELLI

Since June 9, 2012 the Misano circuit was forever linked to the name Marco Simoncelli.

The traditional MWC Misano World Circuit label was linked to the name Marco Simoncelli and, in the 'red double L', it recalls the red stripes of the well known Marco's helmet.

The titration of the circuit to Marco Simoncelli was the beginning of a path taken proudly supported by the entire management, staff and all the partners of the circuit.

It could not miss the motherland, viscerally linked to motor sport and to the exploits of his hero, the "Sic" and, just this wave of passion the Misano Municipality has placed a commemorative monument just a few meters from circuit.



MARCO SIMONCELLI FOUNDATION

In December 2011 the Marco Simoncelli Foundation was established, from the idea of his friend and Marco's former manager, Carlo Pernat.

In 2012 the Foundation achieved the italian legal non profit attribute «ONLUS».



MARCO SIMONCELLI

Marco Simoncelli was born in Cattolica January 20, 1987 but has always lived in Coriano, near Rimini. During his career in the 125cc, 250cc and MotoGP wins 14 races and he climbs on the podium 31 times.

In 2008 he won the World Championship in the 250cc class, winning a total of 7 Pole, 6 wins and 12 podium finishes; a title almost repeated in the 2009 season. 2010 was the year of the great leap in the MotoGP Team San Carlo Honda Gresini. He finished the season 8th in the standings and getting a 4th place as best result. In 2011 he got the satisfaction of two pole positions and two podium finishes in the premier class, 3rd place in Brno and the 2nd place in Phillip Island, best career result in MotoGP. Well known among fans by the nickname of “Sic” or “Super Sic”, Marco Simoncelli passed away at the age of twenty-four during the 2011 Malaysian Grand Prix.

Since May 30, 2014 Marco Simoncelli was dedicated a prestigious place in the Hall of Fame Legends of MotoGP, the highest honor awarded by Dorna. We all miss the “Sic” so much!

Moreover, this year, on the occasion of the Grand Prix of San Marino and Riviera di Rimini, Carmelo Ezpeleta, CEO of Dorna, formally withdrew the '58' number as a tribute to Marco Simoncelli.



ENVIRONMENTAL SUSTAINABILITY

SEPARATE WASTE COLLECTION

According to this initiative, four ecological areas have been set up and containers for the separate waste collection have been placed throughout the circuit. A guide for a correct waste management was distributed to the hospitalities and they were also provided by the circuit of bags for the collection of plastic and paper.

WASTE BATTERIES COLLECTION

A waste batteries collection campaign was launched to sensitise the audience on the proper recycling of this waste. Containers for the collection of the batteries have been placed at the KiSS Misano Info Desk in paddock area, offices and other strategic points of the circuit. The service was provided by ERP Italy (European Recycling Platform), supporter of KiSS Misano, in collaboration with Hera (waste management service operator).

ENVIRONMENTAL SUSTAINABILITY

USED COOKING OIL COLLECTION

The collection of used cooking oil at the paddock area and hospitalities was another initiative launched. The service was provided by Eco.Energia with its OLLY® programme (the oil collected will be used to produce clean and renewable energy).

The 260 Kg of oil collected during the Grand Prix, thanks to KiSS Misano, allowed a reduction of CO₂ in the atmosphere equal to 574 Kg (The data indicates the CO₂ emissions saved through the use of biofuels, produced from used cooking oil, instead of diesel – Source: Eco.Energia).

FOOD SURPLUS COLLECTION

Some hospitalities undertook to collect and donate food surplus to local non profit organizations. However, during these three days, they did not produce food leftovers.

ENVIRONMENTAL SUSTAINABILITY

SUSTAINABLE TRANSPORTATION

An intense mobility plan was organised under the coordination of the Prefecture of Rimini. The plan's flagship was the programme «Che biglietto hai? Ti dirò che strada fare» (Which ticket do you have? I'll tell you the way).

The initiative for the mobility management, which focused on the influx and outflow of viewers, this year extended up to a 100 Km radius around the circuit, provided specific routes depending on the type of ticket.

In addition to a communication plan, many initiatives invited the public - 158.396 spectators during the three days of the Grand Prix - to get to the circuit by using collective transport, public transport, car pooling or bicycles, instead of or in combination with the use of private vehicles.

«CHE BIGLIETTO HAI? TI DIRO' CHE STRADA FARE»

On the motogp.misanocircuit.com website, a specific page enabled the public, once identified the routes depending on the type of ticket, to download the PDF map with the necessary information to get to the circuit.

**GP TIM SAN MARINO
RIVIERA DI RIMINI**
Misano Circuit 09.09.16 - 11.09.16

Home Biglietti Programma Accrediti Come arrivare Accessi speciali Inglese

**CHE BIGLIETTO HAI?
TI DIRO' CHE STRADA FARE!**

PERCORSO VERDE
PRATI 1-2
TRIBUNA CARRO 2
TRIBUNA MISANINO
TRIBUNA TRAMONTO

PERCORSO GIALLO
TRIBUNA E
TRIBUNA BRUTAPELA
TRIBUNA BRUTAPELA 2
TRIBUNA BRUTAPELA GOLD

PERCORSO ROSSO
PADOCK
HOSPITALITY
TRIBUNA A-B-C-D
PRATO 3
TRIBUNA CARRO 1
TRIBUNA CENTROPISTA

PERCORSO ROSSO
Tribuna A-B-C-D
Tribuna Carro 1
Tribuna Centropiستا
Paddock
Prato 3
Hospitality (tutte)

PERCORSO GIALLO
Tribuna Brutapela
Tribuna Brutapela 2
Tribuna Brutapela Gold
Tribuna E

PERCORSO VERDE
Prato 1 - 2
Tribuna Misano
Tribuna Carro 2
Tribuna Tramonto

DEFLUSSO
Segui queste indicazioni
per tornare a casa

MAPPA CIRCUITO
Pianta del circuito

ORARI NAVETTE
Orari navette gratuite

SEGUI IL TUO COLORE / FOLLOW YOUR COLOUR
#IMPOSSIBILENONESSERCI

START Repubblica di San Marino MISANO

Clicca sulla freccia colorata a fianco che corrisponde al tuo biglietto e vedi che strada devi fare per raggiungere il tuo posto!

COLLECTIVE TRANSPORT

On Friday, Saturday and Sunday, tourist trains linked the sea area of Misano with the racetrack's RED area (paddock and grandstands), passing by the accreditation center and the cashier placed in Via del mare at the intersection with the SS16.

On Sunday, a free shuttle service was also set up between the sea area of Riccione, Misano and Cattolica and the Via Larga bus terminal.





SOCIAL SUSTAINABILITY

THE INITIATIVES

«THE SOLIDARITY PIT WALK»

«THE SPECIAL T-SHIRT '58' KISS MISANO TO THE MARCO SIMONCELLI FOUNDATION»

«THE CHARITY AUCTION IN FAVOUR OF PEOPLE AFFECTED BY THE EARTHQUAKE IN CENTRAL ITALY»

THE SOLIDARITY PIT WALK

On Thursday 8th September, a special Pit Walk for solidarity took place on the track of Misano World Circuit and allowed local non profit associations with their guests to walk along the pit lane and visit the boxes of the Teams. The associations involved: Centro 21, Io Centro, Luce Sul Mare and Associazione Comunità Papa Giovanni XXIII.





THE SPECIAL T-SHIRT «58» KISS MISANO (LIMITED EDITION) TO THE MARCO SIMONCELLI FOUNDATION



CWS-boco Italy donated 500 T-Shirts to Marco Simoncelli Foundation. The special graphics «58» on the T-Shirts has been created by the Drudi Performance studio of Aldo Drudi (the designer who creates the famous graphics showed on Valentino Rossi's helmet).

These T-Shirts were used by the Foundation for fundraising activities in following events to support their project Santa Marta in Coriano.

<http://www.marcosimoncellifondazione.it/en/view/project-santa-marta>

THE CHARITY AUCTION IN FAVOUR OF PEOPLE AFFECTED BY THE EARTHQUAKE IN CENTRAL ITALY

Passion and generosity are the ingredients of the charity auction organized in favour of people affected by the earthquake in Central Italy. Unique items were generously donated by team and drivers of the three classes of the MotoGP World Championship (MotoGP, Moto2, Moto3) and auctioned on CharityStars online platform (www.charitystars.com/foundation/terremoto).

The charitable initiative was promoted by the Misano World Circuit in collaboration with the FIM, IRTA, DORNA, Regione Emilia-Romagna, Province of Rimini and the Republic of San Marino, and allowed to collect **65.665,00 euro** (CharityStars commission still included). The amount was deposited in a bank account specifically opened by Regione Emilia-Romagna to raise funds in support of the Emilia-Romagna's Civil Protection activities to help areas hit by the deadly earthquake happened in Central Italy.

Right Hub voluntarily made available about fifteen days of work for the administration and management of charitable auction.

The stunning YZF-R1 2016 Motorcycle, in replica livery "Movistar Yamaha MotoGP 2016" #46 with the KiSS Misano sticker and signed by Valentino Rossi, was the highlight of the auction. It was sold for 41.000 euro.



The handy banner «The Riders' Land supports KiSS Misano» signed during the weekend of the Grand Prix from the eight pilots of The Riders' Land: Andrea Dovizioso, Luca Marini, Mattia Pasini, Enea Bastianini, Nicholas Bulega, Andrea Migno, Niccolò Antonelli and Valentino Rossi, was sold for 800 euro. The panel, donated by Right Hub, is a unique piece, specially made for the KiSS Misano.



FURTHER ACTIONS

The KiSS Misano info desk was set up in the paddock area and overseen by the Right Hub Team. The goal was to involve and raise awareness of all spectators and guests flowed in that key area.

The Info desk was supplied with eco-furniture made by certified wood PEFC and FSC, everything gently provided by the Palm Design Social Enterprise.

The Right Hub Team used some «handy banners» to take pictures of spectators, motorcycling sector people and VIPs in order to share them across social networks. The team was in charge to engage people and demonstrate commitment and awareness around sustainability and its issues.

A special pocket-sized leaflet with information about the program and the KiSS Misano initiatives was distributed to visitors of the paddock. Along with leaflets, visitors received the KiSS Misano «sticky notes», post it in 100% recycled paper, provided by Lyreco Italy. Always at the Info desk, visitors received about 1.200 boxes for the collection of waste batteries, usable at home or at work, provided by ERP Italy.

SEPARATE WASTE COLLECTION DATA

MATERIAL	KG	%
ORGANIC	0	0%
PLASTIC AND METALS	11.740	28,1%
PAPER AND CARDBOARD	3.520	8,4%
GLASS	1.540	3,7%
UNSORTED WASTE	25.040	59,8%
TOTAL WASTE	41.840	100%
TOTAL SEPARATE WASTE COLLECTION	16.800	40,2%

WASTE MANAGEMENT THANKS TO





KISS MISANO PROMOTERS

KiSS Misano was organized thanks to the following key organizations:



#KISSMISANO

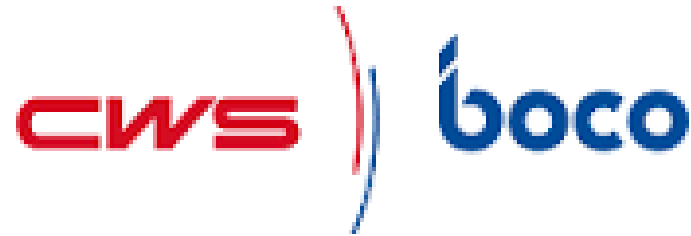
Web: www.misanocircuit.com

Twitter: <https://twitter.com/kissmisano17>

Facebook: <https://www.facebook.com/MisanoWorldCircuit/>

KISS MISANO 2016 SUPPORTERS

KiSS Misano 2016 was organized with the support of the following companies:





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