

REPORT HIGHLIGHTS
KISS MISANO
2017

**Gran Premio
di San Marino e
della Riviera di Rimini
8-9-10 September 2017**



KiSS Misano
Keep it Shiny & Sustainable



Misano
MWC
World Circuit
Marco Simoncelli

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

Since 2010, the Circuit has adopted an organizational, management and control framework pursuant to the Italian Legislative Decree n. 231/01 and it has an Ethics Code in place too. While the quality system complies with the requirements of UNI EN ISO 9001: 2008.

In 2006 the new Medical Center was inaugurated and from 2011 it has been further enhanced and open to everyone.

The facility is also fully accessible to people with disabilities and in recent years a development plan has been put in place to make the Circuit more and more technological, safe and sustainable.

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. MWC was the first circuit in Italy to install a photovoltaic plant.

From 2012 to 2015, the photovoltaic system produced 1,975,385 kWh and the circuit avoided the emission of approximately 1,116,870 Kg of CO₂ (*).

It was also carried out key intervention for containment of noise and technological modernization in the installation of lighting that allows a reduction of 30% in the consumption of electricity.

This year the circuit has:

- Built new toilet facilities;
- Modernized the second entrance;
- Extended the paddock area;
- Built a new parking areas.

*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.

KISS MISANO HISTORY

The KiSS Misano programme has begun its journey in 2016. With enthusiasm, the Managing Director Andrea Albani, along with his collaborators, has started this journey.

Misano World Circuit has entrusted the management and co-ordination of the first edition of KiSS Misano to Right Hub (an Italian Certified B Corporation® specialized in environmental and social sustainability projects connected with sport events), renewing for 2017 the collaboration.





ENVIRONMENTAL INITIATIVES

SEPARATE WASTE COLLECTION AND RECYCLING

Separate waste collection has been intensified, in collaboration with Hera - the main operator of the waste management service - through the installation of additional bins for paper and cardboard, plastic and metals, organic, glass and unsorted waste.

In addition, inside the paddock area, a waste sorting guide was distributed to teams and hospitalities and four recycling points were created to facilitate the separate waste collection of large packaging.

USED BATTERY COLLECTION

Collection of used batteries to raise awareness on the correct treatment of this waste that, for the protection of the environment and health, must be treated properly and recycled because of the heavy metals contained. Eight containers for collecting used batteries have been placed at the four KiSS Misano info desk and in circuit offices. The collection service was carried out by Hera.

WASTE SORTING GUIDE

Rear and Front Cover

INSTITUTIONAL PARTNERS

Grazie a una buona raccolta differenziata al Gran Premio i Consorzi Nazionali potranno aiutare, con una donazione, l'Associazione Comunità Papa Giovanni XXIII.

Thanks to a good separate waste collection at the Grand Prix the Italian National Consortia will help, with a donation, the Associazione Comunità Papa Giovanni XXIII.

TECHNICAL PARTNERS

KISS MISANO - KEEP IT SHINY AND SUSTAINABLE

KISS Misano è il programma di sostenibilità ambientale e sociale del Gran Premio di San Marino e della Riviera di Rimini. The Riders' Land | La terra dei piloti abbraccia per il secondo anno consecutivo il programma KISS e scende in pista per l'ambiente e la responsabilità sociale.

KISS Misano is the environmental and social sustainability programme of the Gran Premio di San Marino e della Riviera di Rimini. The Riders' Land embraces the KISS Programme for the second consecutive year and it gets on the track for environment and social responsibility.

www.kissmisano.com Misano World Circuit @KISSMisano @kissmisano

RICICLARE PERMETTE DI RISPARMIARE RISORSE E TUTELARE L'AMBIENTE.
DIFFERENZIA I TUOI RIFIUTI UTILIZZANDO GLI APPOSITI CONTENITORI PER LA RACCOLTA DIFFERENZIATA PRESENTI ALL'INTERNO DEL CIRCUITO.

RECYCLING SAVES RESOURCES AND HELPS THE ENVIRONMENT.
PLEASE USE THE RECYCLING BINS TO SEPARATE YOUR WASTE.
THE CIRCUIT IS PROVIDED WITH RECYCLING AREAS.

KISS Misano powered by Right Hub - www.righthub.it

KiSS Misano
Keep it Shiny & Sustainable

IN PISTA PER LA SOSTENIBILITÀ
ON TRACK FOR SUSTAINABILITY

ISTRUZIONI PER LA RACCOLTA DIFFERENZIATA
WASTE SORTING GUIDELINES

TEAM SUPPORTERS

SUPPORTERS

Central part

ORGANICO
Organic

- Avanzi di cibo
- Scarti di frutta e verdura
- Tovaglioli di carta sporchi di materiale organico
- Stoviglie e sacchetti biodegradabili e compostabili, certificati EN 13432 (ad es. Mater-Bi)
- Organic kitchen waste
- Scraps of vegetables and fruit
- Clean and dirty paper napkins
- Biodegradable and compostable dinnerware and bags, certified EN 13432 (e.g. Mater-Bi)

CARTA E CARTONE
Paper and cardboard

- Giornali, riviste, sacchetti in carta
- Scatole di carta e cartone
- Piatti e bicchieri di sola carta puliti
- Pacchetti di sigarette senza involucro esterno
- Tetrapack e cartoni per bevande poliaccoppiati
- Paper (newspapers, magazines, paper bags)
- Cardboard (boxes, cartons)
- Clean paper plates and cups
- Packets of cigarettes (without plastic case)
- Poly laminate containers (e.g. tetrapack)

VETRO
Glass

- Bicchieri e bottiglie in vetro
- Barattoli e contenitori in vetro
- Glasses and bottles
- Glass jars

PLASTICA E METALLI
Plastic and metals

- Bottiglie, sacchetti e barattoli in plastica
- Imballaggi e pellicole in plastica
- Piatti e bicchieri in plastica monouso vuoti
- Lattine in alluminio e barattoli in metallo
- Polistirolo
- Plastic bottles, bags and containers
- Bubble-wrap, cellophane and nylon packaging
- Empty disposable plastic plates and glasses
- Cans and tin
- Polystyrene

INDIFFERENZIATO
Unsorted waste

SI

- Pannolini e assorbenti
- Rasoi e spazzolini usa e getta
- Mozziconi di sigaretta spenti
- Ceramica e stracci
- Posate in plastica
- Diapers and sanitary napkins
- Disposable razors and toothbrushes
- Not burning cigarettes
- Ceramic and tatters
- Plastic cutlery

NO

- Rifiuti riciclabili
- Rifiuti pericolosi
- Sostanze liquide ed incandescenti
- Apparecchiature elettriche ed elettroniche (RAEE)
- Recyclable waste
- Hazardous waste
- Liquid and incandescent waste
- Electrical and electronic equipment (WEEE)

OLI LUBRIFICANTI USATI
USED MOTOR OIL

PILE ESAUSTE
USED BATTERIES

OLI ALIMENTARI ESAUSTI
USED COOKING OIL

KiSS Misano
Keep it Shiny & Sustainable

USED MOTOR OIL COLLECTION

Raising awareness campaign on the proper disposal of used motor oil, that is a dangerous waste and, if improperly disposed or used, can be highly dangerous for the environment.



USED COOKING OIL COLLECTION

Inside the paddock area, the used cooking oil collection was provided to all hospitalities.

The service was kindly provided by the KiSS Misano Crew, in collaboration with Alia, by Eco.Energia through their Olly® programme (the collected oil is used to produce clean energy).

The aim of the initiative is to inform and raise awareness about the proper disposal of this special waste. In addition, thanks to the 140 kg of use cooking oil collected, it was possible to save 309 Kg of CO2 emissions (source: Eco.Energia).



SUPPORT TO UNEP'S CLEAN SEAS CAMPAIGN

Marine pollution is an important issue to be solved. FIM, along with KiSS Misano, supported UNEP's #CleanSeas campaign for the protection of seas and oceans.

Since 2006, FIM (International Motorcycle Federation) has supported the United Nations Environment Program (UNEP) in its initiatives.



<http://cleanseas.org/>

www.unep.org/newscentre/un-declares-war-ocean-plastic

SUPPORT TO THE «SKY OCEAN RESCUE» CAMPAIGN

KiSS Misano co-operated with SKY Italia and Sky Racing Team VR46 to support the European “Sky Ocean Rescue” Campaign with the aim of raising public awareness of marine conservation and plastic pollution.

During the GP, many initiatives have been launched to inform, raise awareness and stimulate spectators to adopt sustainable behaviors and to commit themselves to protect the entire marine ecosystem and thus becoming an #OceanHeroes. <https://skyoceanrescue.com/>



Initiatives:

- Development of a communication plan to raise awareness through the social network of KiSS Misano, Sky and Sky Racing Team VR46;
- Customization of the Sky Racing Team VR46 and Aprilia Racing Team's motorbikes and race suits with the "Sky Ocean Rescue" logo. These motorcycles and race suits were used during the Grand Prix;
- Customization of the back of the Grandstand C, one of the main Circuit grandstand, with a "Sky Ocean Rescue - KiSS Misano" panel and messages to invite spectators to recycle plastic. Behind the panel there were bins to collect plastic waste.
- Information and raising awareness activities at the Grandstand C and at the four KiSS Misano info desks.

Moreover, totems with information on the "Sky Ocean Rescue" campaign and branded containers for plastic waste were placed at:

- Hospitality Sky Racing Team VR46
- Hospitality Aprilia Racing Team
- Stand Sky Extra
- Four KiSS Misano info desks:
 - Paddock area
 - Ducati Grandstand
 - Suzuki Grandstand
 - Fan Club VR46 area (Brutapela)
- Circuit offices
- Press room





SUSTAINABLE MOBILITY

An intense mobility plan was organized by the circuit. A communication plan has been developed to encourage spectators to use public transport and carpooling to get to the circuit, alternatively or in combination with the use of private vehicles. The plan was implemented through the KiSS Misano's Facebook and Twitter channels.



As last year, a mobility plan has been developed 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 your way»). The initiative was focused on the influx and outflow of spectators depending on the type of ticket.

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.

The mobility plan included:

- Free shuttles to the circuit;
- Promotion of a bus service thanks to an agreement with a bus-sharing company;
- Free shuttles from the Bologna and Rimini airport to the Circuit;
- On Friday, Saturday and Sunday, free shuttles between the Misano seafront and the Circuit;
- On Sunday, free shuttles between the seafront of Riccione, Misano and Cattolica and the Via Larga bus station.



SOCIAL INITIATIVES

THE SOLIDARITY PIT WALK

Organization of a special Pit Walk on Thursday, September 7th, dedicated to disabled people from some local non profit organizations who could walk along the pit lane and visit the Team Boxes. This year, the Pit Walk was joined by 10 non profit organizations and about 180 people.

The non profit organizations that participated were:

Associazione Comunità Papa Giovanni XXIII, Associazione Rimini Autismo, Associazione Io Centro, Associazione Ricerca e Cura Sarcomi, Associazione Riminese Oncoematologia Pediatrica, Cooperativa Sociale Ca' Santino, Cooperativa Sociale Luce Sul Mare, Lega Romagnola Fibrosi Cistica, Polisportiva Junior Coriano and Riviera Basket ANMIL Sport Italia.

THE SOLIDARITY PIT WALK



RECEPTION ACTIVITIES FOR PEOPLE WITH DISABILITIES

Over the years, the Circuit has always been very attentive to the disability issue and it has made an important effort to make the circuit accessible to people with disabilities.

This year the Circuit has decided to organize a totally new initiative for the reception of disabled people at the Grand Prix, in order to guarantee a comfortable and unforgettable experience.

Along with the Associazione Comunità Papa Giovanni XXIII, four areas (Zona Tramonto, Zona Flat Track, Zona Centro, Zona Carro) were equipped to accommodate people who require wheelchairs and two areas (Prato Area 1 and Prato Area 2) dedicated to people who do not require wheelchairs. The six areas were equipped with a gazebo and other facilities such as the dining area.

FOOD SURPLUS COLLECTION

In order to reduce food waste and raise awareness on this issue, the collection of food surplus has been organized on Saturday 9th and Sunday 10th.

The activity has involved 23 hospitalities of the racing Teams, the Dorna VIP Village's hospitalities and Summertrade (the company in charge of MWC's hospitalities). Each hospitality has been provided by the KiSS Misano Crew with guidelines regarding the appropriate collection and storage of food surplus.

For the collection, the KiSS Misano Crew used the Biopap® biodegradable and compostable containers, sealed according to a specific protocol to ensure hygiene and food safety.

Moreover, the food surplus collection allowed to reduce organic waste during the Grand Prix.

The food surplus collection was carried out with the support of Fondazione Banco Alimentare Emilia Romagna Onlus, that also provided the refrigerated van used for the food surplus's delivery. Its 4 volunteers and 15 people of the KiSS Misano Crew were involved in the distribution of the food boxes, their collection and delivery to the non profit organizations during Saturday and Sunday evening.

All the food surplus collected has been donated to 5 charitable organizations run by the Associazione Comunità Papa Giovanni XXIII, a well known non profit organization founded in Rimini more than thirty years ago by Don Oreste Benzi. The 5 organizations (4 in Rimini and 1 in Savignano sul Rubicone) assist people and families in need (795 people in total). Moreover, one of them "Capanna di Betlemme" helps and receives homeless people.

KiSS Misano collaborated with the Ducati team to raise awareness among its guests about food waste and separate waste collection.

The aim of this initiative was the collection of lunch boxes not consumed by Ducati Grandstand's guests on Sunday and the correct separate waste collection.



CHARITY AUCTION

Following the positive charity auction in 2016 during the first edition of KiSS Misano, which allowed to collect more than 65,000 euros in favor of populations affected by the earthquake in Central Italy, the Circuit decided to organize a new charity auction in favor of the Associazione Comunità Papa Giovanni XXIII, a non profit organization founded in Rimini more than thirty years ago that assists people and families in need (795 people in total).

The auction, which took place on the CharityStars online platform, saw the involvement of Teams and riders of MotoGP, Moto2 and Moto3 who donated unique items. Thanks to this charity auction, over 3,350 € have been collected and donated (last update: 3/11/2017).

In addition, Right Hub donated some KiSS Misano handy banners used during the GP and signed by riders, and 4 KiSS Misano caps signed by Andrea Dovizioso, Loris Capirossi, Jorge Lorenzo and Marc Marquez.

<https://www.charitystars.com/collection/kiss-misano-2017-it>



FROM WASTE TO RESOURCE, THROUGH SOLIDARITY

The initiative, with the slogan «+ Recycle + Donation», was born with the aim of raising awareness and encouraging spectators to make a better separate waste collection during the Grand Prix, linking this good practice with a fundraising activity in favor of the Associazione Comunità Papa Giovanni XXIII.

The initiative, carried out in cooperation with the Italian National Consortia CiAl, Comieco, Corepla, CoReVe and Ricrea – that, respectively, organize and ensure the recycling and recovery of Aluminum, Paper, Plastic, Glass and Steel packaging – as well as institutional partners of KiSS Misano, was extremely positive thanks to the excellent results of the separate waste collection during the Grand Prix.

On November 9, 2017, at Ecomondo (the leading green and circular economy fair in the Euro-Mediterranean area), the National Consortia donated € 5,000 to the Associazione Comunità Papa Giovanni XXIII. The donation is the result of the separate waste collection activity.



Delivery to the Associazione Comunità Papa Giovanni XXIII of the funds raised in their favor. At the event, held at Ecomondo in the Conai Agora, there were the National Consortia CiAI, Comieco, Corepla, CoReVe and Ricrea, the Misano World Circuit, Ducati (representing the Team Supporters), the Associazione Comunità Papa Giovanni XXIII and Right Hub.



INFO DESKS

Four KiSS Misano info desks, overseen by the KiSS Misano Crew, were placed inside the paddock and in audience area at the Suzuki and Ducati Grandstands and the Fan Club VR46 area (Brutapela), with the aim of raising awareness among spectators on environmental issues.

At the info desks, the KiSS Misano Crew distributed:

- A special pocket-sized leaflet with information on sustainability, circular economy and the results of the KiSS Misano's past editions;
- A leaflet with information on separate waste collection and the recycling of packaging made in collaboration with the National Consortia;
- Some "green gadgets" like post-its in recycled paper (provided by Lyreco Italia), recycled steel pins (provided by Ricrea) and recycled aluminum snap-hooks (provided by CiAI).

All KiSS Misano info desks have been equipped with environmental-friendly, recycled and PEFC and FSC certified wood furniture, provided by the social enterprise Palm Work & Project (Palm Design trademark owner), with mini recycling areas for separate waste collection and a Hand Sanitizer Dispenser for Hand Hygiene (provided by Initial Italia, Supporter of KiSS Misano).



Some 'handy banners', featuring messages on sustainability, were used to take pictures with spectators, guests and VIP to share on social media. The aim was to involve spectators on this issue.



MISANO WORLD CIRCUIT MARCO SIMONCELLI 45° YEARS ANNIVERSARY

In order to celebrate the 45th anniversary, the circuit has produced a short video about its long history through the protagonists that Misano has forged.

www.youtube.com/watch?v=DWK4UxDtbsY



www.misanocircuit.com/autodromo/45-anniversario

SUPPORTERS AND PARTNERS



PROMOTERS

KiSS Misano was promoted by:



RIDE GREEN 25TH YEARS ANNIVERSARY

2017 is the 25th anniversary of Ride Green, the programme through which FIM develops, promotes, supports and carries out environmental initiatives around the world and for all motorcycle disciplines. The KiSS Programme is one of these initiatives.



25 years riding green

TEAM SUPPORTERS

This year, some MotoGP, Moto2 and Moto3 Teams supported the KiSS Misano programme alongside Yamaha Motor Racing.

In addition to a communication support, they actively participated in environmental and social initiatives such as the Solidarity Pit Walk, the food surplus collection and the separate waste collection within the paddock area.

Moreover, in their hospitality, the Team has made available the special KiSS Misano pocket leaflets to their guests.



GREVINI RACING



TEAM SUPPORTER - INITIATIVES



In addition to actively participating in the KiSS Misano's environmental and social initiatives, Ducati kindly provided the guide "SUSTAINABILITY IN EVERYDAY LIFE", developed for the WDW 2016 (World Ducati Week, certified as sustainable event in accordance to ISO20121), with various tips on how to become more sustainable. The guide was disseminated through social networks and the KiSS Misano website.

SUPPORTERS

KiSS Misano 2017 was supported by the following companies:



Gyproc is the brand of the Saint-Gobain Group specialized in the production of plasterboard systems, building plasters and gypsum ceilings.

Gyproc integrates sustainability at each stage of the product life cycle, from the extraction of the raw materials, to production, through to our end-of-life recycling process.

www.gyproc.it



Initial Italia is one of Europe's leading providers of textile rental and laundry services. Initial Italia operates in contrast to the principle of disposable goods and it's committed to making its supply chain as sustainable as possible, ensuring a respectful treatment of people and the Planet.

www.initial.it / www.cws-boco.it

SUPPORTERS

KiSS Misano 2017 was supported by the following companies:



Nexive is the first private operator in the national postal market.

In Nexive, the Social Responsibility Policy involves all corporate functions and it aims to balance and strengthen the three components of sustainability: economic, social and environmental.

www.nexive.it



Lyreco is one of the leading distributors of workplace supplies solutions, present in 42 countries in four continents. Lyreco is become the reference for sustainable workplace supplies solutions thanks to its goal of reducing the environmental impact of its activities, helping customers and suppliers to do the same.

www.lyreco.it / eco.lyreco.it

SUPPORTERS

KiSS Misano 2017 was supported by the following companies:




Viscolube is Europe's leading company in the regeneration of used oils. Oil regeneration makes possible to recovery a waste, to limit the dependence of non-renewable producer countries and to significantly reduce the environmental impact of lubricants. Viscolube pays great attention to the protection of air, water and soil in order to safeguard and protect the environment.

www.viscolube.it


INSTITUTIONAL PARTNERS

KiSS Misano 2017 has been patronized by the following National Consortia (non profit) for recycling and recovery of packaging:

- 


CiAI

Consorzio
Imballaggi
Alluminio

CiAI is the National Consortium for recovery and recycling of aluminum packaging.
- 


comieco

Consorzio Nazionale Recupero e Riciclo
degli imballaggi in tesse Cellulosiche

COMIECO is the National Consortium for recovery and recycling of cellulose based packaging.
- 


COREPLA

Consorzio Nazionale
per la raccolta,
il riciclaggio
e il recupero degli
imballaggi in plastica

COREPLA is the National Consortium for recovery and recycling of plastic packaging.
- 

CoReVe

CONSORZIO RECUPERO VETRO

CoReVe is the National Consortium for recovery and recycling of glass packaging.
- 

RICREA

CONSORZIO NAZIONALE RICICLO
E RECUPERO IMBALLAGGI ACCIAIO

RICREA is the National Consortium for recovery and recycling of steel packaging.

NON PROFIT PARTNERS

KiSS Misano collaborated with the following non profit organizations:



TECHNICAL PARTNERS

KiSS Misano collaborated with the following technical partners:



RESULTS



POTENTIAL SOCIAL MEDIA CONTACTS

	facebook	Instagram	twitter
PROMOTERS	12.885.652	4.736.767	2.329.321
TEAM SUPPORTERS	11.029.719	1.801.037	544.927
SUPPORTERS	108.562	4.935	18.655
INSTITUTIONAL PARTNERS	103.720	698	8.003
NON PROFIT PARTNERS	1.179.363	5.845	15.526
TECHNICAL PARTNERS	4.569	727	560
TOTAL	25.311.585	6.550.009	2.916.992

POTENTIAL SOCIAL MEDIA CONTACTS: 34.778.586

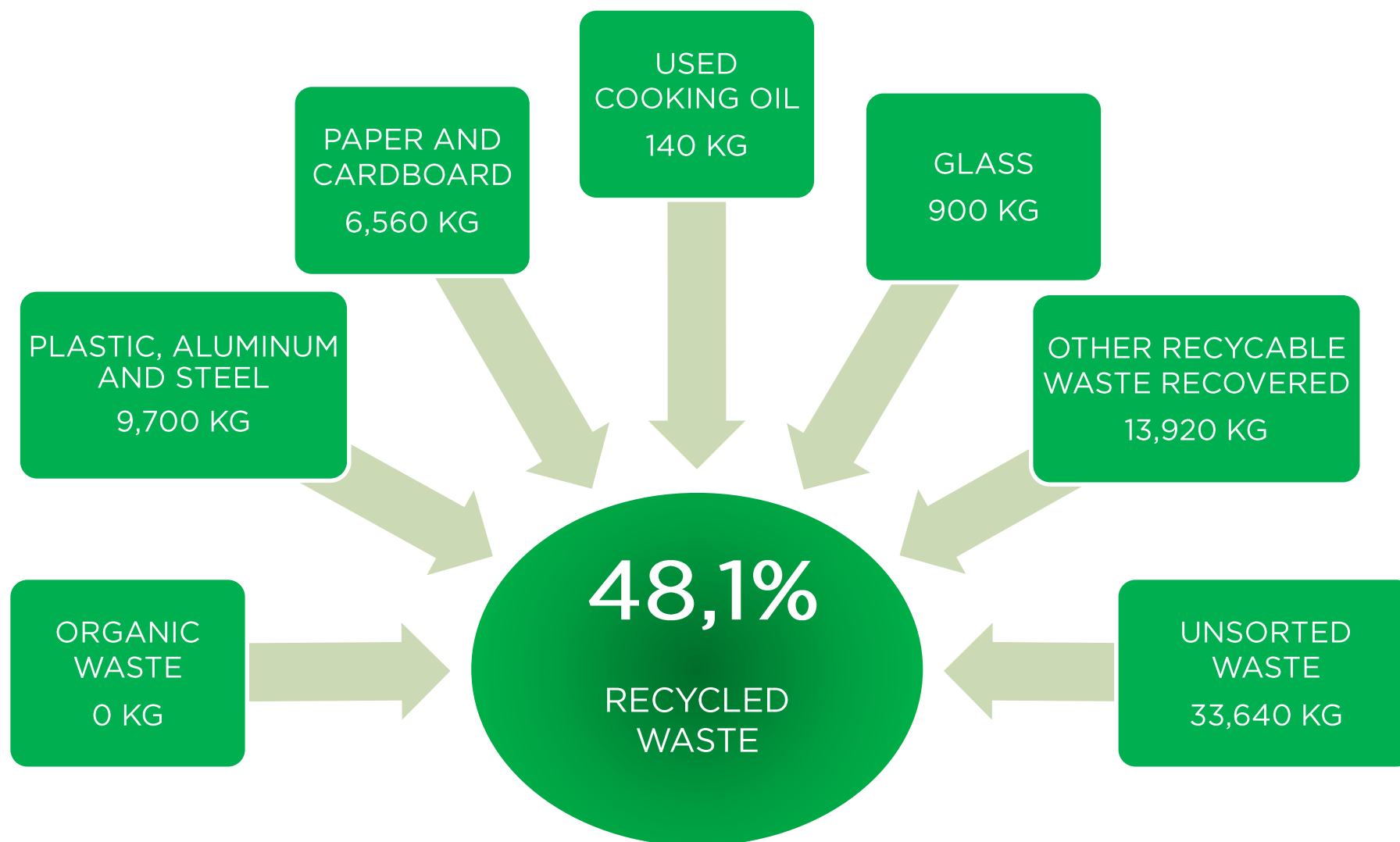
FOOD SURPLUS COLLECTION

The collection of food surplus has been organized on Saturday 9th and Sunday 10th. 385 “cooked” meals have been collected on Saturday and 398 on Sunday, totaling about 800 “cooked” meals. Also 420 kg of other “uncooked” foodstuffs have been collected, including fruit (140 kg) and vegetables (125 kg), corresponding to approximately 840 meals (*an equivalent meal corresponds to 500 g of food according to the estimation adopted by Fédération Européenne des Banques Alimentaires*).

Moreover, as a result of a special initiative carried out in cooperation with Ducati Team, 250 lunch boxes (each including sandwich, cheese and fruit salad) not consumed by Ducati Grandstand’s guests on Sunday have been collected.

In total, 1,890 meals were collected and donated.

SEPARATE WASTE COLLECTION DATA



IMPROVEMENTS IN SEPARATE WASTE COLLECTION

	YEAR 2016	YEAR 2017
NUMBER OF SPECTATORS	158.396	158.263
TOAL WASTE	42.100 KG	64.860 KG
TOTAL RECYCLED WASTE	17.060 KG	31.220 KG
% SEPARATE WASTE COLLECTION	40,5%	48,1 %

KEY NUMBERS



% SEPARATE WASTE
COLLECTION

64,860 kg

TOTAL COLLECTED
WASTE

31,220 kg

TOTAL RECYCLED
WASTE

140 kg

USED COOKING OIL
COLLECTED

5,000 €

FUNDRAISING WITH
+RECYCLE
+DONATION

158,263

THREE DAYS
SPECTATORS

34 MILLION

POTENTIAL SOCIAL
MEDIA CONTACTS

180

SOLIDARITY
PIT WALK'S
PARTICIPANTS

1,890

TOTAL MEALS
DONATED

3,350 €

CHARITY AUCTION

FOR MORE INFORMATION

WEB SITE: www.kissmisano.com

TWITTER: <https://twitter.com/kissmisano>

INSTAGRAM: www.instagram.com/kissmisano/

FACEBOOK: www.facebook.com/MisanoWorldCircuit/

2017 PRESS REVIEW : [www.righthub.it/images/media/docs/KiSS
Misano2017/KiSS_Misano_2017_Rassegna_stampa.pdf](http://www.righthub.it/images/media/docs/KiSS_Misano2017/KiSS_Misano_2017_Rassegna_stampa.pdf)

FIM RIDE GREEN: www.fim-live.com/en/fim/the-commissions/sustainability/

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