



Sustainability commitment is back at San Marino and Riviera di Rimini Grand Prix Octo.

***KiSS Misano-Keep it Shiny and Sustainable*, the sustainability programme of Misano World Circuit, to be run for the 3rd year in a row at San Marino and Riviera di Rimini Grand Prix Octo.**

Various initiatives will raise awareness about environmental and social issues: waste sorting, littering prevention, collection of food surplus and assistance for disabled people.

Misano World Circuit, September 1st 2018 – After 2016 debut, **KiSS Misano-Keep it Shiny and Sustainable, the environmental and social sustainability programme of Misano World Circuit (MWC)**, will be run for the 3rd consecutive edition at the **Gran Premio Octo of San Marino and Riviera di Rimini**, taking place on **September 7th-9th** at the circuit named after **Marco Simoncelli**.

SUSTAINABILITY COMMITMENT OF MISANO CIRCUIT

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 Organizational, Management and Control Model pursuant to the **Italian Legislative Decree 231/01** and **it has an Ethics Code** in place too. Moreover, the quality system of the circuit has been found to **comply with the requirements of UNI EN ISO 9001:2008**.

The structure of the circuit is also **fully accessible to visitors with disabilities**.

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.

ENVIRONMENTAL INITIATIVES: FOCUS ON CIRCULAR ECONOMY

Since its first edition, KiSS Misano focused on **waste sorting** in order to reduce the environmental impact of the event. The programme aims to provide fans and spectators with the appropriate **information** and **tools**, and to create the **conditions** for them to better **collect and separate waste**. That means: distribution of waste sorting **guidelines and promo materials printed on FSC certified paper**; recycling areas in the paddock provided by **Gruppo Hera**; cooking oil collection service provided free of charge for hospitalities in the paddock.

Further new initiatives this year will regard: **cigarette butts** waste awareness campaign; **glass recycling** awareness campaign, carried out in collaboration with **CoReVe (Italian National Consortium)** for the management, collection and treatment of glass); distribution of information leaflets about correct waste sorting also to food stands along located around the circuit; and in the paddock area the placement of a very special waste compactor, a "**reverse vending machine**", whose aim is to encourage the "incentive recycling" of plastic bottles and aluminum cans.

KiSS Misano this year will also involve the **students of "Impulse Modena Racing Association"** (non profit sport association), the "Moto Student" project of the University of Modena and Reggio Emilia (UNIMORE), who designed and built an electrical motorcycle.

In 2018 KiSS Misano will seek once again to overcome the results of past edition (48% of waste sorted in 2017).

CAMPAIGN FOR A PROPER PACKAGING RECYCLE WITH COREPLA AND RICREA SUPPORT

In addition to the usual four KiSS Misano **info-desks** placed, both in the paddock and in the spectators area, each of which equipped with mini-recycling areas, for the first time this year, a couple of **mobile info-desks** ("green cargo bikes", with onboard photovoltaic pedal-assisted system and equipped with recycling bins) will be run by the **KiSS Crew** (the staff wearing "KiSS Misano" branded uniforms) around the circuit, in the spectators area, by ensuring that a larger part of fans and spectators can be reached by KiSS Misano. That specific initiative will be carried out in cooperation with **Corepla** and **Ricrea, the Italian National Consortia** for recycling and recovery of plastic and steel packaging.

Furthermore a **glass recycling** awareness campaign will be carried out in collaboration with **CoReVe (Italian National Consortium)** for the management, collection and treatment of glass).

«SKY OCEAN RESCUE» COMES TO MISANO FOR THE SECOND TIME

Among the KiSS Misano 2018 initiatives even this year there will be the synergy with the SKY Group for the **«Sky Ocean Rescue / Un mare da salvare»**, an European project against plastic pollution in the oceans.

Within the circuit with the aim to improve the proper plastic recycling, **two plastic waste compactors (reverse vending machines)** branded with the claim "Sky un mare da salvare" **for people engagement**.

They will help to involve people as well as they will help to spread the message of the campaign.

During the week-end the **Sky Sport MotoGP channel** and **all-news Sky Sport 24 channel** will remember every day little actions we can do in order to contribute to the sea protection.

FIM will also promote the worldwide campaign **#cleanseas** launched in February by **UNEP (United Nations Environment Programme)** to eliminate major sources of **marine litter**.

THE SOCIAL SIDE OF KISS MISANO: STOP FOOD WASTE AND DISABLED PEOPLE ASSISTANCE

KiSS Misano will also promote social sustainability initiatives. On Thursday, September 6th, at 5.30 p.m. a special **Pit Walk** will take place, where boys and girls with disabilities from local non profit organizations will have the chance to walk along the pit lane and visit the box of the racing Teams. Being keen on **disabilities issues**, MWC in cooperation with the non profit organization **Associazione Comunità Papa Giovanni XXIII** has also dedicated to disabled people and their helpers **six specific audience viewing areas equipped with facilities**, meant to make the circuit even more accessible and comfortable to them.

To raise awareness about another big item such as **food waste**, at the hospitalities of MWC and Teams that will join the initiative, a **collection of food surplus** activity will be realized (on Saturday, September 8th, and Sunday, September 9th, in the afternoon) in cooperation with the non profit **Banco Alimentare Emilia Romagna**. The food surplus, collected in special boxes kindly supplied by **Cuki Cofresco**, will be donated to local non profits.

WEB AND SOCIAL MEDIA CAMPAIGN

As in the previous years, KiSS Misano will be largely supported by a communication campaign on web and social networks (**Facebook, Twitter, Instagram**). The official hashtags are #KiSSMisano, #SanMarinoGP, #FIMRideGreen.

KISS MISANO NETWORK

KiSS Misano was made possible thanks to cooperation among a **broad network of players**, with new members coming in each year.

KiSS Misano is promoted by **Misano Circuit** and **FIM (International Motorcycling Federation)**, **Dorna** (the Spanish company holding the rights for the World Motorcycling Championship) and **IRTA (The International Road Racing Teams Association)**.

FIM QUOTE:

"From the outset, we believed in the potential of the KiSS Programme, and this year we are very happy to be celebrating the third anniversary of KiSS Misano. Since the first edition in Mugello, many circuits and National Federations have been inspired by this initiative. We have seen how, year by year, every new edition is an improvement on the last, and how, by working together, all the parties involved help to create a synergy that promotes and delivers sustainability within motorcycling family.

We have no doubt that this edition in Misano will be a great success with the fans and that, as usual, the Ride Green Ambassadors, who are among the Programme's main protagonists, will be showing the way."

Ing. Kattia Juárez Dubón

Director of the International Sustainability Commission (CID)
FIM (Fédération Internationale de Motocyclisme)

Team supporters: Aprilia Racing, Clinica Mobile, Ducati Team, Gresini Racing, Intact GP, LCR Honda Team, Marc VDS Racing Team, Reale Avintia Racing, Red Bull KTM Factory Racing, SKY Racing Team VR46, Speed Up Racing, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

Supporting companies: Berner Italia, Initial Italia, Lyreco Italia, Nexive, Nuova C. Plastica, Omal, Virosac.

Institutional partners: leading Italian National Consortia (non profits) for the recovery and recycling of packaging: CiAl (aluminum), Comieco (paper and cardboard), Corepla (plastic), CoReVe (glass), Ricrea (steel). And FSC Italia, who joined the network this year.

Technical partners: Adriatica Oli, Arti Grafiche Reggiani, Cuki Cofresco, Ecologia Soluzione Ambiente, Gruppo Hera, Right Hub, Scatolificio VEC, VAN4YOU Noleggio Furgoni, VR|46.

Non profit partners: Associazione Comunità Papa Giovanni XXIII, Banco Alimentare, Fondazione Marco Simoncelli, Impulse Modena Racing, Sport & Sostenibilità Italia.

Patronage: KiSS Misano was carried out under the patronage of: European Commission, Ministero delle Politiche Agricole Alimentari e Forestali, Ministero delle Infrastrutture e dei Trasporti.

KiSS Misano is under the management and coordination of **Right Hub**, an Italian company (a Certified **B Corporation**®) specialized in environmental and social sustainability projects.

Grand Prix OCTO of San Marino and Riviera di Rimini 2018 is promoted by: **Misano World Circuit, Regione Emilia-Romagna, Provincia di Rimini with Bellaria Igea Marina, Cattolica, Misano Adriatico, Riccione e Rimini, and Repubblica di San Marino.**

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