



KISS Misano *Keep it Shiny & Sustainable*

Misano GP «beats» food waste: 2,000 meals recovered through the food surplus collection

The collection of food surplus hit the mark again at the last San Marino and Riviera di Rimini Motorcycle Grand Prix. In collaboration with Banco Alimentare, more than 2,000 meals have been collected and donated to local non profit thanks to the big commitment by Teams and hospitalities

Misano World Circuit (RN), September 14th, 2018 - The **collection of food surplus** under the perspective of the **fight against food waste** was confirmed as one of the strengths of **KISS Misano - Keep It Shiny and Sustainable** - the **environmental and social sustainability programme of Misano Circuit** that took place at the **San Marino and Riviera di Rimini Motorcycle Grand Prix**, thirteenth round of the 2018 World Motorcycling Championship held at the Misano Circuit on September 7-9.

After the **excellent results** achieved by that initiative also this year (the collection of food surplus made its debut last year), in the **"The Rider's Land"** (the area where many Italian riders born) we saw the full commitment of all the stakeholders to help the community with the food donation.

Furthermore, a specific **information and awareness-raising activity against food waste** was carried out by the **KISS Crew** at the info desks installed across the circuit.

OVER 2,000 MEALS RECOVERED IN FAVOR OF NON PROFIT

The collection of food surplus was carried out in collaboration with **Banco Alimentare**. The "food boxes" used for the collection were provided by **Cuki Cofresco** (in aluminum and fully recyclable). **Numerous hospitalities** joined the initiative (**Teams, VIP Village Dorna, FIM, Clinica Mobile, Summertrade Hospitality Riviera, Ducati Tribune**), that was made possible thanks to the contribution of **Banco Alimentare volunteers** and **KISS Misano staff**, who coordinated all the related activities.

The collection and donation of food surplus were carried out on Saturday, September 8th, and on Sunday, September 9th.

Saturday's delivery included 646 meals. **Sunday's** delivery included **1.236 meals and 300Kg of fruit and vegetables** (equivalent to 600 meals).

In total 2.482 meals were collected and finally donated.

All the food surplus collected has been donated to the **Associazione Comunità Papa Giovanni XXIII**, a well known non profit organization founded in Rimini more than thirty years ago by don Oreste Benzi. It takes care of about 800 people in need.

*"The 10 edition IOC World Conference on Sport and Environment held in Sochi from 30 October to 1 November in 2013 adopted the Sochi declaration amongst other things a call to the sport organizers and athletes: " Acknowledge the negative impact of food wastage, and call upon the IOC and organizers of Olympic and all other international and local sports competitions to take Immediate measures that will mitigate food wastage. Athletes should be encouraged by the IOC and relevant sports organizations to cooperate with UNEP and the UN's Food and Agriculture Organization to promote the "Think Eat Save: Reduce Your Footprint" initiative in support of the UN Secretary-General's Zero Hunger Challenge". From that moment FIM started to promote a massive campaign in 2013 (Video at moto GP events and official programmes) with ambassador Marc Marquez Moto GP champion and Alex Marquez Moto 3 World Champion called Stop Food Waste campaign. CID FIM was able to include this as part of the sustainability programme (Kiss Events) in accordance with local laws and local organizers (Misano, Misano and Barcelona). With this measurable result we are convinced that with a proper food management and surplus food collection the contribution of the big events to the society will be even better", says **Ing. Kattia Juárez Dubón, Director of the International Sustainability Commission (CID) - FIM (Fédération Internationale de Motocyclisme)***

*"A new dimension of our Gran Prix is growing year by year, the one which promotes the culture of sustainability and responsibility. The food surplus collection engaged teams, hospitalities and several companies during the week-end. The results are significant and make us very proud of it, this is in addition to the day by day approach of our circuit as far as environmental and social impact concerned", says **Andrea Albani, Managing Director of Misano World Circuit.***

*"We appreciated so much that Banco Alimentare has been involved once again in an international event and initiative like KiSS Misano 2018, in the role of partner for the food surplus collection. It sounds to us that this is an important, positive and clear message against the food waste in favor of people in need of the local community", says **Banco Alimentare.***

*«As in 2017 and even more, the collection of food surplus was a moment of great enthusiasm for our staff, volunteers and for all those who have joined the initiative in the hospitalities. Thanks to everyone's commitment we achieved remarkable results. But in 2019 we'll be pushing even further!», says **Luca Guzzabocca, General Manager of Right Hub, which coordinated KiSS Misano and KiSS Misano.***

KISS MISANO NETWORK

KiSS Misano was made possibile 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)**.

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.

Company Partner: SKY Group (for the Ocean Rescue Campaign co-operation).

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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