

REPORT HIGHLIGHTS
KISS MISANO
2018

**Gran Premio
di San Marino e
della Riviera di Rimini
7-8-9 September 2018**



KiSS•Misano
Keep it Shiny & Sustainable



Misano
MWC
World Circuit
Marco Simoncelli

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MISANO WORLD CIRCUIT AND SUSTAINABILITY

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.



MISANO WORLD CIRCUIT AND SUSTAINABILITY

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 company specialized in environmental and social sustainability projects connected with sport events), renewing for 2017 the collaboration.





ENVIRONMENTAL INITIATIVES

SEPARATE WASTE COLLECTION AND WASTE RECYCLING

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

Near the area paddock a waste sorting guide has been distributed to the teams and the hospitalities helping them doing the recycled and, thanks to our Supporter **Virosac**, has delivered transparent bags to facilitate and to help team and operators to do the separate waste collection. Four ecological area have always been realized in order to facilitate the proper recycling for big packaging.



WASTE SORTING GUIDE

Rear and front cover

RICICLARE PERMETTE DI RISPARMIARE RISORSE E TUTELARE L'AMBIENTE.
DIFFERENZIARE CORRETTAMENTE I TUOI RIFIUTI UTILIZZANDO GLI
APPOSITI CONTENITORI PER LA RACCOLTA DIFFERENZIATA

RECYCLING SAVES RESOURCES AND HELPS THE ENVIRONMENT.
PLEASE USE THE RECYCLING BINS CORRECTLY

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 terzo 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 third consecutive year and it gets on the track for environment and social responsibility.

www.kissmisano.com KISS Misano @kissmisano @kissmisano
www.misanocircuit.com Misano World Circuit @circuitomisan @misanoworldcircuit

INSTITUTIONAL PARTNERS

TECHNICAL PARTNERS

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WITH THE PATRONAGE OF

MISTO
Certo da fare grande
in tutta sostenibilità
FSC® C002878

KiSS Misano

Keep it Shiny & Sustainable



7 / 8 / 9 SETTEMBRE 2018

GRAN PREMIO DI SAN MARINO E DELLA RIVIERA DI RIMINI

IN PISTA PER LA SOSTENIBILITÀ
 ON TRACK FOR SUSTAINABILITY

ISTRUZIONI PER LA RACCOLTA DIFFERENZIATA

WASTE SORTING GUIDELINES

TEAM SUPPORTERS



SUPPORTERS



Per la stampa si ringrazia l'azienda Neovis.

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)

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
- Tetrapak e cartoni per bevande poliaccoppiati

INDIFFERENZIATO
Unsorted waste

SI

- Pannolini e assorbenti
- Rasoi e spazzolini usa e getta
- Mozziconi di sigaretta spenti
- Ceramica e stacci
- Posate in plastica

YES

- 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)

NO

- Recyclable waste
- Hazardous waste
- Liquid and incandescent waste
- Electrical and electronic equipment (WEEE)

OLI LUBRIFICANTI USATI
USED MOTOR OIL

OLI ALIMENTARI ESAUSTI
USED COOKING OIL

PLASTICA E LATTINE
Plastic and metals

- Bottiglie, sacchetti e barattoli in plastica
- Imballaggi e pellicole in plastica
- Piatti e bicchieri in plastica monouso vuoti
- Latrine in alluminio e barattoli in metallo
- Polistirolo

VETRO
Glass

- Bottiglie, barattoli e contenitori in vetro

SI

- Bottiglie, barattoli e contenitori in vetro

YES

- Bottles and jars

NO

- Cristallo (bicchieri ed altri oggetti)
- Ceramica e porcellana (es. stoviglie, piatti, tazzine)
- Vetroceramica e pirofile (tipo Pyrex)

NO

- Glass (glasses and other objects)
- Ceramic and porcelain (e.g. dishes, cups)
- Glass-ceramics and Pyrex

*** Nell'indifferenziato**

*** In the unsorted waste bins**

KiSS Misano
Keep it Shiny & Sustainable

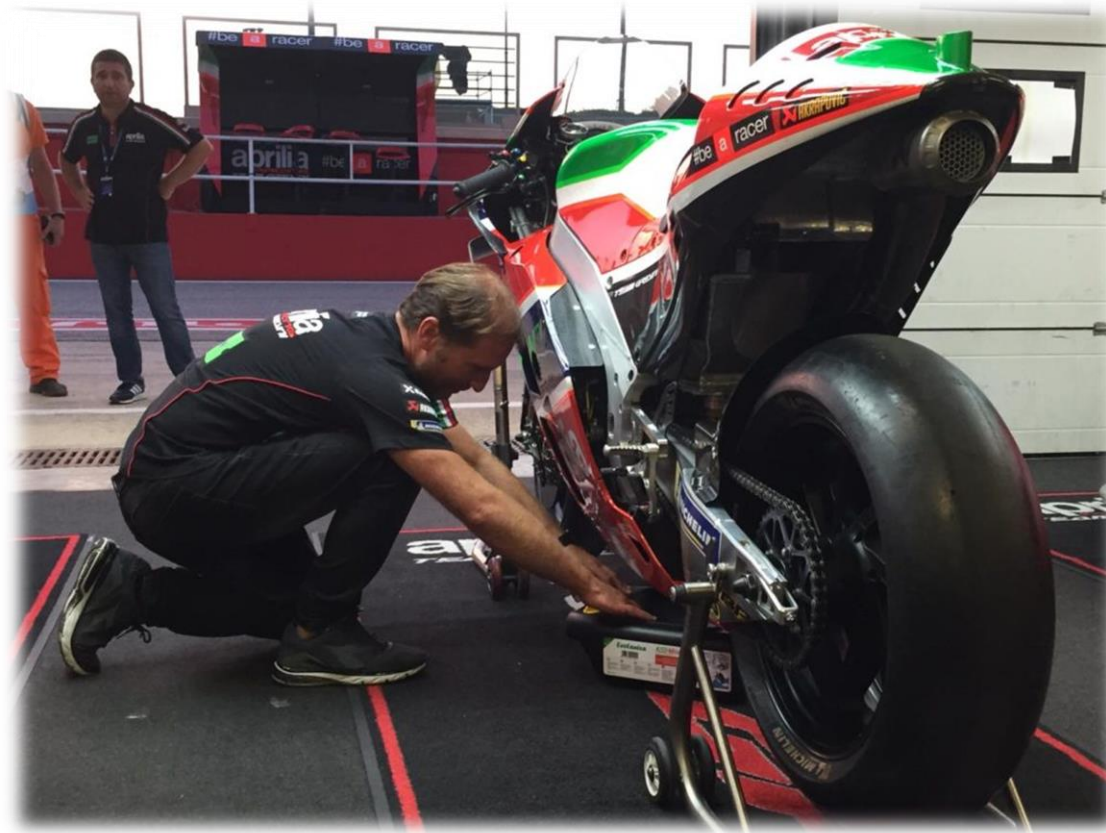
USED MOTOR OIL COLLECTION (1)

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 MOTOR OIL COLLECTION (2)

This year, thanks by our Supporter **Nuova C. Plastica**, we brought to teams that support the programme a special eco-jerrycan for the collection of used motor oil.



USED COOKING OIL COLLECTION

Proper containers for the collection and recycling of used cooking oil were placed inside the paddock area, available to the teams needs. The service was kindly provided by the technical partner **Adriatica Oli**.

The aim of the initiative is to inform and raise awareness about the proper disposal of this special waste. In addition, thanks to the 120 kg of use cooking oil collected, it was possible to save 265 Kg of CO2 emissions.



FREE WATER FOR SPECTATORS– WATER SPRING

Thanks by the collaboration with **Gruppo Hera**, has been installed a freshwater spring, natural or sparkling, free for all spectators.

This initiative was in full harmony with the 2018 **World Environmental Day**'s theme "Beat Plastic Pollution", delivering also alluminium waterbottle from the KiSS Misano's info desk.



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 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/>





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.

CIGARETTE BUTTS WASTE AWARENESS CAMPAIGN

The initiative aims at raising awareness among spectators through a direct engagement by the KiSS crew at the info desks.



GLASS RECYCLING AWARENESS CAMPAIGN

Co-operation with **CoReVe, the Italian National Consortium** (non profit and institutional partner) for the management, collection and treatment of glass, to raise awareness across spectators and teams on circular economy and, in particular, on the proper disposal of glass and its “second life” thanks to the recycling.

Glass is 100% recyclable and can be recycled endlessly without loss in quality or purity.

The campaign was aimed at two targets: **teams** and **spectators**.

Placement in the paddock area (back side of hospitalities) of proper additional recycling bins for glass collection, with information panels with messages aimed at raising awareness on the correct disposal of this waste.



SOCIAL INITIATIVES

THE SOLIDARITY PIT WALK

Organization of a special Pit Walk on Thursday, September 6th, 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 6 non profit organizations and about 80 people.

The non profit organizations that participated were:

Associazione Riviera Basket Rimini Italia – Associazione Io Centro – Associazione Arop – Associazione Il Germoglio – Associazione Rimini Autismo - Associazione Luce sul mare.



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 with our technical partner Cuki Cofresco.

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.





OTHER INITIATIVES



INFO DESKS

Four KiSS Misano info desks, overseen by the KiSS Misano Crew, were placed inside the paddock and in audience area Prato 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 special block notes 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), recycled aluminum snap-hooks (provided by CiAl), profit cleaner made by our supporter Berner and perfumed pouches by Virosac.

WHEEL OF FORTUNE



GREEN MOBILE INFO DESK

Use of two "mobile info desks", branded KiSS Misano, that allows to reach a greater number of spectators in order to inform and raise awareness on separate waste collection, circular economy and all the other KiSS initiatives.

The vehicle adopted like "mobile info desk" is a **“green cargo bike” with onboard photovoltaic pedal assist system.**

The cargo bike has been equipped with recycling bins inside and, moreover, it has been used to distribute the 20,000 recycling kits.

The KiSS crew run the cargo bike moving around the circuit in the spectators area.

The initiative has been carried out in co-operation with Corepla and Ricrea, the Italian National Consortia for recycling and recovery of packaging (non profit and Institutional Partners).

The cargo bikes have been provided by the technical partner Ecologia Soluzione Ambiente.

Some nice 'handy banners' and the enjoyable **cupolino** were used to take pictures with spectator, guests and VIPs in order to shared them on social networks, demonstrating the committment and awareness around sustainability and its issues.



RECYCLE PLASTIC– THE REVERSE VENDING MACHINE– RECYCLE & WIN

The initiative aimed to improve the separate waste collection in the paddock area introducing as a “pilot test” a new engagement mechanism.

To facilitate and incentivize people walking along the corridors of the paddock area to recycle their plastic bottles and aluminum cans, we placed a **Reverse Vending Machines**, branded KiSS Misano.

It has an internal compactor which allows to collect 8 times the waste than an ordinary bin.

The machine returned a written rewarding message (a “ticket”) to users to get at info desk KiSS and pick up a KiSS Misano branded waterbottle.

A new “claim” has been introduced for that initiative: **“KiSS Misano Recyle & Win”**.



RECYCLE PAPER- RECYCLE & WIN

With the purpose to reduce paper waste and to sensibilize the greatest number of consumers to the recycle paper, our Supporter Nexive has decided to realize, in collaboration with KiSS Misano, a special little house in which thrown the paper and random to win, a eco-gadget (a pencil that once finished, if planted it becomes a seedling of basil). For the initiative we have used the claim "Recycle & Win!".



SUSTAINABLE MOBILITY - E BIKE DUCATI BY BIANCHI

To sustain the sustainable mobility, our team supporter, Ducati, in collaboration with Bianchi, has given us 4 electric bicycles endowed with pedal assistance, that have allowed crew to help the KiSS crew riding around the circuit, throw the KiSS's info desk.



INVOLVEMENT OF UNIVERSITY STUDENTS AS VOLUNTEERS

We involved some students of “**Impulse Modena Racing Association**” (non profit sport association), which is the “Moto Student” project of the University of Modena and Reggio Emilia (UNIMORE).

The students are part of the engineering faculty, which is one the best in Italy and partnering with the “Motor Valley” initiative of Emilia-Romagna region.

We involved them alongside the Right Hub staff as volunteers at Mugello and Misano.



SUPPORTERS AND PARTNERS



PROMOTERS

KiSS Misano was promoted by:



TEAM SUPPORTER



GRESINI RACING



SUPPORTERS

KiSS Misano 2018 was supported by the following companies:



Berner is a name, a 60-year history company that has its roots in a solid family tradition. We want to be partners and consultants of our customers! Expert people in the Automotive, Construction and Industry sectors. Among our values, thinking and acting responsibly are the basis, in particular in the environmental and sustainability fields in which we act every day.

<https://shop.berner.eu/it-it/>



Initial Italia is the Italian leader in washroom services, floorcare and ambient scenting. Part of the Rentokil Initial Group, Initial helps companies manage hygiene risks, enhancing lives with services that protect the health and wellbeing of people. The staff consists of 700 employees throughout the country, servicing over 25,000 customers.

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

SUPPORTERS

KiSS Misano 2018 was supported by the following companies:



Nexive is the first private postal Operator in Italy delivering mail and parcel. The Concern about environmental Sustainability results in precise Commitments: purchase 100% green Energy; Energy Efficiency monitoring; green packaging; waste management (96% to recycle process); GHG emissions assessment; investment in compensation projects to neutralize (part of) CO2em; FSC; ISO14001; ISO14064.

www.nexive.it



Lyreco, top worldwide distributors of workplace supplies solutions, one-stop-shop solution to satisfy every needs! Certified ISO 9001 and ISO 14001 considers Quality and Sustainability the main values for the management and development of its business. Its goal is support customers in their sustainable approach and in their product's choice with lower environmental impact.

www.lyreco.it / eco.lyreco.it

SUPPORTERS

KiSS Misano 2018 was supported by the following companies:



From 15 years ago Nuova C. Plastica developed the Environment Division which deals with the design and manufacture of containers for the differentiated collection of waste oil, all entirely made in Italy. Containers for Waste Mineral Oils for the drainage and change of oil from cars, motorcycles and heavy vehicles. Containers for Waste Vegetable Oils for the collection of domestic oils such as from frying or food conservation.

www.nuovacplastica.com



For more than 40 years Virosac has been a leading manufacturer of rubbish bags and household products. Further to considerable investments over the years in technology, innovation and organizational structures and having consolidated its leadership in the Bio Made in Italy sector, Virosac is now looking forward to an increasingly green future, empowering its environmental mission and developing biodegradable, ecofriendly products of the future.

virosac.com

SUPPORTER

KiSS Misano 2018 was supported by the following companies:



OMAL with headquarters in Brescia, designs and produces valves and actuators with the will to improve and get production sites safer. This purpose guides the company from the design phase to the plant product installation. OMAL has always been sensitive to social demands, dedicating projects to environmental issues, working hard to improve products and internal processes, providing a positive impact with its strategy.

www.omal.it

WITH THE PATRONAGE OF



INSTITUTIONAL PARTNER



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



CONSORZIO RECUPERO VETRO



RICREA

CONSORZIO NAZIONALE RICICLO
 E RECUPERO IMBALLAGGI ACCIAIO



comieco
 Consorzio Nazionale Recupero e Riciclo
 degli Imballaggi a base Celluloceica



CiAl
 Consorzio
 Imballaggi
 Alluminio



FORESTS
 FOR ALL
 FOREVER

NON PROFIT PARTNER



TECHNICAL PARTNER



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

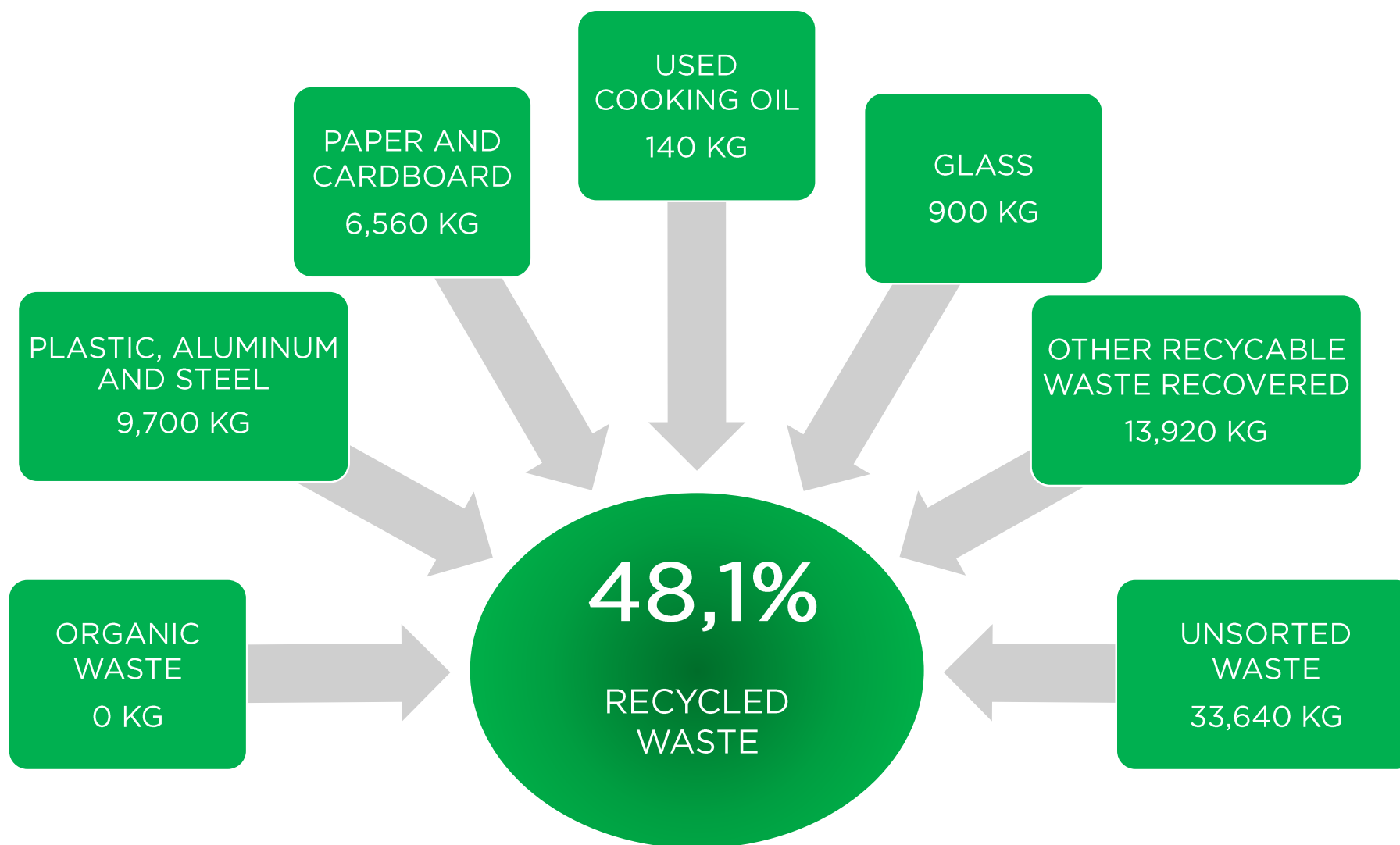
FOOD SURPLUS COLLECTION

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.

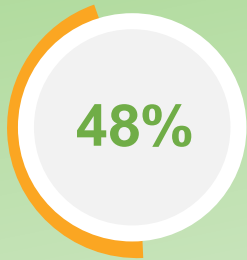
SEPARATE WASTE COLLECTION DATA



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

KISS MISANO 2018 HIGHLIGHTS VIDEO CLIP



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FOR MORE INFORMATION

SITO WEB: www.kissmisano.com

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

FACEBOOK: www.facebook.com/kissmisano/

INSTAGRAM: www.instagram.com/kissmisano/

MISANO WORLD CIRCUIT: www.misanocircuit.com

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

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