



KiSS Misano

Keep it Shiny & Sustainable

Press release

Among the "colors" of Misano also stands out the environmental and social sustainability

4th consecutive edition for KiSS Misano, the program that makes the OCTO Grand Prix of San Marino and the Rimini Riviera more sustainable. Environmental and social initiatives to raise awareness of fans and operators about recycling, circular economy, stop food waste and littering.

Misano World Circuit, 10 September 2019 – Fourth consecutive edition of KiSS Misano-Keep it Shiny and Sustainable, the environmental and social sustainability program promoted by **Misano World Circuit (MWC), International Motorcycling Federation (FIM), Dorna and IRTA (International Association of Road-Racing Teams)** at the OCTO Grand Prix of San Marino and the Rimini Riviera, scheduled from 13 to 15 September 2019 on the Romagna track named after Marco Simoncelli.

SUSTAINABILITY @MISANO CIRCUIT

The MWC is also a circuit that has been investing in sustainability for many years now. MWC is equipped with a quality system that complies with the requirements of the UNI EN ISO 9001:2008 standard, the Ex-D.lgs. 231/01 Organization, Management and Control Model, with an Ethical Code. MWC was the first circuit in Italy to have a photovoltaic system, built above the roof of the covered stands: the plant produces 540 thousand Kw a year of electricity with zero CO₂ emissions. In recent years, interventions have been carried out to contain noise and reduce electricity consumption (-30%) of lighting system. At MWC, the first motorcycle event in Italy (WDW- World Ducati Week) certified as a sustainable event according to the ISO 20121 standard was held in 2016.

From 2018 there is also the "**Greening Misano Gran Prix Truck**" initiative (coordinated by the company Right Hub) born to improve the environmental impact the Italian event of the **ETRC- European Truck Racing Championship**.

ENVIRONMENTAL IMPACT ACTIONS

IMPROVEMENT OF THE SEPARATE WASTE COLLECTION

This year KiSS Misano puts waste recycling at the centre to reduce the environmental impact of the event. The programme aims to provide information, tools and conditions to enable waste collection to be carried out in the best possible way and to avoid abandoning waste.

Visitors and operators will be given information and guides for proper recycling; operators within the paddock (Team and Hospitality) will be delivered along with the guides also transparent waste bags for recycling made of recycled plastic; in co-operation with **Hera Group**, more than 650 containers will be placed throughout the circuit for the separate collection of paper and cardboard, plastic, steel, aluminum and organic.

To raise awareness, three KiSS Misano info-desks will be installed within the circuit, which will be managed by the KiSS Misano Crew (the staff of Right Hub) and they will be placed in the paddock, the Ducati Grandstand (Tribuna E) and the spectators area ("kart track" area).

WITH THE NATIONAL CONSORTIUM COREPLA, RICREA, CIAL AND COREVE TO BOOST A PROPER RECYCLING

In addition to the three KiSS Misano fixed info-desks set up with small ecological islands, this year in the spectators area there will be thematic info-desks made in co-operation with **Corepla, Ricrea and CIAL** in order to raise awareness even more about the correct recycling of aluminum, steel and plastic packaging and their "new life" in a circular economy perspective.

Precisely: in co-operation with **Corepla** (National Consortium for the collection, recycling and recovery of plastic packaging) in the spectators area ("kart track" area), there will be an info-desk on the topic of **plastic collection and recycling**: the area will be equipped with benches in recycled plastic and an "eco-compacter" to encourage the recycling of empty bottles (in PET) and reward the most virtuous spectators with nice items made by recycled plastic.

With **Ricrea** (National Consortium for the Recycling and Recovery of Steel Packaging) there will also be a mobile info desk traveling among spectators, by which the KiSS Misano staff will be able to bring the public closer and aware of the importance of proper recycling and the subsequent **recycling of steel packaging** (crown caps, jars and cans).

With **CIAL** (National Aluminum Packaging Consortium), it will be launched for the first time in Italy, with a special stand in the spectators Area ("kart track" area), the **European aluminum cans recycling campaign "Every Can Counts" (Ogni lattina vale)**.

To boost that campaign some "**Green Riders**" will be active during the weekend, they are guys of the KiSS Misano Crew who will raise awareness of the correct recycling and recycling of aluminum cans by collecting them with a special backpack and inviting spectators to bring their own empty cans at the stand where they can participate in nice games and win items made from recycled aluminum.

Another awareness campaign, in co-operation with **CoReVe** (Glass Recovery Consortium), will cover the recycling of **glass packaging**. Specific information on the correct recycling of glass packaging will be delivered among operators and spectators. Ad-hoc bins will be placed near the hospitality of the teams and at the entrances of the circuit (it is forbidden to introduce glass containers in the circuit).

CIGARETTE BUTTS LITTERING AND COFFEE FUNDS WASTE COLLECTION

There will be a couple of new initiatives this year: the first is the campaign against the cigarette butts littering through the distribution at KiSS Misano info desks of pocket ashtrays for raise awareness of the negative consequences of abandoning this waste.

The second is the collection of coffee funds waste from the teams hospitality and restaurants, which will then be transformed from a social cooperative into mushrooms edible compost product (called "FungoBox").

COOKING OIL COLLECTION

The cooking oil collection and recovery service, with the support of **Adriatica Oli**, will be made available to all hospitalities in the paddock using the proper steel bins provided.

SOURCE OF FSC ® (FOREST STEWARDSHIP COUNCIL®) CERTIFIED MATERIALS

A lot of attention has also been paid to the supply of paper and cardboard of sustainable origin. We will have several materials made with Forest Stewardship Council® (FSC®) certified cellulose, a certification that ensures the responsible management of the forests from which the raw material comes.

FREE WATER WITH THE URBAN WATER SOURCE BY GRUPPO HERA

The importance of reducing plastic waste is also promoted through another important action this year. To give everyone the opportunity to do their part, in addition to the widespread placement of bins for recycling, the **Gruppo Hera** has also intervened to try to reduce them through the placement of an "**Urban Water Source**". The machine will be available in the spectators area ("kart track" area) and will provide free still and sparkling drinking water.

SAFE AND SUSTAINABLE MOBILITY

The sustainable mobility plan for the inflow and outflow of spectators is one of MWC flagships, starting with the "**What ticket do you have? I'll tell you which way to go**", which includes specific routes based on the type of ticket purchased. On the MWC website a dedicated page allows, once you have located the path linked to your ticket, to download and print all the information to access the circuit. The plan is carried out under the coordination of the Prefecture of Rimini and supported by a communication campaign also carried through social networks to encourage spectators to use public transport, trains, buses, car sharing, car pooling and bicycles.

To raise awareness of sustainable mobility, the KiSS Misano Crew will use for their mobility some **Ducati Scramblers e-bikes**.

SOCIAL IMPACT ACTIONS

FOOD SURPLUS COLLECTION WITH BANCO ALIMENTARE

This year KiSS Misano will still be at the forefront of the fight against food waste. On Saturday and Sunday, the hospitality of MWC, Dorna Vip Village and the participating teams will be harvesting surplus food. The activity will be carried out with the support of the volunteers of **Banco Alimentare Emilia Romagna**, who together with the KiSS Misano Crew will distribute a guideline and containers then they will carry out the collection. The food collected will be donated to needy local nonprofits.

PEOPLE WITH DISABILITY PIT WALK AND ASSISTANCE

The "**solidarity pit walk**", very successful initiative in any of the previous years, for disabled boys and girls of local non-profit associations will take place on Thursday. They can visit the pit lane, admire the pits on the race bikes and have fun with the managers of the teams.

Also on the subject of disability assistance, to which MWC has always been very keen (over the years many interventions have been carried out to make the circuit more and more accessible), together with the **Associazione Comunità Papa Giovanni XXIII** will be realized several areas equipped, equipped with gazebos, refreshment area and other facilities, to accommodate in the most comfortable way people with disabilities.

COMMUNICATION AND SOCIAL NETWORKS

KiSS Misano's initiatives will be widely supported and broadcast this year on the web and on the social networks Facebook, Twitter, Instagram by KiSS Misano (#KiSSMisano #FIMRideGreen #MisanoWorldCircuit #SanMarinoGP #RideOnColors the official hashtags).

KISS MISANO NETWORK

KiSS Misano programme is made possible by the co-operation with a large network of organizations, which every year registers the entry of new partners.

KiSS Misano is promoted by **Misano World Circuit, FIM (International Motorcycling Federation), Dorna and IRTA (International Road Racing Teams Association)**.

Supporters (sponsors): Berner Italia, Initial Italia.

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

Institutional Partners: FSC Italia, CIAL, Corepla, CoReVe, Ricrea.

Technical Partners: AG Group (Scrambler Ducati eBike), Adriatica Oli, Arti Grafiche Reggiani, Casei Eco-System, Tecam (Cyclean®), Cuki Cofresco, DESIGN24 (24Bottles®), Il Giardinone Società Cooperativa Sociale (Fungobox®), Gruppo Hera, Jobmetoo, Redbox, Right Hub, Sumus Italia, Pfactor (Urbel®), U-Group (U-Power®), VAN4YOU Noleggio Furgoni, Virosac, VR|46.

Non Profit Partners: Associazione Comunità Papa Giovanni XXIII, Banco Alimentare, Fondazione Marco Simoncelli, Sport e Sostenibilità Italia.

Patronage: Rappresentanza in Italia della Commissione Europea, Ministero delle Infrastrutture e dei Trasporti, Repubblica di San Marino, Regione Emilia-Romagna, Motor Valley.

KiSS Misano programme contributes to the achievement of the **United Nations Sustainable Development Goals (SDGs)**.

The co-ordination of KiSS Misano is entrusted to **Right Hub** (www.righthub.it), a company with a strong know-how in social and environmental sustainability projects related to major events (sports, music, corporate, fairs, etc.).

OCTO Grand Prix of San Marino and Rimini Riviera 2019 is promoted by **Misano World Circuit, Regione Emilia-Romagna, Provincia di Rimini with the five municipalities of Rimini Riviera (Bellaria Igea Marina, Cattolica, Misano Adriatico, Riccione e Rimini) and Republic of San Marino**.

Information about the two companies Supporters:

BERNER ITALIA

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 Mobility, 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.

INITIAL ITALIA

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 600 employees throughout the country, servicing over 27,000 customers.

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