



## Press Release

# **Misano Green Circuit: the commitment for a better environmental and social impact is back in 2025 too!**

*Misano World Circuit, Sept. 10, 2025* - Double **MotoGP™**, a double edition of **KiSS Misano-Keep it Shiny and Sustainable**, the **environmental and social sustainability** program promoted by **MWC Marco Simoncelli** as part of its **Misano Green Circuit** project, the **International Motorcycling Federation (FIM)**, **Dorna and IRTA**, will be active at the **Gran Premio Red Bull di San Marino e della Riviera di Rimini (Sept. 12-14)**.

## **COMMITMENT TO SUSTAINABILITY**

Modern and technological, MWC is **a circuit that has been investing in sustainability** for many years now. The facility has a quality system that complies with the requirements of **UNI EN ISO 9001:2015** standard for quality management and **UNI EN ISO 20121:2014** standard for sustainable event management, an Organization, Management and Control Model pursuant to **Legislative Decree 231/01**, and a **Code of Ethics**. It also obtained **FIA Environmental Accreditation 3 Star**. MWC was the **first circuit in Italy to equip itself with a photovoltaic system**, built above the roof of the covered grandstands: the system produces 540,000 Kw per year of **zero-CO<sub>2</sub> emission electricity**. In recent years, interventions have been made to **contain noise** and **reduce electricity consumption (-30%)** of the lighting system. In 2023, the Circuit was honored with the **FIM Environment Trophy**; the award to the circuit in the world that has distinguished itself most for activities aimed at limiting its impact on the environment.

*"Environmental sustainability and social inclusion have been guiding the choices of Misano World Circuit for years in its progressive transformation into a large motorsport park – says **Andrea Albani, MWC Managing Director** -. With KiSS Misano we have started a path that over the years has led to the contents of the Misano Green Circuit and the sharing with all the protagonists of MotoGP, in the grandstands and in the paddock, of gestures and behaviours that feed a new and responsible culture. Events such as the Red Bull Grand Prix of San Marino and the Rimini Riviera provides an important sounding board for sharing these messages".*

## **ENVIRONMENTAL IMPACT INITIATIVES**

### IMPROVEMENT OF RECYCLING COLLECTION

Once again, this year, KiSS Misano focuses on waste sorting to **reduce the environmental impact** of the event. The program aims to offer **information, tools and conditions** to enable the best possible waste sorting and avoid waste abandonment.

In addition, at the KiSS Misano infodesk there will also be an activity to involve spectators on the correct disposal of waste through a nice activity based on the game of basketball, **"Make baskets for recycling!"**.

## WITH NATIONAL CONSORTIUM COREPLA TO PROMOTE PET RECYCLING

A special space will also have the call-to-action for the **collection of PET bottles**, promoted by **COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging), which will involve the hospitality of the teams, the circuit restaurant and the refreshment points.

A first COREPLA **eco-compact** will be placed at the KiSS Misano info desk in the paddock area, and **"green rangers"** will move among the public to raise awareness about proper PET bottle disposal and collection using customized backpacks.

A **second COREPLA eco-compact** will be positioned in the MWC Square area, always open to the public, in order to allow spectators and citizens to return PET bottles throughout the year.

## **SOCIAL IMPACT INITIATIVES**

### WITH THE COMUNITÀ PAPA GIOVANNI XXIII ASSOCIATION FOR BOTH FOOD SURPLUS COLLECTION AND WELCOMING VISITORS WITH DISABILITIES

This year KiSS Misano will again be at the forefront of the **fight against food waste**, again drawing inspiration from the **circular economy**. On Saturday and Sunday at the hospitality of the MWC, the Dorna VIP Village and the hospitality of the Teams participating in the initiative, the **collection of surplus food** will take place. The activity will be carried out by volunteers from the **Comunità Papa Giovanni XXIII Association**. The collected food will be donated to evening and night shelter facilities for homeless people.

On Thursday afternoon, the **Solidarity Pit Walk** will take place, where **boys and girls with disabilities** from local nonprofits can visit the pit lane, admire the race bikes in the pits and meet riders and team managers.

Also on the issue of disability, to which MWC has always been very attentive (over the years many interventions have been made to make the circuit more and more easily accessible), together with the Papa Giovanni XXIII Association several **equipped areas** will be built, equipped with gazebos, refreshment area and other facilities, to accommodate in the most comfortable way people with disabilities and their companions.

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

## **THE KISS MISANO NETWORK**

The organization of KiSS Misano is made possible by the collaboration among a wide network of organizations.

The program is sponsored by **Misano World Circuit Marco Simoncelli, FIM (International Motorcycling Federation), Dorna, IRTA (International Road Racing Teams Association) and the participating Teams**.

**Team supporters:** all teams participating in program initiatives

**Green Partner:** COREPLA (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging)

**Non-profit partner:** Associazione Comunità Papa Giovanni XXIII

KiSS Misano is coordinated by **Right Hub Società Benefit** ([www.righthub.it](http://www.righthub.it)), a specialized company at an international level in sustainable management projects for events, event venues, event organizers, suppliers of event goods and services, and sports teams participating in events.

The Red Bull Grand Prix of San Marino and the Riviera of Rimini is promoted by **Misano World Circuit, the Emilia-Romagna Region, the Province of Rimini with the five municipalities of the Riviera of Rimini (Bellaria Igea Marina, Cattolica, Misano Adriatico, Riccione and Rimini) and the Republic of San Marino.**

#### **PRESS INFORMATION:**

**Web sites:** [www.misanocircuit.com](http://www.misanocircuit.com) - [www.kissmisano.com](http://www.kissmisano.com)

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#### **COREPLA, THE GREEN PARTNER:**

**COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging) is a private non-profit consortium with public interest purposes, established by law in 1997, regulated by Legislative Decree 152/2006 and subsequent amendments.

- It operates within the framework of the packaging waste management system coordinated by CONAI (National Packaging Consortium), ensuring the collection of relevant plastic packaging collected on the Italian territory, its recycling and recovery.
- Ensures the full environmental compatibility of plastic packaging management to achieve the recycling and recovery targets set by EU Directive 94/62 CE, according to criteria of efficiency, effectiveness, cost-effectiveness and transparency.
- Supports municipalities in activating and developing adequate separate collection systems, recognizing to them or to the operators delegated by them the fees provided for in the ANCI-CONAI Framework-Agreement to support the higher charges incurred in carrying out collection.
- Contributes to the achievement of targets for the recovery of material under its jurisdiction from separate collection, destined as a priority for mechanical recycling and, subordinately, for energy recovery by taking charge of all necessary preliminary operations.
- Carries out a market-subsidiary action for recyclers to take back plastic packaging waste from economic activities on private surfaces.
- Communicates to citizens and various stakeholders, raising awareness of the best practice of separate collection and, more generally, promotes interventions to reduce the environmental impact of plastic packaging starting with waste prevention.