



PRESS RELEASE

Misano Green Circuit and KiSS Misano 2026: Sustainability in Action at the Grand Prix

From the paddock to the grandstands, initiatives for separate waste collection, PET recycling, food surplus recovery and inclusion.

Misano World Circuit, 9 September 2026 – **Sustainability at Misano is a journey that is renewed every season. KiSS Misano – Keep it Shiny and Sustainable**, the environmental and social sustainability programme promoted by **MWC Marco Simoncelli** as part of the Misano Green Circuit project, together with the Fédération Internationale de Motocyclisme (FIM), MotoGP™ Sports Entertainment Group and IRTA, will once again take centre stage during the **Red Bull Grand Prix of San Marino and the Rimini Riviera** (11–13 September 2026).

THE COMMITMENT TO SUSTAINABILITY

For years, Misano World Circuit has been pursuing a structured environmental and social sustainability journey, integrated into the management of the facility and its events. The circuit has a management system certified according to **UNI EN ISO 9001:2015** for quality and **UNI EN ISO 20121:2024** for sustainable event management, as well as an Organisation, Management and Control Model pursuant to Italian Legislative Decree 231/01 and a Code of Ethics. It has also achieved **FIA Environmental Accreditation 3 Star**, renewed in June 2026.

MWC was the first circuit in Italy to install a photovoltaic system on its covered grandstands: a facility that produces **450,000 kWh of zero-CO₂-emission electricity every year**. In recent years, measures have been introduced for **noise containment and the reduction of electricity consumption**, achieving savings of 30% thanks to the new lighting system. In 2023, the circuit received the **FIM Environment Trophy**, the highest international recognition for organisations that distinguish themselves in reducing environmental impact.

*“For Misano World Circuit, sustainability is not an additional element, but an increasingly integrated component of the way we design and experience our events throughout the year,” **commented Andrea Albani, Managing Director of MWC.** “KiSS Misano is a concrete example of this: from the collection and recycling of materials to the recovery of food surplus and initiatives dedicated to inclusion, every year we seek to broaden participation and increasingly involve spectators, teams and operators as key players. The Grand Prix is an extraordinary moment of international participation and gives us the opportunity to demonstrate that even a major sporting event can generate environmental and social value through simple actions that are capable of making a lasting impact.”*

ENVIRONMENTAL IMPACT INITIATIVES

• Improving Separate Waste Collection

Once again this year, KiSS Misano places separate waste collection at the heart of its activities in order to **reduce the environmental impact** of the event. The programme aims to provide

information, tools and practical conditions to ensure correct waste separation and prevent improper waste disposal.

At the KiSS Misano info desk, spectators will also be involved in a **fun and educational activity**: the basketball game “**Score a basket for separate waste collection!**”, designed to raise awareness in a fun and direct way about the importance of correct waste disposal.

- **With COREPLA, PET Enters the Recycling Loop**

Special attention will be dedicated to the collection of PET bottles, promoted by COREPLA, the National Consortium for the Collection, Recycling and Recovery of Plastic Packaging. The initiative will involve team hospitality areas, the circuit restaurant and spectators.

A first **reverse vending machine** will be located at the KiSS Misano info desk in the paddock area, while a team of “**green rangers**” will move among the public to raise awareness about the correct disposal of bottles and collect them using special customised backpacks.

A second **reverse vending machine** is located in the **MWC Square** area, which is always accessible to the public, allowing spectators and local residents to deposit PET bottles throughout the year.

A third **reverse vending machine** will be hosted in the **LCR Honda team area**.

SOCIAL IMPACT INITIATIVES

- **With Associazione Comunità Papa Giovanni XXIII: Food Surplus Recovery and Welcoming People with Disabilities**

This year, **KiSS Misano will once again be at the forefront of the fight against food waste**, inspired by the principles of the circular economy. On Saturday and Sunday, food surplus will be collected from the MWC hospitality areas, the MotoGP™ VIP Village and the hospitality areas of participating Teams. The activity will be managed by volunteers from the **Associazione Comunità Papa Giovanni XXIII**, and the recovered food will be donated to evening and overnight emergency shelters for people experiencing homelessness.

As usual, on the afternoon of Thursday, 10 September, the **Solidarity Pit Walk** will take place, a “solidarity walk” that will allow young people with disabilities from local non-profit organisations to visit the pit lane, see the motorcycles up close in the garages and meet riders and team managers.

MWC, which has always been committed to inclusion and accessibility, will set up, together with the Association, several equipped areas with gazebos, refreshment areas and other services to ensure the best possible welcome for people with disabilities and their accompanying persons.

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

THE KiSS MISANO NETWORK

KiSS Misano is made possible thanks to the collaboration of a broad network of organisations.

The programme is promoted by **Misano World Circuit Marco Simoncelli, FIM (Fédération Internationale de Motocyclisme), MotoGP™ SEG, IRTA (International Road Racing Teams Association) and the participating Teams**.

Team supporters: all Teams participating in the programme’s initiatives

Sustainability Partners: COREPLA, Associazione Comunità Papa Giovanni XXIII

*KiSS Misano is coordinated by **Right Hub Società Benefit** (www.righthub.it), a company specialising internationally in sustainable management projects for events, event venues, event organisers, suppliers of goods and services for events, and sports teams participating in events.*

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

PRESS INFORMATION

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Sustainability Partner: COREPLA, National Consortium for the Collection, Recycling and Recovery of Plastic Packaging

- It operates within the packaging waste management system coordinated by CONAI (National Packaging Consortium), ensuring the collection of plastic packaging under its responsibility collected throughout Italy, as well as its recycling and recovery.
- It ensures the full environmental compatibility of plastic packaging management in order to achieve the recycling and recovery targets established by EU Directive 94/62/EC, according to criteria of efficiency, effectiveness, cost-effectiveness and transparency.
- It supports Municipalities in implementing and developing appropriate separate waste collection systems, providing them, or the operators appointed by them, with the payments established under the ANCI-CONAI Framework Agreement to support the additional costs incurred in carrying out collection activities.
- It contributes to achieving the recovery targets for materials under its responsibility originating from separate waste collection, primarily destined for mechanical recycling and, secondarily, for energy recovery, taking responsibility for all necessary preliminary operations.
- It performs a subsidiary role in the market in support of recycling companies for the collection of plastic packaging waste generated by economic activities on private premises.
- It communicates with citizens and different stakeholders, raising awareness of best practices in separate waste collection and, more generally, promotes measures to reduce the environmental impact of plastic packaging, starting with waste prevention.