



press release

## **Environmental and Social Sustainability in «pole position» at Mugello Circuit**

**7th edition for KiSS Mugello, the sustainability programme of the Italian Motorcycle Grand Prix.  
The goal: raising spectators and operators awareness of the importance of sustainability issues in sport events, as in everyday life.**

*Scarperia e San Piero (FI), May 28th, 2019* – As is traditional since 2013, **sustainability will be once again in "pole position"** at the **Italian Motorcycle Grand Prix**, sixth round of the **2019 World Motorcycling Championship** to be held at **Mugello Circuit** on May 31 and June 1-3. In fact, **KISS Mugello-Keep It Shiny and Sustainable, the environmental and social sustainability programme of Mugello Circuit**, will be running for the seventh year in a row. The programme aims to raise awareness of the importance of sustainable ways to behave within large sport events, also by showing numerous best practices in the environmental and social space that people can bring in their everyday life.

### ENVIRONMENTAL INITIATIVES

Since its first edition, KiSS Mugello focused on **waste sorting** in order to reduce the environmental impact of the event. The programme aims to provide fans and spectators - most of them are used to camping all the week-end long on the Tuscan hills surrounding the circuit - with the appropriate **informations** and **tools**, and to create the **conditions** for them to better **collect and separate waste**. That means: distribution of **waste sorting guides** to circuit operators; distribution of about **20,000 recycling bags kits** to fans and spectators; recycling area in the paddock; **cooking oil collection** service provided free of charge for hospitalities in the paddock; more than **100 free drinking water** fountains for spectators across the circuit. To that extent, four KiSS Mugello **info-desks** will be placed, both in the paddock and in the spectators area, each of which equipped with mini-recycling areas.

**Further initiatives** this year will regard: **coffee waste collection** will allow to cultivate good edible mushrooms at home; **cigarette butts** waste awareness campaign with distribution of portable hashtrays; **glass recycling** awareness campaign, carried out in collaboration with **CoReVe** (Italian National Consortium for the management, collection and treatment of glass); distribution of information leaflets about correct waste sorting also to food stands along located around the circuit; and in the paddock area the placement of a very special waste compactor, a **"reverse vending machine"** (in cooperation with **Corepla** - Italian National Consortium for the management, collection and treatment of plastic), whose aim is to encourage the "incentive recycling" of plastic bottles (PET).

A **relaxing "green area"** in the paddock area will be properly set up with some **benches made by recycled plastic and steel** in cooperation with **Corepla** and **Ricrea** (Italian National Consortium for the management, collection and treatment of steel) to demonstrate concretely the potential of **circular economy**.

**CiAI** (Italian National Consortium for the management, collection and treatment of aluminum) will support an ad-hoc campaign and contest for the **recycling of aluminum cans**. Some **"Green Riders"** will walk inside the circuit inviting people to bring cans to the KiSS Mugello info desk placed at VR 46 Fan Club area and win some recycle aluminum items.

**Sustainable sourcing of paper** printed materials has been ensure by the cooperation with **Forest Stewardship Council® (FSC®) Italia**: waste sorting guidelines, information leaflets, office waste bins and communication materials are only printed **on FSC® certified paper**.

## SOCIAL INITIATIVES

Along with environmental initiatives, KiSS Mugello promotes social initiatives as well, where various **non profit organizations and social enterprises** are involved.

As in the past, one of the most heartfelt initiatives (included in the official Grand Prix time schedule, on Thursday) is the **solidarity Pit Walk** dedicated to **boys and girls with disabilities**, coming from local non profits, that will have the chance to walk along the pit lane and visit the box of the racing Teams.

On Saturday and Sunday, a **collection of food surplus** will be carried out in collaboration with the hospitalities of the circuit and teams that will join the initiative. The initiative is organized together with **Fondazione Banco Alimentare** (non profit partner) and **Cuki Cofresco** (technical partner providing the "food boxes kit", in aluminum and fully recyclable) and aims to contribute to the **fight against food waste** (according to **FAO** estimates, food waste amounts to about 1.3 billion tons every year, roughly 1/3 of the global food production for human consumption).

## RECORD FIGURES FOR KISS MUGELLO

In 2013 KiSS Mugello set a precedent as the **first programme of its kind in the world**. More recently the programme was honoured to be included in the report "*Playing Our Planet. How Sports Win from Being Sustainable*" published by **UEFA, WWF and GREEN SPORT ALLIANCE**, an overview of the **world's best practices** with regard to environmental and social sustainability initiatives in the sport industry (downloadable from [kissmugello.com/it/playing-for-our-planet](http://kissmugello.com/it/playing-for-our-planet)). Moreover, the Tuscan circuit in 2015 was the first one globally to obtain the recognition of **"Achievement of Excellence"**, the highest level of accreditation in the environmental sustainability programme launched by **FIA (Federation Internationale de l'Automobile)**.

In 2019 KiSS Mugello will seek once again to **overcome the results of past editions**. In 2018 waste sorted passed 50% (66,840 of waste were sorted and recovered, out of a total of 133,000 Kg of waste collected, with 150,000 spectators attending the Grand Prix along the week-end), thus confirming improvements over time (when KiSS Mugello started in 2013, waste sorting reached 20%).

The **collection of food surplus** in 2018 counted more than 2.000 meals equivalents (a meal equivalent corresponding to 0.5 Kg of food).

## QUOTE BY FIM PRESIDENT

*"Sport is an enabler of sustainable development and the KiSS programme is a very complete initiative that includes the social and environmental sustainability of FIM events, which I support unconditionally. Celebrating 7 years of this sustainability festival is also a good reason to celebrate the World Environment Day. Every year on 5th June we have been supporting for more than a decade, strengthening our bond with UN environment. This year we are very satisfied because this programme will also be included in other disciplines such as Enduro and Rally Raid", says **Mr. Jorge Viegas, President of FIM (Fédération Internationale de Motocyclisme).***

## WEB AND SOCIAL MEDIA CAMPAIGN

As in the previous years, KiSS Mugello will be largely supported by a communication campaign on web and social networks (**Facebook, Twitter, Instagram**). The official hashtags are #KiSSMugello, #ItalianGP, #MugelloCircuit, #FIMRideGreen

## KISS MUGELLO NETWORK

KiSS Mugello was made possible thanks to cooperation among a **broad network of organizations**, with new members coming in each year.

KiSS Mugello is promoted by **Mugello Circuit, FMI (Italian Motorcycling Federation)** 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)**.

**Supporting companies:** Berner Italia, Brenntag Italia, Initial Italia, Jobmetoo.

**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 and the leading Italian National Consortia (non profits) for the recovery and recycling of packaging: CiAl (aluminum), Corepla (plastic), CoReVe (glass), Ricrea (steel).

**Technical partners:** Alia Servizi Ambientali, Arti Grafiche Reggiani, Cuki Cofresco, Il Giardinone Società Cooperativa Sociale (Fungobox®), L'Orologio Società Cooperativa, Nexive, Redbox, Spazio Aperto Società Cooperativa Sociale, Sumus Italia, Pfactor (Urbel®), U-Group (U-Power®), VAN4YOU Noleggio Furgoni, Virosac, VR|46.

**Non profit partners:** Fondazione Banco Alimentare, Associazione Sport e Sostenibilità Italia.

**Patronage:** KiSS Mugello has the patronage of: Rappresentanza in Italia della Commissione Europea, Ministero delle Infrastrutture e dei Trasporti, Unione Montana Comuni del Mugello, Comune di Scarperia e San Piero.

KiSS Mugello is under the management and coordination of **Right Hub** ([www.righthub.it](http://www.righthub.it)) company, specialized in environmental and social sustainability projects for events and supply chains.

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## Supporters information:

**BRENNTAG ITALIA:** *As the market leader in the chemicals distribution market and because of our central position in the chemical industry's value chain, we are aware of our responsibility in the field of sustainability. At Brenntag, sustainability is essential to the way we operate. The issues of safety, health and environmental protection are deeply embedded in our corporate culture, as cornerstones of our responsibility to our employees, customers and suppliers and also to the communities we operate in.*

**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.*

**JOBMETOO:** *Jobmetoo is a research and selection agency exclusively dedicated to disable people and persons belonging to protected categories; it is an accessible website designed to facilitate the matching of supply and demand in the labour market. Jobmetoo objective is to provide a solution to the problem of unemployment for people with disabilities trying to ensure that it does not become just a resource for the company, but also and moreover an engine of the economy and a new lifeblood for the society.*