



KiSS Mugello
Keep it Shiny & Sustainable

mugello
CIRCUIT

Environmental and Social Impact Report 2015

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Index

1. INTRODUCTION	4
1.1 The value of sustainability at 360°	4
1.2 Sustainability in sports	4
1.3 The purpose of the report	5
1.4 The environmental commitment of the Fédération Internationale de Motocyclisme	6
1.5 The Italian Framework	7
1.6 The Kiss project	8
2. ACTION PLAN	11
2.1 KiSS Mugello 2015	11
2.1.1 Environmental Sustainability	12
2.1.2 Social Sustainability	15
2.1.2.1 The financial support to Fondazione Ospedale Pediatrico Meyer of Florence	15
2.1.2.2 A support to non profit sector: the social enterprise L'Orologio	15
2.2 The contest #kissmugello	16
2.3 The fundamental supporters of KiSS Mugello 2015	17
2.4 Mugello Circuit and the environment	18
2.5 Partners	20
2.5.1 Local support organisations	22
2.6 Communication activities	24
3. FIGURES	25
3.1 Economic contribution to KiSS Mugello 2015	25
3.2 Sorted waste	26
3.2.1 Calculation of CO2 emissions	27
3.3 Spectators in the weekend	27
3.4 Transportation data	28
3.5 Social networks exposure	29
3.6 Key figures	30

1. INTRODUCTION

1.1 The value of sustainability at 360°

In order to understand at best the purpose of this document, the concept of sustainability must be clarified. Fairly often in collective imagination, this concept is associated to the environment. **Sustainability, however, means much more than that.** The environmental framework includes the constant search for means and instruments, not only to minimise the impact of consumption on the environment, but also to find comprehensive and final solutions to the exploitation of the increasingly scanty resources provided by the environment. This also means **recognising one's responsibilities towards one's stakeholders** and to the surrounding community. Taking care of the relationships with one's community fully falls within the social dimension of sustainability. These are the bases for drafting this report, which aims to be a targeted process to acknowledge the social commitment of the stakeholders involved in the world scenario of motorcycling. If on the one side the purpose is to share with **internal stakeholders** (pilots, teams, organisers, sponsors, tracks) any mutual values and objectives, this report shall be addressed to **external stakeholders** (fans, community, sponsors) with a view to communicating the targets achieved. This document intends to foster dialogue with the different parties involved by providing qualitative and quantitative data on the KiSS Mugello 2015 initiative and on the results it obtained.

1.2 Sustainability in sports

Twenty years have passed since the Canadian David Chernushenko started to talk about "sustainable sports". He turned sustainability into his mission: in 1994 published the first book ever on sports and environment "**Greening Our Games: Running Sports Events and Facilities that Won't Cost the Earth**", at a time in which only a few people in the world of sports were committed on this topic. It was only in 2001, when David Chernushenko published the document "**Sustainable Sport Management**" for the UNEP (United Nations Environment Programme), several sports managers, governmental institutions, sports equipment manufacturers, athletes, architects of stadiums and sports venues, and many others, started to gather information on how to adopt the sustainability principles in their relevant areas of activity. The 2012 London Olympics were developed according to sustainability and awarded to London in consideration of a strong candidacy based on the total commitment in favour of sustainability both in the preparation, execution and planning of the legacy of such event. **The London Olympics undoubtedly set a new benchmark for sustainability.** Huge steps forward were made, and others will follow. The world of sports, both competitive and non-competitive, directly and indirectly involves a variety of people (athletes, teams federations, organisers, institutions, spectators, suppliers, planners, sponsors, communities, etc.), therefore creating a "critical mass" fundamental for the structural and cultural change in the behaviour of people when facing environmental and social problems, for an important economic and business development, for the health and the wellbeing of the community.

1.3 The purpose of the report

The purpose of this report is to assess the impact of the **KiSS (KiSS= Keep it Shiny and Sustainable) Mugello 2015 initiative**. According to the drafting requirements set by the Fédération Internationale de Motocyclisme (FIM), the report was structured according to the following items:

- Highlight the activities implemented thanks to the KiSS Mugello 2015 initiative, aimed at promoting knowledge, awareness and respect for the environment in the world of racing;
- Show how all the stakeholders involved play a fundamental role in achieving the objectives set by the initiative, which lead to environmental and social sustainability;
- Collect the results of the initiatives and activities carried out, by translating them into objective and quantifiable information;
- Highlight - through the analysis of data and results - their environmental, social, media and economic impact;
- Highlight the interplay and the contribution to the projects of international organisations, in order to make the world more sustainable;
- Collect and notify all the elements of potential improvement of this initiative in relation to its efficiency, efficacy and repeatability in future editions, irrespective of the specific motorcycle racing area.



Vito Ippolito, FIM President:

"Since the FIM began its Ride Green programme more than 20 years ago, it has worked tirelessly and continuously on creating a synergy that promotes and delivers sustainability within motorcycle sport. Motorcycle sport like many others, shares the highest ideals of the human being: the pursuit of excellence, the expression of power and personal progress being amongst the key qualities. The values that are developed in our athletes are reflected in the goals and aims of our events in order to create safer events, incredible entertainment, excellence in sport and a real commitment to sustainability. KISS is the symbol of our sport's focus in this direction, with a clear synergy between all the parties involved and in this way we can realise a very important component: the social aspect of our sustainability programme. Since its first edition in 2013, KISS Mugello has inspired other major sports venues to join the programme. We have no doubt that this will be a great success with the fans and the Ride Green ambassadors who can be found amongst the main protagonists."

1.4 The environmental commitment of the Fédération Internationale de Motocyclisme



The first environmental code adopted by the Fédération Internationale de Motocyclisme was published in 1994, and is annually revised by the International Environment Commission (CIE). The current version updated in 2015 includes rules and recommendations that intend to be a point of reference for the prevention of noise pollution, fuel consumption, soil protection, and to improve the involvement of the public. The Fédération Internationale de Motocyclisme has been relying since 2006 on the support of the United Nations; in such year, in fact, a collaboration agreement was signed with the UNEP (United Nations Environment Programme).



The objective is to set a cooperation framework aiming to reduce the environmental impact of motorcycle racing events. The collaboration between the Fédération Internationale de Motocyclisme and the UNEP targets to promote and support environmental programmes on the occasion of the events proposed by the Fédération Internationale de Motocyclisme (both before, during and after). In 2012, on the occasion of the World Environment Day, the Fédération Internationale de Motocyclisme launched the “Environmental Ambassadors” programme, to involve the best riders in sustainability plans with the objective of raising awareness through messages stating the respect for the environment.



Kattia Juarez Hernandez, FIM Director International Environment Commission:

“I believe fully in the KiSS model! Since we started with Yamaha in 2013 at the beautiful circuit of Mugello, the programme has been a huge success. This can be empirically demonstrated, for example by the fact that, following this success, other circuits, organisers and industry sectors have been inspired to join and sponsor, develop or support the programme. This is the case not only in Moto GP events, but in other disciplines as well, for example Speedway in Finland and Trial recently in Andorra. KiSS is a very attractive way to develop and incorporate into events actions that comply with environmental regulations at local and international level. This programme brings together various actions in an organised whole, incorporates more elements for the sustainability of the sport and promotes the participation of all sectors, and in particular the spectators. I like KiSS, because people join in the collective effort and enjoy themselves while receiving environmental education through inspirational messages from the FIM Ride Green Ambassadors. The FIM was the first International Sports Federation to publish and apply an Environmental Code in all sanctioned events since 1996. At present, we are satisfied that these regulations are respected and applied as a part of the events. Now, with this programme, we are taking another step forward. KiSS already involves the social and economic spheres and engages all stakeholders of the event. It is therefore important to show the results of the programme in Mugello and to present them in figures. We are confident that Right Hub, a young company with a fresh outlook, has the dynamism required to evaluate a programme with so many possibilities.”

1.5 The Italian Framework

To clearly convey the positive contribution produced by the KiSS Mugello 2015 initiative, it is important to set a general framework of the Italian situation as concerns three fundamental aspects related to environmental sustainability and their subsequent impact on the community. The following areas were taken into consideration:

Air pollution

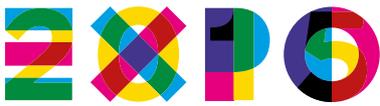
The Italian situation is among the most negative ones at European level as concerns PM10, PM2,5 (particulates and dusts), as it can be inferred from the “Air Quality Report 2014” published by the Environmental Protection Agency. Generally speaking, at European level over 90% of populations living in urban areas are exposed to fine particulate matters (PM2,5) and Tropospheric Ozone (O3) whose levels exceed the thresholds provided for by the regulations in force. Consequently, air pollution turns into premature deaths and healthcare costs. **Despite an overall improvement in the levels of pollution recorded in the last few years, the exposure of Italian citizens to high levels of smog is still considerable.** An improvement is certainly supported – although at a low percentage – by the new consumption patterns based on sharing (i.e. car and bike sharing) that are becoming increasingly widespread in large Italian cities such as Milan, Florence, Bologna Rome and Naples.

Waste management and noise pollution

The Italian situation as concerns urban waste disposal is positive. According to the 2014 edition of the “Urban Waste Report” drafted by ISPRA (the Italian Institute for Environmental Protection and Research) in 2013, the national production of waste amounts to about 29.6 million tons, recording a drop of nearly 400 thousand tons in comparison with 2012 (-1.3). **Separate waste collection increased by 2 percentage points and reached 42.3% nationally.** The Yearbook of data issued by the Institute shows that Italy is a noisy Country, where noise pollution represents one of the most critical environmental issues. 42.6% of the noise sources monitored in 2012 exceeded at least once the thresholds imposed by the law. One of the possible solutions to this increasingly felt problem is represented by noise classification, which at the end of 2012 was in force in 51% only of Italian residential areas.

Power management

According to the surveys made by Avenia (the national leader in the sector of White Economy and environmental sustainability), **in 2014 Italy was the Country with the highest energy efficiency at European level**, with -19% of primary energy intensity vs. the EU average. The superiority of the Italian energy efficiency is confirmed by the International Energy Efficiency Scorecard 2014, a classification made by the American Council for an Energy-Efficient Economy (ACEEE) that awards a score on the energy efficiency of each Country in a scale from 0 to 100 in 31 categories: Italy ranks first in transportation and in energy-related policies.



MILANO 2015

NUTRIRE IL PIANETA
ENERGIA PER LA VITA

In 2015 Italy played a key role in the process of spreading of environmental and social sustainability values. Italy welcomed tens of millions of people coming from any corner of the Planet to participate in the international event **EXPO Milano 2015 “Feeding the Planet, Energy for Life”**, a breeding ground of innovations in the area of food and environmental sustainability.



Additionally, the **Social Enterprise World Forum**, held in Italy for the first time as from its establishment, was conceived as a support to the social economy, and therefore based on an approach aimed to the improvement of the quality of collective wellbeing. These remarkable events act as sounding board for

initiatives such as KiSS Mugello 2015, which year after year succeeds in raising awareness among a larger and larger public on environmental, social and ethical sustainability.



During the week-end of Mugello's race an important agreement has been signed between **Federazione Motociclistica Italiana (FMI)** and Corpo Forestale dello Stato as well as the non profit organization Federazione Regionale delle Misericordie. Training courses will be launched and delivered to train bikers which will join Protezione Civile as volunteers. This initiative is the last of a plenty of activities already done by Fed-

erazione Motociclistica Italiana to promote motorsport as a key resource for a wide social impact across local communities.

Events of this magnitude work as a mouthpiece for initiatives such as the KiSS, which year after year succeeds in raising awareness of a wider audience.

1.6 The Kiss project

The main objective of the KISS project is to develop collective awareness among all the members of the racing community, with a view to reducing the environmental and social impact linked to sports events.

The specific objectives to be achieved are the following:

- Higher awareness by the community of motorcycle racers;
- Conceive sustainability as an integrated component of any event;
- Improve the image of the racing world;
- Inspire spectators through messages conveyed by FIM Environmental Ambassadors supporting the project;
- Obtain the involvement of the entire community interested in the event;
- Succeed in ensuring the organisation of sustainable events.

The Fédération Internationale de Motocyclisme promoted the KISS project in MotoGP and other championships, providing support to the tracks that decided to host such initiative, thanks to the fundamental support of **Dorna**, the organiser of such championships.

In this way the KISS project started its journey as **from the first edition of Mugello in 2013**, and further developed with initiatives in the following events of the MotoGP championship:

- Circuit de Barcelona-Catalunya (Spain): Gran Premi Monster Energy de Catalunya (2014)
- Circuit of the Americas (U.S.A.): Red Bull Grand Prix of the Americas (2014)
- Comunitat Valenciana (Spain): Gran Premio de la Comunitat Valenciana (2014)
- MotorLand Aragón (Spain): Gran Premio Movistar de Aragón (2013-2014)
- Mugello (Italy): Gran Premio d'Italia TIM (2013-2014-2015)

This year KISS also contaminated the world of trial and speedway. The project, in fact, was implemented on the occasion of the sixth round of FIM Trial World Championship in **Sant Julia de Loria (Andorra)** as well as on the occasion of the second round of FIM Speedway World Championship in **Tampere (Finland)**.



2. ACTION PLAN



2.1 KiSS Mugello 2015

The first edition of the KISS project was held at the Mugello in 2013, promoted by Yamaha Motor Racing, Autodromo del Mugello, and Fédération Internationale de Motocyclisme, **Dorna and Irta (International Road Racing Teams Association)**, with the objective of involving the public through environmentally and socially sustainable initiatives.

In 2014, after receiving the **FIM Environment Award** during the FIM Gala event, Yamaha Motor Racing had its position as sustainability model recognised. This important acknowledgement was jointly awarded for the KISS initiative to Marco Riva, General Manager of Yamaha Motor Racing, together with Edgar Farrera, Circuit of the Americas Sustainability Director. After last year's remarkable success, Yamaha racers Jorge Lorenzo, Valentino Rossi and their fan clubs continue to play a primary role in the spreading of the KiSS Mugello 2015 initiative.

As Goodwill Ambassador, the nine-time World Champion Valentino Rossi became the spokesperson of the sustainability policy on behalf of the Fédération Internationale de Motocyclisme. Valentino Rossi promoted the KiSS Mugello 2015 initiative with his teammate Jorge Lorenzo, contributing to develop awareness in the framework of environmental and social sustainability. One of the main objectives of the KiSS Mugello 2015 initiative is to increase awareness on the need to reduce the environmental impact caused by major events.



Marco Riva, Yamaha Motor Racing General Manager:

"'Kaizen' is a Japanese word that means continuous improvement, one of the fundamental aspects in racing that is also driving the third year of KISS Mugello, the first sustainability project in MotoGP. From an environmental perspective in 2015 KISS will continue to involve the public in collecting and differentiating waste and other actions will be developed in the paddock in the aim to improve processes reaching tangible results. Sustainability is also developing initiatives of social importance and I am proud to announce the project, promoted by Yamaha and Mugello Circuit, called 'Yellow + Blue = Green'. This project consists of selling special T-shirts during the Grand Prix of Italy and the profit will be donated to Fondazione Meyer of Florence so that it can put a playroom in place for the children. The third sphere of sustainability is economic. With support from our concrete five partners RCM, Toyota Material Handling, PSP Global Service, Dyson and EFM, Yamaha Motor Racing and Mugello circuit will cover most of the expenses for the project activities in 2015. A special thanks to the Mugello circuit and the Cooperative 'L'Orologio' from Scarperia, that support KISS Mugello 2015."

2.1.1 Environmental Sustainability

The social enterprise L'Orologio distributed **20.000 waste management packs** to spectators in order to collect waste in a proper way around Mugello's track hills.

Ten distribution packs locations were placed around the track to distribute the packs and provide further information about the initiative.

Pack contains:

- Three biodegradable and compostable bags (EN13432 compliant, Mater Bi);
- Initiative information and contest #kissmugello Instructions brochure;
- Stickers.

Bags



Stickers



Instructions brochure

DIFFERENZIA AL MEGLIO!

SACCO VERDE	Umido / Organic
SACCO BLU	Vetro / Glass Plastica / Plastic Alluminio / Aluminum
SACCO GIALLO	Carta / Paper
SACCO NERO	Generico / Generic

PARTECIPA AL CONTEST!

Acquista questa T-shirt nei punti VRI46 del Circuito e aiuti la Fondazione Meyer di Firenze per le attività della Ludoteca. Indossala, fatti un selfie "sostenibile" #KissMugello e postalo sulla nostra pagina Facebook. I 10 scatti più originali saranno premiati con un esclusivo Kit autografato da Valentino Rossi e Jorge Lorenzo!

Buy this T-shirt at the VRI46 sales points in the Circuit and support the Meyer Foundation of Florence for the Game room projects. Wear the T-shirt, take a "sustainable" selfie. #KissMugello with your friends and post it on our Facebook page. The 10 most original shots will be awarded with an exclusive Kit, signed by Valentino Rossi and Jorge Lorenzo!

KissMugello

KissMugello

KissMugello.com

Meyer.it

The operational management of this initiative was carried out by the Mugello Circuit, which in turn was supported by two local companies operating in the environmental sector: **Publiambiente** and **Quadrifoglio Servizi Ambientali Area Fiorentina**. They were in charge of placing the containers destined to the separate collection of waste in the areas devoted to the access of spectators. The map below shows the position of the seven areas devoted to kit distribution, and the five areas devoted to separate waste collection.

Fans were not the only ones in charge of keeping Mugello green and clean; the paddock as well did its part. Thanks to **Airbank**, fifteen “recycling points” were organised. Furthermore, **Dyson** installed 24 Air Blade hand dryers in all the toilettes inside of the paddock.



An important contribution came from **VR | 46** which provided for free t-shirts and caps for employees of the social enterprise **L'Orologio**, engaged in the distribution of the packs to the spectators.



In the illustration below, containers prepared by Publiambiente and Quadrifoglio, for waste collection.



Since 2011, **Dorna** has added to vehicle fleet in paddock the totally electric scooter **EC- 03 Yamaha**, with the aim of increasing the sensitivity and awareness of environmental sustainability and safety . The illustration below shows the scooter in question.

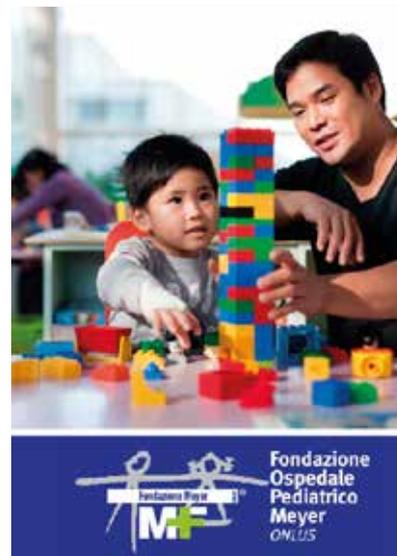


2.1.2 Social Sustainability

2.1.2.1 The financial support to Fondazione Ospedale Pediatrico Meyer of Florence

In 2015 Yamaha Motor Racing, Mugello Circuit and VR|46 organised a **fund raising initiative aimed at arranging a playroom devoted to the children hospitalised at the Meyer Paediatric Hospital in Florence**. Fans supported this social initiative through the buying of **700 t-shirts** displaying the text **“Yellow + Blue = Green”**, showing how the Yamaha racers and the entire team started a socially sustainable pathway.

The t-shirts were sold at the VR | 46 areas and around the circuit. The entire amount collected through the selling of t-shirts was devoted to the Meyer Paediatric Hospital. Buying t-shirts also allowed to participate in the KiSS Mugello 2015 contest.



2.1.2.2 A support to non profit sector: the social enterprise L’Orologio



The social enterprise L’Orologio di Scarperia was involved in the packaging and distribution to spectators of 20,000 kits (bags, instructions and adhesives) destined to waste management.

The idea to involve a no-profit organisation is an additional sign strengthening the objective of the KiSS Mugello 2015 initiative, namely the reaching of a level of total sustainability. The involvement of local interlocutors contributes to obtaining the approval by the community, which in this specific case fully enjoys the advantages given by the initiative.

2.2 The contest #kissmugello

This year as well the **KiSS Mugello 2015 contest** was organised, involving all the spectators present in the entire weekend of the Grand Prix. Spectators were invited to take a **“sustainable selfie” when wearing the t-shirt “Yellow + Blue = Green”**, and post it in the Facebook page of KiSS Mugello 2015 by writing #kissmugello.

The most original ten photographs were selected and rewarded by Mugello Circuit with **an exclusive kit (hat and t-shirt bearing the autograph of Valentino Rossi and Jorge Lorenzo)**. Fans could also avail themselves of a website KiSS Mugello 2015 (www.kissmugello.com), developed by Mugello Circuit and Yamaha Motor Racing. The website contains plenty of information on the green initiative, including stats and figures, a map and a general outline of the waste collection system. The image below shows Valentino Rossi with two Paddock Girls wearing the t-shirt.



Valentino Rossi, Yamaha Racer:

“Mugello is a very special track for me. I've had some spectacular victories here, many great battles and a lot of good memories. It's a beautiful circuit and I would like it to stay that way. That's why I take part in the Kiss Mugello Project, to make people aware that we only can keep the track shiny if we all work together. But it's not just the environment that deserves our attention; social sustainability is also an important part of the Kiss Mugello Project. This year Mugello Circuit and Yamaha have organised to raise funds for Ospedale Meyer in Florence so the hospital can set up a game room for the children in the hospital. The new generation needs to be able to enjoy the world too and just by buying a shirt and taking a photo, fans can help. The 'Yellow + Blue = Green' T-shirt reflects how we have developed and improved our ways to be more green. It's easy for people to support this cause and together we can have a lot of fun at the Italian Grand Prix.”



**Jorge Lorenzo,
Yamaha Racer:**

"The KISS program encourages people to take responsibility for their footprint. It's a good cause, but keeping the track clean during and after a Grand Prix weekend should be common courtesy. We are all a part of this world and we should all take of it together. The people in paddock all take extra care with the ways we differentiate and get rid off our waste. These are just small changes to our normal routine, but they can make a big difference. The nice thing about the Kiss Mugello Project is that anybody can participate and together we can make a difference. Race fans can easily help keep Mugello beautiful, that's probably why Kiss Mugello has been so successful these last years and why it was copied at COTA and Montmelò. Let's make it even more success again this year!"

2.3 The fundamental supporters of KiSS Mugello 2015

In the framework of a sustainable initiative, the involvement of all the organisations operating in such sector is fundamental to raise awareness. **The stakeholders involved include: Dorna, FIM, IRTA, Mugello Circuit, spectators, local administrations, enterprises, media, teams, racers and sponsors.** The tasks of the different organisations included the following:



DORNA: the role of Dorna, promoter of the MotoGP World Championship, is to support at a media level the sports events and all the related initiatives proposing a positive image of racing sports.



FIM: project coordination in the preliminary and organisational part, actively participating in all project phases with the collaboration of the members of CIE, mass media, the members of Sports Management, photographers, ambassadors and social networks.



IRTA: in its capacity as an association of teams participating in the championship, it translates into concrete actions the safety and sustainability principles suitable for a complex and particular working environment as the paddock, with the objective of improving general conditions and convey a positive message of our sports.



MUGELLO CIRCUIT: project operational coordination. The preliminary activities included: identification of sponsors, contacts with local governments, purchase and preparation of KiSS Kits, logistics for waste collection and post event feedbacks.



YAMAHA MOTOR RACING: support with the participation of its racers, their fan clubs and the rest of the team in relation to the spreading of the initiative and of the sustainability message in general.

2.4 Mugello Circuit and the environment

The international Mugello Circuit, owned by Ferrari s.p.a. is an Italian car and motorcycle racing circuit. Built in 1972, it is located in Tuscany, in the municipality of Scarperia e San Piero. Since 2011 the circuit has been on the cutting edge in terms of environmental sustainability. **A 252 kWp photovoltaic plant is installed at the main gallery of the circuit**, ensuring an annual production of nearly 300,000 kWh, accounting for 20% of total circuit needs.

Thanks to this project, the circuit limited the emission of 211 tons of Co2 per year.

The track is located in an extremely important natural landscape; therefore, the Management of the Circuit **used zero-impact and eco-friendly materials for the construction of the main gallery, helping reducing both pollutants and bacteria.**

The innovative system adopted works thanks to the titanium dioxide (TiO₂) included in the plates in the form of micrometric particles; this compound markedly reduces the toxic pollutants produced. This technology, besides performing an extraordinary bactericidal activity, is able to bring pollution values below the threshold of 40 microg/m³ in slightly more than 3 hours, as shown by the tests made by some researchers from the University of Milan.

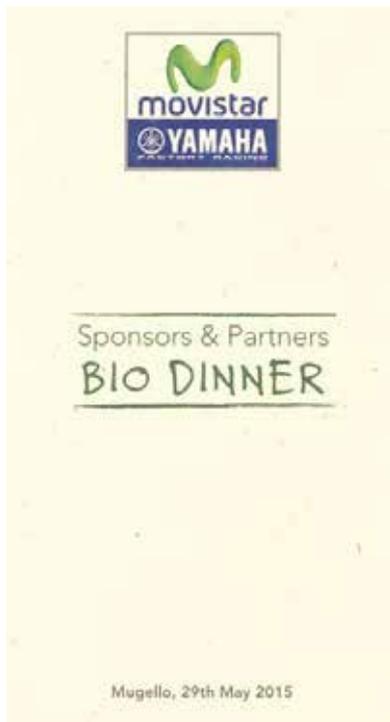
In essence, **the supply of over 4,000/sq m of these plates brought to Mugello the same NOx reduction as over 1,200 forest trees.**

In April 2015 the Mugello Circuit was the first one at world level 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).

As it happened for the Mugello Circuit, the other circuits that joined FIA's "**Environmental Accreditation**" project are classified according to three levels of performance, starting from "**Commitment to Excellence**", followed by "**Progress Towards Excellence**", and finally "**Achievement of Excellence**". In order to achieve the latter level, circuits must show an objective commitment in environmental management, measurement and monitoring of performances.

This is only the latest quality certification rewarding the management systems adopted in the circuit. This facility obtained the environmental management certification ISO 14001:2004, and EMAS, and OHSAS 18001:2007 as to health and safety.

These certifications represent a stimulus for the management of the circuit, which is committed in a continuous improvement of environmental performances, recognising their responsibility towards the environment, therefore progressively and continuously reducing the negative effects on the environment and at the same time favouring the synergy with the community and spectators.



Such synergy was also promoted thanks to the support of Yamaha Motor Racing, which on the occasion of the 2015 Grand Prix **organised an organic food Gran Gala event at the Mugello Circuit, devoted to their customers and sponsors.** The menu and the high-quality organic/bio-dynamic products were very much appreciated. **This initiative was implemented also thanks to the supervision of Roberto Fusaro, Organic Food & Beverage Manager.**

The challenge was intriguing and the result was extraordinary. It was easy to introduce the organic food menu in the hospitality, having considered the full availability of the entire management. This positive experience was also important to further raise participants' awareness on healthy organic food.



**Paolo Poli,
Mugello Circuit CEO:**

"Mugello Circuit is proud to be the first circuit to have launched the KISS project and that other circuits in the world have followed our example. The first two year feedback of KISS Mugello is encouraging and spurred us, together with our partners, to give momentum to it. In 2015, this new project promoting sustainability will not only be focused on recycling waste discarded by the public, but also on involving teams, hospitalities and the whole paddock to fulfill our target of making the Italian Grand Prix the very first environmentally friendly event in the world. While being committed to the fulfilment of KISS MUGELLO 2015, we'll support Fondazione Meyer of Florence, a Children's Hospital that established itself as synonymous with excellence. I'm sure our partners will devote themselves to this end and that our fans will be full tuned with our goal and will surprise us."

2.5 Partners

Yamaha Motor Racing and its five partners **Dyson, eFM, PSP Global Service, RCM and Toyota Material Handling** encouraged the public to participate in environmental and social sustainability initiatives in order to keep the Mugello hills beautiful and clean for the years to come.

Here it follows the partners that supported the KiSS Mugello 2015 initiative:



DYSON: a British manufacturing company producing household appliances, specialising in vacuum cleaners with cyclonic separation. In 2015 Dyson concretely contributed to implement the KiSS Mugello 2015 initiative by installing **twenty-four “Air Blade” hand driers in all the toilets within the paddock in order to save paper but also 52,200g of CO2** (calculations based on the estimate that an individual uses 2 paper napkins to dry one’s hands, and during the MotoGP weekend 20,000 visitors were present in the Mugello paddock).



eFM: a management, IT, plant and civil engineering company, leader in providing integrated solutions for real-estate management, besides representing a point of reference in the sector in terms of professional skills, experience and innovative solutions. **In compliance with UNI EN ISO 14001:2004, the organisation pays attention to environmental problems while supplying services.** This standard is adopted through the use of specific procedures as to the activities impacting on the environment, both within the company and at customers'. The eFM Group, while carrying out daily activities, has always paid attention to the health and the safety of its employees and collaborators, and for this reason a Health and Safety management system complying with BS OHSAS 18001: was implemented. eFm shows its attention as to sustainability also thanks to its membership in Acquisti & Sostenibilità, an association targeting to create social, ethical, economic and environmental value, by informing, matching, supporting and guiding private and public companies of whatever sector, as well as non-profit/Onlus/NGO companies, in the development of their sustainability initiatives along the supply chain.



PSP GLOBAL SERVICE: provides support in order coordination and logistics, warehousing, installation teams, products and product lines for companies, offices, and shops. Their main customers include banking groups, local and national authorities, furniture enterprises, industries and constructors, retail and franchising companies. **This company has been siding Yamaha and the Mugello circuit since the KiSS Mugello edition of 2013.** Like eFM, PSP Global Service is a member of Acquisti & Sostenibilità, representing an additional sign of the sustainable vision of the company. Furthermore, it produces circular economy, by providing non-profit companies with the furniture that can still be used and that was taken during the maintenance and renovation of the offices of the customers with which it collaborates.



RCM: produces and markets professional cleaning equipment, sweepers, washer-driers and street sweepers appreciated all over the world for their high performance and reliability. RCM has been collaborating since 2009 with Yamaha Motor Racing for the cleaning of the headquarters of the race division in Gerno di Lesmo, and for the assistance in developing the programme that Yamaha Motor Racing is carrying out on the environmental sustainability of the racing activity. This partner company of Yamaha in the framework of the KiSS Mugello 2015 project provided its contribution through two types of powered wheel tricycles that collected the huge quantity of waste generated by the 139,452 spectators attending the Mugello Circuit. The attention paid to the environment by RCM resides in facts, products and production systems, rather than in words. **The company has a 185kW photovoltaic plant providing 60% of the energy used in their facilities, hence reducing CO2 emissions by 160 tons per year.** RCM equipment is endowed with devices for the reduction of the environmental impact and the safeguard of resources, including motor sweepers with hydraulic exhaust whose filters can block PM10, or washer-driers endowed with the Aqua Saver system used to reduce water consumption.

TOYOTA

MATERIAL HANDLING

TOYOTA MATERIAL HANDLING: its history dates back to 1978, and today it is the organisation stemming from TOYOTA, the world leader in the production of means and solutions for goods handling. Form the supply of a lifter to the organisation of a warehouse equipped with shelves and WMS management software, up to automatic warehouses, Toyota Material Handling is a sole supplier in charge of tailored intra-logistics. The purpose of intra-logistics is to determine the best possible result in terms of efficacy, efficiency and safety. Toyota Material Handling believes that the respect for the environment is the milestone of the business of a winning company. In line with the environmental regulation project adopted by Toyota Industries Corporation (TICO), Toyota Material Handling includes and promotes in its projects the respect for the environment, and tries to reduce the impact generated by its products during the four phases of a life-cycle: design, production, use and recycling.

The organisation implements its environmental and social policies by relying on certifications ISO 14001 and OHSAS 18001, obtained in the years of its activity. One of the objectives stated by Toyota Material Handling is to reduce CO2 emissions in the atmosphere. In order to meet this commitment, the company operates to guarantee utmost efficiency of the means devoted to end users, and at the same time implements internal management systems aimed to the control and the reduction of said emissions. As concerns the Italian framework, Toyota Material Handling Italia arranged an organisational model according to Legislative Decree no. 231/01 for crime prevention both in the administrative framework, linked to health and safety at the workplace, and in the prevention of environmental crimes. In order to monitor the results of the systems adopted, the organisation complies with the reporting standard proposed by the Global Reporting Initiative.

2.5.1 Local support organisations

For the proper management of KISS Mugello 2015 has also been essential **the cooperation with two local waste management organisations, Publiambiente and Quadrifoglio Servizi Ambientali Area Fiorentina. They provided Mugello Circuit with 25 waste management equipments as well as 572 waste collecting boxes.**



Publiambiente: Publiambiente s.p.a. is a company of Publiservizi group that deals with the collection of municipal solid waste, recycling, treatment of recoverable materials and final disposal of those are not recoverable. The company also manages street cleaning, disinfection and disinfestation operations and maintenance of public parks.

The mission of Publiambiente is to provide a global service to high standards of quality and safety, by applying in the conduct of its business principles of effectiveness and efficiency, while never forgetting the primary role of individual citizens and community.



Quadrifoglio Servizi Ambientali Area Fiorentina:

Quadrifoglio Servizi Ambientali Area Fiorentina, operates in Tuscany cities. The organization is characterized by the implementation of good practices of sustainability, aimed primarily at raising citizens awareness about the issue.

Within the various projects developed is to underline the collaboration with Legambiente, Amorim Cork Italy, Rilegno for the activation of a project aimed to collection and differentiation of corks, addressed not only to citizens but also to the managers of wineries, bars and stores.

2.6 Communication activities

In order to extensively disseminate the event, **an effective communication strategy was needed**, able to provide support to the initiative and to those that participated in it. The main point of reference was the website **www.kissmugello.com**, available both in Italian and in English, providing information on the initiative, on the contest, and on the objectives achieved in past editions.

Communication was then carried out in the social channels of KiSS Mugello 2015, including Facebook that is used to have a direct contact with users, and which represents a source of updates and curiosities on the event. The YouTube channel yamahamotogp, furthermore, showed two videos for presenting the plan.

The partners and the sponsors fostered the process for spreading the initiative thanks to their publications in web channels, social networks and press releases. Any information on the communication flow generated is available in the document **"Media and Social Network Dissemination Report 2015"**.

3. FIGURES

3.1 Economic contribution to KiSS Mugello 2015

Stakeholders and partners economic contribution is summarize in the figure below:

	ECONOMIC CONTRIBUTION VALUE (Euro)	ALLOCATION
DYSON	2.000	Contribution to the development of the initiative, 24 hand dryers supply and installation
eFM	2.000	Contribution to the development of the initiative
MUGELLO CIRCUIT	7.000	Mater-Bi bags for the pack
	9.000	Manpower for packs preparation and distribution
	5.000	Manpower for waste recycling during and after the event
	21.000	Infrastructure and workforce for waste management and handling (control , transport and disposal)
	1.000	Pack instructions brochure
PSP GLOBAL SERVICE	2.000	Contribution to the development of the initiative
RCM	2.000	Contribution to the development of the initiative
TOYOTA MATERIAL HANDLING	2.000	Contribution to the development of the initiative
YAMAHA MOTOR RACING	6.500	Video, web site, press release
	4.200	Recycling points containers
	5.000	Remuneration L'Orologio social enterprise
VR 46	1.000	Kit supply (cap and t-shirt) to the operators involved in distributing material
TOTAL	69.700	

Source: Mugello Circuit, VR | 46, Yamaha Motor Racing

3.2 Sorted waste

In order to establish the sustainability degree of a sporting event It need to measure the amount of waste that is produced in relation to it . But not only, we must also measure the waste products during construction and decommissioning, so in preceding and following days . The following figure summarizes the results of waste collection on Gran Premio d'Italia TIM 2015, released by Publiambiente and Quadrifoglio Servizi Ambientali Area Fiorentina.

DATE	ALLUMINIUM Kg	PAPER AND CARDBOARD Kg	WOOD Kg	NOT SORTED WASTE Kg	ORGANIC WASTE Kg	PLASTIC Kg	GLASS Kg
28/05	-	-	-	-	-	-	-
29/05	-	-	-	6.900	-	-	-
30/05	-	855	-	-	-	-	-
31/05	-	-	-	7.870	-	-	-
from 01/06 to 30/06	14.020	5.725	1.250	37.860	2.380	14.020	5.680
TOTAL Kg							96.560

Source: Publiambiente, Quadrifoglio Servizi Ambientali Area Fiorentina

3.2.1 Calculation of CO2 emissions

To calculate CO2 emissions generated by the collection of waste produced during the Gran Premio d'Italia TIM 2015, it has used the conversion table of DEFRA (Department for Environment Food & Rural Affairs).

WASTE	Kg COLLECTED	CONVERSION COEFFICIENT	Kg CO2
ALLUMINIUM	14.020	0,0213	298,626
PAPER AND CARDBOARD	6.580	0,49	3.224,20
WOOD	1.250	0,658	822,5
NOT SORTED WASTE	52.630	0,459	24.157,17
ORGANIC WASTE	2.380	0,723	1.720,74
PLASTIC	14.020	0,0341	478,082
GLASS	5.680	0,0213	146,544
		TOTAL	30.847,86

Data collection: Right Hub



The total emissions generated by the collection of sorted and not, is equivalent to 46 Rome-New York scheduled flight (the coefficient applied ignores the radiative forcing).

3.3 Spectators in the weekend

This year the Mugello Circuit has seen record numbers regarding visitors in autodrome. In Gran Premio d'Italia 2015 edition, fans that participating the three days were 139,452 compared to 110,000 at the last edition . The following table summarizes the flow of spectators during the three days of the Gran Premio.

	NUMBER OF SPECTATORS
29/05/2015	13.475
30/05/2015	35.500
31/05/2015	90.477
TOTAL	139.452

Source: Mugello Circuit

3.4 Transportation data

To calculate CO2 emissions related to transportation, it was considered a total sample of 13.097 vehicles made up by 7.500 cars, 4.197 motorcycles and 1.400 campers. In order to estimate the distance traveled by car to reach the Mugello Circuit, we proceeded by calculating the average of Km that separate the circuit from three Italian cities: Milan (290km), Bologna (93,9km) and Naples (522km).

Assuming that about 1/3 of cars and campers came from Europe, it is estimated also the average distance from three European cities such as Paris (1,138 km), Geneva (605km) and Madrid (1,706km).

In the end, the cars were differentiated by engine type, distinguishing between diesel and petrol. Even for this calculation was used the conversion table of DEFRA (Department for Environment Food & Rural Affairs).

Transportation from Italy

VEHICLES	VEHICLES NUMBER	KM ROUTES AVERAGE	CONVERSION COEFFICIENT	Kg CO2
CAR (PETROL)	2.790	301	0,19074	57,41
CAR (DIESEL)	2.790		0,18057	54,351
MOTORCYCLE (PETROL)	4.000		0,11666	35,114
CAMPER (DIESEL)	1.000		0,18057	53,351
			TOTAL	201, 226

Transportation from Europe

VEHICLES	VEHICLES NUMBER	KM ROUTES AVERAGE	CONVERSION COEFFICIENT	Kg CO2
CAR (PETROL)	1.057	1.149	0,19074	219,160
CAR (DIESEL)	1.60		0,18057	207,474
CAMPER (DIESEL)	400		0,18057	207,474
			TOTAL	634,108

Source: Dorna, Mugello Circuit

3.5 Social networks exposure

With regards to the collected data the following chart shows the impressive number of real and potential social networks contacts disseminating KiSS Mugello initiatives and news.

	FACEBOOK (Likes)	TWITTER (Followers)	LINKEDIN (Connections)	TOTAL
eFM	3.798	202	2.587	6.587
FIM	70.182	41.000	928	112.110
FONDAZIONE OSPEDALE PEDIATRICO MEYER	141.222	2.075	-	143.297
INFLUENZERS (Luca Guzzaboc- ca, Marco Riva, Kattia Juarez Hernandez)	-	1.957	5.081	7.038
KiSS MUGELLO	1.675	18	-	1.693
MUGELLO CIRCUIT	108.269	12.400	-	120.669
OFFICIAL FAN CLUB VALENTINO ROSSI TAVULLIA	796.015	49.600	-	845.615
PSP GLOBAL SERVICE	-	-	-	-
RCM	126	60	114	300
YAMAHA MOTOR RACING	1.716.683	323.000	-	2.030.683
			TOTAL	3.270.912

Data collection: Right Hub

3.6 Key figures

Following table shows all KiSS Mugello 2015 numbers.

ECONOMIC CONTRIBUTION	69.700 €
SORTED WASTE	43.930 Kg
PACK DISTRIBUTED	20.000
PACK DISTRIBUTED	31.683,194 CO2/Kg
SOCIAL NETWORKS EXPOSURE	3.270.912 contacts
ACCREDITATION	532
WEEK END SPECTATORS	139.452
AUDIENCE	8.340.954



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