

press release

Record-setting sustainability «on track» at Mugello Grand Prix

**6th edition for KiSS Mugello, the sustainability
programme of the Italian Motorcycle Grand Prix (June 1-3).**

Environmental initiatives first but also a social side.

**The goal: raising awareness of the importance of
sustainability issues in sport events, as in everyday life.**

A programme, and a circuit, that set precedents at world level

Scarperia e San Piero (FI), May 24th, 2018 – As is traditional since 2013, **sustainability will be once again "on track"** at the **Italian Motorcycle Grand Prix**, sixth round of the **2018 World Motorcycling Championship** to be held at **Mugello Circuit** on 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 sixth year in a row. The programme aims to raise awareness of the importance of sustainable ways to behave within big sport events, also by showing numerous best practices in the environmental and social space that people can bring in their everyday life.

A PROGRAMME, AND A CIRCUIT, THAT SET PRECEDENTS AT WORLD LEVEL

In 2013 KiSS Mugello set a precedent as the **first programme of its kind in the world**. A few weeks ago KiSS Mugello 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. Mugello Circuit itself holds some **records in terms of sustainability**: it was the first circuit 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)**. It also obtained environmental (**ISO 14001, EMAS**) and health and safety (**OHSAS 18001**) certifications.

ENVIRONMENTAL INITIATIVES: EVEN CIGARETTE BUTTS IN THE SIGHTS!

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 fans and 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. For the first time this year, a couple of **mobile info-desks** ("green cargo bikes", with onboard photovoltaic pedal-assisted system and equipped with recycling bins) will be run by the **KiSS Crew** (the staff wearing "KiSS Mugello" branded uniforms) around the circuit, in the spectators area, by ensuring that a larger part of fans and spectators can be reached by KiSS Mugello. That specific initiative will be carried out in cooperation with **Corepla and Ricrea, the Italian National Consortia** for recycling and recovery of packaging (non profit Institutional Partners).

Further new initiatives this year will regard: **cigarette butts** waste awareness campaign; **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**", whose aim is to encourage the "incentive recycling" of plastic bottles and aluminum cans.

KiSS Mugello this year will also involve the **students of "Impulse Modena Racing Association"** (non profit sport association), the "Moto Student" project of the University of Modena and Reggio Emilia (UNIMORE), who designed and built an electrical motorcycle.

In 2018 KiSS Mugello will seek once again to overcome the results of past editions (51% of waste sorted, about 75,000 Kg, in 2017).

KiSS Mugello will also host a celebration event for the **World Environment Day (WED)** falling on June 5th, promoted by UNEP (United Nations Environment Programme).

SOCIAL INITIATIVES: NON PROFITS AND SOCIAL ENTERPRISES INVOLVED

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, May 31st, in the afternoon) 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, June 2nd, and Sunday, June 3rd, in the afternoon, 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** (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).

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, #FIMRideGreen.

KISS MUGELLO NETWORK

KiSS Mugello was made possible thanks to cooperation among a **broad network of players**, 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)**.

Team supporters: Aprilia Racing, Ducati Team, Gresini Racing, LCR Honda Team, Marc VDS Racing Team, Reale Avintia Racing, Red Bull KTM Factory Racing, SKY Racing Team VR46, Speed Up Racing, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

Supporting companies: Berner Italia, Initial Italia, Lyreco Italia, Nexive.

Institutional partners: leading Italian National Consortia (non profits) for the recovery and recycling of packaging: CiAl (aluminum), Comieco (paper and cardboard), Corepla (plastic), CoReVe (glass), Ricrea (steel). And FSC Italia, who joined the network this year.

Technical partners: Airbank, Alia Servizi Ambientali, Cooperativa L'Orologio, Cuki, Eco.Energia (Olly®), Ecologia Soluzione Ambiente, Eurven, Spazio Aperto Società Cooperativa Sociale, VAN4YOU Noleggio Furgoni, Virosac, VR|46.

Non profit partners: Fondazione Banco Alimentare Onlus, Impulse Modena Racing.

Patronage: KiSS Mugello was carried out under the patronage of: European Commission, Ministero delle Politiche Agricole Alimentari e Forestali, Ministero delle Infrastrutture e dei Trasporti, Città Metropolitana di Firenze, Unione Montana Comuni del Mugello, Comune di Scarperia e San Piero.

KiSS Mugello is under the management and coordination of **Right Hub**, an Italian start-up (a Certified **B Corporation**®) specialized in environmental and social sustainability projects.

Press contacts:

Right Hub srl

Marta Agradi
marta.agradi@righthub.it
Tel. +39 0362 238835

Web kissmugello.com
Twitter twitter.com/kissmugello18
Facebook facebook.com/kissmugello
Instagram instagram.com/kissmugello

Mugello Circuit S.p.A.

Riccardo Benvenuti
Head of Press Office
riccardo.benvenuti@mugellocircuit.it
Tel +39 055 8499.401

Web mugello.com