

press release

## **ItalianGP at Mugello Circuit gets even «greener»**

**6th edition in a row for KiSS Mugello, the environmental and social sustainability programme of the Italian GP (June 1-3).  
It's recognised at world level as a best practice for sustainability in sport events.  
And yet it's raising the bar**

*Scarperia e San Piero (FI), May 31st, 2018* – A special information activity about **recycling of plastics, metals and glass, mobile info-desks** to better engage a broader audience, an awareness-raising campaign against **littering with cigarette butts**: here are just some of the new initiatives to be carried out at **KISS Mugello-Keep It Shiny and Sustainable, the environmental and social sustainability programme of Mugello Circuit** that will be running at the **Italian Motorcycle Grand Prix**, sixth round of the 2018 World Motorcycling Championship to be held at the Tuscan Circuit on June 1-3.

Another great news of this year is the **KISS Mugello logo painted** at Luco curve.

### MOBILE INFO-DESKS TO IMPROVE INFORMATION ON PLASTICS AND STEEL RECYCLING

KiSS Mugello 2018 will mark the debut of **mobile info-desks** (in addition to 4 permanent info-desks, each one equipped with a mini-recycling area, to be placed in the paddock, at Tribuna Ducati, at Tribuna 58 and at Area Fan Club VR 46): they're **"green cargo bikes" with onboard photovoltaic pedal-assisted system** (bearing the words "Metti in moto il riciclo!") and equipped with recycling bins inside, with whom the **KISS Crew** (the staff wearing "KiSS Mugello" branded uniforms) will move around the circuit in the spectators area. The initiative will be carried out in cooperation with **Corepla (Italian National Consortium for collection, recycling and recovery of plastic packaging)** and **Ricrea (Italian National Consortium for recycling and recovery of steel packaging)**, and it aims to raise awareness even more on proper collection and sorting of steel and plastics packagings, as well as on their "new life" under a **circular economy** perspective.

In order to raise awareness also on **sustainable mobility**, the KiSS Crew will use **e-bikes branded Bianchi-Ducati** to move around the circuit.

KiSS Mugello will 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** to participate in an international competition among universities.

A **communication plan will promote sustainable mobility in the audience**, running mainly through the social networks and encouraging fans and spectators to get to the circuit by using collective and public transport, car pooling and car sharing, instead of or in combination with private vehicles.

### A REVERSE VENDING MACHINE FOR "INCENTIVE RECYCLING"

KiSS Mugello 2018 (**sixth edition in a row**, the first one in 2013) will be focusing once more on waste sorting in order to **reduce the environmental impact** of the event. Fans and spectators, along with circuit operators and food stands operators inside the circuit, will be provided with **informations and guidelines** to better collect and separate waste; about

**20,000 recycling bags kits (fully compostable and made of recycled plastic)** will be distributed to fans and spectators; a **recycling area** will be set up inside the paddock, equipped with two special **solar-powered waste compactors**.

In the paddock area, as a pilot test, a new engagement mechanism called "**reverse vending machine**" will be installed: when people deposit their empty plastic bottles and aluminum cans inside the machine, **it will return a message to the luckiest users** with written to get at info-desk KiSS Mugello and pick up an eco-gadget.

A further new initiative will regard **cigarette butts**, aiming to raise awareness among spectators of the negative environmental impact of littering with cigarette butts (throwing the cigarette butts on the ground is forbidden by law in Italy).

Another awareness-raising campaign, targeted to both teams and spectators, and to be run in collaboration with **CoReVe (Italian National Consortium for recycling of glass)**, will regard the **proper disposal of glass** and its "second life" thanks to recycling, with dedicated recycling bins being placed close to hospitalities and at the circuit's entrances (it is forbidden by law to enter glass bottles inside the spectators area).

This year each "**marshal**" station (officers on the track) along the circuit will be equipped with a mini-recycling area.

#### 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 2018 KiSS Mugello will seek once again to **overcome the results of past editions**. In 2017 waste sorted passed 51% (74,615 of waste were sorted and recovered, out of a total of 145,000 Kg of waste collected, with 164,000 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**, which debuted last year, in 2018 will be organized on Saturday, June 2nd, and Sunday, June 3rd, together with **Fondazione Banco Alimentare Onlus**. It will be carried out in collaboration with the hospitalities of the circuit and teams that will join the initiative. In 2017, when the initiative took place only on Saturday, more than 600 meal equivalents were **collected and donated to local non profits** (a meal equivalent corresponding to 0.5 Kg of food).

#### 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 is sponsored by: European Commission, Italian Ministry of Agriculture Food and Forestry Policies, Metropolitan Area of Florence, Mugello Mountain Communities, Municipality of 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.

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