KiSS Mugello

Keep it Shiny & Sustainable

KISS MUGELLO 2019

REPORT

7° edition

Gran Premio d'Italia

31 May

1-2 June 2019

FIM FIM DORNA IRTA mugello CIRCUIT

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C.Leclerc (F1 Ferrari Driver) | M.Binotto (Team Principal F1 Ferrari)

MUGELLO CIRCUIT AND THE ENVIRONMENT

In 2015, it was the first circuit in the world to obtain the prestigious **"Achievement of Excellence",** the highest level of environmental sustainability claim issued by the FIA (International Automobile Federation).

A 252 KWp **photovoltaic panel** is installed in the circuit's central grandstand, guaranteeing an annual production of almost 300,000KWh, equivalent to 20% of the circuit's total requirements.

The central stand is coated with **an eco-active and antibacterial ceramic material** that can degrade the most common pollutants in the air.

The circuit also obtained ISO 9001:2015 quality system certification, ISO 14001:2014 and EMAS environmental system certifications, and OHSAS 18001:2007 for health and safety system certification.

MUGELLO CIRCUIT AND ITS "GREEN SIDE"

The Mugello Circuit is also a large lung of oxygen, in fact it occupies a total area of **170 hectares of which 120 hectares are green and planted areas.**

It is estimated that about 3600 tons of CO_2 are absorbed from this green lung per year.

"PLASTIC FREE" OFFICES AT MUGELLO CIRCUIT

In 2019, a **drinking water distribution system with buds** was introduced in the circuit's offices in order to reduce the number of PET bottles by employees and guests.

In addition, the employees were given the **water bottles in Tritan*** precisely for the 'refill' to the buds.

It is estimated that with this initiative **the circuit avoids producing a waste equal to about 6,000 bottles of PET of 50 cl per year.**

* Tritan is the ecological material for plastic bottles for drinking water. This innovative polymer belongs to the class of co-polyesters, materials that combine good physical and chemical properties with the possibility of being recycled and the absence of harmful components such as bisphenols (BPA) released by the common polycarbonate for food use.

KISS MUGELLO SINCE 2013: 7 YEARS OF SUSTAINABILITY COMMITMENT

The K.i.S.S. (Keep it Shiny and Sustainable) program started its journey with **the first edition ever at the MotoGP Grand Prix of Mugello in 2013.**

It was the first environmental and social sustainability program in the motorsport (motorcycling) sector in the world. F.I.M. (Fédération Internationale de Motocyclisme), Dorna and I.R.T.A. (International Road-Racing Teams Association) promote the program.

The KiSS program has been replicated with great success every following year (2014, 2015, 2016, 2017, 2018 and 2019) and with ever-increasing positive results.

Since 2016, the Circuit del Mugello has entrusted **Right Hub** (an Italian company specializing in the design and implementation of sustainable events) to the structural development, coordination and management of the KiSS program.

KISS MUGELLO IS ONE OF THE FEW GOOD PRACTICES IN SPORT SECTOR

The KiSS Mugello programme was reported as a good practice in the 2018 **"Playing for our planet"** report by **UEFA, WWF, GREEN SPORT ALLIANCE**, which lists the best environmental initiatives in the sports sector.

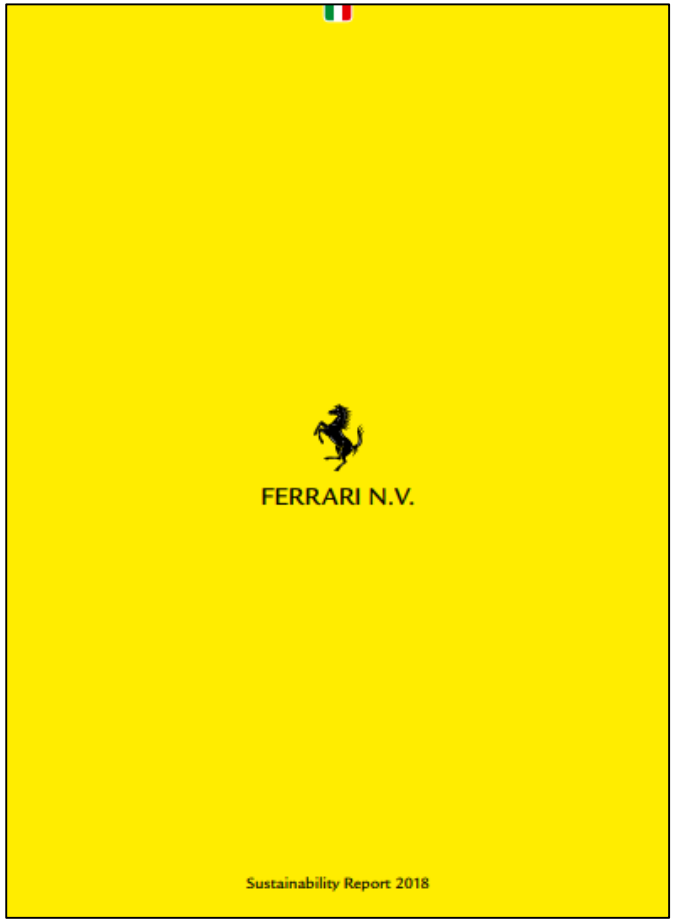
https://it.uefa.com/insideuefa/social-responsibility/news/newsid=2556377.html

KISS MUGELLO REPORTED IN 2018 FERRARI SUSTAINABILITY REPORT

In 2018, the sixth consecutive edition of KiSS Mugello took place. This is the environmental and social sustainability program of the Italian Grand Prix that wants to raise awareness on the importance of sustainability during major sporting events, as well as in everyday life.

The main environmental initiatives consisted in a plan to improve the quantity and quality of recycling during the Grand Prix, the collection and recovery of used edible oils and raising awareness on the importance of recycling among operators, teams and hospitals in the paddock area.

In collaboration with Banco Alimentare, more than 2 thousand meals were collected and donated.
A special and exciting Pit Walk was organized, dedicated exclusively to local non-profit organizations.
KiSS Mugello has been recognized as one of the best practices at international level for sustainability in sport events by WWF, GREEN SPORT ALLIANCE and UEFA, who included it in the report "Playing for Our Planet. How Sports Win from Being Sustainable".



Source: Page 84 Ferrari N.V. Sustainability Report 2018

Recycling during Mugello Moto GP

20,000 recycling kits distributed.

180 kg of waste edible oil collected.

50% of waste recovered during the Moto GP.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AND KISS MUGELLO

In setting sustainability policy and goals, Mugello Circuit was also inspired by the **Un's SDGs Sustainable Development Goals below.**
The SDGs, are based on the integration between the three dimensions of sustainable development: environmental, social and economic development. Mugello Circuit has identified the SDGs closest to KiSS Mugello's targets

KISS MUGELLO CURVE !

ENVIRONMENTAL INITIATIVES

WASTE MANAGEMENT AND RECYCLING

Waste collection has been implemented throughout the circuit in collaboration with **Alia Environmental Services,** the local operator of the waste collection service.

In total more than **400 bins were placed** in the circuit.

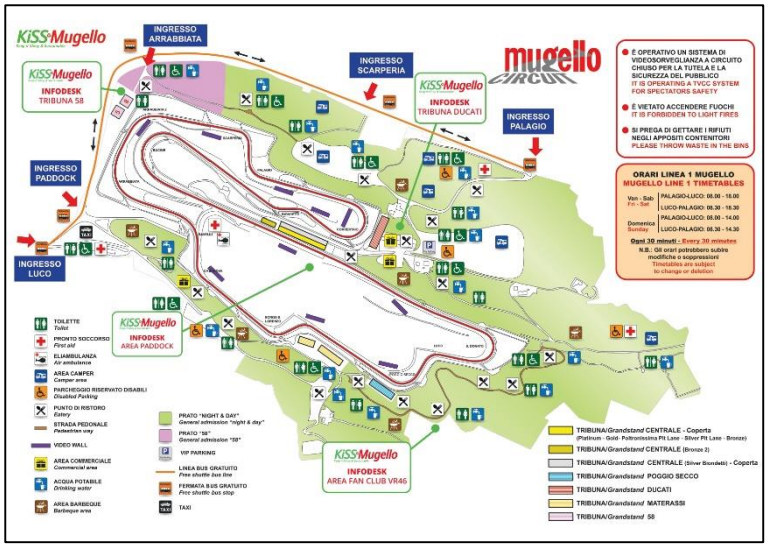
The **Forest Stewardship Council® (FSC®)** certified paper-printed guideline provided by technical partner Nexive, containing information for proper recycling, has been distributed by the KiSS Mugello crew throughout the paddock area.

In addition, the paddock has been equipped with an ecological island for the recycling of large packaging;

In this area, in addition to the recycling bins, there were also two **"solar-powered compactors**".

WASTE MANAGEMENT GUIDELINE FOR OPERATORS

WASTE MANAGEMENT GUIDELINE FOR SPECTATORS



DISTRIBUTION OF RECYCLING KITS TO SPECTATORS (CAMPERS)

About **20,000 waste management kits** were distributed for the separate collection to the spectators at two main entrance gates.

Each recycling kit contains:

- a compostable bag (EN 13432 certificate) provided by technical partner Virosac;
- two coloured bags, made from 80% recycled plastic, supplied by technical partner Virosac;
- a guideline for differentiated collection printed on Forest Stewardship Council® certified paper (FSC®), provided by technical partner Nexive.

The kits were assembled by workers with disabilities of the Social Cooperative Spazio Aperto.

"STOP BLACK BAG" CAMPAGIN

This edition has introduced and launched a strong **campaign to combat the use of the black bag** for waste.

In fact, the black bag, not transparent and therefore not of color according to the types of material, pushes spectators and operators to confer the waste without the correct differentiation.

More than 4,000 additional coloured transparent recycled plastic bags (provided by technical partner Virosac) were distributed than those already supplied.

COFFEE GROUNDS BECOME EDIBLE MUSHROOMS !

This year, for the first time ever, **coffee grounds waste collection** was introduced with a circular economy aim.

In fact, with the delivery of bags in certified paper Forest Stewardship Council® (FSC®), provided by technical partner Sumus, the collection of coffee grounds has bee done at the hospitalities and restaurants.

They become a compost worked by the social cooperative Il Giardinone to produce through the work of disabled people the "Fungo Box" for the cultivation of edible mushrooms at home.

This initiative therefore has a positive environmental impact and an important social impact too.

A total of about 40 kg of coffee grounds were collected and they produced 50 “Fungo Box”.

LUBRIFICANT OILS COLLECTION

Special containers for the collection and recycling of exhausted lubricant oils were placed in the paddock near all the boxes, available to teams and insiders. Exhausted oils are a dangerous waste.

EXHAUSTED FOOD OIL COLLECTION

The collection of exhausted food oil was carried out at all the hospitalities in the paddock area.

From a circular economy perspective, the oil collected was used to produce clean energy.

This year 200 kg of exhausted food oil has been collected.

FREE DRINIKNG WATER FOR SPECTATORS AND LESS PET BOTTLES

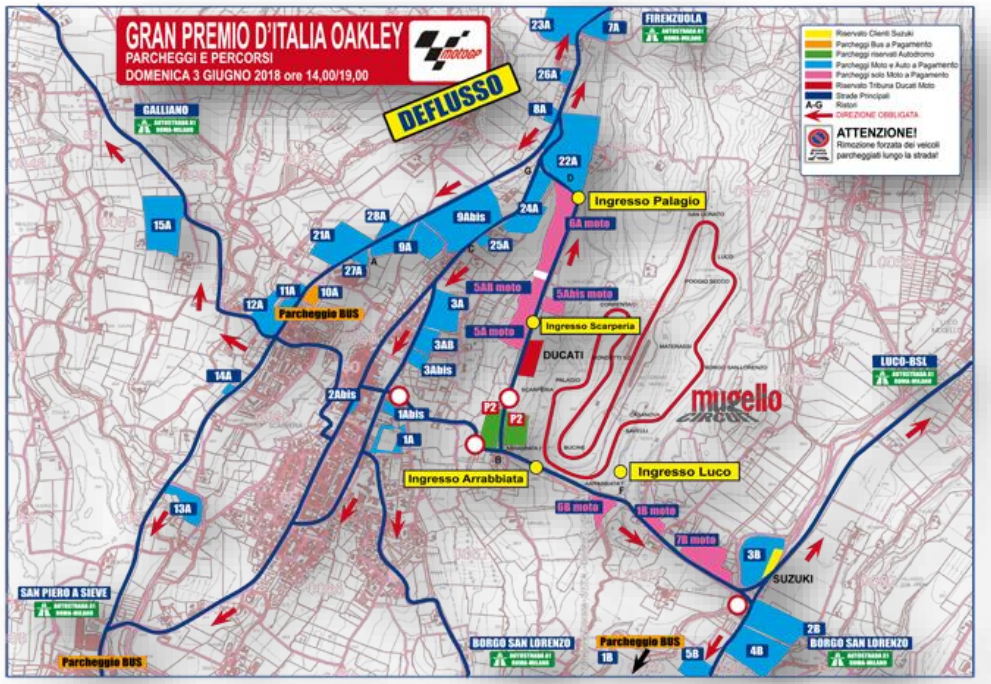
There are **120 water fountains** in the green area of the circuit with the aim of reducing the number of PET bottles during the event and offering free drinking water to spectators.

It is estimated that in this way more than 120,000 50cl PET bottles were saved during the event.

SUSTAINABLE MOBILITY

We have drawn up a plan to raise awareness and encourage spectators to use public transport and share cars (carpooling) to travel to the circuit, in combination with or as a replacement for the use of the private vehicle.

The plan was disseminated through KiSS Mugello's Facebook, Twitter and Instagram page and Mugello Circuit's social media channels.



DUCATI GRANDSTAND INITIATIVE

In co-cooperation with Ducati, a spectators awareness activity was organized to raise awareness for the correct recycling and to avoid food waste.

The activity was linked to the delivery of "Ducati lunch bags" for about 2.500 guests on Sunday.

The initiative included:

- the installation of **three small ecological islands** overseen by the KiSS Mugello Crew to help fans to properly collect separate. The aim was to achieve a higher level of differentiated collection in the Ducati grandstand.

- **the collection of "lunch bags"** that have not been delivered or that have not been consumed, to donate them to the not-for-profit organization of the territory with the support of Banco Alimentare Tuscany;

Both initiatives were promoted by Ducati through special banners placed at the entrance of the grandstand.

STOP CIGARETTES BUTTS LITTERING

The aim of the initiative was to raise awareness of the ugly spectators of throwing cigarette butts on the ground (littering).

Some ground-based buttS holders were placed in the paddock and were distributed in kiSS Mugello's different Info Desks, both **pocket-sized plastic cigarette butts holders** (provided by technical partner Urbel) and **disposable paper-based cigarette butth olders** Forest Stewardship Council® (FSC®) certified and fireproof (provided by technical partner Sumus).

Dorna in addition has placed in the paddock some "smoking area" with cigarette butts holders.

IMPROVE THE COLLECTION OF PET BOTTLES IN THE PADOCK AREA WITH COREPLA

The initiative aimed to improve the collection of PET bottles in the paddock area In collaboration with **COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging).

To facilitate and incentivize people to recycle their plastic bottles we have placed an "incentive eco-compactor"

The compactor allows you to collect 8 times the waste contained in a classic bin.

The machine returns a message ("a receipt") to the spectators indicating to go to the info deks KiSS Mugello and receive a COREPLA promo items (bags in RePET produced with recycled PET, or beach towels and rulers made of recycled plastic).

More than 2,500 50cl bottles (PETs) were collected.

ALUMINUM CANS «CALL FOR COLLECTION» IN COOPERATION WITH CIAL

In addition to the PET bottles collection campaign, an ad-hoc campaign for the **collection of aluminum cans** with the support of **CIAL** (Aluminum Packaging Consortium) was also organized at Mugello.

Spectators were invited to collect and bring aluminum cans to KiSS Mugello Info desk placed at the VR46 Fan Club.
In return, they received some recycled aluminum promo items (water bottles, pencil sharpeners, rulers, pots) based on the number of cans delivered.

More than 4,500 aluminum cans were collected with the strong action of spectators during the event.

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"GREEN RELAX AREA" WITH COREPLA AND RICREA

A relax area was organized in the paddock with the cooperation of the two national consortia Corepla and Ricrea (National Consortium recycling and recovery of plastic and steel packaging), it has been called "green relax area" because it gave spectators the opportunity to rest by sitting down on benches made from recycled material, plastic and steel in the shade of some umbrellas.

At the same time, spectators were informed about plastic and steel recycling by KiSS Mugello Crew as well as by information panels and other products produced with recycled material.

Near the benches were also placed some special bins for the collection of PET bottles and aluminum cans.

An estimated 2,000 people rested on the benches of Corepla and Ricrea over the three days of the event and got information on plastic, steel and aluminum recycling opportunities.

PAPER BASED PRODUCTS CERTIFIED BY FSC® (FOREST STEWARDSHIP COUNCIL)

The supply of cellulose materials that meet environmental and social impact criteria has been ensured by the collaboration with **Forest Stewardship Council® (FSC®) Italy and certified manufacturers**

The various materials used were the following:

- the guidelines for recycling (provided by the technical partner Nexive),
- the information block notes (provided by the technical partner Arti Graphic Reggiani),
- the office bins for the collection (provided by technical partner Sumus Italia),
- Communication totems and info desk banners (provided by technical partner Rebox),
- coffee grounds collection bags (provided by technical partner Sumus Italia),
- disposable butt holders in paper (provided by technical partner Sumus Italia).

SOCIAL IMPACT INITIATIVES

MUGELLO FOR ALL: FACILITATIONS FOR WOMEN, MINORS AND PEOPLE WITH DISABILITY

14.74% tickets for women: discounted entry for women of 15% on the whole price

1.21 % tickets for disable people: In addition, disabled people with a disability rate of more than 74% are entitled to free entry into the lawn always, while in the Grandstand there is a procedure in the months leading up to the event for a limited amount of seats (270 precisely). If the medical certificate specifies that the disabled person is entitled to the escort, the person also receives a free title.

2.70% tickets for junior: free for lawn for children under 13.

0.86% reduced tickets for junior: in the granstand, children under the age of 13 are entitled to a reduction in the ticket, equal to 50% of the full price.

MUGELLO FOR ALL: THE KIDS AREA

Mugello Circuit has made available to the little ones a play area near the paddock. The area is designed with games that stimulate children's creativity.

MUGELLO FOR ALL: PEOPLE WITH DISABILITY PROPER ACCESS TO THE CIRCUIT

Mugello Circuit makes its structure fully accessible to people with disabilities during the event, making available:

- **Reserved parking spaces available near the Central Grandstand and the Materassi Grandstand.;**
- **A grandstand reserved for 250 seats and located near the Central Grandstand;**
- **Reserved toilets.**

WORKERS HEALTH AND SAFETY

Mugello Circuit has a technical regulation that provides for the subscription of the DUVRI document (in compliance with the mandatory Italian law) for all companies operating within the circuit at the MotoGP event.

KiSS MUGELLO CREW: "SAFETY IS NOT AN OPTION"

This year, the staff dedicated to the installation and dismantling of KiSS Mugello's info desks was equipped with individual protective equipments (provided by the technical partner UPower).
Right Hub, coordinator of KiSS Mugello, provided the DUVRI document to Mugello Circuit.

PEOPLE WITH DISABILITY PIT WALK TOUR

As every year the special and exciting walk in Pit Lane was organized on Thursday afternoon, dedicated to people with disabilities and their escorts with whom we walked along the pit lane, visited the team boxes and met riders, teams managers and mechanics.

This year three non-profit associations (Villaggio San Francesco, Social Cooperative Arca and Pianeta Elisa Association) participated with about 50 people.

At the end of the walk we gave everyone present the beautiful KiSS Mugello camouflage bag (kindly provided by supporter Jobmetoo).

FOOD SURPLUS COLLECTION (STOP FOOD WASTE CAMPAIGN)

The collection of surplus food was carried out at the VIP Village in Dorna and the hospitalities of the teams that decided to join the initiative and it was made possible thanks to the collaboration with Banco Alimentare Tuscany, the non-profit organization well known in Italy for its mission and strong commitment against "food waste".

On Saturday morning, the crew of KiSS Mugello, together with the volunteers of Banco Alimentare Tuscany distributed the aluminum trays (provided by technical partner Cuki Cofresco), then withdrawn during the afternoon containing surplus food.

The initiative was then replicated on Sunday.

There were 40 participating and involved collection points, where 2,788 meals were collected and donated.

Meals were donated to San Francesco Village.

SOCIAL COOPERATIVE INVOLVED IN THE KITS RECYCLING ASSEMBLING

We thank the people with disabilities of the social cooperative Spazio Aperto (Milan) who have assembled the 20,000 recycling kits that have been distributed to spectators at Mugello Circuit.

FURTHER INITIATIVES

ENGAGEMENT OF SPECTATORS AT INFO DESKS

Four Info Desks have been placed to inform, communicate and engage spectators about KiSS Mugello initiatives: paddock area, VR46 Fan Club area, Tribuna 58 and Ducati Grandstand.

The materials used at the desks were:

- the pocket-sized "block notes" containing information on sustainability, the circular economy, "green suggestions" and the results obtained in the past edition of KiSS Mugello;

- the "recycling guidelines" containing information for the correct recycling and a leaflet for recycling packaging made in collaboration with Corepla, Recrea and Cial;

- the "green promo items": pancil sharpener, rulers made from recycled aluminum (Cial), scented bags made from recycled plastic (Virosac), plastic pocket-sized butts holders (Urbel), Edible mushroom boxes (Il Giardinone), rulers and beach forks made of recycled plastic, bags in RePet (Corepla), trays made from recycled steel (Ricrea), hand-wash wipes to save water (Berner).

INFO DESKS POSITIONING AT KISS MUGELLO

KISS MUGELLO E-BIKEs

The staff of KiSS Mugello has been provided with two branded **"Scrambler Ducati" e-bikes** with the courtesy of the technical partner AG Group.

SCRAMBLER DUCATI ebike

SUPPORTERS & PARTNERS

KEY PROMOTERS

FIM

FIM

mugello CIRCUIT

DORNA

IRTA

TEAM SUPPORTERS

aprilia RACING TEAM GRESINI

DUCATI

CLINICA MOBILE nel mondo

intact GP

LCR TEAM Honda

GRESINI RACING

Team Estrella Galicia 0,0 marcVDS racing team

PETRONAS YAMAHA FACTORY RACING SEPANG RACING TEAM

REALE SEGUROS Avintia RACING

Red Bull KTM FACTORY RACING

Red Bull KTM TECH3

RACING sky VR46 TEAM

speedUP Racing Spirit

SUZUKI

YAMAHA FACTORY RACING

COMPANY SUPPORTERS

KiSS Mugello was executed thanks to the support of the following companies:

BERNER

Berner, un nome, una storia lunga 60 anni che affonda le sue radici in una solida tradizione familiare. Vogliamo essere partner e consulenti dei nostri clienti! Professionisti nel settore Mobility, Artigianato e Industria.

Tra i nostri valori, pensare e agire responsabilmente, sono le fondamenta in particolar modo nel campo ambientale e della sostenibilità, settori in cui siamo attivi quotidianamente.

https://shop.berner.eu/it-it/Berner_Italia

BRENNTAG

Brenntag è leader mondiale nella distribuzione di prodotti chimici e ricopre un ruolo centrale nella catena dei valori dell'industria chimica. Questo ruolo offre un enorme potenziale per Brenntag ma comporta anche l'obbligo di contribuire alla maggiore sostenibilità del settore. Siamo consapevoli delle nostre responsabilità verso l'ambiente e la società, derivanti dalle nostre attività commerciali e dalla nostra posizione di mercato e ci impegniamo a realizzare la creazione di un valore sostenibile.

www.brenntag.com/italy

COMPANY SUPPORTERS

KiSS Mugello was executed thanks to the support of the following companies:

Initial
Gli Esperti dell'Igiene

Initial Italia, è leader in Italia nelle soluzioni per l'igiene del bagno, barriere antipolvere e profumazione per grandi ambienti. Fa parte del gruppo inglese Rentokil Initial, attivo nella protezione sostenibile di salute e benessere in ambienti di lavoro e spazi comuni. Lo staff è composto da 600 dipendenti su tutto il territorio nazionale, al servizio di oltre 27.000 clienti.

www.rentokil-initial.it
www.initial.it

Jobmetoo®
LAVORO E DISABILITÀ UN DIALOGO ALLA PARI

Jobmetoo è un'agenzia di ricerca e selezione esclusivamente dedicata a persone disabili ed appartenenti alle categorie protette; è un portale accessibile e concepito per facilitare l'incontro tra domanda ed offerta di lavoro. L'obiettivo di Jobmetoo è fornire una soluzione al problema della disoccupazione dei disabili, facendo sì che non diventi solo una risorsa per l'impresa, ma un motore dell'economia e nuova linfa per la società.

www.jobmetoo.com

INSTITUTIONAL PARTNERS

CiAl Consorzio Imballaggi Alluminio

COREPLA Consorzio Nazionale per la raccolta, il riciclo e il recupero degli imballaggi in plastica

CoReVe CONSORZIO RECUPERO VETRO

RICREA CONSORZIO NAZIONALE RICICLO E RECUPERO IMBALLAGGI ACCIAIO

FSC FORESTS® FOR ALL FOREVER
FSC® F000217

NON PROFIT PARTNER

Banco Alimentare

SPORT & SOSTENIBILITA' ITALIA

TECHNICAL PARTNERS

Alia SERVIZI AMBIENTALI

ARTI GRAFICHE REGGIANI
WWW.ARTIGRAFICHEREGGIANI.IT

Cuki

L'OROLOGIO
SOCIETA' COOPERATIVA

FungoBox

nexive

redtex

RIGHTHUB

Spazio Aperto
Società Cooperativa Sociale

sumus®

U-Power
Don't worry... be happy!

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VAN 4 YOU
Noleggio furgoni
& veicoli professionali

virosac
SACCHI FATTI A REGOLA D'ARTE

VR46

WITH THE PATRONAGE OF:

SUSTAINABLE DEVELOPMENT GOALS

Commissione Europea

Ministero delle Infrastrutture e dei Trasporti

UNIONE MONTANA DEI COMUNI DEL MUGELLO

COMUNE DI SCARPERIA E SAN PIERO

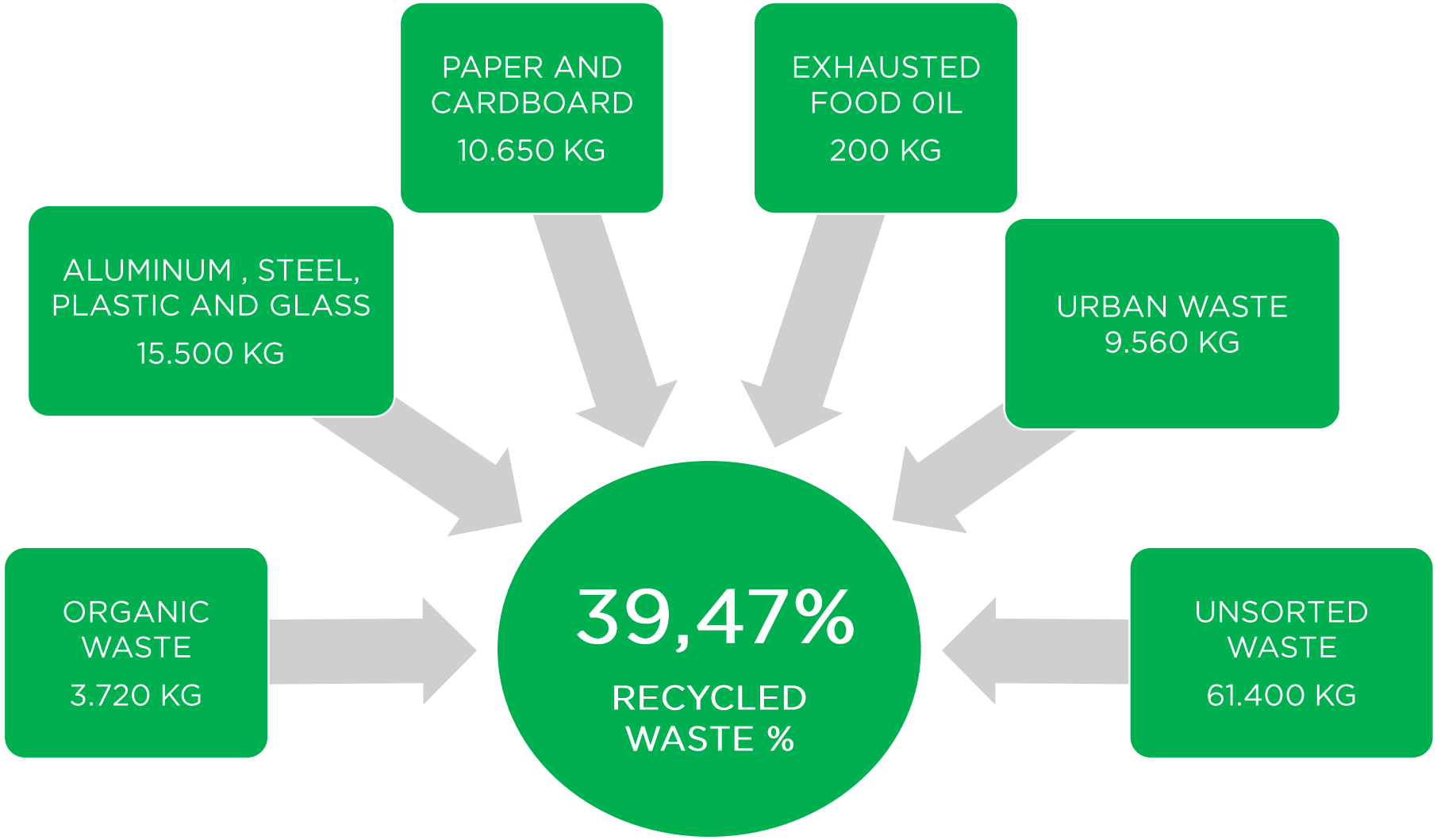
KEY ACHIEVEMENTS

FOOD SURPLUS COLLECTION

	2013-2016	2017	2018	2019
FOOD SURPLUS COLLECTION – TOTAL DONATED MEALS*	0 (collection not organized)	608 (Saturday)	2085 (Saturday and Sunday)	2788 (Saturday and Sunday)

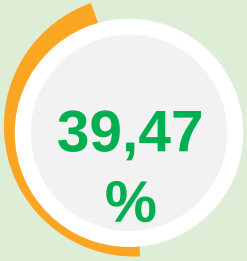
* One meal is 500g of food, based on criteria of the Fédération Euroépnne des Banques Alimentaires.

WASTE MANAGEMENT FIGURES*



* Figures provided by «Alia Servizi Ambientali»

KISS MUGELLO 2019 – KEY FIGURES



% SORTED WASTE

101.430 kg

TOTAL WASTE COLLECTED

40.030 kg

TOTAL SORTED WASTE AND RECYCLED

20.000

RECYCLING KITS DISTIRBUTED FR WASTE COLLECTION

120

FREE DRINKING WATERS FOUNTAINS

139.329

TOTAL SPECTATORS IN 3 DAYS EVENT

30.000+

SPECTATORS ENEGAGED AT INFO DESKS

50

PIT WALK TOUR PARTICIPANTS

2.788

TOTAL MEALS DONATED

30.000.000+

TOTAL SOCIAL NETWORKS POTENTIAL CONTACTS

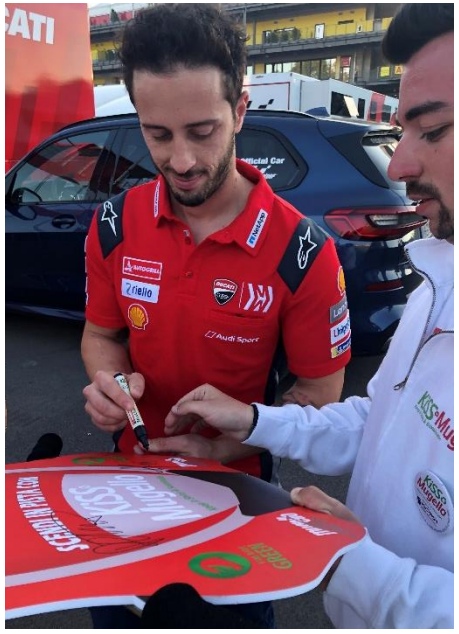
SCENDI IN PISTA CON
KiSS Mugello

SCENDI IN PISTA CON
KiSS Mugello

MISSION WINNOW
RISPETTA
L'AMBIENTE

TANTA ROBA!

IO RISPETTO
L'AMBIENTE



STOP
DI CIBO!

WE
SUPPORT
KiSS Mugello

RESPECT

TANTA ROBA!

WE CARE FOR
OUR ENVIRONMENT

ENEOS
SEMAKIN DI DEPAN

IO RISPETTO
L'AMBIENTE
KiSS Mugello
RECYCLE & WIN

WE
SUPPORT
KiSS Mugello
CREW

KISS MUGELLO 2019 - VIDEO CLIP

FOR FURTHER INFORMATION AND DETAILS:

SITO WEB: www.kissmugello.com www.mugellocircuit.it

FACEBOOK: https://it-it.facebook.com/kissmugello/

INSTAGRAM: www.instagram.com/kissmugello/

TWITTER: https://twitter.com/kissmugello19

SITO WEB – CIRCUITO DEL MUGELLO: www.mugellocircuit.com

FIM RIDE GREEN: www.fim-live.com/en/fim/the-commissions/sustainability/

Coordinator of KiSS Programme

Fédération Internationale de Motocyclisme
11, Route de Suisse 1295 Mies – Switzerland
T: +41 (0) 22 950 95 00
F: +41 (0) 22 950 95 01
www.fim-live.com | info@fim-live.com

Circuit reference:

Mugello Circuit S.p.A.
Via Senni, 15
50038 Scarperia (FI) – Italy
T: +39 (055) 8499111
www.mugellocircuit.com | info@mugellocircuit.it

Coordinator of KiSS Mugello:

Right Hub S.r.l.
Via Evangelista Torricelli, 44
20831 Seregno (MB) – Italy
T: +39 0362 238835
www.righthub.it | info@righthub.it