



PRESS RELEASE – MAY 31ST 2023

Gran Premio d'Italia Oakley June 9-11: KiSS Mugello celebrates its 10th anniversary

Among the many events, a fundraising auction to benefit the Fondazione dell'Ospedale Pediatrico Meyer.

Sustainability has always been the flagship of the Mugello Circuit. Ferrari's racetrack was the first worldwide to obtain the prestigious "Achievement of Excellence" award, the highest level of environmental sustainability certification issued by the FIA (International Automobile Federation). The commitment has continued over the years and Mugello also came first in terms of important system certifications such as: ISO 20121 (Event Sustainability), ISO 9001 (Quality), ISO 14001 and EMAS (Environment), ISO 45001 (Health and Safety) in addition to the FIA Environmental Accreditation 3 Star recognition (Environment).

Moreover, since 2013, the **KiSS Mugello (Keep It Shiny and Sustainable) sustainability programme** has been implemented at the Italian Grand Prix and continues to be a symbolic initiative for the promotion of environmental and social sustainability in sports. In 2018, KiSS Mugello was recognized as one of the international best practices for sustainability in sport by UEFA, WWF and GREEN Sport Alliance.

The KiSS programme of FIM (Fédération Internationale de Motocyclisme), reaches its 10th anniversary since the first edition in 2013, which was held precisely at Mugello Circuit.

Sustainable innovation, technology, passion, and fun are the values on the track meanwhile the commitment in this 10th anniversary will focus on: avoiding food waste, promoting sustainable mobility, encouraging material recycling and circular economy, combating "littering," protecting natural resources, promoting the importance of positive local impact, accessibility and inclusion of people with disabilities, and supporting local non-profit organizations.

As every year, the collection of surplus food will be carried out in collaboration with Associazione Banco Alimentare Toscana, Fondazione Banco Alimentare, Right Hub staff, FIM, Dorna, IRTA and Mugello Circuit. Aluminum containers provided by Cuki Cofresco will be used for the collection activity, which, once used, can be sent for recycling thanks to CiAl. The effort to reduce food waste will involve the Teams inside the paddock, the MotoGP VIP Village™, and Mugello Circuit's hospitality and restaurant. The food collected will be donated to local organisations that cooperate with Banco Alimentare Toscana and take in people in need from the area.

Many activities will take place such as the Solidarity Pit Lane Walk on Thursday, exclusively dedicated to local non-profit organizations engaged in social work, food surplus collection, public awareness and information point on sustainability issues, free drinking water columns in public areas to reduce waste production, and recycling collection to encourage recycling and material recovery.

Among the special initiatives, there will be **a fundraising auction to benefit Fondazione dell'Ospedale Pediatrico Meyer situated in Florence, already online at the following link until June 5th:** <https://www.charitystars.com/product/duo-pass-hospitality-per-il-weekend-del-gran-premio-d-italia-di-moto-gp-it>



The KiSS Mugello Sustainability Programme coincides with FIM Sustainability Week, which will be held June 5-11, opening just on June 5th with the World Environment Day established by the United Nations.

Furthermore, on Friday June 9th, Dorna and FIM will organize a sustainability roundtable about the 10th anniversary of the KiSS Programme.

The initiatives included in the KiSS Mugello programme contribute to the achievement of some of the United Nations' 17 Sustainable Development Goals for a more sustainable future for the planet and for humanity.

KISS MUGELLO'S NETWORK

The programme is sponsored by Mugello Circuit, FIM (Fédération Internationale de Motocyclisme), Dorna and IRTA (International Road Racing Teams Association).

Team supporter: teams participating in the programme's initiatives.

Institutional partners: CiAI (Italy's national non-profit consortium for the recovery of aluminium packaging), Ricrea (Italy's national non-profit consortium for the recovery of steal packaging), Biorepack (Italy's national non-profit consortium for the organic recycling of biodegradable and compostable plastic packaging).

Non-profit organizations partners: Banco Alimentare, Fondazione dell'Ospedale Pediatrico Meyer.

Technical partners: Alia Servizi Ambientali, L'Orologio Società Cooperativa.

The coordination of KiSS Mugello has been entrusted to Right Hub **benefit company** since 2015, a specialized organization that, since 2014, has been promoting internationally sustainability projects for events, event venues, event organizers, suppliers of event goods and services, and sports teams.

INFORMATION FOR THE PRESS:

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