

PRESS RELEASE 27 MAY 2026

Gran Premio d'Italia Brembo 2026: KiSS Mugello relaunches its commitment to sustainability and inclusion

From the recovery of surplus food to PET collection with COREPLA, alongside initiatives dedicated to people with disabilities: the MotoGP™ weekend renews its environmental and social commitment.

Scarperia San Piero (Fi) - Mugello International Circuit confirms its commitment to sustainability for 2026, an element that has distinguished the Ferrari-owned circuit for years. The facility was the first in the world to achieve numerous system certifications, including: ISO 20121 (Event Sustainability Management System), ISO 9001 (Quality), ISO 14001 and EMAS (Environment), ISO 45001 (Occupational Health and Safety), PdR125 (Gender Equality), and FIA Environmental Accreditation 3 Star (Environment).

Beyond its role as a world-class motorsport venue, Mugello has become a living laboratory for biodiversity. The circuit grounds host pollinator gardens and green corridors that protect local flora and fauna, turning the track into a facility where racing and nature coexist. These initiatives highlight Mugello's commitment to preserving ecosystems while welcoming fans from around the globe.

On the occasion of the Gran Premio d'Italia Brembo MotoGP™ (29-31 May), **KiSS Mugello – Keep It Shiny and Sustainable** returns. This program, promoted by FIM, MotoGP™ SEG, and IRTA, has been implementing concrete environmental and social sustainability initiatives in the sports and motorsport sector since 2013.

Once again this year, the program includes the **recovery of surplus food** in collaboration with **Banco Alimentare Toscana and Fondazione Banco Alimentare**. These activities will involve the Team hospitalities, the **MotoGP VIP Village™**, and the circuit's restaurant, with the aim of donating the recovered food to local organizations that support vulnerable and disadvantaged people.

Among the most significant moments of the weekend, the **"Solidarity Pit Lane Walk"** returns. This initiative is dedicated to **people with disabilities and their companions**, who will have the opportunity to experience the paddock atmosphere up close, meet teams and riders, and walk along the circuit's pit lane.

Special focus will also be dedicated to raising public awareness regarding the collection of **PET bottles**, promoted by **COREPLA** (National Consortium for the Collection, Recycling, and Recovery of Plastic Packaging). An **eco-compact** will be placed at the KiSS Mugello info desk in the paddock area, while a team of **"green rangers"** will move through the crowd to raise awareness on the correct disposal of PET bottles and collect them using special backpack containers.



Spectators will also be involved in a **call to action to prevent cigarette butts from being littered on the ground**; thanks to their virtuous action, they will receive a **CIKKO pocket cigarette butt holder**.

Mugello is taking visible steps to reduce its carbon footprint. One example is the partnership with **BusForFun**, a collective transport service that encourages fans to travel together. By promoting shared mobility, the circuit significantly cuts down on individual car journeys, reducing emissions and reinforcing the message that sustainability is not only about technology but also about everyday choices

THE KISS MUGELLO 2026 NETWORK

- **Promoters:** The program is promoted by **Mugello Circuit**, **FIM** (Fédération Internationale de Motocyclisme), **MotoGP™ SEG**, and **IRTA** (International Road Racing Teams Association).
- **Team supporters:** All Teams participating in the program's initiatives.
- **Sustainability Partners:** **COREPLA** (National Consortium for the Collection, Recycling, and Recovery of Plastic Packaging), **Banco Alimentare**, **Fondazione Banco Alimentare**, **CIKKO**.
- **Technical partners:** **Plures**, **L'Orologio Società Cooperativa**, **Ecorec**.

Since 2015, the coordination of the KiSS Mugello program has been entrusted to **Right Hub Società Benefit**, a specialized organization that designs and implements international sustainability projects for events, event locations, event organizers, goods and services suppliers for events, and sports teams.

MEDIA INFORMATION

- **Websites:** www.kissmugello.com | www.mugellocircuit.com
- **Mugello Circuit S.p.A.:** Maria Guidotti – maria.guidotti@mugellocircuit.com
- **Right Hub Società Benefit S.r.l.:** Carmen Barbano – carmen.barbano@unisona.it

COREPLA, Sustainability Partner of KiSS Mugello 2026

- Operates within the packaging waste management system coordinated by CONAI (National Packaging Consortium), ensuring the collection, recycling, and recovery of plastic packaging under its jurisdiction collected across the Italian territory.
- Ensures the full environmental compatibility of plastic packaging management to achieve the recycling and recovery targets set by EU Directive 94/62 EC, according to criteria of efficiency, effectiveness, economy, and transparency.
- Supports Municipalities in activating and developing adequate separate waste collection systems, recognizing them—or the operators delegated by them—the

compensation provided by the ANCI-CONAI Framework Agreement to support the extra costs incurred for carrying out the collection.

- Contributes to achieving the recovery targets for materials under its jurisdiction coming from separate waste collection, which are primarily destined for mechanical recycling and, secondarily, for energy recovery, taking charge of all necessary preliminary operations.
- Performs a subsidiary market action in favor of recycling companies for the collection of plastic packaging waste from economic activities on private property.
- Communicates with citizens and various stakeholders, raising awareness about the best practices of separate waste collection and, more generally, promotes interventions to reduce the environmental impact of plastic packaging starting from waste prevention.