

press release

## **Sustainability on track at Mugello Grand Prix for the 5th year in a row**

**KiSS Mugello, the sustainability programme of  
the Italian Motorcycle Grand Prix, marks the fifth edition.  
Environmental and social initiatives will be carried out,  
also inspired by the circular economy principles.  
2017 World Environment Day  
to be celebrated within the race week-end**

*Scarperia e San Piero (FI), May 22, 2017* – For the fifth year in a row, **KiSS Mugello-Keep it Shiny and Sustainable, the environmental and social sustainability programme of Mugello Circuit**, will be running at the **Italian Grand Prix**, the sixth round of the 2017 World Motorcycling Championship to be held at the Tuscan circuit (Scarperia, Florence) on June 2-3-4. The programme aims to **raise awareness of the importance of environmental and sustainability issues within big sport events**, leveraging the fans' passion for motorcycling to make their passion for sustainability grow.

### ENVIRONMENT COMES FIRST

Since its first edition in 2013 (it was the **first programme of its kind at world level**), KiSS Mugello has focused on **environmental protection and respect**. The environment has a very special significance with regard to the Tuscan circuit, since around the track - it twists and turns through the lovely Tuscan hills - most of the fans who follow the event are used to camping for the whole race week-end.

One of the main goal of the programme is to **reduce the environmental impact of the event**. In that respect, a number of initiatives will be carried out: **waste sorting** (20,000 recycling kits will be distributed) and **recycling**, according to **circular economy** teachings; separate collection of waste batteries, collection of used cooking oil and used motor oil; recycling points and **free drinking water fountains** for fans and spectators across the circuit; a communication plan promoting **sustainable mobility** (use of collective and public transport, car pooling, bikes). At the **info-desks** placed in the paddock area and, for the first time this year, also in the audience area, **KiSS Mugello staff** will give fans and spectators any kind of information and support about KiSS Mugello initiatives. KiSS Mugello 2017 seeks to **overcome the results of past editions**: when it comes to waste sorting, the goal is to **overcome the 40% of waste sorted** achieved in 2016.

Although it falls on June 5, within the race week-end the celebration of **2017 World Environment Day** promoted by UNEP (United Nations Environment Programme) will also take place.

### SOCIAL INITIATIVES

Along with environmental initiatives, KiSS Mugello promotes social initiatives as well, also by involving some **social enterprises**. A special **Pit Walk** will take place, being dedicated to boys and girls with disabilities from some local non profit organizations that will have the chance to walk along the pit lane and visit the box of the racing Teams.

In cooperation with the leading **Italian National Consortia** (non profit) **for the recovery and recycling of packaging**, and to promote the **circular economy**, the separate waste collection carried out by fans and spectators over the race week-end will be connected with a **fundraising initiative** meant to support a project by the Fondazione Ospedale Pediatrico Meyer of Florence. Another social initiative will be carried out with Mugello Circuit, QUI Foundation and Emporio della Solidarietà, and the City of Scarperia and San Piero,

assisted by KiSS Mugello Crew and employee volunteering programme run by Omal S.p.A.: it consists in the collection of food surplus from hospitality, to **reduce food waste**. The collected food surplus will be donated to local non profit organizations.

#### #KISSMUGELLO SOCIAL MEDIA CAMPAIGN

KiSS Mugello's initiatives will be supported by a **web and social media communication campaign**. The essential informations about the programme, along with the reports of KiSS Mugello 2016 edition, are available on the website [www.kissmugello.com](http://www.kissmugello.com) (in English, too). Dedicated social media channels on **Twitter** (<https://twitter.com/KiSSMugello17>) and **Facebook** (<https://www.facebook.com/kissmugello>) work throughout the MotoGP season. The official social media hashtags for KiSS Mugello are **#kissmugello** and **#kissmugello5years**.

#### MUGELLO CIRCUIT, HOME FOR SUSTAINABILITY

It's not by chance that the first "KiSS" programme in the world started in 2013 at Mugello, since the Tuscan circuit is highly familiar with sustainability. In 2015 it was the **first circuit worldwide** 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)**. Mugello Circuit also obtained over the years **environmental and health and safety certifications**. Moreover, a powerful **photovoltaic plant** is installed at the Grandstand Centrale of the circuit, ensuring a production of energy that accounts for about 20% of the annual needs of the circuit the Grandstand Centrale is also covered by an eco-active, non-polluting and antibacterial ceramic, able to reduce pollutants in the air, made by Graniti Fiandre.

#### THE POWER OF THE "KISS" NETWORK

A **broad and expanding network of players** contributes to the implementation of KiSS Mugello varied initiatives, attesting the mounting interest of the MotoGP world and more in general of the motorcycling world for sustainability.

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)**.

Compared to the past editions, the number of **Team Supporters** of KiSS Mugello (from the MotoGP class but also from Moto2 and Moto3) has increased considerably: Ducati Team, Gresini Racing, LCR Honda Team, Peugeot Motocycles Saxoprint, Reale Avintia Racing, Speed Up Racing, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

KiSS Mugello has been made possible also thanks to a number of **supporting companies highly committed to sustainability**: CWS-boco Italia, Dyson Italia, Graniti Fiandre, Lyreco Italia, Nexive, Omal, Toyota Material Handling Italia.

**Institutional partners** of KiSS Mugello are the following **Italian National Consortia** (non profit) for the recovery and recycling of packaging: CIAL (aluminum), Comieco (paper and cardboard), Corepla (plastic), CoReVe (glass), Ricrea (steel).

**Technical partners** of KiSS Mugello are: Airbank, Alia Servizi Ambientali, Cartonspecialist (Biopap®), Eco.Energia (Olly®), Grafinvest Ecotipografia, Cooperativa L'Orologio, VAN4YOU Van Rental.

**Non profit partners** of KiSS Mugello are: QUI Foundation (supported by QUI! Group company), Emporio della Solidarietà, Fondazione Ospedale Pediatrico Meyer of Florence.

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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