



press release

Mugello Grand Prix breaks new record in waste sorting

Waste sorting at KiSS Mugello-Keep it Shiny and Sustainable, the sustainability programme of Mugello Circuit (5th edition at Mugello GP last June), went beyond targets and reached 51.5%. A key factor for success the synergy among promoters and partners, starting from Alia Servizi Ambientali and the National Consortia for the recovery and recycling of packaging

Scarperia e San Piero (FI), September 26, 2017 – Waste sorting went beyond the targets at **KiSS Mugello-Keep it Shiny and Sustainable**, the **environmental and social sustainability** programme of **Mugello Circuit** that took place for the 5th consecutive edition at the Italian Grand Prix last June, featuring separate waste collection as one of its core initiatives.

WASTE SORTED REACHED 51.5%

Over the week-end of the Italian Grand Prix the overall **waste sorted reached 51.5%**, overcoming the target of 50% ambitiously set by the organizers. That's a **remarkable growth compared to 2016**, when the waste sorted reached 40%, and even more compared to 2013 (20%).

These results further confirm the **long-standing commitment** to sustainability and circular economy by Mugello Circuit. When KiSS Mugello kicked off in 2013, it was the **first programme of its kind at world level**. In 2015 the Tuscan circuit beloved by Valentino Rossi was also the first one 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)**.

SYNERGY A KEY FACTOR FOR SUCCESS

The great **synergy among promoters and partners** was a key factor for KiSS Mugello to be able to reach breaking-record results in waste sorting.

A very big effort has been made by the **Italian National Consortia for the recovery and recycling of packaging: CiAl** (aluminum), **Comieco** (paper and cardboard), **Corepla** (plastic), **CoReVe** (glass), **Ricrea** (steel). The Consortia have also played a key role with regard to **" + Waste sorting, + Donation"**, a special initiative that aimed to encourage spectators and fans to make their best effort in waste sorting by **connecting the separate waste collection with a fundraising initiative** in favor of the **Fondazione Ospedale Pediatrico Meyer of Florence**. The initiative made it possible to raise **5,000 euros** (each Consortium donated 1,000 euros) that on July 19th KiSS Mugello handed over to Gianpaolo Donzelli, President at the Fondazione Ospedale Pediatrico Meyer.

A key role has been also played by **Mugello Circuit** and **Alia Servizi Ambientali** (technical partner of KiSS Mugello): they both made a big effort to increase the **amount of recycling bins and equipped recycling areas** set up across the circuit, thus facilitating the separate waste collection (paper and cardboard, glass, plastic and metals, organic, used batteries). In

addition to that, over the race week-end **20,000 recycling kits** containing dedicated coloured bags and information flyers have been distributed to spectators and fans at the main entrances to the circuit. In the paddock and the hospitalities the collection of used cooking oil and used motor oil has also been carried out.

The **KiSS Mugello Crew** (the team dedicated to KiSS Mugello that was established by **Right Hub**, the Italian Certified B Corporation® specialized in environmental and social sustainability projects connected with sport events, that as in the past editions was in charge of the management and coordination of KiSS Mugello) also had a **stronger than ever presence** at the circuit during the race week-end. For example, across the circuit a **greater number of info-desks** has been placed and manned by the KiSS Mugello Crew (not only in the paddock, but also close to **Tribuna Ducati, Tribuna 58, VR46 Fan Club** audience areas).

Paolo Poli, Managing Director at Mugello Circuit, said: *«We are so happy and proud for having reached and overcome the target we set of 50% with regard to waste sorting. Between Mugello Circuit and environmental sustainability there is by now an unbreakable bond. At Mugello Circuit, where the KiSS Programme kicked off, over the last years we worked very hard to raise awareness of respect for the environment among spectators, fans and all the people in the paddock. Today's results confirm that our vision of an environmental friendly motor sport was right, and trustworthy. All this spurs all of us to continue and further improve. Therefore, the threshold of 51.5% is just a new starting point towards a Grand Prix where the waste sorted will finally reach 100%».*

Luca Guzzabocca, General Manager at Right Hub, said: *«The deep commitment to sustainability by promoters and partners made it possible for KiSS Mugello to achieve big improvements in waste sorting. What made the difference in 2017 is the consistency of the initiatives and the shift in the culture of sustainability showed by both spectators and business operators in the motorcycle racing industry».*

THE «KISS» NETWORK

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)**.

Supporting racing Teams: Ducati Team, Gresini Racing, LCR Honda Team, Peugeot Motocycles Saxoprint, Reale Avintia Racing, Speed Up Racing, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

Supporting companies: Initial Italia, Dyson Italia, Graniti Fiandre, Lyreco Italia, Nexive, Omal, Toyota Material Handling Italia.

Institutional partners: CiAl (aluminum), Comieco (paper and cardboard), Corepla (plastic), CoReVe (glass), Ricrea (steel).

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

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

Press contacts:

Right Hub srl

Marta Agradi

marta.agradi@righthub.it

Tel. +39 0362 238835

Web www.kissmugello.com
Twitter www.twitter.com/kissmugello17
Instagram www.instagram.com/kissmugello
Facebook www.facebook.com/kissmugello