

**MISANO PETRONAS URANIA
GRAND PRIX TRUCK 2018**

26/27 MAGGIO
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On track for sustainability @Misano! The first ever edition of “Greening Misano Grand Prix Truck”

**Launch of the “Greening Misano Grand Prix Truck”,
the environmental and social impact programme of Misano Grand
Prix Truck.
Focus on environmental protection.**

Misano World Circuit (Italy), 23 may 2018 – It will be the first ever edition of the environmental and social impact programme named **“Greening Misano Grand Prix Truck”** during the Italian round of **ETRC – European Truck Race Championship 2018 promoted by FIA** (International Federation of Automobile) at Misano World Circuit Marco Simoncelli on the 26th and 27th of may

The programme has the key aim to raise the awareness of spectators, teams and operators about proper recycling and circular economy during sporting events, **using as leverage the passion for motorsport to boost the passion for sustainability.**

The objective is to reduce the environmental impact of the event with an **ad-hoc guideline for the proper and correct separate waste management** at the paddock area and spectators area. Infact in co-operation with **Hera e Cesa** (waste management service suppliers) will be set up some recycling areas with proper colored bins.

Surplus food collection will be organized in co-operation with **Summertrade** (catering service supplier) with the aim to beat food waste and donate food to some local not for profit organizations.

Furthermore it will be organized an ad-hoc assistance service for people with disabilities managed by **Associazione Comunità Papa Giovanni XXIII** (a very well known not for profit organization of the territory). *“We will give our warm welcome and proper assistance – stated Mr. Stefano Vitali, International Project Manager – during the event as well as in all the other events taking place at the circuit. The cooperation with the circuit is effective and solid, it has the aim to give the opportunity to fully enjoy sporting moments”.*

Both design and execution of “Greening Misano Grand Prix 2018” are fully managed by **Right Hub**, an Italian start-up company B Corp certified, which is specialized on environmental and social practices in large sporting events like for instance KiSS Misano and KiSS Mugello programmes for the MotoGP events since 2014.

Right Hub Staff will operate during the event at the info desk located in the paddock area in order to inform people about the proper recycling and circular economy as well promoting the initiatives of the programme itself.

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