

**Gran Premio TIM di San Marino e Riviera di Rimini
A race for sustainability.**

KiSS Misano-Keep it Shiny and Sustainable
to debut at Misano on September 9-11, 2016.

**A number of initiatives aiming to make spectators, teams
and riders more aware of the importance of
sustainability in motorcycling events**

Misano Adriatico (RN), July 26, 2016 – **Environmental and social sustainability** will be among the most relevant ingredients for the success of the **Gran Premio TIM San Marino e Riviera di Rimini**, the 13th round of the 2016 World Motorcycling Championship due to be held at **Misano World Circuit** (Misano Adriatico, Rimini) on **September 9-11, 2016**.

The circuit named after **Marco Simoncelli** is going to organize for the first time the **KiSS Misano-Keep it Shiny and Sustainable** programme, a number of initiatives aiming to make spectators, teams and riders more aware of the importance of **good practices** with regard to **environmental and social sustainability** in motorcycling events.

SUSTAINABLE MOBILITY, ACCESSIBILITY, WASTE SORTING ON STAGE

Misano World Circuit promotes a culture of sustainability, furthermore it looks to mobility with care. During the MotoGP event this approach is fully shared with the event's promoters.

In view of the Grand Prix a communication plan will be prepared to invite spectators and fans to come to the circuit by using **public means of transportation, car pooling, bicycles**. Thanks to agreements between the circuit and a series of public and private transport operators, the public will also be offered the chance to benefit from incentives and facilitations with regard to **trains, shuttle bus, taxi**. The **traffic management plan**, especially concerning traffic inflows and outflows, has been expanded in 2016 and it now covers a **100 km circle area** (from 50 km until 2015) around the circuit, with the indication of specific routes depending on the ticket you own.

In addition there are initiatives to facilitate access for persons with disabilities. In particular, close to the circuit accesses you can find **disabled-accessible car parking** spaces. Detailed information about that will be included in the information materials of the KiSS Misano programme.

Another key issue for KiSS Misano is about encouraging spectators and fans to **waste sorting**, in order to keep the circuit clean, **stop littering** and **stop food waste**. Across the circuit, also in the paddock and mainly close to food and beverage outdoor shops, sorted waste collection points will be organized, including used batteries bins. Furthermore, cooking oil collection service will be provided in the paddock area and the hospitalities.

With the aim to engage spectators and fans ahead of the race week-end, KiSS Misano will launch a **social media** campaign (hashtag **#kissmisano**) on Twitter and Facebook (www.facebook.com/MisanoWorldCircuit, www.twitter.com/circuitomisano, www.youtube.com/user/CircuitoMisano and the **dedicated Twitter account** www.twitter.com/kissmisano).

KISS MISANO SUPPORTS SOCIAL CAUSES

Together with environmental sustainability, KiSS Misano aims to promote social sustainability. Some teams and riders will donate some items in order to organize a **charity auction** to raise funds for **Marco Simoncelli Foundation**. On Thursday September 8, will be organized a meeting with the teams to officially display the items. On the same day, a special **Pit Walk** will take place, with local non profit associations having the chance to walk along the pit lane and visit the boxes of the teams. **In favor of local non profit associations** again, the **food surplus** from some hospitalities will be collected and donated.

MISANO WORLD CIRCUIT, «MADE IN» SUSTAINABILITY

Misano World Circuit (600,000 visitors per year) is a modern and technological one, highly familiar with sustainability. Over the last years, the circuit **reduced its energy consumption** by 30%. In 2011 it has been the first circuit in Italy to be equipped with a **photovoltaic system** that produces some 450,000 Kw per year with zero Co2 emissions. In recent years, key interventions for **containment of noise** have been also carried out. A **big waste sorting programme** took place recently at the circuit, in partnership with the Italian multiutility Hera, during the Pirelli Riviera di Rimini Round of the World Superbike Championship on June 17-19, 2016. The World Ducati Week, which took place at the circuit on July 1-3, 2016 (more than 60,000 visitors), was the **first motorcycling event in Italy to obtain the “sustainable event” certification** according to the new ISO 20121 sustainability standard, which was tested during the Olympic Games hosted in London in 2012.

KISS PROGRAMME AND MOTORCYCLING

KiSS Misano-Keep it Shiny and Sustainable is promoted by **Misano World Circuit** and **FIM (International Motorcycling Federation)**, in cooperation with **Dorna** (the Spanish company holding the rights for the World Motorcycling Championship) and **IRTA (The International Road Racing Teams Association)**. Misano World Circuit gave permission for the coordination and management of the programme to **Right Hub**, an Italian innovative start-up operating in the field of sustainability, that recently obtained the B Corp certification (an enterprise highly committed to produce a positive social impact for the society).

KiSS Misano is part of the **KiSS Programme** initiative launched by FIM to raise awareness on environmental and social sustainability issues among spectators in motorcycling circuits. Under the **FIM Ride Green Programme**, FIM also built up the **Environmental Ambassadors** team, a group of famous riders – among them **Valentino Rossi** – which promote sustainability issues in the world of motorcycling. In particular, a group of **Italian riders** (from MotoGP, Moto2 and Moto3 categories) born in **“The Riders’ Land”**, as Valentino, are committed to support KiSS Misano: **Andrea Dovizioso, Luca Marini, Mattia Pasini, Enea Bastianini, Nicolò Bulega, Andrea Migno, Niccolò Antonelli**.

KiSS Misano is being made possible thanks to a number of supporting companies committed to sustainability: **CWS-boco Italia, ERP Italia, Lyreco Italia, Yamaha Motor Racing**.

The Gran Premio TIM San Marino e Riviera di Rimini 2016 is promoted by Misano World Circuit, Regione Emilia-Romagna, Provincia di Rimini and Repubblica di San Marino, in collaboration with Via Emilia - Motor Valley, Por Fesr Emilia-Romagna (Programma operativo regionale dell'Emilia-Romagna - Fondo Europeo di Sviluppo Regionale).

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