



## **Fight against food waste the «winner» at San Marino GP: 800 meals collected and donated to people in need**

**Collection of food surplus achieved outstanding results  
at KiSS Misano-Keep it Shiny and Sustainable, the sustainability programme  
promoted by Misano World Circuit at San Marino GP last week.**

**With a number of partners and volunteers involved, the initiative collected about 800 meals  
for people in need assisted by Associazione Papa Giovanni XXIII,  
in favor of which a charity auction underway will raise further funds**

*Misano World Circuit, September 15<sup>th</sup>, 2017* – Gone beyond the expectations the results of the **collection of food surplus** carried out within **KiSS Misano-Keep it Shiny and Sustainable**, the **environmental and social sustainability programme** of **Misano World Circuit (MWC)** that took place for the 2<sup>nd</sup> consecutive edition at the Gran Premio Tribul Mastercard di San Marino e della Riviera di Rimini occurred on September 10<sup>th</sup> at the circuit named after Marco Simoncelli.

### 800 MEALS DONATED TO NON PROFITS TAKING CARE OF PEOPLE IN NEED

The collection of food surplus has been organized on Saturday 9<sup>th</sup> and Sunday 10<sup>th</sup> with a view to **fight against food waste**. 385 “cooked” meals have been collected on Saturday and 398 on Sunday, totalling about **800 “cooked” meals**. Also 420 kg of other “cold” foodstuffs have been collected, including fruit (140 kg) and vegetables (125 kg). Moreover, as a result of a special initiative carried out in cooperation with **Ducati Team**, **250 lunch boxes** (each including sandwich, cheese and fruit salad) not consumed by Ducati’s guests at Tribuna Ducati on Sunday have been collected.

All the food surplus collected has been donated to the **Associazione Papa Giovanni XXIII**, a well known non profit organization founded in Rimini more than thirty years ago by **don Oreste Benzi**. It takes care of about 800 people in need.

### FIGHTING AGAINST FOOD WASTE IS A «TEAMWORK»

The food surplus collection carried out at San Marino GP was made possible by the collaboration of numerous partners that “played” as a team. The main partner was **Fondazione Banco Alimentare Emilia Romagna Onlus**, a non profit specialized in the fight against food waste that provided the refrigerated van used for the delivery of the food surplus. A group of **4 volunteers from Banco Alimentare** distributed the “food boxes kit” (totally biodegradable and compostable), get them back and then delivered them to Associazione Papa Giovanni XXIII, being assisted by **15 people from the KiSS Misano Crew**, the team dedicated to KiSS Misano that has been established by **Right Hub** (the Italian **Certified B Corporation**<sup>®</sup> specialized in environmental and social sustainability projects connected with sport events, which designed and coordinated KiSS Misano for the second consecutive year).

The activity has involved **23 hospitalities** of the **racing Teams**, the **Dorna VIP Village's** hospitalities (the Spanish company holding the rights for the World Motorcycling Championship) and **Summertrade** (the company in charge of MWC's hospitalities). Each hospitality has been provided by the KiSS Misano Crew with guidelines regarding the appropriate collection and storage of food surplus.

**Gianluca Benini, Director at Fondazione Banco Alimentare Emilia Romagna Onlus**, said: *«We thank KiSS Misano for this wonderful opportunity. Collecting such a big amount of food at risk of being wasted, and donating it to those who take care in their everyday's life of people in need, is perfectly aligned with our mission to share the needs in order to share the true sense of life. We wish KiSS Misano could be a role model with regard to big events».*

**Andrea Albani, Managing Director at Misano World Circuit**, said: *«The large number of organizations and actors that have been involved, the efforts made and the results obtained, all these facts prove the relevance of the path we started and that has considerably grown over just a couple of years. Kiss Misano stands now as a very good example of how a big event can make also the promoters share common feelings and responsibilities».*

**Luca Guzzabocca, General Manager at Right Hub**, said: *«The success of the food surplus collection, as well as other initiatives carried out within KiSS Misano, is due to the strong involvement and the great passion of those who joined it: we want to sincerely thank each and every of them. That's really a strong spur to us to work even harder in view of the next year».*

#### KISS MISANO GOES ON: THE CHARITY AUCTION

KiSS Misano didn't end over the finish line at San Marino GP. Last Wednesday, September 13<sup>th</sup>, it was time for another important social initiative to start: a **charity auction** has been launched on the specialized online platform **CharityStars** ([www.charitystars.com/collection/kiss-misano-2017-it](http://www.charitystars.com/collection/kiss-misano-2017-it)). Teams and riders, from MotoGP, Moto2 and Moto3, during San Marino GP donated about **50 prestigious and autographed items** that will be auctioned for a 15 days period. The funds raised through the auction will be donated to the Associazione Papa Giovanni XXIII. This year's charity auction follows the successful one organized in 2016, when the funds raised (more than EUR 65,000) were in favor of populations hit by the earthquake in Central Italy.

#### THE KISS MISANO NETWORK

KiSS Misano 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)**. KiSS Misano is one of the **KiSS Programmes** promoted by FIM around the world motorcycle circuits under the broadest **FIM Ride Green** Programme (marking in 2017 its 25<sup>th</sup> anniversary).

KiSS Misano is supported by a wide network of players, whose number has grown remarkably since 2016:

**Supporting racing Teams:** Ducati Team, Gresini Racing, LCR Honda Team, Peugeot Motorcycles Saxoprint, Reale Avintia Racing, Speed Up Racing, SKY Racing Team VR46, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

**Supporting companies:** Initial Italia, Lyreco Italia, Nexive, Saint-Gobain Gyproc, Viscolube.

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

**Technical partners:** Airbank, Cartonspecialist (Biopap®), Eco.Energia (Ollly®), Grafinvest Ecotipografia, Gruppo HERA, VAN4YOU Noleggio Furgoni.

**Non profit partners:** Associazione Comunità Papa Giovanni XXIII, Marco Simoncelli Fondazione, Fondazione Banco Alimentare Onlus.

*The **Gran Premio Tribul Mastercard San Marino Riviera Di Rimini 2017** is promoted by Misano World Circuit, Regione Emilia-Romagna, Provincia di Rimini and Repubblica di San Marino.*

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