

Press release

Fighting the food waste the protagonist of the Mugello GP

**The collection of food surplus debuted
at the Mugello Autodrome in occasion of the Italian Grand Prix.
Encouraging results: 400 meals donated.**

Scarperia and San Piero (FI), June 9, 2017 - The results of the **food surplus collection** initiative are very encouraging. This initiative was **strongly advocated** by the **Mugello Autodrome** and organized by **Right Hub Srl** in the framework of the **KiSS Mugello-Keep it Shiny and Sustainable** programme, the environmental and social sustainability initiative at its fifth consecutive edition at the **Italian Grand Prix** which took place last weekend (2-4 June).

The commitment to sustainability of the Mugello Autodrome started long ago. In 2015, the circuit was the **first in the world** to get the prestigious "**Achievement of Excellence**", the highest level of environmental sustainability certification released by the FIA (International Automobile Federation). The circuit obtained **environmental and health and safety certifications**. On the central tribune, there is a **photovoltaic system** that covers the 20% of the annual circuit requirement. Moreover, it is coated with an eco-active and antibacterial ceramic material that can degrade the most common pollutants present in the air. **Thanks to the food surplus collection, the circuit adds a significant social impact initiative.**

400 PASTS DONATED TO NON-PROFIT ORGANIZATIONS

The food surplus was collected on Saturday, June 3rd. The surplus was then **donated to the guests of some local non profit organizations**. The non profit organizations, selected by the Mugello Autodrome, were the **Villaggio San Francesco di Scarperia and San Piero (Fi) and the Caritas of Florence**.

In total, it was possible to donate **about 400 meals**, of which 300 to Villaggio San Francesco and 100 to the Caritas of Florence.

Three deliveries were made:

- the first delivery included: 150 food boxes (corresponding to about 220 meals), 20 **loaves** (500 gr / cad.), 4 **pasta** boxes (500 gr / cad.) and 20 **desserts**.
 - the second delivery included: 20 food boxes (corresponding to about 180 meals) and 29 boxes of **savoardi cookies** (200 gr / cad).
 - the third delivery included: 60 kg of **fresh fruit**, 20 kg of **vegetables**, 5 kg of **mushrooms** and 1 kg of **cheese**.
- All the used food boxes were biodegradable and compostable. The approximately 400 unused food boxes have also been donated to Villaggio San Francesco.

A "NETWORK" AGAINST FOOD WASTE

The food surplus collection was carried out at the Teams and the Dorna VIP Village's hospitalities which joined the initiative and it was made possible by the collaboration of numerous partners.

The selected technical partners were **Qui! Foundation**, **Emporio della Solidarietà** (whose vans were made available by the Qui! Foundation) and **Cartonspecialist**.

From the beginning, **the City of Scarperia and San Piero** has positively shared the initiative promoted and wanted by the Mugello Autodrome.

Together with the **KiSS Mugello Crew** of Right Hub Srl, the **volunteers of Omal spa** (one of KiSS Mugello Supporter) and **Emporio della Solidarietà**, wearing a KiSS Mugello branded bib ("collect and donate food surplus"), distributed the empty food boxes to the hospitality and then picked them up with the food surplus.

"We are very pleased with the results as well as the extensive participation of the MotoGP Teams in the first food surplus collection realized at our circuit in occasion of the 2017 Grand Prix. It was a positive experience that we strongly wanted and we would like to repeat in other significant events we host in our annual calendar" says **Paolo Poli, Managing Director of Mugello Circuit**.

"Qui! Group is pleased to contribute through the "Pasto Buono" Project to a loved worldwide event. Mugello has always been an Italian excellence, and this year it is also in the virtuous fight against food waste, our main objective", says **Gregorio Fogliani, President of Qui Foundation**, the Onlus that coordinate the " Pasto Buono" project of Qui! Group.

"We are pleased with the results achieved and ready to support all the environmental sustainability initiatives of the Italian Grand Prix in the framework of the Kiss Mugello project for the coming year. Avoiding food waste is a strategic goal that the City Administration seeks every day to pursue with its own project "Un Pasto Giusto", designed for the recovery of food surplus in schools. We are very pleased that the international motorcycle event at the Mugello Autodrome is also a moment of awareness and promotion of the culture of recovery" said **Federico Ignesti, Mayor of Scarperia and San Piero**.

"It was a moment of great enthusiasm for our staff, volunteers and for all those who have joined the initiative in the hospitalities: I would like to thank all of them" says **Luca Guzzabocca, General Manager of Right Hub**, a start-up (B Corp certified) specialized in social and environmental sustainability projects for major sports events, which designed and coordinated the KiSS Mugello.

Information for the press:

Right Hub srl

Marta Agradi

marta.agradi@righthub.it

Tel. +39 0362 238835

Web www.kissmugello.com

Twitter www.twitter.com/kissmugello17

Facebook www.facebook.com/kissmugello