

press release

## **Waste sorting and fight against food waste «on track» at Mugello Grand Prix**

**“Speeding up” waste sorting at centre stage  
in KiSS Mugello, the environmental and social  
sustainability programme of Mugello Circuit.  
Initiatives also to stop food waste, inspired by  
the circular economy principles.  
2017 World Environment Day to be celebrated  
within the race week-end**

*Scarperia e San Piero (FI), May 31, 2017* – “Speed up” waste sorting, “push” the fight against food wasting: these are the two main goals of **KiSS Mugello-Keep it Shiny and Sustainable, the environmental and social sustainability programme of Mugello Circuit** to be run at the **Italian Grand Prix**, the sixth round of the 2017 World Motorcycling Championship to be held at the Tuscan circuit (Scarperia, Florence) on June 2-4.

### BOOSTING WASTE SORTING TO CUT ENVIRONMENTAL IMPACT

KiSS Mugello, in 2013 the **first programme of its kind at world level**, aims to **raise awareness of the importance of environmental and social sustainability issues within big sport events**. The programme mainly focuses on encouraging and guiding fans and spectators attending big sport events to properly carry out separate waste collection, according to **circular economy** teachings.

At Mugello Circuit’s gates, about **20,000 recycling kits** will be distributed, containing coloured bags for separate waste collection together with information flyers (printed with **sustainable ink on 100% recycled paper**). Across the circuit a number of **recycling points** will be organized for the collection of **organic waste, glass, plastic, metals, tetrapak, polystyrene, paper and cardboard, used batteries**.

The **KiSS Mugello Crew** (the staff wearing “KiSS Mugello” branded uniforms) is going to have a stronger than ever presence during the race week-end: starting from Thursday, June 1st, the Crew will be waiting for fans and spectators at the **info-desks placed in the paddock area and, for the first time this year, also in the audience areas** where fans historically use to gather: **Tribuna Ducati, Tribuna 58, VR46 Fan Club area**. Mini-recycling points will be organized around the info-desks. The Crew will be also moving around in the paddock and across the circuit with some **“handy banner”** bearing writings with regard to sustainability issues, to take pictures of spectators and fans, Team representatives, MotoGP riders and VIPs to be shared across the social networks (**#kissmugello** is the official hashtag) demonstrate their commitment and awareness around sustainability issues.

Thanks to the leading Italian National Consortia (non profit) for the recovery and recycling of packaging, the separate collection carried out by spectators and fans over the race week-end will be the basis of **a fundraising initiative in favour of the Meyer Foundation of Florence**, a well-known Italian charity operating in the field of child care.

### COLLECTION OF FOOD SURPLUS, TO BE DONATED TO NON PROFITS

The second main field of action of KiSS Mugello, once again inspired by circular economy principles (turning waste into resources), is the **fight against food waste**, a fundamental issue also in the perspective of the **Sustainable Development Goals (Agenda 2030)**

**adopted by the United Nations.** In order to raise awareness around this issue, on Saturday, June 3<sup>rd</sup> in the afternoon, the **collection of food surplus** will be carried out with Mugello Circuit, QUI Foundation and Emporio della Solidarietà (non profits), and the City of Scarperia and San Piero, assisted by KiSS Mugello Crew and **employee volunteering programme** run by Omal S.p.A. It will consist in collecting the food surplus from hospitality, to reduce food waste: on Saturday morning, **volunteers wearing "KiSS Mugello" branded uniforms** (bearing the writing "**We collect and donate food surplus**") will distribute the food containers (fully biodegradable and compostable) to be picked up on Saturday afternoon. The collected food surplus will be donated to local non profit organizations, whose guests will have the chance to consume it on Saturday evening.

With regard to the not for profit sector, a special **Pit Walk** will take place on Thursday, June 1<sup>st</sup>, being **dedicated to boys and girls with disabilities** from some local non profit organizations: they'll have the chance to walk along the pit lane, visit the box of the racing Teams and talk with Team representatives.

#### CELEBRATIONS FOR 2017 WORLD ENVIRONMENT DAY

Although it falls on Monday, June 5<sup>th</sup>, within the race week-end the **celebration of 2017 World Environment Day promoted by UNEP (United Nations Environment Programme)** will also take place. In 2016, in fact, the FIM (International Motorcycling Federation) entered into a partnership with UNEP and agreed to support UNEP's programmes and initiatives, included the World Environment Day celebration. **#WED2017** theme is "Connecting people to nature" and the claim is "I'm with nature". Symbolic celebrations of the World Environment Day will take place at KiSS Mugello info-desks. In the FIM hospitality a "bio" (organic food) week-end and a "vegan Sunday" will be also organized.

#### 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)**.

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

**Supporting companies:** CWS-boco 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.

KiSS Mugello is under the management and coordination of **Right Hub**, an Italian start-up (a Certified **B Corporation**®) specialized in environmental and social sustainability projects.

*Press contacts:*

*Right Hub srl*

*Marta Agradi*

*marta.agradi@righthub.it*

*Tel. +39 0362 238835*

Web [www.kissmugello.com](http://www.kissmugello.com)

Twitter [www.twitter.com/kissmugello17](https://www.twitter.com/kissmugello17)

Facebook [www.facebook.com/kissmugello](https://www.facebook.com/kissmugello)