



KISS Misano
Keep it Shiny & Sustainable

press release

Double races at Misano World Circuit and double KiSS Misano too!

Misano World Circuit, 9 September 2020 – Extraordinary and double edition for **KiSS Misano - Keep it Shiny and Sustainable**, the initiative to make more sustainable the **San Marino Rimini Riviera Grand Prix and Emilia Romagna Riviera di Rimini Grand Prix**, the two extraordinary rounds of the World Motorcycling Championship which take place at the Misano World Circuit Marco Simoncelli on the weekends of September 11-13 and September 18-20.

KiSS Misano programme is promoted by **Misano World Circuit, F.I.M. (International Motorcycling Federation), Dorna, I.R.T.A. (The International Road Racing Teams Association)** while the design and coordination are under the responsibility of **Right Hub**, an Italian company specialized in the design and organization of sustainable events management.

The coronavirus emergency that struck us in 2020 has forced all of us, businesses, the world of events, strong restrictions and limitations with very strong economic, environmental and social consequences and has resulted in radical changes in our habits.

We are all working on the restart, however many sectors of the economy are still in a severe crisis and are facing a difficult recovery.

The only certainty is that sustainability will be a priority and key element in the post-COVID-19 restart.

Organizing the 2020 edition of KiSS Misano would like to be the evidence of that restart with sustainability at the center at a major and important international sporting event in Italy.

It will be the further demonstration of the courage and determination that distinguishes Italy, and in particular the Emilia-Romagna, the region of the MWC, as well as the Republic of San Marino, in starting again with enthusiasm and courage.

The extraordinary nature of this edition of KiSS Misano is what will be a "double" edition as it will take place in two consecutive weekends and it will be a "digital" edition that will take place through social networks and the web (actually the first ever digital edition of KiSS programme).

It will be a very different edition than usual, but it will still reach everyone's heart.

HERE ARE THE INITIATIVES OF KISS MISANO 2020

The issue of **waste collection and recycling** will be even more important because, in addition to the day-to-day management of the different materials, there will be the **management of individual protection devices (PPE)**. Everyone, from the teams and operators of the paddock to the spectators who will come to watch the Grand Prix live, must be aware of how to manage the individual protection devices to protect themselves and others (also in reference to the MWC Rev.05 covid-19 protocol dated 20/05/2020).

A proper communication to raise awareness will be carried out through the social networks of KiSS Misano and the MWC (Instagram and Facebook), as well as during the Grand Prix, messages will be launched from the official speakers of the MWC.

The **riders of The Riders' Land** together with MWC, always very close to the KiSS Misano programme, will be the protagonists of two nice initiatives:

- **trees planting** (Misano Circuit World Circuit Garden), with the decision of MWC employees to add to the initiatives of the KiSS Misano Program the trees received as a gift from the Financo Group, owner of the circuit, as part of the project "Plant the Trees, Support the Planet" as a sign of restart and confidence in the future, with the kind participation of the rider **Alex De Angelis, Team Pramac MotoE;**
- **video clips of the riders** with messages to raise awareness about the circular economy to inspire all fans.

The one undertaken by MWC on the sustainability of the event is a long-established path, borrowing the KiSS Misano programme to all events and in every action, as the latest to equip the fleet with Super Soco electric scooters. The MWC Industrial Plan set up to innovate structures also looks at these aspects as an integral part of every action.

*"KiSS Misano programme – **Andrea Albani, Managing Director MWC says** – traditionally accompanies the event by enhancing the profile of sustainability, one of the decisive challenges for the future of major events. We all know that the 2020 edition of MotoGP at MWC takes place in a new and unexpected scenario, but the challenge related to the patterns of behavior remains valid and indeed stimulates us further. The planned actions are close to the messages of prevention and awareness, we will have two weekends in which responsibility will play a decisive role. I am confident and work hard to make sure that everything is at its best."*

*"This double KiSS edition - **Kattia Juárez, Director of FIM Sustainability Commission** says - will be a significant milestone in the history of the programme, the first-ever, post lockdown event and what better way than in a resilient, creative and sustainable way. Sport, today more than ever, plays a crucial role in society. Apart from entertainment, it contributes to the dissemination of values and today, more than ever to spread messages of solidarity. This time it will contribute to the dissemination of measures for the community. This fact is the true KiSS philosophy! A programme adapted to the needs and circumstances of each organiser that accompanies the strategic objectives in search of sustainability. This edition, The KISS Team we will not be on-site, however, we will accompany the entire process virtually, and on the track the circuit's staff will be attentive to the needs of waste management, cleaning, among others. I wish you much success in these two KiSS Edition. Please stick to the rules for your safety and the community".*

KISS MISANO NETWORK 2020

Team supporters: Aprilia Racing, Clinica Mobile, Ducati Team, Gresini Racing, Intact GP, LCR Honda Team, Marc VDS Racing Team, Petronas Yamaha Sepang Racing Team, Pramac Racing, Reale Avintia Racing, Red Bull KTM Factory Racing, Red Bull KTM Tech3, SKY Racing Team VR46, Speed Up Racing, Team Suzuki Ecstar, Yamaha Motor Racing.

Patronage: Representation in Italy of the European Commission, Ministry of Food and Forestry Agricultural Policy.

KiSS Misano programme contributes to the achievement of the United Nations Sustainable Development Goals (SDGs-UN).

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