



Sustainability is back at San Marino Grand Prix

***KiSS Misano-Keep it Shiny and Sustainable*, the sustainability programme of Misano World Circuit, to be run for the 2nd year in a row at San Marino Grand Prix. Various initiatives will raise awareness about environmental and social issues: waste sorting, littering prevention, collection of food surplus and the «Sky Ocean Rescue» campaign against plastic pollution in the oceans.**

Misano World Circuit, September 4th, 2017 – After last year's debut, **KiSS Misano-Keep it Shiny and Sustainable**, the environmental and social sustainability programme of Misano World Circuit (MWC), will be run for the **2nd consecutive edition** at the **Gran Premio Tribul Mastercard di San Marino e della Riviera Di Rimini**, taking place on **September 8th-10th** at the circuit named after **Marco Simoncelli**.

THE ENVIRONMENTAL SIDE OF KISS MISANO

MWC pays great attention to **sustainable mobility**, especially with regard to the inflow and outflow of spectators. The flagship programme **«Che biglietto hai? Ti dirò che strada fare!» («What's your ticket? Here is your route!»)** shows spectators the best inflow/outflow routes according to their tickets: on **motogp.misanocircuit.com** you can download and print the PDF map with all the informations about the suggested route, once you've found it out according to your ticket. The overall mobility plan inviting spectators to come to the circuit by using **public transports, shuttle services, car pooling, bikes**, will be supported by a **communications campaign** run through the social networks (**twitter.com/kissmisano, instagram.com/kissmisano, facebook.com/MisanoWorldCircuit**, hashtag **#kissmisano**). Special measures will be taken in collaboration with the police department to prevent terrorist attacks.

Inspired by **circular economy** principles, other environmental initiatives will be carried out, mostly dealing with **separate waste collection**. In cooperation with **Gruppo Hera**, recycling bins for **paper and cardboard, plastic and metals, organic, glass**, unsorted waste will be positioned across the circuit. Recycling areas will be set up also in the paddock. Close to the **four KiSS Misano info-desks** placed in the paddock and across the circuit and managed by the KiSS Misano Crew (wearing "KiSS Misano" branded uniforms), other mini-recycling points will be organized. The goal is to overcome the 40% of waste sorted achieved in 2016.

Used cooking oil collection service will be also provided in the paddock and hospitality area. Special initiatives aiming to promote separate waste collection and to avoid food waste and littering, will be organized in cooperation with **Ducati, Suzuki and VR46 Fan Club**, close to their respective grandstands.

«SKY OCEAN RESCUE» COMES TO MISANO

A brand new initiative within KiSS Misano 2017 is the synergy with the **«Sky Ocean Rescue» campaign against plastic pollution in the oceans (#OceanRescue)**, aiming to encourage people to reduce the use and increase the reuse of plastic. Some informational totems and customized communications initiatives will help spread the message at MWC. On the race-day, riders from **Sky Racing Team VR46** (Moto2 and Moto3) and **Team Aprilia** (MotoGP) will wear special uniforms and helmets evoking the campaign.

FIM will also promote the worldwide campaign **#cleanseas** launched in February by **UNEP (United Nations Environment Programme)** to eliminate major sources of **marine litter**.

THE SOCIAL SIDE OF KISS MISANO

KISS Misano will also promote social sustainability initiatives. On Thursday, September 7th, at 5.30 p.m. a special **Pit Walk** will take place, where boys and girls with disabilities from local non profit organizations will have the chance to walk along the pit lane and visit the box of the racing Teams. Being keen on **disabilities issues**, MWC in cooperation with the non profit organization **Associazione Comunità Papa Giovanni XXIII** has also dedicated to disabled people and their helpers **three new specific audience viewing areas equipped with facilities**, meant to make the circuit even more accessible and comfortable to them.

“+ Recycle, + Donation” is the headline of the initiative that will be carried out in cooperation with the leading Italian National Consortia for the recovery and recycling of packaging (**CiAl, Comieco, Corepla, CoReVe, Ricrea**). To encourage spectators to make their best effort in waste sorting, the **separate waste collection will be connected with a fundraising initiative** in favor of Associazione Comunità Papa Giovanni XXIII, where each Consortium will make a donation proportionally to the amount of waste collected.

As in 2016, in favor of the same organization a **charity auction** will be organized by involving racing Teams and promoters willing to donate the items to be auctioned.

To raise awareness about another big item such as **food waste**, at the hospitalities of MWC and Teams that will join the initiative, a **collection of food surplus** activity will be realized (on Saturday, September 9th, and Sunday, September 10th, in the afternoon) in cooperation with the non profit **Fondazione Banco Alimentare Emilia Romagna Onlus**. The food surplus, collected in special boxes (totally biodegradable and compostable), will be donated to local non profits.

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 25th 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 (Olly®), Grafinvest Ecotipografia, Gruppo HERA, VAN4YOU Noleggio Furgoni.

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

KISS Misano is under the management and coordination of **Right Hub**, an Italian start-up (a Certified **B Corporation**®) specialized in environmental and social sustainability projects connected with sport events.

*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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