
ERP Italy becomes official supporter of KiSS Mugello 2016. The special take-back of waste batteries will make the Italian GP the most sustainable race of the World Championship

Milan, May 12, 2016 - ERP Italy will be among the official supporters of KiSS Mugello – **Keep it Shiny and Sustainable 2016**. This is an initiative promoted by the Mugello circuit, Italian Motorcycle Federation (FMI) and International Motorcycle Federation (FIM), in collaboration with Dorna and IRTA. The initiative coincides with the **Italian Motorcycle Grand Prix** and involves the public in activities aimed at the **environmental and social sustainability** as they crowd into the 20-22 May event at the Mugello circuit.

The initiative was coordinated by **Right Hub** which is an innovative start-up working in the field of sustainability encouraging the encounter between profit and non-profit. **ERP Italy**, Compliance Scheme which operates on a national scale in the management of the collection and recycling of waste from Electrical and Electronic Equipment (WEEE) and Waste Batteries (WB), **will contribute by reducing the environmental impact of the major sporting event. It will bring to the Mugello circuit its waste battery take-back service to various points of the circuit. This service will be managed in collaboration with Quadrifoglio SpA and Publiambiente.**

More than **20,000 kits** made by *Cooperativa Sociale L'Orologio* in Pontassieve (FI) will be distributed to the public and through the paddock hospitalities. Each visitor to the event will receive instructions and precise information about the proper disposal of the materials. During the weekend before the race, KiSS Mugello will launch a **campaign on social networks dubbed #kissmugello**. During the event, KiSS Mugello staff, carrying mobile-banner frames will visit the Paddock Club and other parts of the circuit **taking pictures to share** on social networks and encourage **sustainable behaviours**.

ERP Italy and **KiSS Mugello's** collaboration is the first initiative in the motorcycle environment to promote awareness among members of the worldwide motorcycle community of the importance of reducing the environmental impact and increasing the social impact of competitive sports. The goal is ambitious: **to make the Mugello Grand Prix the most sustainable stage of the World Championship.**

It is not a remote objective. Between 2013 to 2015, the tons of waste recovered increased steadily, along with the waste sorting results of plastic, glass and aluminium, paper and cardboard placed in collection points around the track.

Samantha Charalambous, ERP Italy Marketing Manager said: *"Being an official Mugello KiSS supporter is an excellent opportunity to make the citizens aware of the importance of pursuing environmental and social sustainability."*

"This leads to a direct contact with the general public. We think it is critical for a company like ours "to be on the field" to collect used batteries directly. We are certain that only concrete actions can demonstrate how valuable such gestures are when they done by everyone."

Luca Guzzabocca, Right Hub General Manager and coordinator of KiSS Mugello said: *"We are happy and proud that ERP Italy is part of the group of companies committed to sustainability that support KiSS Mugello 2016"* *"This year we have introduced the collection of used batteries among the waste sorting activities planned. We believe that the spectators and fans arriving at Mugello to attend this important sporting event, the drivers and team involved in KiSS Mugello will prove that a passion for motorcycling and attention to sustainability can work together."*

"Publiambiente and Quadrifoglio along with the Mugello circuit have organised and insisted upon waste sorting and ensured that waste products are sent for recycling. Plastic and aluminium packaging, paper and cardboard, organic waste are collected separately through the collection points distributed within the circuit. This service model, specifically created for the World Championship, will be applied to all motor sport events that will take place throughout the year in the Mugello circuit."

European Recycling Platform (ERP)

ERP Italy is among the leading Compliance Schemes to manage WEEE (Waste Electrical and Electronic Equipment), WB (Waste Batteries and Accumulators) and end of life photovoltaic panels under current regulations throughout the country.

ERP Italy is the Italian subsidiary of the European Recycling Platform, leading Compliance Scheme in Europe in the management of WEEE and the WB. Founded in 2002 by Braun-Gillette (now Procter & Gamble), Electrolux, Hewlett Packard and Sony, **ERP** has a direct presence in 17 countries (14 EU and 3 extra European Union). Furthermore, it also provides a compliance solution that can cover 32 countries worldwide. As of June 2014, Landbell Group, specialist in the management of packaging in Germany, has become an ERP SAS stakeholder.

With more than 2,600 member producers, including 32 companies listed in the Fortune 500, more than 2,6 million tonnes of WEEE handled by December 2015 and an established reverse logistics network, ERP is considered a key player on the European market and is directly involved at a EU level.

For more information: www.erp-recycling.it