



## Press Release

# Misano Green Circuit: environmental and social sustainability doubles in September with two MotoGP™ scheduled!

Misano World Circuit, Sept. 3, 2024 - Double **MotoGP™**, a double edition of **KiSS Misano-Keep it Shiny and Sustainable**, the **environmental and social sustainability** program promoted by **MWC Marco Simoncelli** as part of its **Misano Green Circuit** project, the **International Motorcycling Federation (FIM)**, **Dorna and IRTA**, will be active at both the **Gran Premio Red Bull di San Marino e della Riviera di Rimini (Sept. 6-8)** and the **Gran Premio dell'Emilia-Romagna (Sept. 20-22)** of **MotoGP™**.

## COMMITMENT TO SUSTAINABILITY

Modern and technological, MWC is a **circuit that has been investing in sustainability** for many years now. The facility has a quality system that complies with the requirements of **UNI EN ISO 9001:2008** standard for quality management and **UNI EN ISO 20121:2013** standard for sustainable event management, an Organization, Management and Control Model pursuant to **Legislative Decree 231/01**, and a **Code of Ethics**. It also obtained **FIA Environmental Accreditation 3 Star**. MWC was the **first circuit in Italy to equip itself with a photovoltaic system**, built above the roof of the covered grandstands: the system produces 540,000 Kw per year of **zero-CO<sub>2</sub> emission electricity**. In recent years, interventions have been made to **contain noise** and **reduce electricity consumption (-30%)** of the lighting system. In 2023, the Circuit was honored with the **FIM Environment Trophy**; the award to the circuit in the world that has distinguished itself most for activities aimed at limiting its impact on the environment.

*"Major international events - says **Andrea Albani, Managing Director MWC** - are a formidable accelerator in spreading messages about environmental savings and inclusion. With **KiSS Misano** we started a path that over the years has landed at the contents of **Misano Green Circuit** and the sharing with all the protagonists of **MotoGP**, on the grandstands and in the paddock, of gestures and behaviors that feed a new and responsible culture."*

## ENVIRONMENTAL IMPACT INITIATIVES

### IMPROVEMENT OF RECYCLING COLLECTION

Once again, this year, **KiSS Misano** focuses on waste sorting to **reduce the environmental impact** of the event. The program aims to offer **information, tools and conditions** to enable the best possible waste sorting and avoid waste abandonment.

### WITH NATIONAL CONSORTIUM COREPLA TO PROMOTE PET RECYCLING

A special space will also have the call-to-action for the **collection of PET bottles**, promoted by **COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging), which will involve the hospitality of the teams, the circuit restaurant and the refreshment points with the setting of personalized containers for collection.

An **incentivizing eco-compact** will be placed at the KiSS Misano info desk in the paddock area, and "**green rangers**" will move among the public to raise awareness about proper PET bottle disposal and collection using customized backpacks.

### DISCOVERING THE BIODIVERSITY OF THE ADRIATIC WITH CNR-IRBIM

In this edition, the extraordinary biodiversity of the Adriatic Sea will be promoted and valorized through different tools and ways of involvement of the public and insiders: games and informative panels will tell curiosities and characteristics of the marine fauna characteristic of the Adriatic Riviera. In collaboration with **the Institute for Biological Resources and Marine Biotechnologies (CNR - IRBIM)** illustrations will be displayed at KiSS Misano info desk (panel with pictures and descriptions, the memory game to learn about the animals) of native species and studies related to the protection of them will be shared.

### **SOCIAL IMPACT INITIATIVES**

#### WITH THE COMUNITÀ PAPA GIOVANNI XXIII ASSOCIATION FOR BOTH FOOD SURPLUS COLLECTION AND WELCOMING VISITORS WITH DISABILITIES

This year KiSS Misano will again be at the forefront of the **fight against food waste**, again drawing inspiration from the **circular economy**. On Saturday and Sunday at the hospitality of the MWC, the Dorna VIP Village and the hospitality of the Teams participating in the initiative, the **collection of surplus food** will take place. The activity will be carried out by volunteers from the **Comunità Papa Giovanni XXIII Association**. The collected food will be donated to evening and night shelter facilities for homeless people.

On Thursday afternoon, the **Solidarity Pit Walk** will take place, where **boys and girls with disabilities** from local nonprofits can visit the pit lane, admire the race bikes in the pits and meet riders and team managers.

Also on the issue of disability, to which MWC has always been very attentive (over the years many interventions have been made to make the circuit more and more easily accessible), together with the Papa Giovanni XXIII Association several **equipped areas** will be built, equipped with gazebos, refreshment area and other facilities, to accommodate in the most comfortable way people with disabilities and their companions. On the occasion of the Sept. 8 MotoGP, these guests, who will arrive at the circuit in the dedicated areas and be welcomed in collaboration with Comunità Papa Giovanni XXIII Association, will receive a free MWC cap from the 2024 collection.

The KiSS Misano program contributes to the achievement of some of the **United Nations Sustainable Development Goals (SDGs)**.

### **WEB AND SOCIAL MEDIA COMMUNICATION BY #HASHTAGS**

KiSS Misano initiatives will be conveyed again this year on the web and MWC social channels (#KiSSMisano #FIMRideGreen #MisanoWorldCircuit #SanMarinoGP #EmiliaRomagna #theridersland #rideoncolors the official hashtags).

## THE KISS MISANO NETWORK

The realization of KiSS Misano is made possible by the collaboration among a wide network of organizations.

The program is sponsored by **Misano World Circuit Marco Simoncelli, FIM (International Motorcycling Federation), Dorna, IRTA (International Road Racing Teams Association) and the participating Teams.**

**Team supporters:** all teams participating in program initiatives

**Green Partner:** COREPLA (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging)

**Non-profit partner:** Associazione Comunità Papa Giovanni XXIII

**Institutional Partners:** Institute for Biological Resources and Marine Biotechnology (CNR - IRBIM) National Research Council

KiSS Misano is coordinated by **Right Hub Società Benefit** ([www.righthub.it](http://www.righthub.it)), a specialized company at an international level in sustainable management projects for events, event venues, event organizers, suppliers of event goods and services, and sports teams participating in events.

The Red Bull Grand Prix of San Marino and the Riviera of Rimini and the Emilia Romagna Grand Prix are promoted by **Misano World Circuit, the Emilia-Romagna Region, the Province of Rimini with the five municipalities of the Riviera of Rimini (Bellaria Igea Marina, Cattolica, Misano Adriatico, Riccione and Rimini) and the Republic of San Marino.**

### PRESS INFORMATION:

**Web sites:** [www.misanocircuit.com](http://www.misanocircuit.com) - [www.kissmisano.com](http://www.kissmisano.com)

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## **COREPLA, THE GREEN PARTNER:**

**COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging) is a private non-profit consortium with public interest purposes, established by law in 1997, regulated by Legislative Decree 152/2006 and subsequent amendments.

- It operates within the framework of the packaging waste management system coordinated by CONAI (National Packaging Consortium), ensuring the collection of relevant plastic packaging collected on the Italian territory, its recycling and recovery.
- Ensures the full environmental compatibility of plastic packaging management to achieve the recycling and recovery targets set by EU Directive 94/62 CE, according to criteria of efficiency, effectiveness, cost-effectiveness and transparency.
- Supports municipalities in activating and developing adequate separate collection systems, recognizing to them or to the operators delegated by them the fees provided for in the ANCI-CONAI Framework-Agreement to support the higher charges incurred in carrying out collection.
- Contributes to the achievement of targets for the recovery of material under its jurisdiction from separate collection, destined as a priority for mechanical recycling and, subordinately, for energy recovery by taking charge of all necessary preliminary operations.
- Carries out a market-subsidiary action for recyclers to take back plastic packaging waste from economic activities on private surfaces.
- Communicates to citizens and various stakeholders, raising awareness of the best practice of separate collection and, more generally, promotes interventions to reduce the environmental impact of plastic packaging starting with waste prevention.