

PRESS RELEASE – 27 MAY 2024

Italian Grand Prix Brembo 31 May - 2 June: KiSS Mugello sustainability programme promotes biodiversity in the Mugello Valley and bees protection

Among the numerous initiatives also the call-to-action for the collection of PET bottles promoted by COREPLA

Sustainability has always been the hallmark of the Mugello International Circuit. The facility, owned by Ferrari, was **the first in the world** to obtain numerous system certifications such as: ISO 20121 (Event Sustainability), ISO 9001 (Quality), ISO 14001 and EMAS (Environment), ISO 45001 (Health and Safety) as well as the FIA Environmental Accreditation 3 Star (Environment).

Not only that, since 2013, the **KiSS Mugello (Keep It Shiny and Sustainable) sustainability programme promoted by FIM, Dorna and IRTA**, a symbol for the promotion of environmental and social sustainability in the sports and motorsport sector, has been organised at the Italian Grand Prix. In 2018 KiSS Mugello was included among the best international initiatives for sustainability in sport in a study by UEFA, WWF, and Green Sports Alliance.

In this edition, the extraordinary **biodiversity of the Mugello Valley** will be promoted and valorised through various tools and ways of engaging the public and insiders: games and informative panels will recount the curiosities and characteristics of the flora and fauna of the territory in which the circuit is immersed.

Among the many records is also being the first MotoGP circuit to host hives for pollinating bees in order to send a strong message to raise awareness on the importance of bees for the ecosystem and biodiversity. Indeed, it must be remembered that bees play an essential function within the food chain. In fact, bees are responsible for about 70 % of the pollination of all living plant species and ensure 35 % of global food production. For this very reason, its protection, and that of pollinating insects in general, is of paramount importance in order to preserve the already precarious balance of our ecosystem. But the surprises do not end because for the occasion the curbs of the San Donato curve have been colored yellow and black.

As every year, the KiSS programme includes the **collection of food surplus** in collaboration with Banco Alimentare Toscana Association and Banco Alimentare Foundation. The commitment to the fight against food waste will involve the Team hospitalities, the MotoGP VIP Village™ and the circuit restaurant. What is collected will be donated to local non-profit organisations that help fragile and disadvantaged people.

The most exciting and engaging moment of the programme is the **“Pit Lane Solidarity Walk”**, an activity dedicated to people with disabilities, who will have the opportunity to walk the pit lane, see the motorbikes up close and meet riders and team managers.

A special space will also be given to 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 team hospitalities, the circuit restaurant, and the MotoGP VIP Village™ with the placement of **personalised containers for the collection**. An **incentive eco-compactor** will be located at the KiSS Mugello info desk in the paddock area, and some **“green rangers”** will move among the public to raise awareness about the correct disposal of PET bottles and their collection by using special personalised rucksacks.



The KiSS Mugello 2024 programme coincides with the “**FIM Sustainability Week**” to be held from 1st to 9th June, including the **World Environment Day established by the United Nations** on 5 June. We remind you that the initiatives of the KiSS Mugello programme contribute to the achievement of some of the **17 United Nations Sustainable Development Goals** for a more sustainable future for the planet and humanity.

THE KISS MUGELLO 2024 NETWORK

The programme is promoted by Mugello Circuit, FIM (Fédération Internationale de Motocyclisme), Dorna and IRTA (International Road Racing Teams Association).

Team supporter: all teams participating in the programme initiatives

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

Non-profit partners: Banco Alimentare, Fondazione Banco Alimentare

Technical partners: Alia Servizi Ambientali, L'Orologio Società Cooperativa

Coordination of the KiSS Mugello programme has been entrusted since 2015 to **Right Hub Società Benefit**, a specialised organisation that promotes sustainability projects for events, event venues, event organisers, suppliers of goods and services for events, and sports teams at an international level.

INFORMATION FOR THE PRESS:

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COREPLA, GREEN PARTNER:

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

- It operates within the packaging waste management system coordinated by CONAI (National Packaging Consortium), guaranteeing the collection of plastic packaging collected on Italian territory, its recycling and recovery.
- It ensures the full environmental compatibility of plastic packaging management in order to achieve the recycling and recovery targets set by Directive 94/62 EC, according to criteria of efficiency, efficacy, cost-effectiveness and transparency.
- It supports the Municipalities in the activation and development of adequate separate collection systems, providing to them or to the operators delegated by them the compensation established by the ANCI-CONAI Framework Agreement in support of the higher costs incurred in carrying out the collection.
- It contributes to the achievement of material recovery targets from separate waste collection, destined primarily for mechanical recycling and, secondarily, for energy recovery, taking charge of all the necessary preliminary operations.
- It carries out market-supported action in favour of recycling companies for the take-back of plastic packaging waste from economic activities on private land.
- It communicates to citizens and various stakeholders, raising awareness on the best practice of separate waste collection and, more generally, promotes actions to reduce the environmental impact of plastic packaging starting with waste prevention.