



Sustainability Declaration



Sustainability represents a concrete commitment for Ducati, embedded in every dimension of our business: environmental, economic and social. It is not a secondary objective, but a strategic choice that guides our decisions today and defines the kind of company we want to be in the years ahead.

2026 marks a unique milestone: we celebrate our first 100 years. This extraordinary anniversary is an occasion to look back on a history built on passion, innovation and excellence — and equally a moment to reflect on the responsibility that comes with a brand capable of looking to the future with awareness.

In this context, World Ducati Week 2026 becomes a concrete test, where sustainability principles are translated into the choices and management of the event. In line with ISO 20121, this edition has been designed with sustainability integrated from the planning stage. From the very definition of the concept, this meant assessing the most significant environmental, social and economic impacts, and identifying targeted actions to reduce, mitigate and, where possible, transform them into opportunities for shared value.

Acting with ethics, integrity, fairness and transparency is the condition for ensuring consistency between declared principles and concrete actions. Across our activities, and throughout this new edition of World Ducati Week, we reaffirm our respect for human rights along the entire value chain, and our commitment to the health and safety of all people involved. We promote equal opportunities, oppose every form of discrimination, and work to create an inclusive environment for our global community. Clear and consistent communication remains equally essential to strengthen the trust of enthusiasts, customers, suppliers and stakeholders.

Aware of the challenges posed by climate change, we have integrated climate risk assessment into the planning of the rally. We are committed to monitoring and mitigating the environmental footprint of the event, evaluating the impact not only of our products, but of all the processes and activities that the event requires.

Since its origins, World Ducati Week has been the beating heart of the passion that unites Ducatisti from around the world. Precisely because of its power to bring together people, ideas and expertise, it represents a unique opportunity to actively engage partners, suppliers and sponsors in a model of responsible and shared management. We want every actor in our supply chain to contribute to the event's sustainability objectives, sharing its principles and values, so that the positive impact generated may become a legacy for the community and the host territory.

Producing and certifying World Ducati Week 2026 as a sustainably managed event means, for us, making a concrete contribution so that the passion for two wheels can keep riding — today and tomorrow — in a better world.

Bologna, May 2026

A handwritten signature in black ink, appearing to read 'Claudio Domenicali'.

Claudio Domenicali
CEO
Ducati Motor Holding S.p.A.

Ducati and sustainability

Ducati has chosen to publish this document with the aim of communicating and raising all of its Stakeholders' awareness on the subject of sustainability.

To be responsible and sustainable means to plan and execute an event so as to minimise, where possible, any negative effects on the environment and the community, communicating our plans and intentions in a transparent way.

For this reason, the Document includes a brief description of the Company and its products, as well as the activities we have planned in making World Ducati Week 2026 the second edition to take Sustainability topics into consideration.

Sustainability

To be sustainable means to satisfy needs in the present without compromising future generations' ability to satisfy their own needs. It means adopting a balanced approach that, though aimed at prosperity and a high quality of life, guarantees social justice and maintains the Planet's ability to sustain life in all its varieties.

Sustainable event

An event that is planned and carried out to consciously achieve economic and social results that minimise environmental impact and negative effects on the host community.

1. **Ducati Motor Holding**
2. For a sustainable WDW
3. Sustainability actions

BRAND VALUES



Style, Sophistication, Performance.

Pillars

Brand & Corporate



Racing



Experience



Community



Bikes

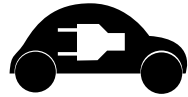


1. *Ducati Motor Holding*
2. **For a sustainable WDW**
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88

Nations of origin of the 94.000 participants



2.269

Kilometres travelled with sustainable means of transport



225

Employees for security



0

Maps printed on 100% recycled paper. All maps have been digitised



5.106

Litres of water supplied in the food areas without the use of the PET



2.740

Plastic and cans recovered through sorted waste



83%

Suppliers of the local catering service



0

Injuries during the staging and dismantling of the event who have requested the intervention of rescue services



18.926.474

People reached through social channels



10.212

Plastic bottles saved



100%

University courses offered in Italian and English



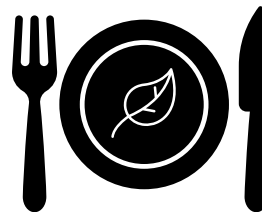
1.565

Participants in riding courses



19

Audits conducted on workplace safety and environmental compliance



90.700

Compostable tableware used in some eating areas of the paddock

In formulating a sustainable plan for the WDW2026 event, Ducati has identified the aspects of sustainable development deriving from the choice of location and activities foreseen during the Event.

Environmental sustainability

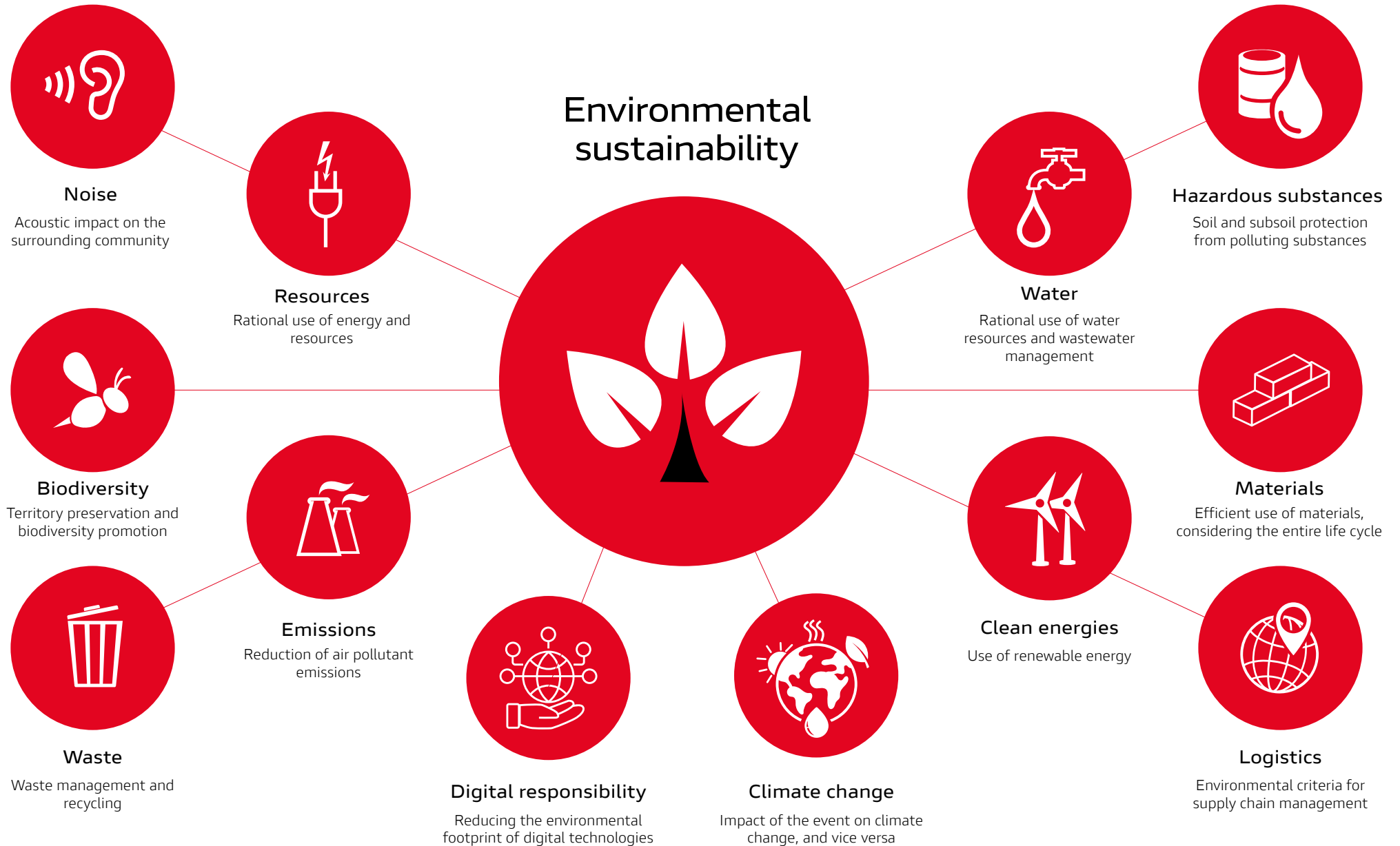


Economic sustainability



Social sustainability





Social sustainability



Economic sustainability



Green purchases

Purchase and procurement of sustainable products



Economics

Direct economic value generated, income, operating costs, investment, donations



Presence on the market

Purchases from local suppliers and employment of local staff



Brand value

Company brand value



Event success

Achieving of the goals established for the event



Economic benefits

Availability of free services and financial assistance



Product marketing

Advertising of products and/or services



New products

Knowledge of new products and/or services and/or technologies



Customer loyalty

Retaining current customers through marketing operations that can increase appreciation of our products



Shopping offers

The chance to make purchases

The following pages report the sustainability guiding principles on which Ducati bases the planning and organization of its activities.

These principles are also stated in the Ducati's Environmental and Sustainable Development Policy, for more information:

[CLICK HERE](#)

AWARENESS

Ducati is committed to communicating and disseminating its environmental and sustainability objectives to the Stakeholders that are able to influence or be influenced by these aspects. In particular, all employees and collaborators will be informed and trained regarding environmental and sustainability issues pertaining to their area, with the aim of developing a network of responsibilities on these topics. They must also know the Environmental and Sustainable Development Policy and are required to collaborate to achieve the improvement objectives set by the Company.

MANAGEMENT

Management oriented to reducing the environmental impact along the entire life cycle of our operations, products and services, provided they are economically sustainable, is one of the priority objectives of Ducati's strategy. In phase of design, development, manufacture and use of products, as well as, in other activities, including events, Ducati is attentive to saving energy and raw materials, minimizing emissions of polluting gases, as well as reduction of waste production and its recovery, where possible. Ducati also promotes the care and environmental protection also through the promotion and enhancement of the territory.

INCLUSIVENESS

Ducati guarantees equal opportunities and equal treatment with regard to Stakeholders no matter their ethnic origins, skin colour, sex, religion, nationality, sexual orientation, any handicap, walk of life, and political leanings, as long as democratic principles are respected and there is tolerance for all ideas and ideologies.

INTEGRITY

Consistent with its Ethical Rules, for Ducati the respect of internationally recognised human rights is a fundamental prerequisite for any commercial relationship.

PARTECIPATION

Ducati manages its activities, including events, in order to meet and fulfil the expectations of Stakeholders, involving them as active partners with the aim of breaking down geographical borders and barriers.

TRANSPARENCY

Ducati communicates with its Stakeholders in a clear, truthful and impartial way in accordance with the law, principles of professional propriety and its Ethical Rules. Collaboration with control bodies, authorities and institutions is based on transparency and mutual trust, in order to guarantee a communicative flow with all the interested parties.

Starting with the sustainability principles outlined in the Environmental and Sustainable Development Policy, Ducati has identified a series of goals that it is committed to achieving, company needs permitting.

Awareness

- > Maximize communication of sustainability principles of the Event
- > Transparently communicate how the Company intends to achieve the sustainability principles set for the Event and the obtained results
- > Raise awareness all involved Stakeholders about sustainability issues and principles

Partecipation

- > Guarantee an unforgettable experience for participants
- > Maximize the number of the Event participants
- > Maximize digital traffic around the Event
- > Maximize the global and international echo of the Event

Trasparency

- > Transparently communicate how the Company intends to achieve the sustainability principles set for the Event and the obtained results
- > Ensure relationships with Public Institutions based on transparency, fairness and collaboration

Management

- > Achieve a sustainable event also in economic terms, guaranting compliance with the established budget
- > Reduce, where possible and compatibly with the purpose of the Event, the air emission pollutants
- > Promote the environment care and protection through the rediscovery and enhancement of the local area

Inclusivity

- > Involve the local community, even with volunteer projects
- > Guarantee equal opportunity and accessibility to the event, event to protected categories
- > Guarantee the integration to the Event of foreign participants

Integrity

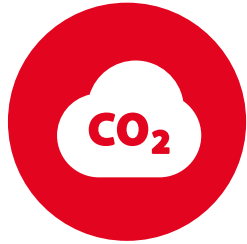
- > Guarantee that the workers involved in the event enjoy the respect of humanrights, the observance of applicable work regulations, and the protection of their health and safety
- > Guarantee the safety of the Event participants
- > Guarantee free access to the Event, even to owners of motorcycles produced by the competitors

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Sustainability in detail

In order to achieve the sustainability goals, Ducati has decided to implement a series of concrete environmental, social and economic sustainability actions that are described in this chapter.





Atmospheric emissions

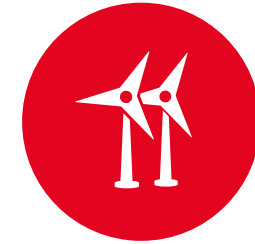
Usage of electric means of transport for the mobility.



Resources

Use of recoverable and/or reusable equipment.

Usage of paper certified FSC or PEFC.



Renewable energies

Use of energy produced by the photovoltaic system.



Logistics

Adoption of environmental criteria for supply chain management (e.g. use of local suppliers).



Waste

Staging of ecological islands for waste recycling.

Usage of compostable tableware at the dining areas.

Reduction and recovery of the produced plastic waste.



Accessibility

Guarantee the accessibility of people with disabilities and the presence of dedicated services.



Responsible use of the product

Provision of safe riding courses with professional instructors.



Safety

Audits during the equipment setup and dismantling.



Food and drink

Usage during the Event of local products and at km 0 to promote the local area and culinary tradition.

Guarantee the presence of food for people with specific dietary needs.



Promotion of the local area

Possibility to make several tours to discover the Land of Motors to plunge into the most evocative places of the Emilia-Romagna territory.



Communication

Activities aimed to the awareness about sustainability issues both with activities on site and using social media.



Donations

Any surplus food from the catering service will be donated to charities of the local community.

Fundraising activities, volunteering, charity during the Event.



Presence on the market

Involvement of local authorities in activities aimed at promoting and enhancing the local area and economy.



Product marketing

Promotion of products and/or services during the Event.

Guarantee to the Stakeholders the possibility to have access to new products and services.



Green purchases

Purchase and usage of compostable tableware at the dining areas.

Usage of paper certified FSC or PEFC.



Shopping offers

Guarantee to Stakeholders the possibility to make purchases.



Economic benefits

Free access and economic benefits

Partner and sponsor



INDO

1926 - 2026

A CENTURY MADE OF SECONDS