

10<sup>TH</sup> EDITION

**WDW2018**  
WORLD **DUCATI** WEEK

**SOUND OF  
PASSION**

MORE THAN RED

**20<sup>th</sup> - 22<sup>nd</sup> July**  
Misano, Italy



Report on sustainability

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1. Introduction

2. Purpose and scope of the report

3. WDW 2018

4. For a sustainable WDW

5. Results achieved


6. Future objectives

Motorcycle events like the World Ducati Week (WDW) bring together a large number of people, producing both significant economic effects and an impact on the environment and the territory in which they take place.

The idea of certifying the 2018 edition of WDW as a Sustainable Event stems from the desire to demonstrate that even such a complex event can be managed in a balanced economic, environmental and social approach.

## Sustainability at Ducati events



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Purpose of the document is to report on the results achieved as a result of the sustainability actions designed for the World Ducati Week event (WDW), 2018 edition, held at the Santa Monica circuit in Misano Adriatico, Rimini, on 20-22 July 2018.

The scope of the reporting includes the activities that took place at the circuit in the days between Friday, 20 July 2018 and Sunday, 22 July 2018.

To these are added some related activities at WDW that took place outside of the circuit, such as the WDW Test Rides and visits to the museum and factory located at Ducati headquarters, as well as all the setup and dismantling works related to the activities mentioned above.

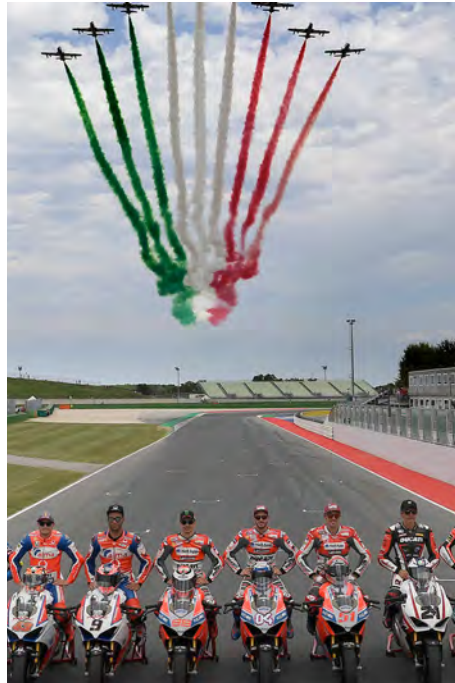
Excluded from the scope of this document are the activities held Friday and Saturday evenings, activities which did not take place within the circuit.



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WDW is

Red Motorcycle Love  
Champions Adrenaline People  
International Emotions  
Pictures Passion Stuntmen  
Speed Track Fun Music Shows  
Social PitLane Community Joy  
Fans DOC Turns Wheels Engines  
Desmosdromic Riders





73

Nations of origin of the participants



5.754

Litres of water supplied in the food areas



3.242

Kilometres travelled with sustainable means of transport



2.540

Plastic recovered through sorted waste



190

Employees for security



83%

Suppliers of the local catering service



21.000

Maps printed on 100% recycled paper



0

Injuries during the staging and dismantling of the event



27.949.151

People reached through social channels



15.258

Plastic bottles saved



100%

University courses offered in Italian and English



533

Participants in riding courses



31

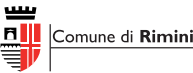
Audits conducted on workplace safety

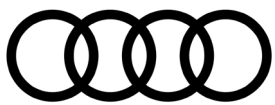


10.500

Compostable tableware used in some eating areas of the paddock

# Partners and sponsors





“Sustainability is an issue that Audi is promoting and discussing at all levels. The company gives equal weight to the three dimensions of sustainability – economy, environment and society – and develops them in its corporate strategy”. <sup>(1)</sup>  
 In terms of environmental sustainability, “the company adopts a broad approach: in addition to the activities related to electric mobility that come under the name of e-tron, Audi is also working on synthetic fuels and renewable production that do not depend on mineral oil (‘Audi e-fuels’)”. <sup>(1)</sup>

For WDW2018, besides being present with a stand displaying several e-tron models, Audi also made available 4 Audi Q7 e-trons used by the Ducati staff for trips to/from the circuit. One of the cars was also used by photographers who filmed the parade outside the circuit.

(1) From Audi's 2017 Sustainability Report





Ducati’s strategic partner for sustainability, Hera, once again enriched the WDW with green content. Committed for some time now to the promotion of sustainable mobility, Hera Comm was happy to provide the columns for recharging the electric cars in the temple of motors, as well as managing the collection of the sorted waste produced during the event. And at the HERA booth WDW participants were able to compete with remote controlled motorcycles on a circuit. During this activity participants were asked to reflect on the impact of their lifestyle on the environment and on how, even with small daily actions, this impact could be reduced.



## etropolis

To date Etropolis has represented a point of reference in the emerging market of electric and sustainable mobility thanks to its leadership in the e-scooter market (registered) obtained in Italy in 2011, 2012, 2013 and 2014, confirming a development trend that is reflected also in the pedal-assisted bicycles sector. A sponsor of WDW2018, during the event, in addition to being present with its booth, etropolis also provided Ducati staff with a dozen electric scooters, making it easy for them to get around with zero impact on the environment. A way, therefore, of raising awareness among Ducati staff and event participants of the importance of sustainable mobility.





A food-service company based in Rimini, Summertrade managed the entire catering service at WDW2018, in addition to its usual management of the Santa Monica Restaurant within the circuit. To help Ducati achieve its goal of reducing plastic waste, Summertrade provided compostable tableware in the eating areas and made available water dispensers so the participants could top up their water bottles. Summertrade also supplied local food products, a further contribution to the event’s sustainability.





Misano World Circuit, which every year welcomes about 600,000 visitors, has been focused on the challenge of sustainability for some time now. In recent years the circuit has reduced its electrical consumption by 30% and has installed solar panels on the grandstands for a total production of 440 kW. Work was also done to reduce noise. A waste sorting project was started in partnership with the multi-utility Hera for the Superbike World Championship, and the project was continued for waste management at WDW2016 and WDW2018.






The collaboration between the Misano World Circuit and Ducati has led to the creation of a video on road safety, to make aware those who enter the track with their bike to a safe driving.

<https://www.youtube.com/watch?v=ie4NPBbEN9k>



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After the positive results achieved at the 2016 edition of World Ducati Week, Ducati identified two areas of improvement to focus on for the 2018 edition.

## Communications

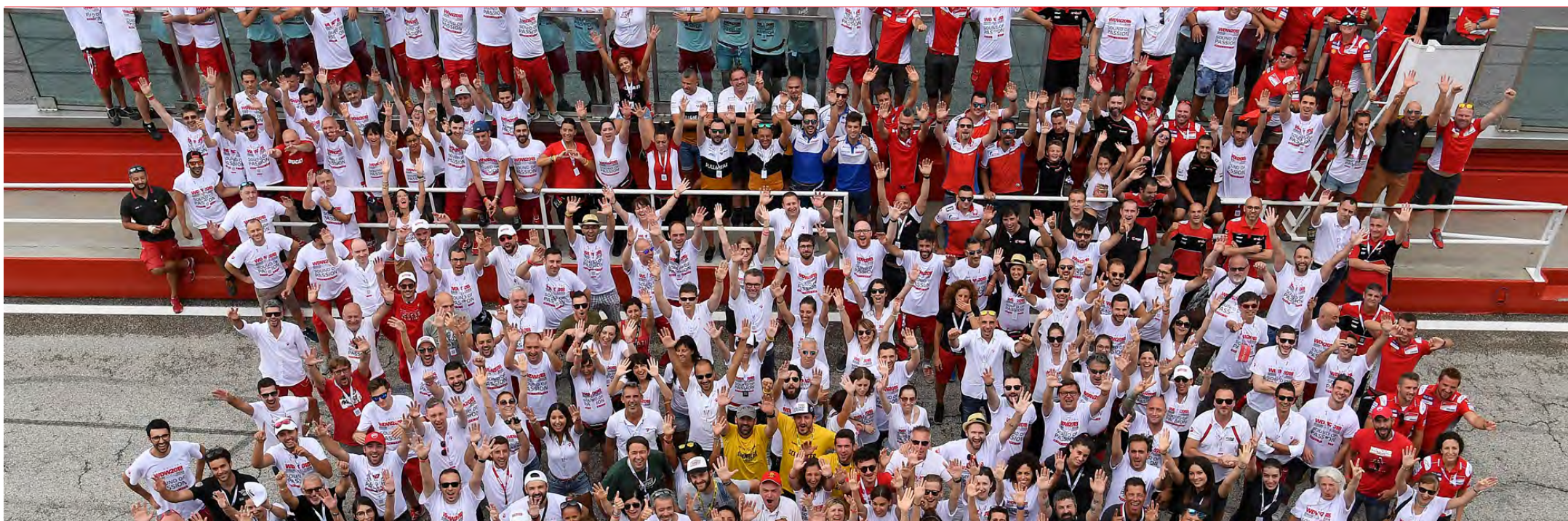
The objective was to increase the public's awareness of being a part of an event organised with a focus on sustainability, thus seeking to create a stronger involvement of the stakeholders.

On pages 25-27 you will find details of the actions taken to achieve this goal.

## Waste Management

The objective was to improve and reinforce the management of waste produced during the event, also considering the increased surface area occupied by the 2018 edition.

On pages 31-34 you will find details of the actions taken to achieve this goal.



# 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 focused on protecting the environment is one of the top priorities of Ducati’s policy, being committed to the continuous improvement of the environmental compatibility of its products and activities, and to reducing consumption of natural resources, while always starting from an objective of financial profitability. During the design, development, production and use of its products, as well as other activities, Ducati focuses on saving both energy and raw materials, minimising greenhouse gas emissions, as well as reducing the production of waste and increasing its recycling, where possible. Finally, Ducati promotes the care and protection of the environment through promotion and by making the most of the local resources.



# 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

Consistently with its Ethical Rules, for Ducati the respect of internationally recognised human rights is a fundamental prerequisite for any business relationship. Specifically, Ducati refuses any intentional use of forced labour and mandatory labour, including servile work or forced work by prisoners, as well as exploitation of child labour.



# PARTICIPATION

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 goals and needs permitting.

### Awareness

- > Maximise communication of the Event’s sustainability principles
- > Transparently communicate how the principles of sustainability set for the Event will be met and the results achieved
- > Make all the stakeholders involved aware of the themes and principles of sustainability

### Partecipation

- > Guarantee an unforgettable experience for visitors
- > Maximize the number of the Event participants
- > Maximize digital traffic surrounding the Event
- > Maximize the global and international reach of the Event

### Trasparenzy

- > Transparently communicate how the principles of sustainability set for the Event will be met and the results achieved
- > Ensure relationships are based on transparency, propriety, and cooperation with institutions

### Management

- > Organise a sustainable Event even in economic terms, guaranteeing respect of the established budget
- > Where possible and compatible with the Event’s purpose, reduce polluting emissions in the atmosphere
- > Promote care and protection of the environment through rediscovery and making the most of local resources

### Inclusiveness

- > Involve the local community, even with volunteer activities
- > Guarantee equal opportunity and accessibility to the event, even for those with disabilities
- > Ensure the involvement of participants from other countries in the Event

### Integrity

- > Guarantee that the workers involved in the event enjoy the respect of human rights, the observance of applicable work regulations, and the protection of their health and safety
- > Ensure the safety of the Event’s participants
- > Ensure compliance with the principle of competition by allowing owners of competitors’ bikes to access the Event

In defining sustainability objectives, Ducati was inspired by the United Nations SDGs (Sustainable Development Goals).

The SDGs, shown below, have a universal character, addressing both developing countries and advanced countries, and are based on integration between the three dimensions of sustainable development, i.e. environmental, social and economic development.





Eliminate hunger and ensure that all people – especially the poor and vulnerable, including children – have access to safe and nutritious food in sufficient quantities throughout the year.



Halve the number of deaths and injuries from road accidents worldwide.



Eliminate all forms of violence against all women and girls in the public and private sphere, including trafficking for prostitution, sexual exploitation and other types of exploitation.



Strengthen international cooperation to facilitate access to technology and the search for clean energy, including renewable energy, energy efficiency, advanced technology and cleaner technology from fossil fuels, and promote investment in energy infrastructure and clean energy technologies.



Protect labour rights and promote a safe and protected working environment for all workers, including migrant workers, especially migrant women and those in precarious working conditions.

Develop and implement policies to promote sustainable tourism, create jobs and promote local culture and products.



Significantly increase access to information and communication technologies, and strive to provide universal and low-cost access to the Internet in less-developed countries.



Strengthen and promote the social, economic and political inclusion of all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic status or other.



Provide access to safe, sustainable and affordable transport systems for all, improve road safety, in particular by expanding public transport, with particular attention to the needs of those in vulnerable situations, women, children, people with disabilities and the elderly.



Substantially reduce waste generation through prevention, reduction, recycling and reuse.

Encourage companies to implement sustainable practices and add sustainability information to their annual reports.



Improve education, awareness and human and institutional capacities for mitigation, adaptation, impact reduction and early warning of climate change.



Preserve and sustainably use the oceans, seas and marine resources for sustainable development.



Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

## WDW without borders



WDW is an international event and, as such, is aimed at both the Italian public, which represents the greatest percentage, and the international public. To facilitate the participation and involvement of foreigners, various activities were planned.

- > Free entry for participants from non-European countries
- > Interpretation of Ducati University courses into English
- > The creation of entertainment activities typical of each country within the International Village with the aim of promoting the traditions, uses and customs of the various countries and thereby promoting exchange and participation
- > The staging of an evening event on Thursday, before the start of the WDW, to welcome foreign participants
- > The translation of the guidelines into five languages





WDW WITHOUT BORDERS - NUMBERS

100

Percentage of University courses held in two languages (Italian/English)

32

Percentage of University students who participated in English

73

Nations of origin of WDW participants

12

Countries represented in the International Village

33

Countries of origin of the DOCs (Ducati Owners Club)

## WDW and communication



WDW is an event that by its very nature concentrates a very large number of motorcycles in one place, generating an environmental impact. To at least partly compensate this impact, sustainable shuttle services were provided, both for the operating staff during the event and participants.

### > Live streaming of the WDW2018 Press Conference

During the WDW2018 press conference held on June 27, certification was announced according to the WDW ISO 20121 standard as a sustainable event. The conference was streamed to various social media, both in Italian and in English .

### > Publication of sustainability news on social media

In the weeks before the event, numerous posts on the topics of economic, social and environmental sustainability were published on the various social media channels, especially the event's official Facebook page. These communications concerned, for example, the invitation to use water bottles to avoid producing plastic waste, as well as the invitation to purchase the neck warmer for charity.

### > Dissemination of questionnaires on sustainability on social media

To assess opportunities to implement sustainability actions and to ensure continuous improvement of the system, the Stakeholders' opinions on sustainability issues were surveyed using questionnaires published on Ducati's social channels.

### > Publication of the WDW2018 Sustainability Declaration

In the weeks preceding the event, the Event's "Sustainability Declaration" was published on the WDW website. This to raise awareness among stakeholders and to allow them to participate in the objectives and planned sustainability activities.





## WDW AND COMMUNICATION - NUMBERS

675.465

number of views of the WDW2018 website

2.915

number of guided visits to the museum and the Borgo Panigale factory

5

Languages into which the WDW guidelines were translated

## Sustainable mobility



WDW is an event that by its very nature concentrates a very large number of motorcycles in one place, generating an environmental impact. To at least partly compensate this impact, sustainable shuttle services were provided, both for the operating staff during the event and participants.

### > Electric scooters and electric bicycles used by the staff

Event staff had electric scooters and electric bicycles for travelling within the circuit.

### > Audi e-trons used by the staff

In addition to scooters and electric bicycles, the event staff also had four Audi e-tron electric cars for travelling to and from the event venue.

### > Shuttle services

To allow participants to move from one activity to another in the circuit, two trains with 60 seats each were provided, which also gave added mobility to participants with disabilities. In addition, a train was available for trips to/from the Circuit for activities planned along the Riviera.





SUSTAINABLE MOBILITY - NUMBERS

3.242

km travelled by sustainable vehicles

1.685

km travelled by the staff in electric cars

359

kg of CO<sub>2</sub> saved thanks to the use of sustainable vehicles

1.083

km travelled by the staff on electric scooters

## Resources and waste



The organisation and staging of an event that has hosted 91,596 participants like WDW2018 necessarily involves the consumption of resources and can generate a considerable environmental impact, especially the production of waste. To mitigate the overall impact of the event, different solutions were employed, like:

### > Staging of sorted waste collection areas

Various sorted waste collection areas were set up in the paddock (for paper, plastic and cans, organic and undifferentiated waste). Over the course of the event, from the initial staging to final dismantling, more than 65 tonnes of waste were collected.

### > Use of recycled and/or FSC/PEFC certified paper

All printed material generated by the event organisation, like the maps distributed to participants, was printed on recycled or FSC/PEFC certified material, i.e., verified by international certification systems that ensure that the raw material used to manufacture a product in wood or paper comes from forests that meet strict environmental, social and economic standards.

### > Actions for the reduction of plastic waste

The primary environmental sustainability objective for WDW2018 was the reduction of the amount of plastic waste produced. The actions implemented by Ducati and its stakeholders to achieve this goal, as well as the results achieved, are shown on the next page.

### > Raising awareness on issues of energy efficiency

The participants were able to challenge each other inside the Hera stand with remote controlled motorcycles on a circuit. During this activity participants were asked to reflect on the impact of their lifestyle on the environment and on how, even with small daily actions, this impact could be reduced.

### > Use of local suppliers

Where possible, local suppliers of goods and services were used to reduce the impact of the supplies' transport and logistics on the environment.

## Focus: plastic reduction

### > Use of compostable utensils

In some eating areas in the paddock and in the circuit restaurant the dishes were served using compostable containers, thus avoiding the generation of plastic waste.

### > Sale of WDW2018 water bottles

To encourage the participants to reduce the production of plastic waste, 2,000 WDW2018-branded aluminium water bottles were available for sale at the Ducati Shop and the Ducati Outlet. Another 500 were distributed to staff working during the event.

### > Installation of “Water kiosks” for dispensing drinking water

Three “Water kiosks” were installed in various areas of the paddock to dispense drinking water. In addition to the “Water kiosks”, it was also possible to refill water bottles at drinking water dispensers in various eating areas within the circuit.

### > Use of water dispensers

The staff had water dispensers available to them that they could use to refill their water bottles, thus completely eliminating the use of plastic bottles.

### > Replacement of plastic bags

The Welcome Kits distributed to all the participants were distributed inside paper bags instead of plastic ones. Inside the kit, the bag usually used for the T-shirt was completely eliminated.

### > Pass

The size of the staff pass was significantly reduced compared to the previous edition, thus reducing the amount of plastic used.





## RESOURCES AND WASTE - NUMBERS

**94%** proportion of sorted waste to all waste collected

**5.754** litres of water supplied by the "Water kiosks" and in the food areas

**15.258** plastic bottles saved

**10.500** the number of compostable utensils used in the food areas during the event

**21.000** event maps printed on 100% recycled paper

**4%** proportion of plastic waste to all waste collected

## Relationship with the institutions

Confirming the ongoing partnership between Ducati and the local community, WDW2018 also saw the involvement of the institutions and the local community with various activities aimed at promoting the local area.

### > Frecce Tricolori

Spectacular flyover of the Frecce Tricolori aerobatic demonstration team at the start of the Race of Champions. The Italian Air Force was also present inside the paddock with a flight simulator.

### > Opening of the parade by the institutions

The Mayor of Misano Stefano Giannini and the Mayor of Rimini Andrea Gnassi opened the traditional Friday parade of Ducati motorcycles together with Claudio Domenicali, Ducati CEO. The destination of the parade, organised with the support of the Municipal Police of Misano and Rimini, was the port of Rimini where the "Rustida" was held.

### > Organisation of evening events and others outside the circuit

With this edition of WDW, Ducati has further strengthened its bond with institutions, organisations and local authorities by confirming its constructive cooperation with the municipalities of Misano Adriatico, Riccione, Rimini and Cattolica, as well as with the Republic of San Marino, which offered evening events in the various locations on the Riviera and collaborated on various initiatives for the "Ducatistas" throughout the region.

## The relationship with institutions and the local area



Confirming the ongoing partnership between Ducati and the local community, WDW2018 also saw the involvement of the institutions and the local community with various activities aimed at promoting the local area.

### > WDW Test Ride

WDW participants had the opportunity to test ride the Ducati bikes made available during the event, experiencing the most evocative locations of the Emilia-Romagna territory.

### > Promotion of local cuisine using local food

To promote local cuisine and at the same time reduce atmospheric emissions, the various eating areas in the circuit used products produced locally.

### > Involvement of the Fishermen Association at the "Rustida"

The "Rustida" – the traditional barbecue party – was held for the first time outside the circuit at the port of Rimini in partnership with the Association of fishermen of Rimini. Besides providing the catch of the day – obviously caught locally – the fishermen joined Ducati management to act as chefs for a night, preparing piadina bread, blue fish and skewers served free of charge to all participants.





THE RELATIONSHIP WITH INSTITUTIONS AND THE LOCAL AREA - NUMBERS

545

participants of test rides, exploring the Romagna territory on a Ducati motorcycle

83

percentage of local caterers

500

tests on the Air Force flight simulator

20

fishermen that participated in the Rustida

## WDW for social initiatives



### > Charity sales for women's shelters

In support of the association "Casa delle Donne", a shelter that welcomes and helps women who are subjected to violence, all proceeds from the sale of WDW2018 neck warmers at the Ducati Shop and the Ducati Outlet were donated to the association.

### > Involvement of local volunteer associations

The Association of Social Promotion "Centro 21" was established at Misano in 2013 with the aim of carrying out socially useful activities on behalf of its members, namely young people in difficult conditions and not self sufficient, stimulating interpersonal relationships and social relations, thanks to the collaboration with the local area in the promotion of initiatives and events for young people. During the WDW, the youth of the association assisted in distributing the Welcome Kit to participants and giving them useful information about the event.

### > Services for people with disabilities

Various services were provided to allow access to people with disabilities, like a dedicated parking area inside the paddock, the construction of a grandstand that offered a good view of the activities carried out on the track, free entrance to the event and the possibility to move around within the circuit using trains (equipped with a car that can accommodate wheelchairs).

### > Donation of excess food

The excess food produced inside the Santa Monica Restaurant during the event was donated to the Pope John XXIII association of Misano.

### > Specific food requirements

At the Santa Monica Restaurant inside the circuit dishes were prepared to meet the needs of participants with specific dietary needs like people with coeliac disease, vegetarians, etc.

## WDW for families

### > Free tickets for children

Children younger than 18 accompanied by an adult were allowed to enter the event for free.

### > Reduced rates for young adults under 25

Young adults aged between 18 and 25 also enjoyed discounted tickets for the event.

### > Entertainment on the beach

In front of the WDW Beach in Misano a track was set up where all the children could compete on toy Ducati bikes and become racers for a day in safe conditions.





## WDW FOR SOCIAL INITIATIVES - NUMBERS

10.000

euros donated to the "Casa delle Donne" association, earned from the sale of neck warmers

60

meals donated to the Pope John XXIII association

10

volunteers from the "Centro 21" Association involved in volunteer activities

## WDW and road safety



### > Safe riding courses taught by professional instructors

During the event riding courses were made available to participants, aimed at teaching how to maintain better control of the bike even in extreme situations.

### > Handing out of good riding practices

A list of good riding practices for having safe fun with the motorcycle while also respecting the environment was handed out to all participants of the Event together with the guidelines. The same instructions were also made available at the starting point of the external tours.

### > Courses offered at the University

First aid courses were offered (to teach motorcyclists how to act in case of emergency) along with courses illustrating the technologies available on Ducati motorcycles that help improve road safety. Moreover, the vestibologist Professor Guidetti taught a course that showed the importance of visual field speed for safer riding.

### > Eye-tracking technology

Related to the course provided at the University by Professor Guidetti, in the paddock there was a booth where all the participants could test the speed of their reflexes and their field of vision.

## WDW and safety

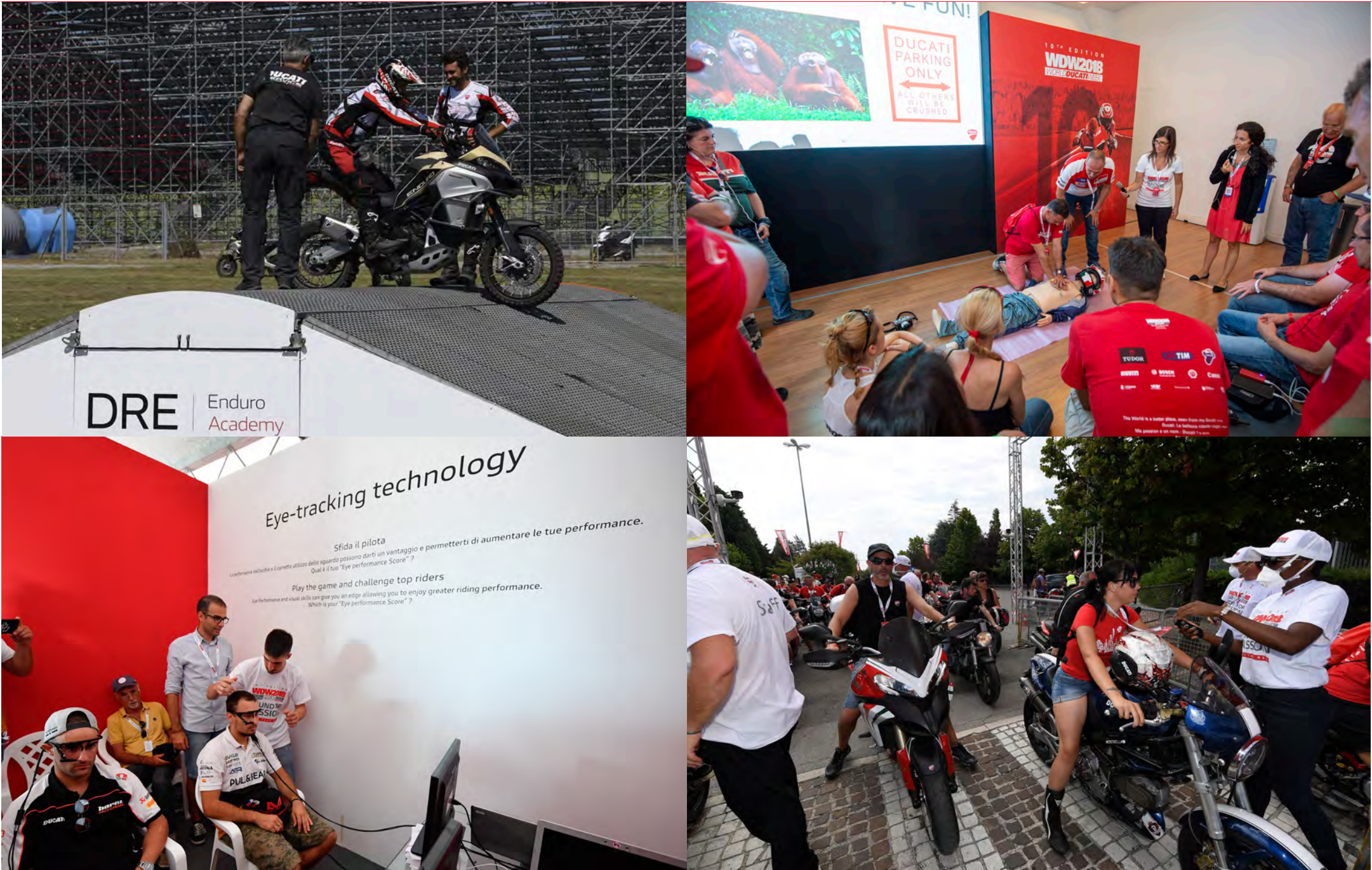


### > Field and documentary audits to guarantee compliance with working conditions and worker safety

During all phases of the Event (from staging to dismantling), both documentary and field audits were performed to ensure compliance with the working conditions and the safety of the workers themselves.

### > Counter-terrorism measures

Throughout the event and in partnership with law enforcement bodies, actions were carried out for the purpose of guaranteeing the safety of the participants.





WDW AND SAFETY - NUMBERS

11.648

total number of hours worked

0


number of injuries during setup and dismantling of the event

31

workplace safety audits conducted during the staging/dismantling phases of the event

190

number of security personnel

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In the previous pages we have described all the sustainability actions proposed during this edition of the World Ducati Week.

The following pages will show the results obtained in reference to the sustainability goals that Ducati had set for this edition.

For more information, please write to: [sustainability@ducati.com](mailto:sustainability@ducati.com)

Finish line	KPI	2016 result	2018 expected result	2018 result		Data source
Increase waste sorting	% sorted waste/total waste	39%	44%	94%	●	Supplier
Reduce CO <sub>2</sub> emissions	kg of CO <sub>2</sub> saved	540	1.000	2.348	●	Supplier / Ducati
Reduction of plastic waste production	% plastic/total waste products	8,4%	6%	3,9%	●	Supplier
Use of FSC certified and/or recycled paper	Use of FSC certified and/or recycled paper	Use	Use	Use	●	Supplier
In the event guidelines include a specific item on compliance with the acoustic impact of the motor vehicles	Presence of the item in the event's guidelines	Presence	Presence	Presence	●	Ducati
Use of returnable material for staging	% returnable material/total material used	-	75%	-	●	Supplier / Ducati

- GOAL REACHED – the result achieved respects the expected value
- GOAL REACHED – activity performed, but it was not possible to measure the result
- GOAL NOT REACHED

Finish line	KPI	2016 result	2018 expected result	2018 result		Data source
Achieve at least the same value of Participant satisfaction index (NPS) with respect to WDW2016	% NPS	77%	77%	77%	●	Ducati
Increase visits to WDW2018 social channels by 10% compared to WDW2016	No. of visits to website and social pages	391.546	430.701	675.465	●	Ducati
Increase the number of sustainability questionnaire responses by 40% compared to WDW2016	Number of responses received	34	48	345	●	Ducati
Increase the number of foreign participants by 5% compared to WDW2016	Number of foreign participants	3.828	4.020	4.388	●	Ducati
Involve Adriatic fishermen in the organisation of the "Rustida"	Number of fishing boats involved in the Rustida	-	1	2	●	Supplier
Volunteer activities that involve local associations	Number of associations involved	2	1	1	●	Supplier
Guarantee access to the Event free of charge to people with disabilities and their escorts	Option available in the event's guidelines	Presence	Presence	Presence	●	Ducati
Guarantee presence during the event of services reserved for people with disabilities (e.g. parking, grandstand, etc.)	Presence of services reserved for people with disabilities	Presence	Presence	Presence	●	Ducati
Facilitate the participation of foreign guests in the activities of Ducati University through interpretation services	% of courses translated into English/total of the courses provided	100%	70%	100%	●	Supplier
Publish the WDW2018 website in at least two languages	Number of languages available in the WDW website	5	2	2	●	Ducati
Draft the Event Guidelines in at least five languages	Number of Guideline languages	-	5	5	●	Ducati


- GOAL REACHED – the result achieved respects the expected value
- GOAL REACHED – activity performed, but it was not possible to measure the result
- GOAL NOT REACHED

Finish line	KPI	2016 result	2018 expected result	2018 result		Data source
Guarantee access to the Event free of charge for participants coming from countries outside the EU	Option available in the event's guidelines	Presence	Presence	Presence	●	Ducati
Establish pricing for families and young people (18-25 years)	Option available in the event's guidelines	-	Presence	Presence	●	Ducati
Protect the health and safety of workers during staging and dismantling of the event facilities	Number of injuries	0	0	0	●	Consultant
Protection of the health and safety of participants during track activities	Presence of activities aimed at protecting the health and safety of users	Presence	Presence	Presence	●	Supplier / Ducati
Access to the event even for owners of non-Ducati bikes	Presence of motorcycles of other brands during the event	Presence	Presence	Presence	●	Ducati
Presence of a safe riding school (DRE)	Teaching of DRE courses	Presence	Presence	Presence	●	Ducati
Presence of a Audi's safe riding school	Teaching of Audi's courses	Presence	Presence	Presence	●	Ducati
Increase awareness of sustainability and the adoption of sustainable behaviours	Presence of awareness activities	Presence	Presence	Presence	●	Ducati
Raising road safety awareness	Presence of moments of awareness	Presence	Presence	Presence	●	Ducati / Sponsor
Ensure the presence of food for people with specific dietary needs	Presence of a dedicated menu	Presence	Presence	Presence	●	Supplier
Promotion of the area around the Circuit	% of participants in the tour/ total available spots	53%	50%	67%	●	Ducati
Promotion of local food products	% local suppliers/total suppliers of food	61%	70%	83%	●	Supplier

- GOAL REACHED – the result achieved respects the expected value
- GOAL REACHED – activity performed, but it was not possible to measure the result
- GOAL NOT REACHED

Finish line	KPI	2016 result	2018 expected result	2018 result		Data source
Increase the paying participants by 5% compared to WDW2016	No. of tickets sold	21.103	22.158	24.708	●	Supplier / Ducati
Donation of surplus food from the Event's catering service to local charity associations	No. of food donations	0	1	60	●	Supplier
Guarantee a percentage of suppliers coming from Emilia Romagna greater than 50% of the total suppliers involved	% regional suppliers/ total suppliers involved	61%	50%	59%	●	Ducati
Fundraising campaign through the sale of an article at the WDW2018	€ donated to charity	-	€ 4.000	€ 10.000	●	Ducati

- GOAL REACHED – the result achieved respects the expected value
- GOAL REACHED – activity performed, but it was not possible to measure the result
- GOAL NOT REACHED

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- A large, stylized number '100' is positioned in the background on the right side of the slide. The number is filled with a dark blue halftone dot pattern, giving it a textured appearance. It is partially cut off by the right edge of the frame.
1. Introduction
  2. Purpose and scope of the report
  3. WDW 2018
  4. For a sustainable WDW
  5. Results achieved
  6. Future objectives

Ducati intends to continue to pursue a sustainable approach to the organisation of its events, looking to continuous improvement. For this reason, based on the analysis of the results achieved, Ducati's objectives for the next edition are:

- > Improve communication during the event, allowing all participants to better understand what is happening, thus feeling even more part of the Ducati community.
- > With regard to food service, make sure that the ingredients and allergens contained in the dishes are clearly specified, even for foreigners.

