

**DUCATI**  **90**

# MORE THAN RED

[wdw.ducati.com](http://wdw.ducati.com)

**1st - 3rd July**  
Misano, Italy

**WDW2016**  
WORLD **DUCATI** WEEK



SUSTAINABILITY DECLARATION





Ducati Motor Holding S.p.A. is a company operating to continuously develop and research in order to achieve new milestones. The technological innovation, distinctive design and sports imprint of the products are the main factors contributing to our success. We pursue our objectives while fully respecting the law and the legitimate interests of the various subjects involved in our activities. We are strongly convinced that a sustainable approach to the development of the products and processes effectively contributes to the company's success and safeguards its future; this conviction has become an integral part of the commercial and development strategy for Ducati.

While protecting our financial profitability, our commitment to the areas of human rights, health and safety in the workplace, environmental protection and reducing the consumption of natural resources is something that can be seen in all our activities, so much so that it has become an integral part of our company policy. This increasing focus on the themes of sustainability and social responsibility is demonstrated in the development, creation and use of our products, as well as in other areas of interest to Ducati. We concentrate on saving energy and raw materials, minimising greenhouse gas emissions, using renewable resources, reducing the environmental impact to a minimum, while also respecting the rights of our workers and those of our partner companies, as we consider human capital to be one of the most precious and distinctive elements for a successful business. For this same reason, we ensure equal opportunities and equal treatment regardless of ethnic origin, religion or political leanings as long as democratic principles are respected and there is tolerance towards different ideas and ideologies. This forms the basis of our business relations and the relationship that links us to our employees, who are selected, employed and promoted based on their skills and qualifications.

Similar commitment is made concerning the behaviour to adopt with regard to the market; though operating in a logic of natural competition, we nevertheless consider it important to develop this while fully respecting the laws and regulations in force, combating any form of illegal behaviour aimed at damaging competitor companies; we believe that this line of conduct can only translate into benefits and advantages for our customers.

To handle these commitments, Ducati Motor Holding S.p.A. has, among other things, adopted and implemented an Environmental Management System in accordance with UNI EN ISO 14001, has established an Organisation and Management Model under Italian Legislative Decree 231/01 - that dedicates a particular section to the

Procedure for Environmental Protection - then Ethical Rules and a series of compliance regulations that also reflect the expectations of the entire Audi and Volkswagen Group of which Ducati Motor Holding S.p.A. is part.

To demonstrate our commitment to sustainability in a concrete and explicit way, for the first time in our history we have decided to certify the sustainability of the management of World Ducati Week 2016 to ISO 20121 standard. World Ducati Week (WDW), as many already know, is the largest collective Ducati event, able to bring together over 60,000 fans coming from all over the world at a thrilling party, and it is for those who share the passion and values of Ducati and also for those who, more generally, share a passion for the world of engines.

We believe that even an event as intrinsically complex as WDW, due to the significant interaction with the local area and community, environmental resources and people, can still be managed with a balanced approach from an economic, environmental and social standpoint. WDW is therefore an opportunity to involve Stakeholders, Partners, Suppliers and Participants in the planning and execution of an engaging experience, even more unforgettable than the last one, but also strongly characterised by the fact it respects the values of Social Responsibility that are translated into numerous initiatives aimed at ensuring that these objectives are achieved.

Bologna, 30 March 2016

**Claudio Domenicali**  
Amministratore Delegato  
Ducati Motor Holding S.p.A.

1. DUCATI MOTOR HOLDING
2. THE WDW
3. FOR A SUSTAINABLE WDW
4. WHO WE ARE ADDRESSING
5. SUSTAINABILITY ACTIONS



# DUCATI CELEBRATES 90 YEARS OF HISTORY

Ducati has been building emotions since 1926. A company of excellence that was founded in Borgo Panigale, Italy, where it continues to grow each year. Ducati's history is brought to life by a unique engineering talent, which the company has always used to create motorcycles with an original design and a profound competitive spirit.

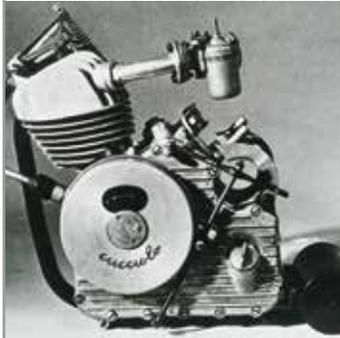


1926



The Ducati family and other investors from the Bologna area founded Società Radio Brevetti Ducati with the aim of producing industrial components for the emerging radio transmission industry, based on Adriano Ducati's patents.

1946



The Cucciolo was born, the small auxiliary motor for bicycles that went on to become the world's most popular model. It soon became a miniature motorcycle and began to amass numerous victories, starting with Mario Recchia's historical triumph at the Via Emilia race.

1954



Ducati Meccanica was born, which was dedicated to the production of motorcycles. The arrival of great technicians like Fabio Taglioni led to the introduction of unique engineering solutions, which continue to be developed to this day. The company's competitive success continued: the Motogiro, the Swedish Grand Prix (1956) and the Nations Grand Prix (1958).

1972



Ducati won the legendary Imola 200 miles with the 750 cc twin-cylinder Desmodromic. This racing motorcycle led to the development of an exceptional 750 cc model: the Super Sport.

1979



the 500 Pantah, equipped with a trellis frame and a new belt drive system, was presented to the public.

# 1988



Marco Lucchinelli won the first historic victory at the World Superbike Championship in Donington.

# 1994



Carl Fogarty won the first of his four Superbike World Championship titles on board the 916, the most iconic sports bike of the past twenty years.

# 2003



Ducati began its adventure in the MotoGP World Championship. The company achieved a podium ranking in the first race, the pole position in the third race, and a first place victory in the sixth race, thus bearing witness to the competitive spirit of the Desmosedici model, not to mention Loris Capirossi himself.

# 2007



The Desmosedici 800 cc model made its debut, and Ducati became the first European motorcycle manufacturer to win the MotoGP World Title in 34 years thanks to Casey Stoner and the Desmosedici GP07.

# 2015



The Ducati factory in Borgo Panigale produced its millionth unit, a Monster 1200 S model customised with a silk-screen printing to mark this important milestone. That same year the 1199 Panigale became the first motorcycle ever to win the Compasso d'Oro, the most prestigious award for Italian design.

## DUCATI STANDS FOR



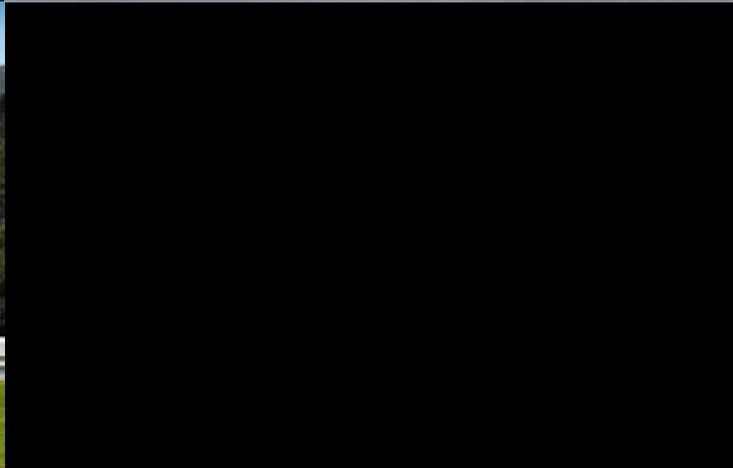
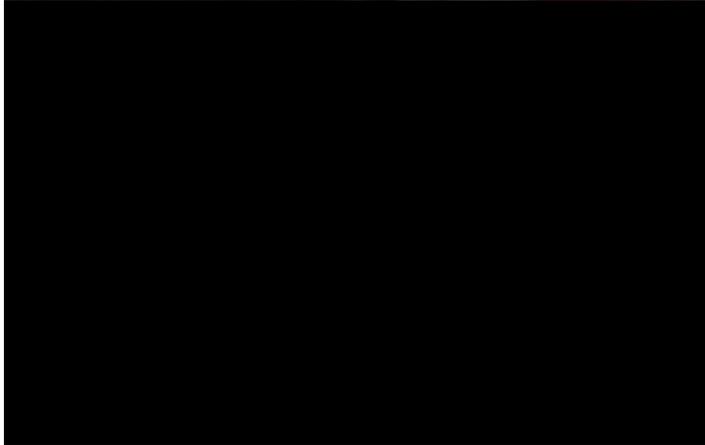
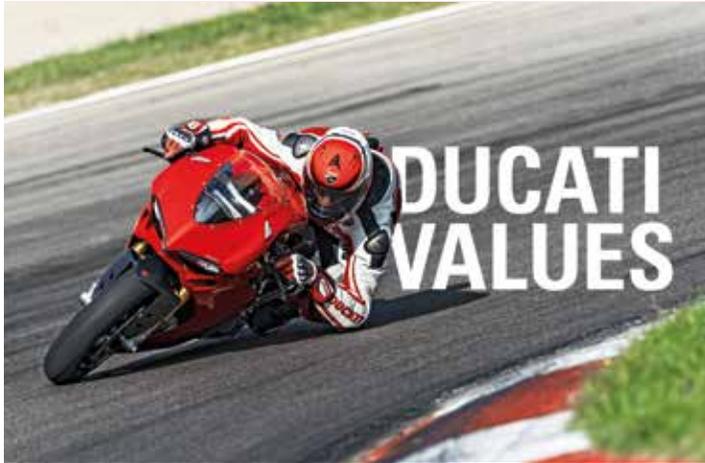
**STYLE**



**SOPHISTICATION**



**PERFORMANCE**



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2. THE WDW
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# WORLD DUCATI WEEK

World Ducati Week, also known as WDW, is a fundamental and unique event in the Ducati brand experience. An international event able to unite bikers from all over the world at the historic Misano Adriatico (RN) racetrack and create three days of pure “red” passion with events, initiatives, races and appointments with the great names that make up Ducati’s history.

The company and its fans meet up to experience the world's largest Ducati event; taking part in WDW builds and increases a participant's sense of belonging to the Ducati community.

Another aim is to reinforce the global nature of the Ducati brand with an experience that is international in terms of its participants, content and services, dedicated also to a global public.

To ensure a unique visitor experience, WDW is planned around the four key pillars of product, community, racing and corporate.





56

COUNTRIES

or origin, with 65,000 participants



271.449

CLICK on the posts

200

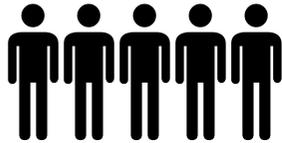
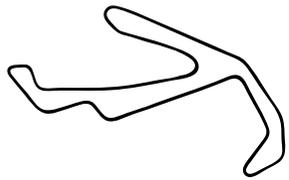
LINEAR METRES  
OF BBQduring the "rustida" on the pit-lane at  
the Misano World Circuit

72.000

PHOTOS

taken by  
the staff

58

DIFFERENT  
ACTIVITIES on the track2.085 TWEETS  
with the hashtag  
#worldducatiweek

65.000

ATTENDEES  
on the circuit

38h

of Live  
BROADCASTS  
on WDW TV

QUIZ

13.000

Ducati-themed quizzes during  
the three-day "Treasure Hunt"

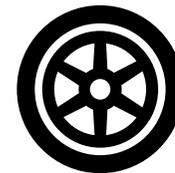
23

OFFICIAL  
Ducati riders

10 SPECIAL

models selected for  
the "Garage Contest"

16



TIRES BURNED OUT

out by the end of the  
"Diavel Drag Race by Tudor"

843

VOTES CAST  
by participants in the Ducati  
Garage contest168 HOURS  
of preparation

OVER

700

TEST RIDE with the new Monster 821



15.000 KM

travelled by the staff's bikes



82.800

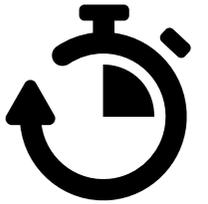
AUTOGRAPHS  
signed by the riders25 DUCATI  
MANAGERS  
RIVIERA  
LIFEGUARDS 60served the  
participants  
during the  
"rustida"

240

JOURNALISTS  
(130 Italian and  
110 foreign)

18'20"

TIME TAKEN

by the line of Ducati bikes to exit  
the "Marco Simoncelli" Misano  
World Circuit

7.000

DIGITAL CONTRIBUTIONS  
published on [wdwlive.ducati.com](http://wdwlive.ducati.com)

118

D.O.C. PRESIDENTS  
in attendance from 26 nations

260.000

BOTTLES OF WATER



50

MONSTER  
models driven by employees during  
the Racetrack Show

10.192

LAPS ON THE TRACK  
completed by the cars  
and motorcycles

18.333

KM TRAVELLED BY  
the participant from the most  
distant location

11

CHAMPIONSHIP  
TITLE HOLDERS  
at the start of  
the Drag Race by Tudor

4 WSBK

2 Superstock

2 Supersport

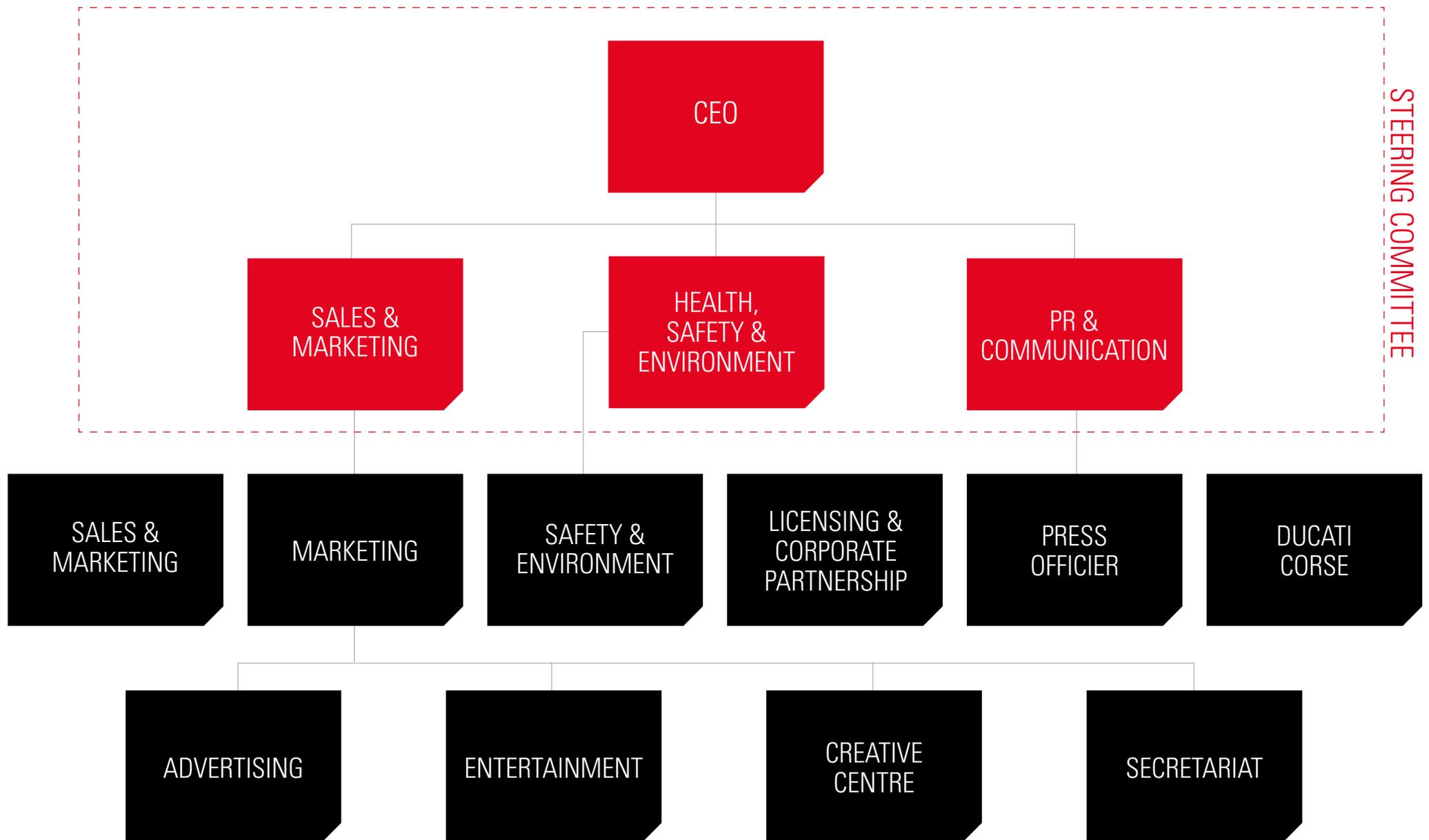
2 MotoGP 125

1 MotoGP 250



148.972

VIEWS  
on the Ducati  
channel



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# DUCATI AND SUSTAINABILITY

Ducati has chosen to publish this report 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 Report includes a brief description of the Company and its products, as well as the activities we have planned in making World Ducati Week 2016 the first 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.

# PARTICIPATION

To guarantee an unforgettable, emotionally engaging experience in which visitors feel like active participants and not just spectators. The event contents must maximise the Ducati brand's global echo, even using virtual tools to reach those people who could not participate in the event.

# TRANSPARENCY

Ducati communicates with its stakeholders in a clear, truthful, and uniform way, in accordance with the law, principles of professional propriety and its Ethical Rules.

# 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. In the development, creation and use of its products, as well as during other activities, the Company focuses on saving both energy and raw materials, minimising greenhouse gas emissions, as well as reducing the production of waste and increasing its recycling. Finally, Ducati promotes the care and protection of the environment through rediscovery 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

Consistent 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.

# WDW2016

## WORLDDUCATIWEEK

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

## PARTECIPATION

- Organise an Event that can satisfy and fulfil the expectations of stakeholders, involving them, even through virtual means, to create a global echo for the Event
- Maximise Event participation, knocking down geographic borders and barriers

## TRANSPARENCY

- Transparently communicate the principles of sustainability set for the Event, highlighting the actions
- Make all the stakeholders involved aware of the themes and principles of sustainability

## MANAGEMENT

- Where possible and compatible with the Event's purpose, reduce polluting emissions in the atmosphere
- Make all the stakeholders involved aware of the themes and principles of sustainability
- Organise a sustainable Event even in economic terms, guaranteeing respect of the established budget
- Promote care and protection of the environment through rediscovery and making the most of local resources

## INCLUSIVENESS

- Maximise Event participation, knocking down geographic borders and barriers
- Involve the local community, even with volunteer projects
- Guarantee equal opportunity and accessibility to the event, even for those with disabilities
- Ensure relationships are based on transparency, propriety, and cooperation with institutions

## INTEGRITY

- Guarantee free access to the Event, even to owners of motorcycles produced by the competitors
- 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

In formulating a sustainable plan for the WDW 2016 event, Ducati has identified the aspects of sustainable development deriving from the choice of location and activities foreseen during the Event.

ENVIRONMENTAL  
SUSTAINABILITY

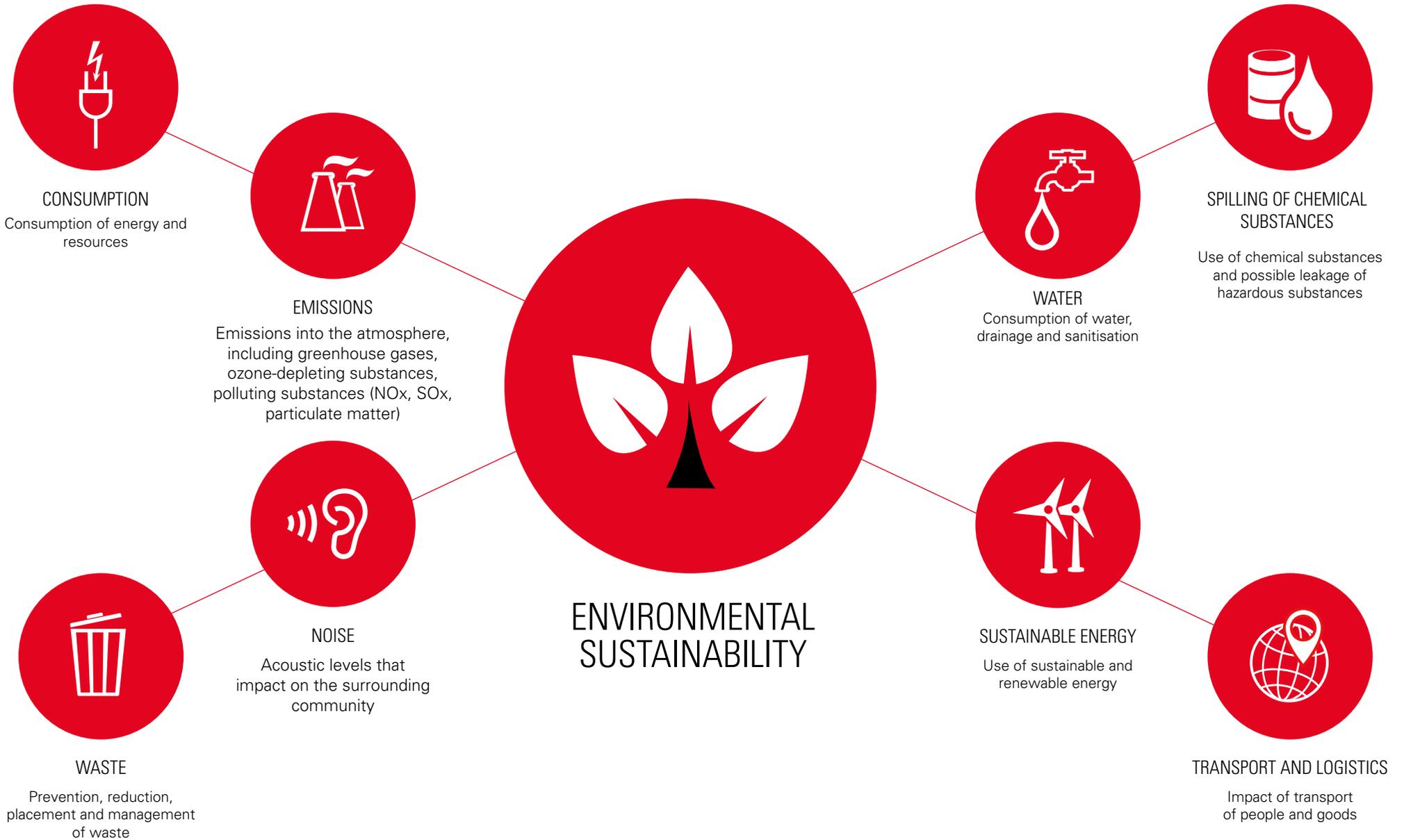


ECONOMIC  
SUSTAINABILITY



SOCIAL  
SUSTAINABILITY





# ECONOMIC SUSTAINABILITY



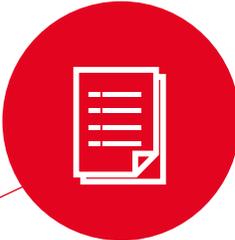
### GREEN PURCHASES

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



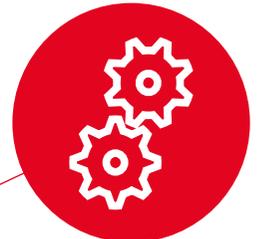
### BRAND VALUE

Company brand value



### PRODUCT MARKETING

Advertising of products and/or services



### KNOWLEDGE OF NEW PRODUCTS

Knowledge of new products and/or technologies



### CUSTOMER LOYALTY

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

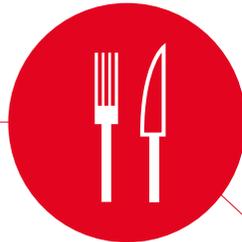


### SHOPPING OFFERS

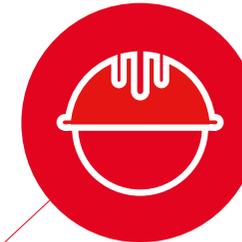
The chance to make purchases



**RESPECTING THE COMPETITION**  
respecting the principles of fair competition



**FOOD AND DRINK**  
Catering services that offer choice and balance in hygienic and safe conditions



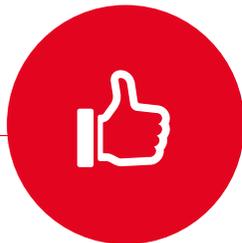
**SAFETY**  
Management of activities where there is significant risk of impact on the health and safety of staff and public



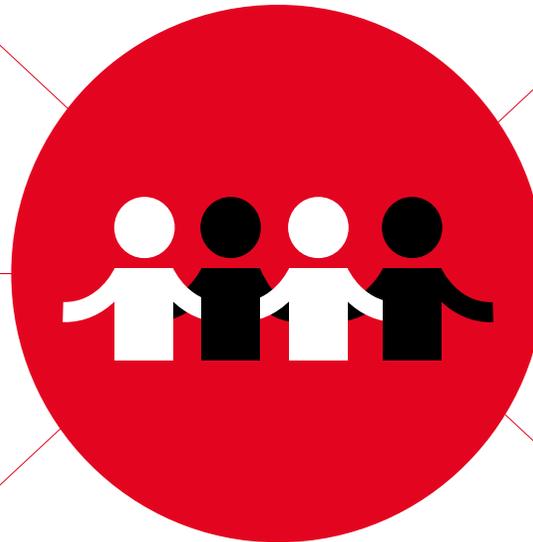
**WORKING CONDITIONS**  
Respecting international labour rights (forced labour, child labour, etc.)



**COMMUNICATIONS**  
Use of all communication channels to share the contents of the event



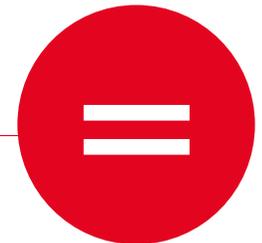
**EVENT SUCCESS**  
Achieving the goals established for the event



**SOCIAL SUSTAINABILITY**



**EMERGENCY MANAGEMENT**  
Safety policy and procedures (emergency systems and evacuation procedure)



**EQUAL OPPORTUNITIES**  
Respect for, and protection of the rights of vulnerable groups (young people, the elderly, the disabled, women)



**RESPECTING THE LAW**  
Compliance with laws and regulations in force



**PROMOTION OF THE LOCAL AREA**  
Promotion of the area where the event is held



**ACCESSIBILITÀ**  
Accessibility linked to the context of the place, structures, services offered



**PARTICIPATION**  
Involvement and satisfaction of expectations

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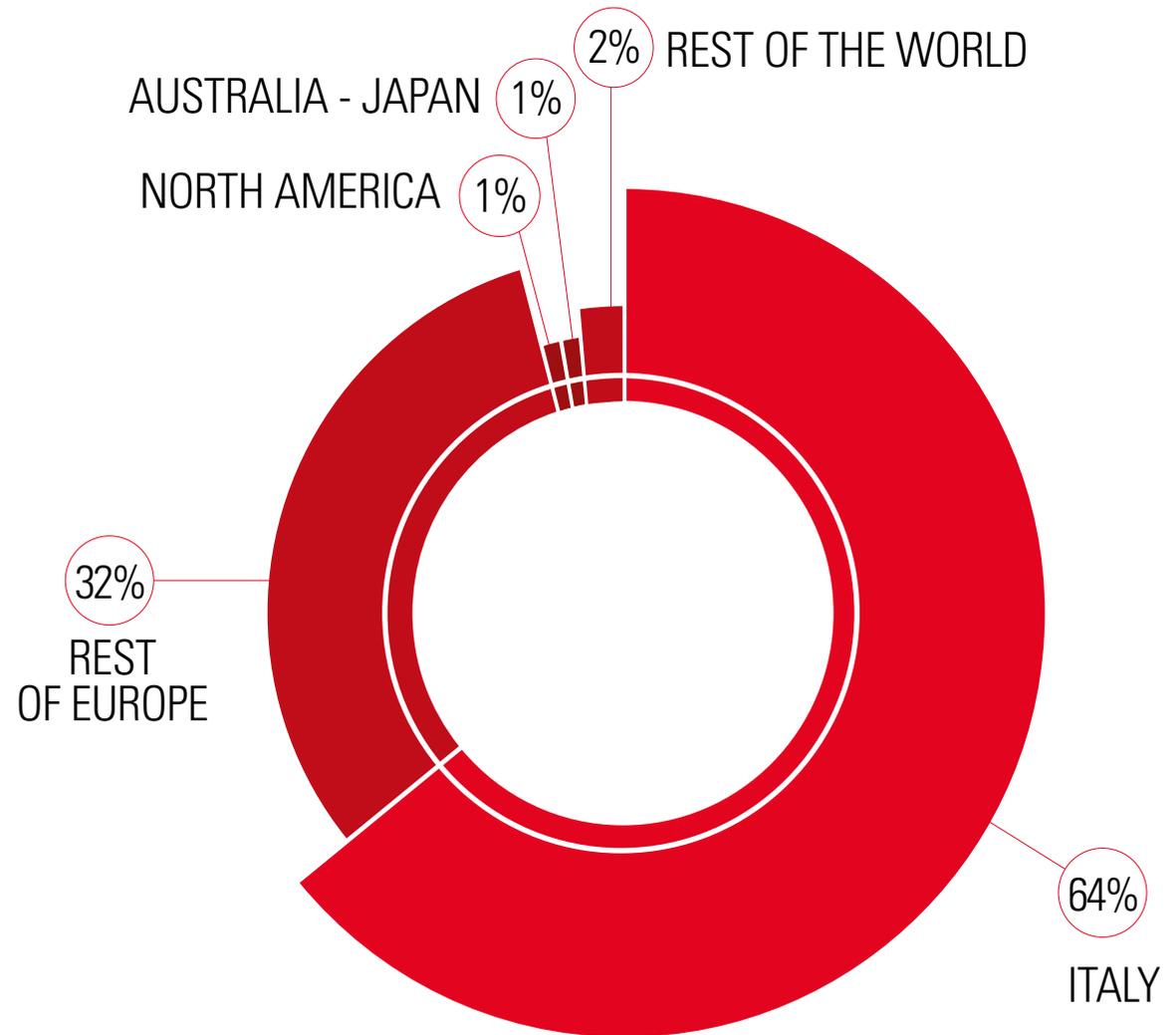


# THE PARTECIPANTS AT WORLD DUCATI WEEK

WDW is an international event and, as such, is aimed at both the Italian public, which represents the greatest percentage, and the international public.



# COUNTRY OF ORIGIN OF PARTICIPANTS AT THE LAST EDITION



# FOR A WDW WITHOUT BORDERS

The International Biker Games are based around the well-known “It’s a Knockout” format, with the aim of bringing the Company closer to the public by encouraging exchange and friendship between the participants coming from the various countries.

Verranno formate 8 squadre che si alterneranno in 8 sfide per mettersi in gioco e divertirsi, condividendo un’esperienza inedita.



## INDIVIDUAL BIKE GAMES

- Figure eight course (completing a figure eight between the cones)
- Slow race (coming last by keeping the bike balanced at low speed)

## TEAM SPORTS GAMES

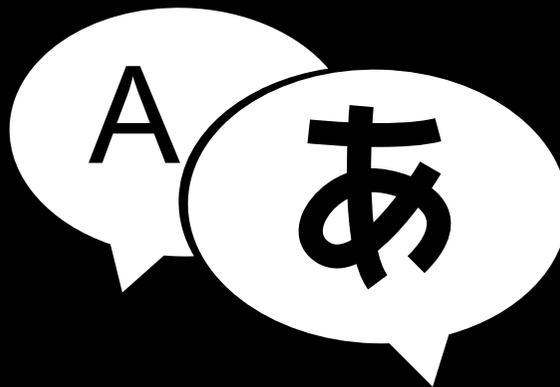
- Five-a-side football tournament
- Darts tournament (realizzazione di un 8 tra i birilli)
- Energy sprint (by Hera, a sustainability race to see who produces the most energy)
- Foosball

## TEAM SKILL GAMES

- Assembly/disassembly (assembling and disassembling bike parts)
- The fastest lap (using Milestone video game)

# MULTILINGUAL EVENT

A TRANSLATION  
SERVICE  
DURING COURSES  
AT THE DUCATI  
UNIVERSITY



A  
MULTILINGUAL  
WDW  
WEBSITE

(Italian, English, German,  
Spanish and French)

## PRIMARY STAKEHOLDERS ■ ■

Subjects or entities without which Ducati would be unable to achieve the environmental, social and economic sustainability goals relating to WDW.

### INTERNAL STAKEHOLDERS ■

Subjects or entities operating inside Ducati

CEO, Steering Committee, Employees and collaborators

### STRATEGIC STAKEHOLDERS ■ ■

Subjects outside Ducati who collaborate with the Company in carrying out Event activities according to the methods of internal stakeholders

Sponsors, DOC Club

### EXTERNAL STAKEHOLDERS ■

Subjects or entities outside Ducati

Suppliers, Public, Local Authorities, Misano Circuit, Local Community, Media, Emergency Services

## SECONDARY STAKEHOLDERS ■ ■

Subjects or entities that can influence Ducati in the execution of the Event and that, whether directly or indirectly, influence the possibility of achieving the goals set out for the Event itself

### INFLUENCERS

They drive the event and company mission using information channels

Competitors, Public Opinion

### COLLABORATORS

Associations/organisations with which Ducati collaborates

Trade organisations, social/voluntary associations, hotel associations, performers, speakers/lecturers



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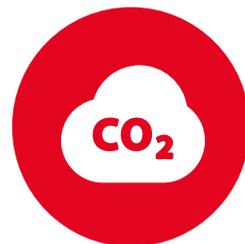




# SUSTAINABILITY IN DETAIL

In order to achieve the sustainability goals outlined in Chapter 3, Ducati has decided to implement a series of concrete environmental, social and economic sustainability actions that are described in this chapter.

**WDW2016**  
**WORLD DUCATI WEEK**  
1 - 3 Luglio / Misano, Italia  
wdw.ducati.com



ATMOSPHERIC EMISSIONS

Use of electric vehicles (cars and bikes) for mobility inside and outside the racetrack.



RESOURCES

Installation of the 'Water house' that supplies still and sparkling water without producing any waste (plastic bottles) or CO2 linked to the logistics.



WASTE

Staging of sorted waste collection areas.

Use of compostable plates in the catering areas that can be disposed of together with organic waste.



PAPER

The organisational committee will use paper that is FSC or PEFC certified, guaranteeing that the product is manufactured using material coming from forests that are properly managed from an environmental, social and economic standpoint.



RAISING

Activities to raise awareness about the sustainability topics:

- The stages of Sustainability" information available on the WDW site and app
- Eco-bici (Hera stand)

## PROMOTING AND VALUING THE LOCAL RESOURCES



### WDW TOUR

The chance to carry out a series of tours to discover Motor Land and immerse yourself in the most evocative areas of Emilia-Romagna.

90° Route.



### LOCAL PRODUCE

Promoting local culinary traditions by making local products available during the event.

## COLLABORATION WITH THE LOCAL COMMUNITY



### COOKOUT

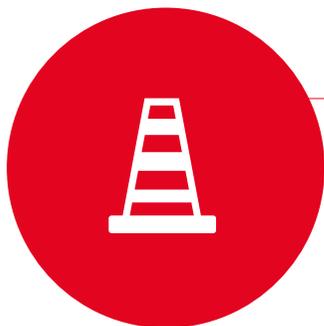
Involvement, in collaboration with the local authorities, of the local Romagnolo Lifeguard Association in the "Rustida," the historic WDW cookout on the pitlane.



### ASSOCIATIONS

Involvement, in collaboration with the local authorities, of local Associations for Social Promotion in volunteering activities during the event (kit distribution).

Any leftover food resulting from the catering service will be donated to charitable associations in the local community.



### SAFE RIDING

Provision of safe riding courses with professional instructors, to learn to have fun with your bike in safety.



### FIRST AID

Provision of first aid courses as part of the Ducati University programme so that participants are able to intervene and administer first aid in an emergency



### AUDIT

Written and on-site audits, carried out during the phases of set-up and dismantling, to check that work conditions and those relating to the health and safety of workers are respected.



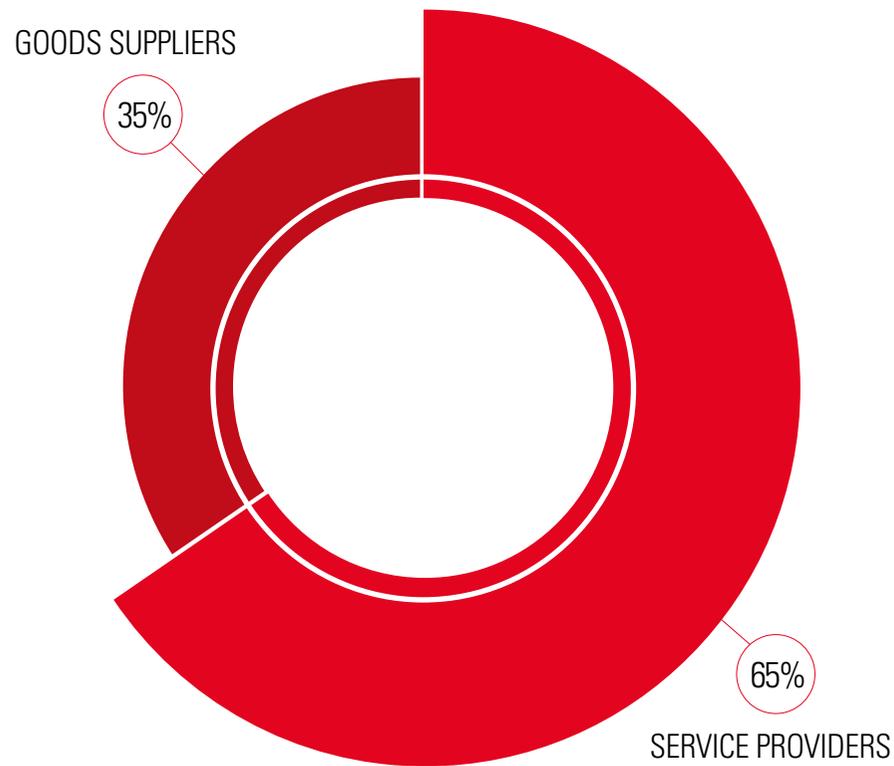
### SIMULATION

Raising awareness, using a computer simulation ("GUARDAVANTI" project by TIM/Milestone), about the consequences of incorrect phone use while riding

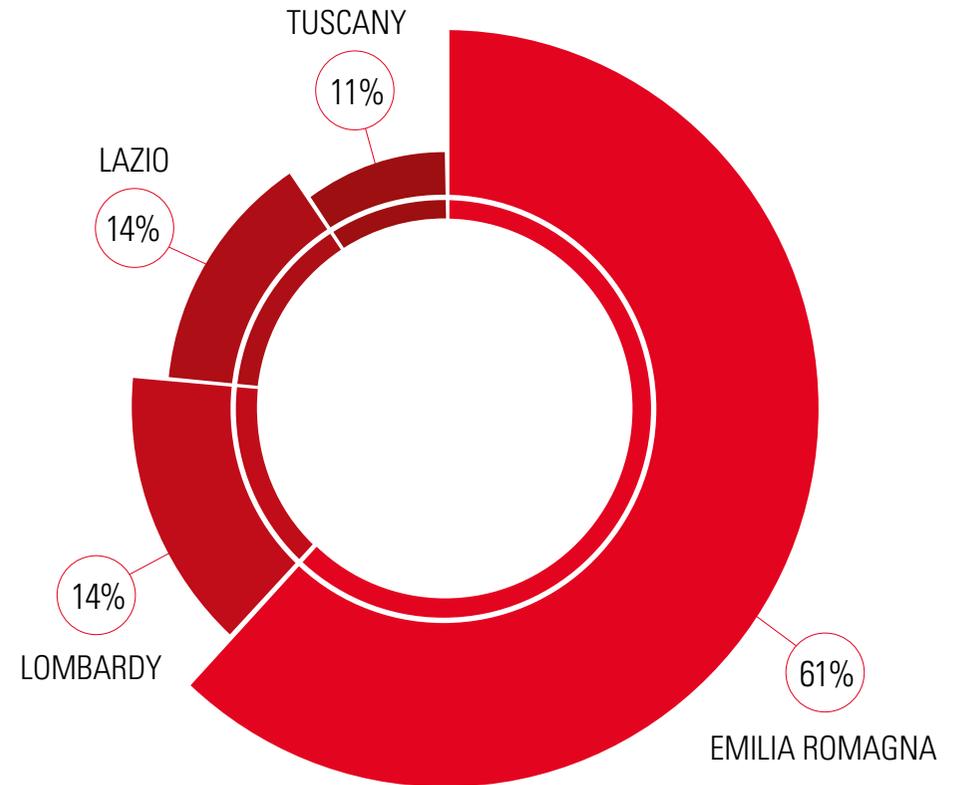
# THE SUPPLY CHAIN

The supply chain required to carry out and execute WDW16 is composed of goods suppliers (e.g., set-up) and service suppliers (e.g., catering).

### SUPPLIERS TYPOLOGY



### ORIGIN OF SUPPLIERS



To promote the local economy, preference has been given to suppliers in the Emilia-Romagna region, who represent 61% of all the suppliers involved.

# PARTNERS E SPONSORS



**Veicoli Commerciali**

