



# RECYCLE YOUR BOOTS



## About the project

**Tecnica Group launched the Recycle Your Boots campaign to make circular economy the new business model for the ski industry. The collecting and recycling initiative has been adopted by the LIFE programme – the EU’s funding instrument for the environment and climate action – and is now effective across eight european countries.**

Plastic waste is a huge problem for our planet. The world’s largest plastic waste dumpsites could literally form an eighth continent. When old ski boots reach the end of their usable life, they often end up in a dump or are burned in waste-to-energy plants. But Tecnica Group, the leading international ski boot manufacturer based in Italy, has now launched the Recycle Your Boots initiative. This circular economy project aims to contribute to protecting the planet by recycling used ski boots into secondary raw materials, thereby saving resources and reducing CO2 emissions.

## Partners

**Lead by Tecnica Group, the project is co-funded by the European Commission Life+ Program and regroups six key industry partners:**

- Fecam Srl
- LaPrima Plastics
- INTERSPORT
- The Museo dello scarpone e della calzatura sportiva
- The Federation of the European Sporting Goods Industry (FESI)
- The University of Padova (UNIPD)

# Key learnings & Challenges

STEP  
**01**



## TAKEBACK

RYB designed a peculiar takeback protocol for Hard Sport Goods (HSG), that prior looks to shops & sport facilities

Industry goes faster than legislation: implementing the takeback without an EPR scheme means:  
(1) +costs  
(2) handling some risks



## RECYCLING

HSG's materials are mostly recyclable: the burden is complexity and quantities (feedstock)

Fit for disassembly, made for recycling: key lesson for composite products

Finding proper in-house / high value applications for recycled plastic is a crucial and effort-demanding step to fully capitalize the recycling project



## ENGAGEMENT

External:

- Are all actors on the same page?
- Communication is the hidden cost of recycling

Internal:

- Circularity is disruptive for an Organization: it demands an ecosystemic approach that affects all Organization's functions
- Circularity can be conflictual: it requires a new mindset & needs time to be metabolize



## SCALABILITY

No competition in sustainability: a deontological duty to share achievements and open doors to collaborations.

Low End-of-Life quantities: recycling systems' aggregation instead of fragmentation

An Outdoor Recycling Valley?

STEP  
**04**



RECYCLE YOUR  
**BOOTS**

Find out more at:

[WWW.LIFE-RYB.EU/EN](http://WWW.LIFE-RYB.EU/EN)