



International mid-term open innovation seminar at Pro-Winter 2024

D1-66

10-12 January 2024

Title of the event	International mid-term open innovation seminar at Pro-Winter 2024
Date	10 – 12 January 2024
Location	Bolzano (IT)
Type of participants	Winter industry (ski, boots, helmets, apparel & devices) producers, ski operators, rentals & retailers, ski community, associations, sport federations, technology performers
Number of participants	3000 (indicative)



Recycle Your Boots participated into the twenty-fourth edition of Prowinter, the main European ski industry exposition and meetup event held from 10 to 12 January at the main pavilion of Fiera Bolzano, populated with the best brands and products in the winter mountain sector. Prowinter represents the apical event of the ski sector, being a moment of meeting between companies, rental companies and retailers who, on the occasion of the fair, discover the news of the upcoming season.



As RYB was stepping into the third ski & recycling season, Prowinter represented a focalized opportunity to connect with ski operators, managers of ski resorts and rentals, that were eager to join the RYB system. Indeed, RYB recorded an incredible number of contacts, paving the way towards a further expansion of the RYB networks for takeback in the upcoming winter season 2024-2025.

Then, during the prewinter days, RYB organized a project stand, where the project was explained. Additionally, on Jan-11, Recycle Your Boots was presented on the main stage as best in class sustainability project of the ski industry.





Hundreds of visitors visited the stands, asking for information and how to join up. **Globally, about 30 shops & rentals (mostly located in Italy, Austria and Germany) plus 5 ski resorts across Alps requested to join the initiative** and were incorporated into the takeback process in the current ski season or in the following one. From this viewpoint, the participation into Prowinter results in an excellent value form money initiative. Furthermore, some producers asked Tecnica Group to get more information about the initiative, in the perspective of a possible adoption of it. Hence, Prowinter paved the ground to the open innovation seminar with Salomon, Head and Fisher that took place on Feb-28, 2024 at the premises of Fondazione Sportssystem (more info in the deliverable B5.31) and resulted a crucial catalytic factor for the transferability.

The RYB corner offered also the chance to discuss new recycling scenarios and/or the expansion of the recycling system to further sport hard goods, such as ski.



The participation of RYB at Prowinter started on December-06, 2024 with an **international press conference** for specialize journalists gave at the headquarter of Dolomiti Superski. Marco Meggiolaro, Innovation & Product Sustainability Manager of Tecnica Group who talked about the virtuous sustainability project that the company is promoting: “Prowinter will be an opportunity for us to talk about this project that we care about in particular: Recycle your Boots. The objective is to give a second life to the ski boot, whatever brand it is, and starts from the awareness of the consumer who chooses to take their old boots to one of our retailers who join the project. We then transport them to the Collection Center in Italy using vehicles with reduced environmental impact. Here, the shoes are removed (recycled into trackside protection mattresses), while the plastic and metal components are separated and taken to the transformation center, where they are processed to obtain second generation materials. These are then used instead of virgin materials in new products from our Group, i.e. in new models of Tecnica and Nordica boots, but also in Blizzard skis and Moon Boots, to responsibly reduce our environmental impact”.



Furthermore, Recycle Your Boots’s team was also **interviewed by RAI**, the Italian national broadcast, and the interview was stream on TV: the link to the press report is available at this [link](#).





Annex 1: RYB flyers and invitation





LIFE20 ENV/IT/000206
LIFE-RECYCLE YOUR BOOTS

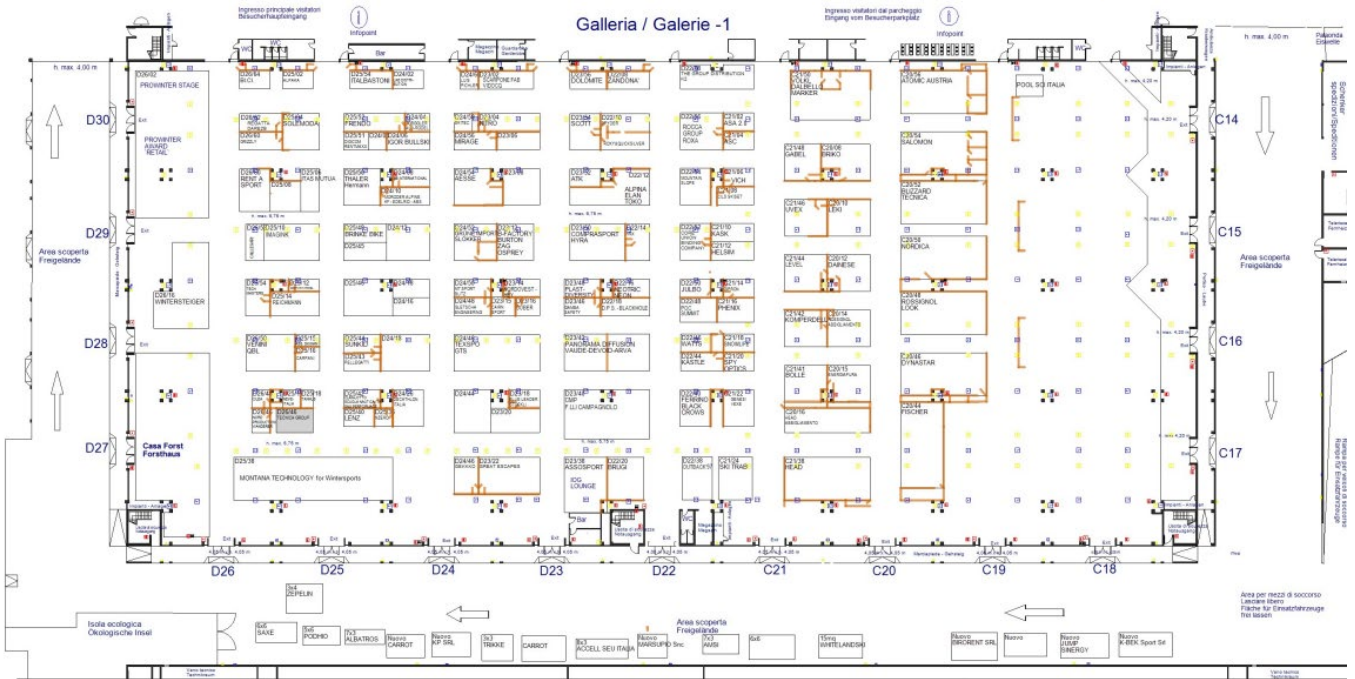


The Life-RecycleYourBoots project has received funding from LIFE Programme of the European Union.



RECYCLE YOUR BOOTS

Annex 2: RYB stand location at Prowinter



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