

RECYCLE YOUR BOOTS WITH TECNICA

TECNICA IS LAUNCHING THE RECYCLE YOUR BOOTS CAMPAIGN TO MAKE A 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 WILL BE EFFECTIVE ACROSS EIGHT EUROPEAN COUNTRIES AS EARLY AS THIS WINTER SEASON.

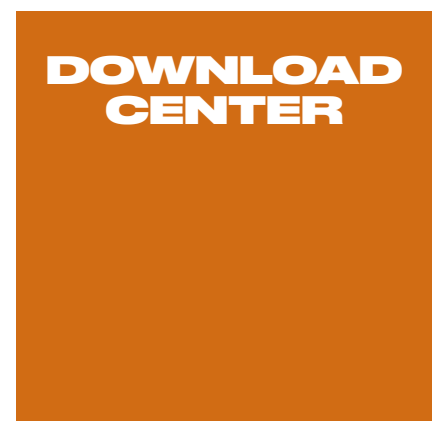
Plastic waste is a huge problem for our planet. The world's largest plastic waste dumpsites could literally form an eighth continent. When old ski boots reach the end of their usable life, they often end up in a dump or are burned in waste-to-energy plants. But Tecnica, the leading international ski boot manufacturer based in Italy, is now launching its Recycle Your Boots initiative. Their 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.

"The idea is pretty simple," explains Maurizio Priano, marketing and brand manager Blizzard-Tecnica. "We make it possible for skiers who want a new pair of Tecnica ski boots to return their old ones – from any brand. Tecnica will then recycle their old pair in a transparent and sustainable process."

What seems like a simple idea behind the Recycle Your Boots project is actually based on a complex and innovative process. In order to collect, transport and recycle old plastic ski boots and make them into reusable secondary raw materials, Tecnica has set up a sophisticated system that combines craftsmanship and manufacturing expertise, and also used the help of academic research institutes to predict, monitor and measure the effectiveness of the project. However, the most critical aspect will be mobilizing the ski community, retailers, and consumers.

"Recycle Your Boots is more than just a recycling project, it's a new business model," declares Giorgio Grandin, head of innovation Tecnica Group. "For the first time, we are not simply creating and selling a product, but establishing a fully-integrated sustainable process: production, shipping, consumer use and recycling."

Old ski boots will be collected by retailers and transported in smart batches to reduce emissions by Fercam, a company based in Bolzano, Italy. Fercam has a fleet of reduced environmental impact vehicles and will adopt specific CO2 emissions accounting, neutralization, and offsetting measures for the shipments. The old ski boots will be delivered to another Italian company, Fecam, where the liners will be removed, and each boot will be dismantled to separate all plastic and metal components. The individual components will then be transported to the nearby Laprima Plastics plant and transformed into secondary raw materials, such as plastic granules, or salvaged aluminum, ready to be recast and reused in industrial production. The liners will also be shredded to make new wadding.



THE LIFE - RECYCLE YOUR BOOTS PROJECT HAS RECEIVED FUNDING FROM THE LIFE PROGRAMME OF THE EUROPEAN UNION

“Tecnica’s goal is to enable people to live their passion for mountain sports and enjoy every single moment of skiing,” adds Maurizio Priano. “And if we want that to be the case into the future, we must all play our part in defending our playground and supporting our community. The Recycle Your Boots project will reduce the skiing industry’s footprint, while supporting the local mountain economy by driving traffic to retailers. The project will be promoted through a multi-channel communication campaign on social networks, the web and through traditional media.”

The University of Padova is another strategic partner in the project. Its role is to assess the production and disposal of ski boots, to further minimize impact where possible. Its researchers are monitoring the Recycle Your Boots process to measure the benefits in terms of CO2 reductions, in both the short and long term.

Validating its potential, the Recycle Your Boots project has been adopted by the LIFE Programme, the EU’s funding instrument for environmental innovation projects intended to initiate, expand, or accelerate clean and sustainable production, distribution and consumption practices. The Recycle Your Boots project will begin in fall 2021 at retailers in eight countries: Italy, France, Switzerland, Austria, Germany, Spain, Norway and Sweden.




To date, over 150 points of sale have signed up, but according to Tecnica’s plans numbers are set to increase. The goal for the first season is to collect at least 7,000 pairs of boots and to activate the program in other European countries in future, and in North America with the help of a local recycling partner to support the process.

“The primary purpose of Recycle Your Boots is to kickstart a positive circular economy cycle in our sector,” says Maurizio Priano, “but it’s also a project that aims to re-energize another cycle, that of the ski industry, which last winter was impacted by lift closures in many resorts across Europe. The pandemic has sparked renewed environmental awareness, and with Recycle Your Boots we are confident that we are giving skiers a good reason to return to retailers.”

Recycle Your Boots will influence how Tecnica designs its ski boots in future too. The Tecnica Group innovation team is already working on implementing the secondary raw materials generated by the Recycle Your Boots process in new products and new ski components, while new ski boots will be designed with a view to making the recycling process easier. Tecnica also aims to expand the project to cover other types of products and brands, beyond the ski industry even.

“We are heralding a new approach to ski boots and their lifecycle,” continues Giorgio Grandin. “Recycle Your Boots is not the definitive answer – not yet – but it’s a permanent source of innovation.”



-  Old ski boots ready for recycling
-  Maurizio Priano, marketing and brand manager Blizzard-Tecnica
-  Giorgio Grandin, head of innovation Tecnica Group

PRESS CONTACTS

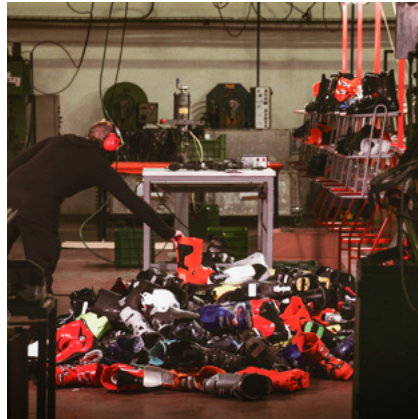
INTERNATIONAL
Tecnica Group
Silvia Ciana
E: silvia.ciana@tecnicagroup.com
M: +39 346 0255634
P: +39 0422 884045

ITALY
High Wind Area Communication
Tommaso Bernacchi
E: tommaso@highwindarea.it
M: +39 379 1108540

DACH
Hansmann PR
Martina Hainz
E: m.hainz@hansmannpr.de
P: +49 89 360 54 99-37

FRANCE
Agence MRP
Maéva Prot Di Cola
E: maeva@morgan-rp.com
+33 (0)6 46 72 14 90

USA/CANADA
Campfire-Collective
Maro LaBlance
E: maro@campfire-collective.co
M: 303.570.1899



☐ Snapshots of the Recycle Your Boots process

☐ The Tecnica Group headquarter in Gavera del Montello, Italy