

(re)boot

Football Waste Management for the Circular Economy

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A CASE STUDY FOR:

(re)boot is a waste management service designed to serve our planet through football and fashion



Why the football industry?

The football industry is driven by a linear take-make-waste model. Each year, football boots and training gear are thrown away due to lack of resources, wear and tear, and overflowing donation lines.

As two of the most inclusive industries in the world, football and fashion are instruments of culture that have the power to unite consumers and athletes alike towards tackling the waste crisis.

What is football waste?

Plastic Cones

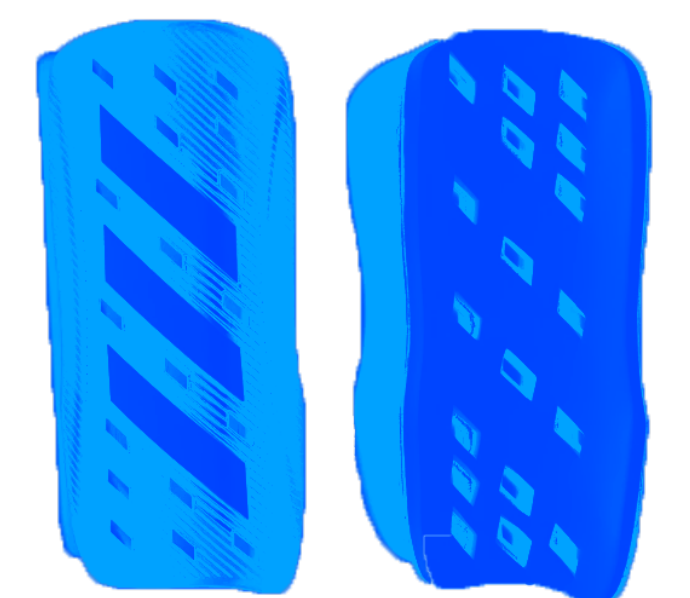
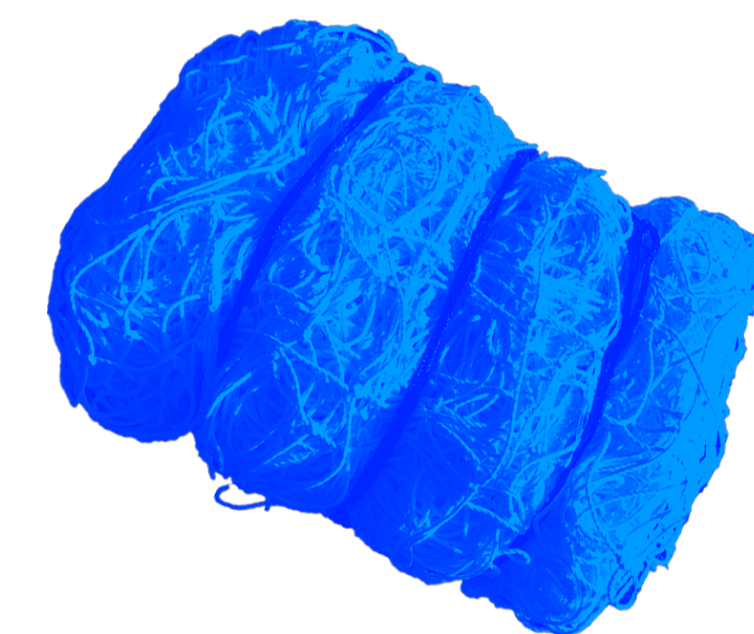
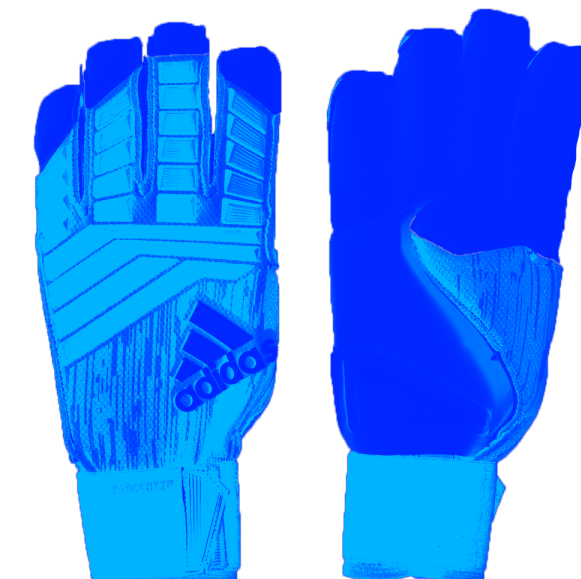
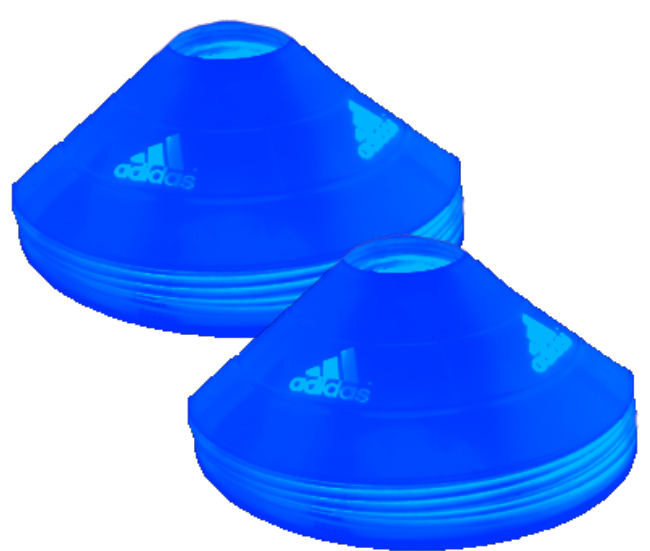
Football Boots

Footballs

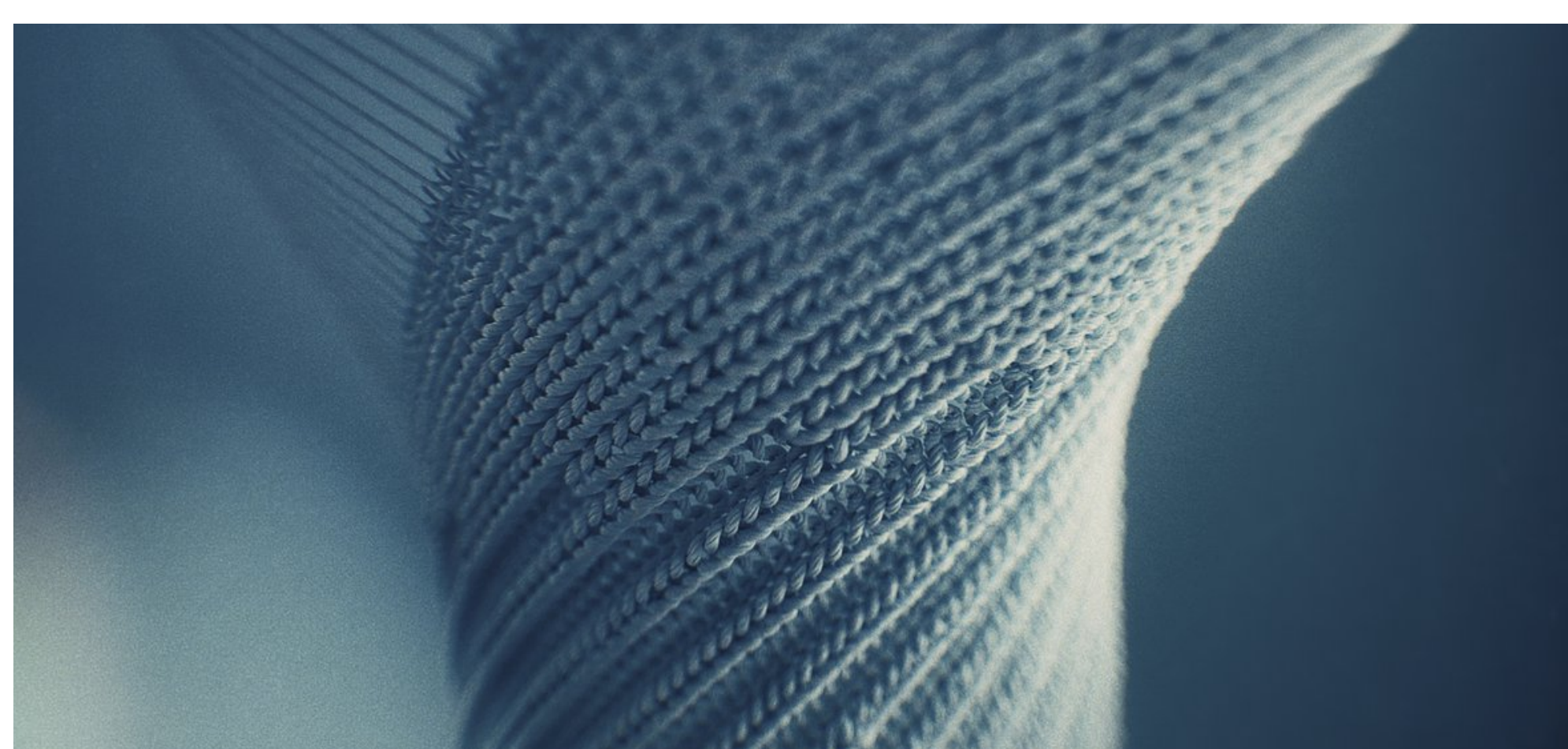
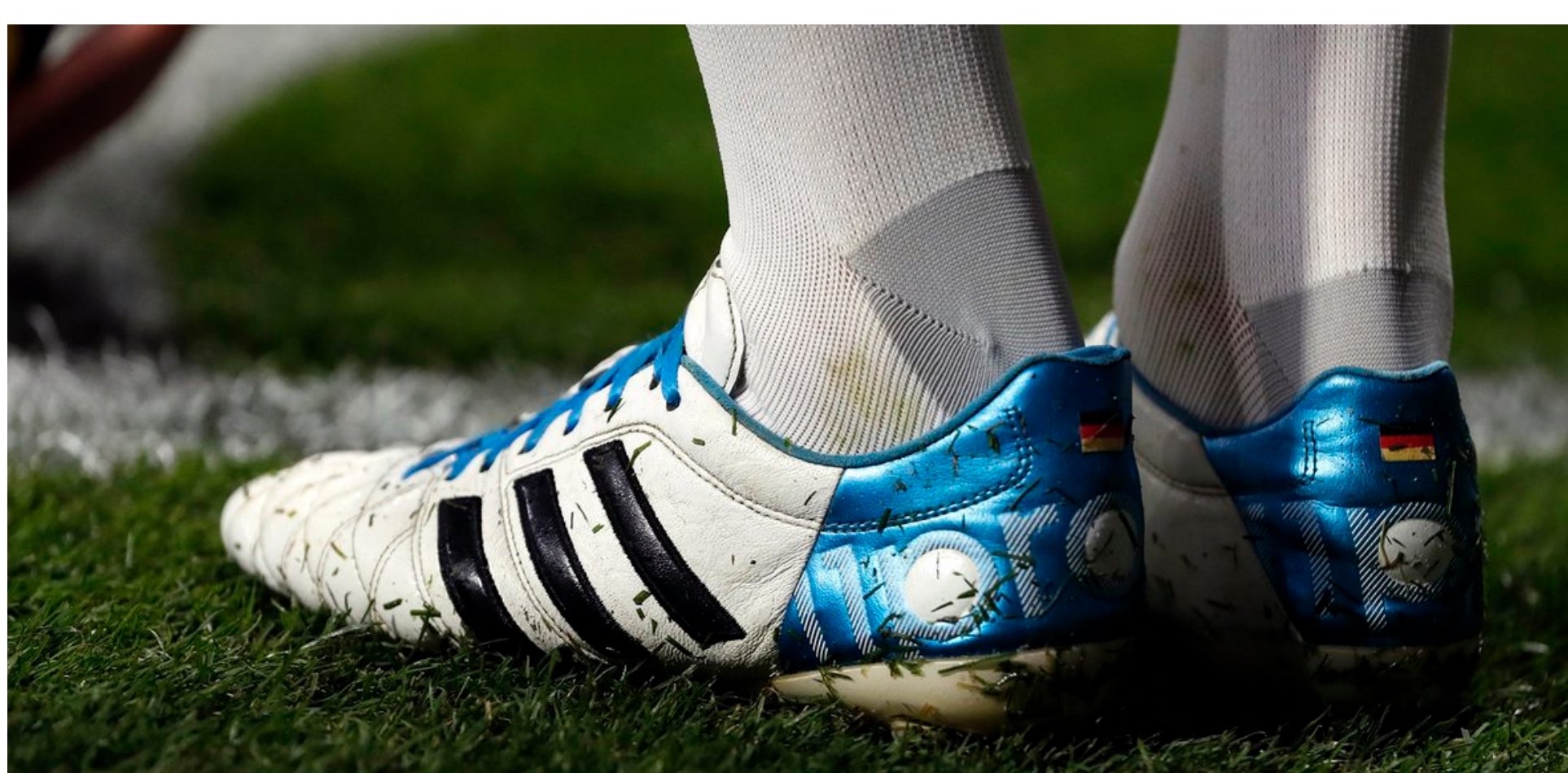
Gloves

Goal Nets

Shin Guards



How does it work?



01 Reduce

Worn and damaged football gear is collected and sorted at the end of the season, ensuring it does not end up in a landfill

02 Recycle

Football waste is disassembled and turned into secondary raw materials through a closed-loop recycling system

03 Remake

Football waste is remade into new (re)boot products and equipment for professional and everyday athletes to enjoy