



Footwear environmental footprint category rules implementation and innovative green shoes ecodesign and recycling.

LIFE GreenShoes4All project: a step forward reaching a Circular Economy in the footwear industry

Footwear worldwide production reached 24.3 billion pairs in 2019, with about 3 pairs of shoes per capita (Europe: 4.4 pairs for each person). Footwear consumption in Europe represents about 15% of the total production. Waste generation is a consequence of footwear consumption increase, and the landfill is still the main destination of such waste.

The European footwear industry is determined to increase the level of sustainability and innovation in the shoes' production and recycling process. More and more footwear companies are rethinking their business models, and want to create both innovative and attractive products through efficient technologies and processes that take into consideration the environmental challenges with the minimum cost increase.

In this respect, LIFE GreenShoes4All represents an essential tool for supporting the European footwear industry in reducing the environmental impact of footwear products, the CO₂, and other greenhouse gases emissions within the footwear sector, towards an EU low carbon economy and targeting **"Zero Waste to Landfill"**.

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- LIFE GreenShoes4All project: background and objectives
- Performing shoes with a lower PEF
- Eco-design guidelines and PEFCRs
- Results of demonstrative experiments
- Market analysis: "Green consumer" & companies producing in an eco-friendly way

» *Is your company producing goods in an eco-friendly way?*

TAKE SURVEY

» *Are you a "green consumer"?*

TAKE SURVEY

The project is focused on four main Member States, which together represent the **highest percentage of footwear production in the EU: Italy, Portugal, Spain, and Romania.**

By promoting the great added value of the PEFCRs methodology, the project consortium, constituted by research organisations, training centres, national footwear associations, and





The lessons learned and recommendations resulting from PEFCRs demonstration experiments under the framework of the LIFE GreenShoes4All project will be communicated to European Commission and widely disseminated to footwear stakeholders and to stakeholders from other involved sectors (i.e. automotive).

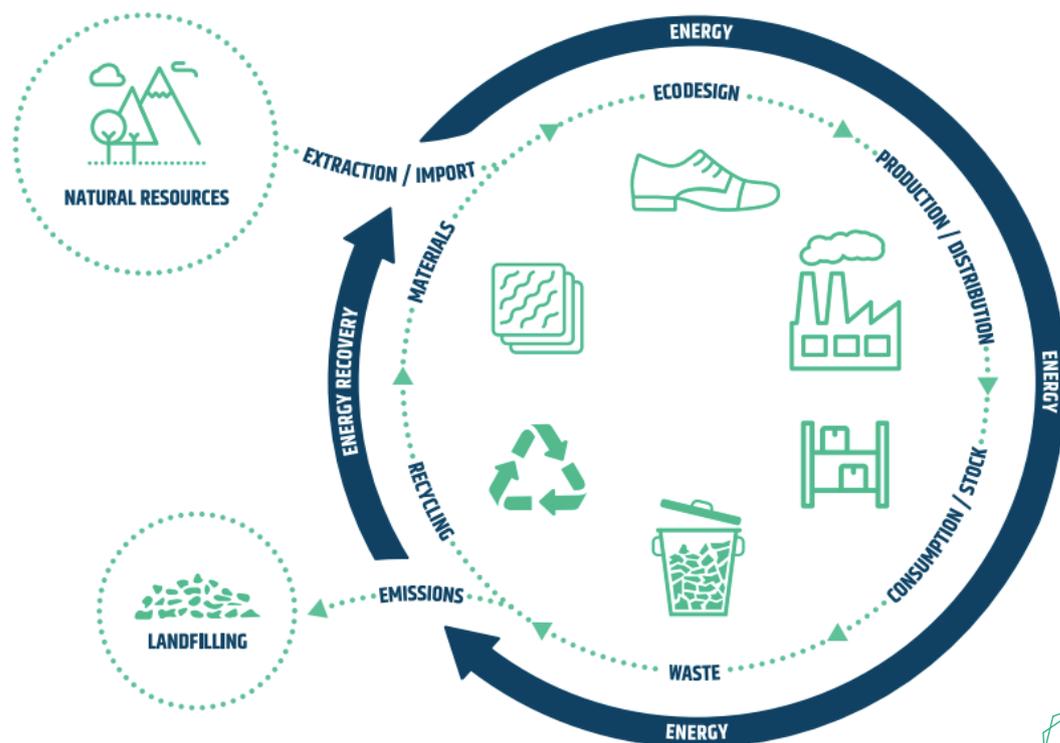
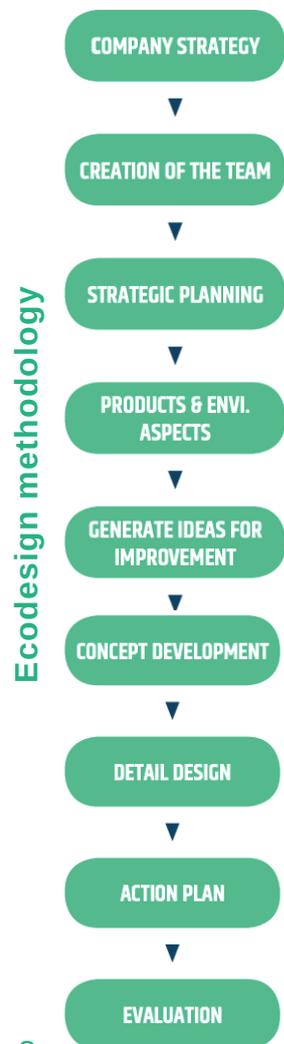
Ecodesign guidelines and PEFCRs: the recipe for success to produce EU green shoes

EU companies committed to develop and produce eco and user-friendly shoes lack the right tools to pursue their objective. The often face different obstacles and their progress is slowed down by the proliferation of eco/green labels/schemes and misleading green claims, which is also highly confusing for consumers. Other relevant instruments such as the EU footwear ecolabel miss the environmental performance differentiation.

The consortium considers that PEF and eco-design could be the recipe for success to produce green shoes and to reduce the EF for footwear. Especially, this approach would constitute an innovative and new methodology not yet used by footwear companies.

To support companies in reaching consumer expectations on more sustainable products by, among others, integrating environmental aspects in the design of new footwear concepts with lower PEF, **the project partners have defined an eco-design methodology and developed a public Ecodesign Guide available in several languages.**

The guide offers information on the most important steps in the ecodesign process, with ten ecodesign strategies and their concrete application in the footwear industry related to the design process, materials and components, production techniques, distribution and sale; use and end-of-life. Furthermore, it emphasises that, in order to adequately implement the ecodesign methodology for footwear, it is fundamental to consider several aspects, starting from the lowest possible environmental impact of the product, and continuing with functionality, aesthetic quality, costs, safety, use, materials and processes.

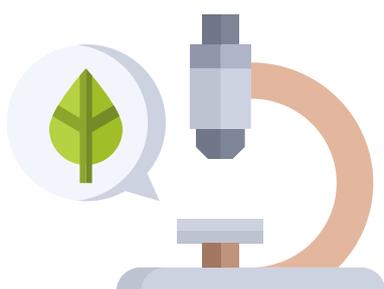


LIFE GreenShoes4All demonstrative experiments: recycling automotive waste to produce added value footwear products

As part of their commitment to “Zero waste to Landfill” and an EU low carbon economy, project partners are also working on new approaches to recycling polymeric waste materials and developing innovative recycled materials and components with high performance.

The qualified project partners have experimented with polymeric waste materials generated during production process in the footwear sector and automotive industries (powder rubber) with potential for recycling and defined the needed pre-treatment processes. In addition, waste materials from other industries, i.e. powder rubber from the production of tyres, were considered to be used in the development of footwear components with higher performance, promoting at the same time the industrial symbiosis. The partners have also started to experiment on the development of new recycled thermoplastic and thermoset materials.

At the end of the project, the experiments will be extended to footwear beneficiary and non-beneficiary companies, that will be contacted and invited by technological centres and national associations to participate. Furthermore, the beneficiaries will be able to commercialise the recycled materials/parts and shoes.



Consumers and companies are committed to reduce the footwear environmental footprint

The project analysed the market situation in terms of sustainable footwear in different EU countries through two types of questionnaires in 6 languages (EN, FR, IT, PT, SP and RO),

one dedicated to consumers and one to shoe and components manufactures. The questionnaires received until December 2020 have gathered more than 400 replies.

According to the first analysis of the questionnaires, **consumers**:

- ✓ *Are aware of environmental concerns and value pursuing a more ecological and conscious consumption behaviour.*
- ✗ *Would like to be informed about the environmental and technical performance of the product.*
- ✗ *Consider the information about the repair and recycling of the footwear very or quite significant.*
- ✓ *Are willing to separate the recycling components of footwear and to pay higher price for more ecological footwear.*
- ✓ *Still consider quality, durability, comfort and price as very important when purchasing a pair of shoes.*

Furthermore, the results indicate that **companies** are concerned about the environmental issues and are addressing these aspects. They are interested in and are implementing measures to be more sustainable and reduce the environmental footprint.

We wish to invite you to participate in the correspondent survey, either as manufacturing company and/or as a consumer at <https://www.greenshoes4all.eu/>. Thank you!

Partners



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and recycling

<https://www.greenshoes4all.eu/>

Contacts

Lead partner: CTCP – Centro Tecnológico do Calçado de Portugal

<https://www.ctcp.pt/>

Communication: European Footwear Confederation

www.cec-footwearindustry.eu



The LIFE programme is the EU's funding instrument for the environment and climate action created in 1992. The current funding period 2014-2020 has a budget of €3.4 billion.