

esosport: from worn out sneakers to flooring for playgrounds and sports facilities



European Union

Description

esosport was founded in 2009 by a small group of avid sports fans keen to find a better use for old sports shoes than simply throwing them away.

Once they have exhausted their support and performance potential, recycled sport shoes yield a secondary raw material which is very good for flooring in sports facilities. Having seen that the project was a success, esosport then extended this concept to bicycle tyres, inner tubes and tennis balls, sports clothing and helmets.

All this waste is recycled at the ESO RECYCLING plant and turned into coloured granules, fabrics, plastics and metals. Shoes are processed by Shoerberth which separates the sole from the upper shoe and turns it into granules. Old bike tyres are also turned into granules: they are particularly interesting for sport facilities as they can replace and/or supplement the raw material used to make anti-shock flooring.

Through the NGO [GOGREEN](#), esosport uses the secondary raw materials obtained by collecting and recycling sports materials to deliver projects of use to the general public. So far, they have done "Il Giardino di Betty", a playground for children, and "La Pista di Pietro", a 60m athletic track. They have also launched "La pista di FILIPPIDE", which collects money from private individuals and businesses in order to set up playgrounds for children living in deprived areas. All these projects are run on a non-profit basis.

Main activity field

Main results

- The project reduces waste, recovers valuable secondary materials and has a significant social impact.
- The rubber granules are used for flooring for sports halls, athletic tracks and playgrounds, as well as for shops, events and stands. They are also suitable for insulation.
- esosport now has over 500 collection points.