



BEHAVIORAL SERVICE & WASTE & RESOURCES

WHY

Nike is enabling customers to recycle their old sneakers into surface material for sports facilities through the Reuse-a-Shoe campaign.

HOW

- Launched in 1993, Reuse-a-Shoe allows customers to bring up to 10 pairs of shoes to one of 300 designated Reuse-a-Shoe collection locations, or mail their shoes directly to Nike.
- Nike transports all collected shoes to its recycling facility to be processed into Nike Grind, a material used for sports surfaces and certain new Nike products.

BUSINESS VALUE

 RISK	Long term supply – Through the reuse of its materials Nike is securing its supply of rubber, foam and fiber.
 MARKET	New market – Nike Grind programs have created a new market for Nike, supplying materials for high-performance surfaces such as tennis courts, running tracks and turf fields.
 INNOVATION	Relationships – Nike has built strong relationships with Nike Grind customers, including schools and athletics facilities. Business model – Through the program Nike is learning how to close the loop on its products.

CONSUMER VALUE



EMOTIONAL

Nike customers feel satisfied in the knowledge that their shoes are being diverted from landfill and recycled into sports materials.

RESULTS

- Over 28 million pairs of shoes and 36,000 tons of scrap material have been recycled into Nike Grind since 1990. [Source](#)
- Nike Grind is used in over 450,000 locations around the world, covering an area of approximately 632 million square feet. [Source](#)
- Nike has donated 320 Nike Grind sports surfaces, an integral part of a \$50 million infrastructure investment for underserved communities. [Source](#)