



Unione degli Industriali
della Provincia di Varese

ECONOMIA CIRCOLARE E SCUOLA: LA GESTIONE SOSTENIBILE DELLA PLASTICA

25 Febbraio 2021



Marco Guazzoni, Sustainability Director

Impresa associata a Unione degli Industriali della
Provincia di Varese



Vibram

The Sustainable Way



TESTED WHERE IT MATTERS

Vibram Numbers

THE WORLD LEADER IN HIGH PERFORMANCE RUBBER SOLES

45 million soles
produced per year

n°1
in the world



+ 80 years
experience

120+ countries served

1.000 +
partners

350+ new products per year



TESTED WHERE IT MATTERS

Vibram locations



Vibram main Markets



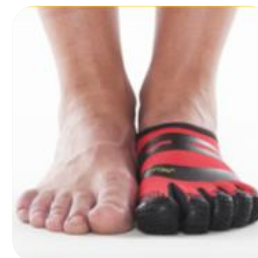
REPAIR



WORK SAFETY



MOUNTAIN



FIVEFINGERS



LIFESTYLE



MILITARY



SNOWSPORTS



OUTDOOR



MOTORSPORT



TESTED WHERE IT MATTERS

80+ years of Innovation



<p>1935</p>  <p>The tragedy</p>	<p>1936</p>  <p>The genial idea</p>	<p>1937</p>  <p>"Carrarmato" is the first Vibram sole</p>	<p>1945</p>  <p>The first production facility</p>	<p>1954</p>  <p>The K2 conquest</p>	<p>1965</p>  <p>Vibram in North America</p>	<p>1967</p>  <p>Vibram Security</p>	<p>1969</p>  <p>Golden plaque</p>
<p>1984</p>  <p>Vibram Evaflex</p>	<p>1988</p>  <p>Vibram Grip</p>	<p>1989</p>  <p>Vibram Gumlite</p>	<p>1991</p>  <p>The first PU innersole</p>	<p>1994</p>  <p>Vibram Ecostep</p>	<p>1995</p>  <p>Vibram Clusaz Rigid System</p>	<p>1998</p>  <p>The landing in the Far East</p>	<p>1999</p>  <p>Vibram Tester Team</p>
<p>2000</p>  <p>Yellow Tag International</p>	<p>2001</p>  <p>Vibram Monster</p>	<p>2002</p>  <p>The Annapurna conquest</p>	<p>2003</p>  <p>Flop Flip</p>	<p>2004</p>  <p>VSM Technology</p>	<p>2005</p>  <p>FiveFingers</p>	<p>2006</p>  <p>Just for me</p>	<p>2009</p>  <p>The 70th anniversary</p>



SUSTAINABILITY STRATEGY



WHO IS VIBRAM?

**"We want to create the best soles on Earth:
Performance and impact**

Values drive our sustainability:

People

Quality

Durability

Creativity

Innovation

Test

No Waste



TESTED WHERE IT MATTERS

OUR COMMITMENTS

**ORGANISATION &
PROCEDURES**

Commitment to sustainability must be supported by a suitable and structured organization.

Global cross-functional team to implement activities

To achieve our goals we constantly monitor our sustainability KPIs.

ENERGY

To fight against climate change:

Energy efficiency

Using a growing share of energy from renewable sources.

NO WASTE

Waste management is fundamental for us:

Monitoring our waste (particular attention to hazardous)
Circular economy.



TESTED WHERE IT MATTERS

OUT COMMITMENTS

Valorization of our people, our most precious resource

Sustainable organization

we are committed to raising awareness and training them.

Suppliers = partners in changing

Transparency in the supply chain → map our suppliers

Disseminate the principles of our Code of Ethics and our purchasing guidelines.

Quality and sustainability are values that can coexist.
Improving our production processes

Product sustainability performance

Reuse and recycle production waste and reduce the environmental impact of our products and processes.



STAKEHOLDER

SUPPLY CHAIN

**PRODUCT
INNOVATION**



TESTED WHERE IT MATTERS

RESULTS: SOME EXAMPLES

- Global Strategic Sustainability Committee
- Constant KPI's collection and monitoring

- 100% energy from renewable sources in Italy and USA
- LED lamps Installation in Italy

ORGANISATION & PROCEDURES

ENERGY

PRODUCT INNOVATION

- R&D of new products (evolution of EcoStep)
- R&D of new compounds (N-Oil)

NO WASTE

- 81% of the waste from the Albizzate headquarters sent for recycling
- Projects for the reuse of production waste

SUPPLY CHAIN

- Audit on the Code of Ethics for suppliers
- RSL training for suppliers

STAKEHOLDER

- Survey to monitor the awareness and sensitivity of all collaborators towards sustainability aspects
- Training courses dedicated to sustainability



TESTED WHERE IT MATTERS

CIRCULARITY IS THE FUTURE

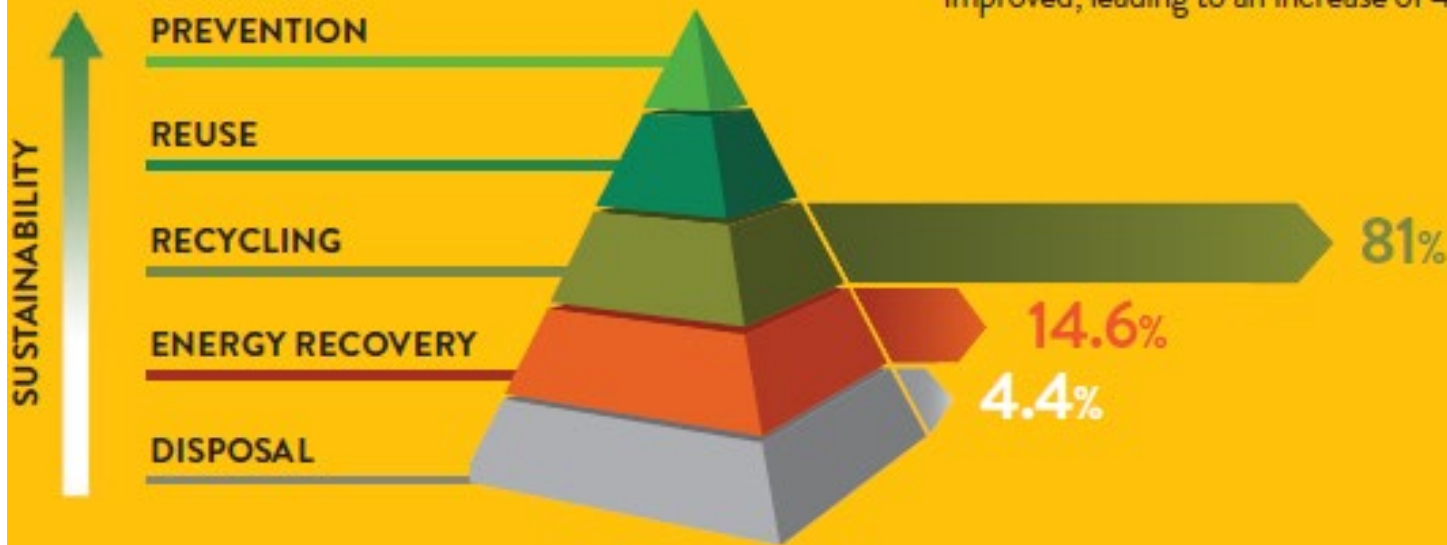
NO WASTE

AT THE SUMMIT OF 'NO WASTE'

The best waste is no waste.

For this reason, reduction measures are the priority of the hierarchical principles regulating the sustainability of waste and these require improved corporate efficiency.

During 2019, sustainability practices in waste disposal have further improved, leading to an increase of 4% in reused waste.



data pertaining to the Albizzate headquarters

1994 - Vibram Ecostep

1994

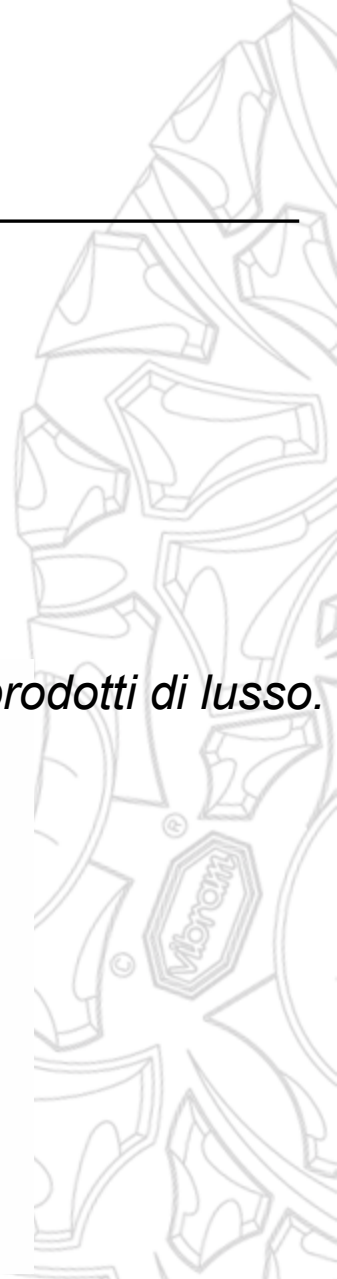
Vibram industrializes Ecostep, the first "eco-friendly" sole produced with an innovative compound obtained by incorporating 30% of waste and recycled soles



2016 – Luxury Rubber



Luxury Rubber: dalla discarica al mondo dei prodotti di lusso.



Vibram and M3P Project

Participation in the workshop on industrial symbiosis (October 2017)

Profiling on the M3P online platform

Supply of waste samples to Centrocot designers and technicians

Industrial Waste

Provided to designers to develop new innovative concepts

Provided to Centrocot technicians to identify potential matchings

Task B4 - Development of creative material concept

“develop new product concepts and prototypes using wastes and materials by the involvement of young designers”

Task B3–3 - Development of pilot cases

“develop a number of pilot cases in each region of the project partners based on realized matches between companies having waste stream offers and requests using the M3P platform”



TESTED WHERE IT MATTERS

esosport®

Recycle your shoes. Repave your way.®

Vibram industrial Rubber + Sole factor end of life are recycled in:

Giardino di Betty
Kids playgrounds

Pista di Pietro
Athletics tracks



vibram®

Recycle your shoes. Repave your way.®

... and

flooring for climbing gyms



RECYCLING – REUSE PROJECTS

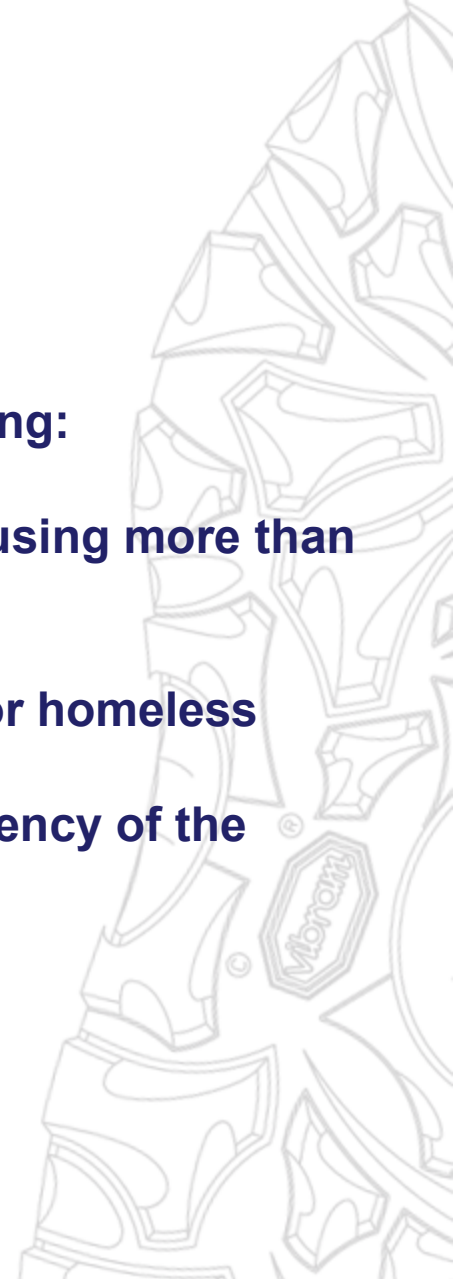
Silica recycling in mixing area → 100% internal re-use

Buffing Rubber separation for internal and external recycling:

- 1) Eco-compound → part of the raw material**
- 2) Clinker → Cement production → internal energy → Re-using more than recycling**

Aesthetic defect → Casa Jannacci → Cobbler laboratory for homeless

Recycle industrial water and increase thermostating efficiency of the machine and offices conditioning system



Thank you.

marco.guazzoni@vibram.com

+39 335 8324305

