



Old Soles New Life

Malaysia's inaugural shoe
waste recycling ecosystem



A project initiative by



Introduction

'Stop the Waste, Close the Loop, Protect our Climate & Use Safer Materials'

What will you do with a worn out shoes? You throw it away and it will go to the landfill. Imagine if every person in Malaysia throws away one pair of shoes per year, 33 millions pair of shoes or **ten million tons of shoes** will be accumulated in the landfill, which is equivalent to **50 000 Blue Whales !!!**

Therefore, this project aims to address the issue by **creating a shoe waste recycling ecosystem** and **providing a recycling platform for citizens to manage their shoe waste responsibly**. 'Old Soles, New Life' in collaboration with **Dow Malaysia and Life Line Clothing Malaysia (LLCM)**, will collect old shoes to be repurposed into granules that will be used to build playgrounds or sports surfaces.

"Solvent-based adhesive solutions have become standard practise in the fabrication of sports surfaces. However, the solutions emit **harmful VOCs** (volatile organic compounds) into the environment and may have **negative impacts on human health**. Besides that, the base layers of jogging tracks and playgrounds are typically made of more **hazardous recycled tyre (SBR) granules**.

By using **water based acrylic** and **solvent-free PU** and together with the **rubber granules ground from the rubberised parts of the collected old shoes**, a **safer** and **environmentally friendly** and **sustainable** playgrounds or sports surfaces is made possible."



Old Shoe



Grinding Facility



Rubber Granules



Sports/
Playground
Surfaces



Climate Protection



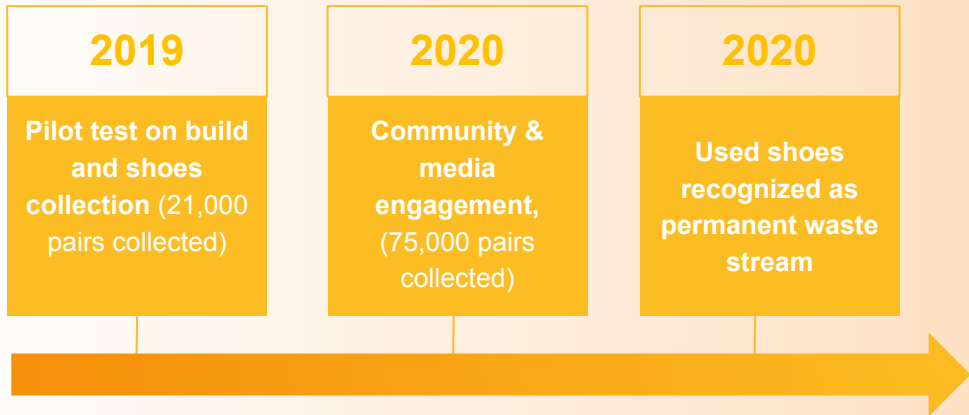
Circular Economy



Safer Materials



In Singapore, shoes recycling is now permanent

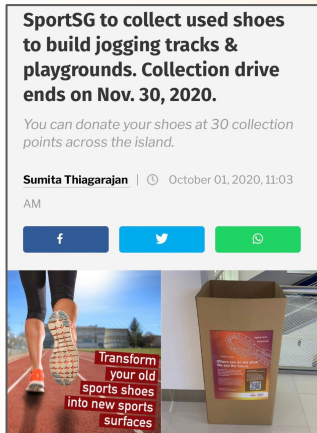


Completed Projects

1.



2.



Article in 2020:
<https://mothership.sg/2020/10/donate-shoes-sportsg/>

Article in 2021:
<https://mothership.sg/2021/06/where-to-recycle-sport-shoes/>

We can do the same in Malaysia (probably more!)



5 Builder/Owner

Builds sport surface facilities e.g. running track, playground & fitness corner



4 Technology Provider (Dow)

Provides environmental friendly products for the builds



Give Your Old Soles A New Life!

1 Collection Points

Allow the public to drop their old shoes at their locations



2 Recycler / Logistics (LLCM)

LLCM goes around Malaysia (starting with Klang Valley) picking up old shoes



3 Grinder

Converts old shoes into ready-materials for builds.

Objectives And Goals



Awareness

Educating the public on a more sustainable & circular waste management, particularly on shoe waste.

Participation

Mobilization of the public in a proper shoe waste management by disposing unwanted shoes at selected collection points

Taking Action

Reduction in the number of shoe waste disposed in landfills by repurposing shoes into creating proper infrastructure for social benefits.

Theory of Change	Awareness	Participation	Action
Objectives	To educate the public on how to properly dispose their worn-out shoes through the right channel	To encourage public participation through effective communication, and shoe donations.	To prevent a significant amount of shoe waste from ending up in a landfill.
Goals	<ul style="list-style-type: none"> • Increase public awareness of how to reduce one's carbon footprint. • Lead to more people who are properly equipped with information and knowledge to properly dispose their shoes. 	<ul style="list-style-type: none"> • Participation of the local community in the shoe recycling campaign. • Allow public to have more accessible recycling point at their convenience. 	<ul style="list-style-type: none"> • Target to save and recycle at least 3,750 pairs of worn-out shoes to build playground surface for the SK Bukit Tadam (Asli) • Repurposing the shoes collected into granules to build environmental-friendly and safe playground surface • Continuously provides a healthy shoe waste recycling ecosystem in Malaysia

Sustainable Action Plans



For the first phase of developing a shoe waste recycling ecosystem, the campaign consists of three major components.

PHASE	COMPONENT	DESCRIPTION
Phase 1 (Pilot Project & Proof of Concept)	<ol style="list-style-type: none">1. Shoe recycling campaign (shoe collection & communication)2. Repurposing of recycled shoes	A two-month shoe recycling campaign that would involve education, promotion and collection of shoes in at least 20 shoe collection points. The shoes collected will be processed into granules to be used to make a safe playground surface for the students of SK Bukit Tadam (Asli) in Banting, Selangor.
Phase 2 (Scaling Up)	<ol style="list-style-type: none">1. Increasing access to more collection points for shoe donation nationwide2. Capital funding to purchase custom-made shoe grinder3. Setting up of shoe grinder operation in Malaysia	Through the Proof of Concept of the shoe-recycling practice and system in Phase 1, it is targeted to increase the scalability of the program by mobilizing more participation from various key actors. This includes more partnership to set up more shoe collection points, hence providing more access for the public to donate unwanted shoes. Sponsorship and donation will catalyze the capital funding for Malaysia's first shoe grinder to be set in the country in order to strengthen the shoe recycling ecosystem in Malaysia.
Phase 3 (Social Entrepreneurship)	<ol style="list-style-type: none">1. Integration of the circular model of the shoe recycling operation into a social entrepreneurship business model	The circular model of shoe recycling operation can prove to be beneficial towards the environment and society, hence this phase focuses on the economic benefits by focusing on sustainable shoe waste management as a form of social entrepreneurship, thus ensuring the continuation of the sustainability effort through the SE model.

Phase 1 Timeline



Components	July	August	September	October
Campaign development	<ul style="list-style-type: none"> Media release 20 July Content development Reach out to potential sponsorship & partnership 			
Content & communication	Content creation via digital platform, Promotion (advertisements), Media & publicity			
Playground construction	July - September (3 months)			
Shoes collection	<ul style="list-style-type: none"> Set up the collection points 	<ul style="list-style-type: none"> Monitoring the collection progress Logistic (Collection points to warehouse) 		
Project Completion 1st Phase				<ul style="list-style-type: none"> Playground launch event PR exercise Documentation

Note: Campaign Timeline might change depending on the situation

Sponsorship Packages



Benefits		Bronze RM1,000	Silver RM5,000	Gold RM10,000	Platinum RM20,000
On-site Collection	Collection bin		10 bins	20 bins	20 bins
Branding	List of donors in webpage	✓	✓	✓	✓
	Feature in EcoKnights newsletter	✓	✓	✓	✓
	Logo display on bin stickers		✓ (10 units)	✓ (20 units)	✓ (20 units)
	Logo display with hyperlink in webpage		✓	✓	✓
	Company's advert in webpage			✓	✓
	Signage with logo in playground				✓
	Media Exposure	Social media mention at the end of campaign	✓	✓	✓
Video montage			✓	✓	✓
Media mention					✓
Interview (ie: TV, radio, newsletter, online)					✓
Press release					✓
Closing Ceremony	Mention of sponsor	✓	✓	✓	✓
	Display of company physical bunting			✓	✓
	On-stage presence				✓
Appreciation	Acknowledgement Certificate	✓	✓	✓	✓
	Environmental Certificate			✓	✓

The sponsorship will be channeled into the coordination of the program and capital funding of the grinder for a sustainable ecosystem.



Poster and Bin Design



Give your old soles a new life

Imagine if everyone in Malaysia throws away a pair of shoes or slippers every year, **33 million** pairs of shoe waste would contaminate the environment.

Together, we can create a **shoe waste recycling ecosystem** that repurposes old shoes into sports surfaces or children's playground.

Recycle your old shoes to help build a sustainable future for a better Malaysia!

Donate your old shoes now!

Initiative by:



Old shoe



Grinding facility



Rubber granules



Sports & playgrounds surfaces

Scan the QR code to learn more



or visit website: ecoknights.org.my/oldsolesnewlife/

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Collection Point Partners



1. EcoKnights Office
2. Dow Malaysia Office
3. Life Line Clothing Malaysia Office
4. Universiti Teknologi MARA (UiTM) Shah Alam
5. The National Autism Society Malaysia (NASOM) Gombak
6. The National Autism Society Malaysia (NASOM) Titiwangsa
7. Persatuan Kebajikan HOPE Worldwide Malaysia
8. Sekolah Kebangsaan Bukit Tadam (Asli)
9. Inti International College Subang
10. Sunway Education Group (SEG)
11. Monash University of Malaysia
12. Pasir Gudang City Council (MBPG)
13. Taylor's University Lakeside Campus
14. Shah Alam City Council
15. Klang Municipal Council
16. Iskandar Puteri City Council
17. Johor Bahru City Council



AND MORE COMING!

Marketing Strategy



Pre-campaign

- Development in creative and communication (branding, write-up collaterals, visual design collaterals).
- Content development with various narratives (targeted at specific audiences) is turned into a variety of collaterals (social media contents, articles & newsletters)
- A few collateral designs are created to help build the branding for this campaign (posters, flyers, brochures, buntings, etc.)

During campaign

- Building awareness of this campaign on other websites and in offline media in order to increase traffic and audience engagement.
- Social media platform: (Weekly social media postings; digital contents, trending now, #hashtag, crossword, etc.)
- Digital ads/ promotional ads
- Key Opinion Leaders (KOL) engagement (socio advocates, content creators, public influencers, etc.)
- Website & email list: Monthly blast articles & newsletters
- Media engagement: (Media liaison & invitation, PR) with local media groups.

Post campaign

- Press coverage (presence of media during live events)
- Post-engagement reporting (compilation of public relations value, social media post/update, compilation documentation for video montage and website update/publication)



Learn More About Our Flagship Programs



Since 2008, EcoKnights have designed and mobilise its own flagship programs with the mission to enable and educate sustainable living practices to the general public. We welcome potential collaboration with corporations, government agencies, communities and public.

Contact our team to learn more about our programs.



Let's Get Connected

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