

# 22 BILLION PAIRS OF SHOES ARE DUMPED INTO LANDFILL EACH YEAR.

## IT'S TIME FOR CHANGE.

With 22 billion pairs of shoes going into landfill this year – Vivobarefoot is urging other Shoe manufacturers to follow its lead in introducing an end-of-life solution for their products. Vivobarefoot commissioned research in the UK and USA to look into what consumers really think around end of life solutions and to help raise awareness of the need for change in the shoe industry.

Almost half of us (46%) are looking to purchase more shoes during the Black Friday sales period (an estimated total of 67 million pairs in the UK alone). Yet 77% of people want brands to help reduce this waste and more than half (60%) are open to paying more to make this possible.

Vivobarefoot recently introduced ReVivo, an industry-first end-of-life solution for its footwear. ReVivo allows consumers to send back their shoes once finished with them to be reconditioned and placed back on sale, keeping products in circulation and out of landfill.

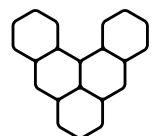
Vivobarefoot is not taking part in a Black Friday sale this year, instead focusing on championing ReVivo and the need for all brands to start offering similar end of life solutions.

Vivobarefoot founder Galahad Clark said:

**“No doubt, the elephant in the sustainable shoe room is end-of-life and the fact that nearly all shoes end up in landfill or, at best, get ground down into flooring material. The shoe industry makes shoes out of complicated different materials bonded together with a lot of petro-chemicals that will ultimately sit in landfill for a lot longer than the lives of the wearers.”**

Galahad added:

**“The launch of ReVivo is a super exciting step in that journey and one of many initiatives we are taking to make sure none of our shoes ever end up slowly decaying in landfill. The research we commissioned shows that consumers want to see this change and we hope that the rest of the shoe industry will invest in initiatives like ReVivo and help curb this huge waste problem for the sake the planet we all live on.”**



**VIVOBAREFOOT**

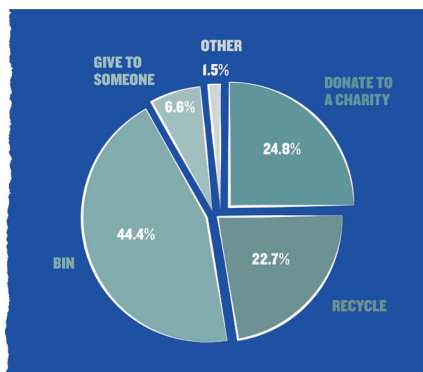
90% of the shoes produced each year will eventually end up in landfill, many within the first 12 months of purchase. The millions of shoes hitting landfill continue to use damaging petro-chemicals and materials that can take thousands of years to decompose – meaning our impact on the planet will outlast our own lifetime on it.

If you would like to learn more about the research and ReVivo please do DM us on Instagram or contact our customer service team.

### Key Research Findings (UK):

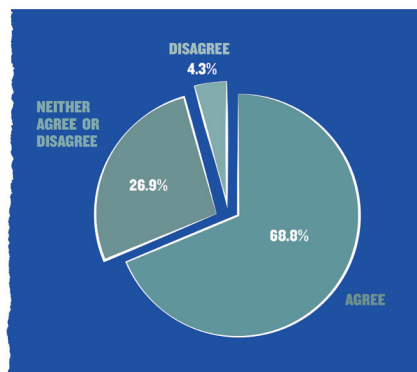
- Estimated 22 billion pairs of shoes end up in landfill each year, with 149million from the UK
- 46% of consumers planning to buy more shoes during Black Friday sales
- 44% of consumers simply bin their shoes when finished with them
- 77% of people believe the shoe industry should do more to reduce its level of waste
- 52% of shoppers in the UK say they would be more likely to buy from a company if it offers an end of life solution
- Vivobarefoot is the first brand to offer an end-of-life solution for all its footwear via their reconditioning service, ReVivo

When you are finished with a pair of shoes what do you most commonly do with them?

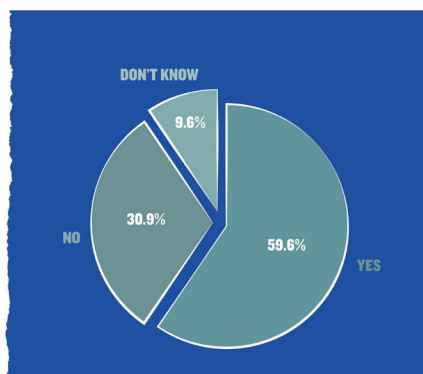


To what extent do you agree or disagree with the following statement?

'Brands have a duty of care to ensure their products have an alternative to landfill.'



Would you be willing to pay more for a product you knew had an end of life solution?



### ABOUT THE UK SURVEY

The research was conducted by Opinion Matters, with 2,002 respondents aged 16+ in the UK between 16.11.2020-18.11.2020. The survey was conducted from a nationally representative of UK adults. Opinion Matters abide by and employ members of the Market Research Society which is based on the ESOMAR principles.