

members EOL-committee



1. Adrian Huber, Mammut Sports Group AG
2. Hilke Patzwall, Vaude
3. Saskia Preenen, Salomon
4. Kilian P. Hochrein, Gore-Tex
5. Tobias Luthe University of Applied Sciences HTW, Chur
6. Benjamin Marias, Sustainable Design consultant
7. Luciano Colosanto, Advansa
8. Stewart Scheppart, Eco Guide (NGO)
9. Peter Askulv, Klättermusen
10. Eric Yung, Polartec



End of Life options



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- Germany 2 Mio tons p.a. (960'000 Tonnen Apparel)
- Sweden 9000 tons (marketleader)
- Switzerland 30^000 tonnen year / Texaid
- France 100^000 Tons

10-20% incinerated

10-20% is re-used in France (second hand shops)

30-40% exported (Africa)

20% re-purposed / recycled Putzlumpton (cleaning cloths or fraying and cardboard)

our vision



The Outdoor Industry practices collaborative and integrated best available End of Life solutions.



our mission



«As a basic principle a recycling system is only sensible if an ecological benefit results and if the collection and processing is economically bearable and assured from a long term perspective.»

Quelle: Marianne Stünzi, stv. Geschäftsleiterin Pusch



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«Grundsätzlich gilt, dass das Kunststoffrecycling nur dann sinnvoll ist, wenn ein ökologischer Gewinn resultiert und wenn die Sammlung und Verwertung wirtschaftlich tragbar und längerfristig gesichert ist.»

- PUSCH (Praktischer Umweltschutz Schweiz) => CH NGO
Quelle: Marianne Stünzi, stv. Geschäftsleiterin Pusch

“Fundamentally the plastic recycling is meaningful only if an ecological profit results and if the collection and utilization are economically, portable and at longer term secured.”

- PUSCH (practical environmental protection Switzerland) => CH
Source: Marianne Stünzi, stv. Business chief Pusch

our mission



Provide and promote cooperative EoL-solutions for the European Outdoor Industry, including:

- a sustainable business model
- quantified key impacts (economic, ecological, and social)
- concrete solutions optimizing economic value vs. ecological footprint
- approaching and engaging consumers and key stakeholders



our strategic objectives



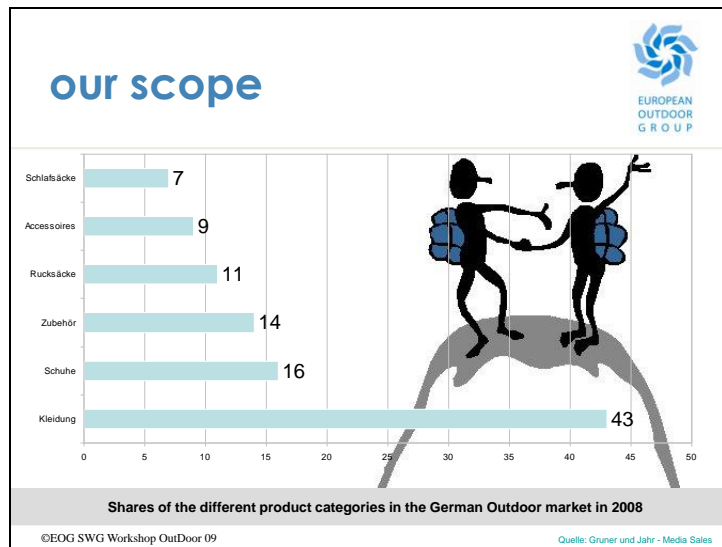
1. Commitment by 10 major brands
2. Stakeholders engagement using existing infrastructure
3. Win-Win situation for all stakeholders
4. EU and third party funding
5. Best practices examples are readily available
6. Pilot in the Outdoor-, adaptable in Fashion Industry



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Strategic objectives as discussed during workshop

- At least 10 major brands commit to the EoL business model by 2012.
- Key stakeholders are engaged and involved (suppliers, consumers, retailers, manufacturers, governmental bodies, repair and recycling industries, media, NGOs, universities, etc), utilizing existing EoL infrastructures.
- EU and third party funding has been considered.
- Best practices examples are readily available to understand and continuously improve.
- Business model / EOL solutions are based on a business-case (all stakeholders involved have a benefit) “Without WIN-WIN there is no sustainable business”.
- + applicable to textile industry (s. flip chart)






End of Life options...



Re-used
Re-paired
Re-purposed

Re-cycled

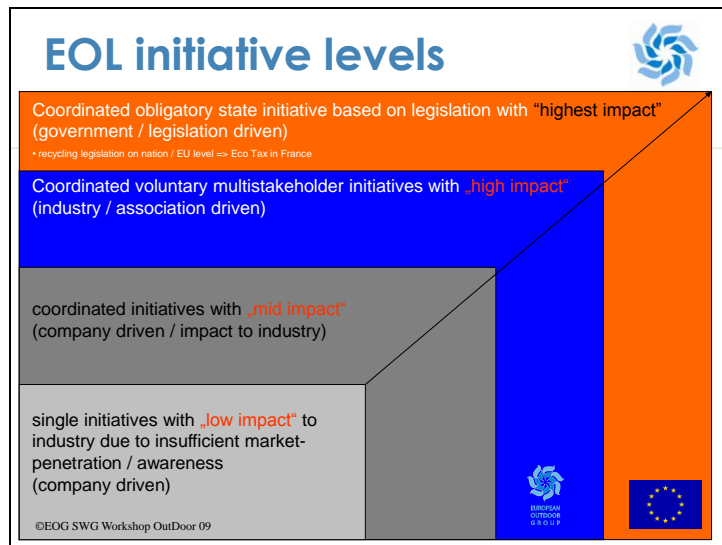
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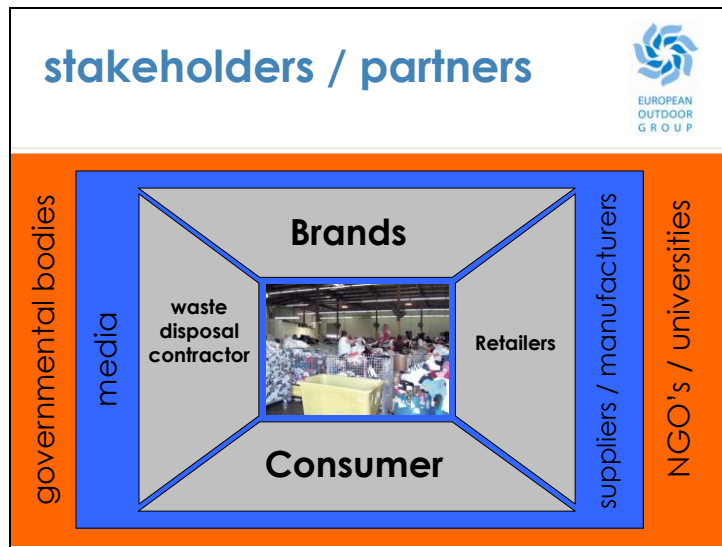


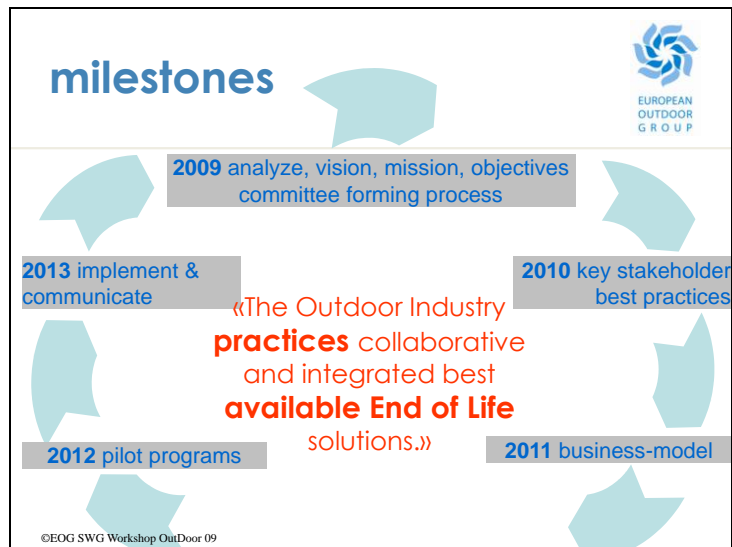
Composted

land filled

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- hosted by Vaude, on **Wednesday, Sept. 23rd 2009**
- **Agenda:**
 - Pending from 1st workshop (deliverables)
 - Business model for apparel EOL-solution
 - Define the key stakeholders (include DEFRA / input speech)
 - Presentations of existing practices (Klättermusen, Patagonia, Vaude, Gore)
 - Define the business case, the win for all stakeholders
 - Coordination with the US working group
 - Feedback on the 2nd workshop
- **Deadline August 28th 2009**
 - Understand the rough proposal of the business model example from the PET industry
 - Bring in inputs, ideas, ...
 - List the key stakeholders in your country
 - Provide with documents and lists of key players of the textile recycling industry

summary



1. "no island solution" business model
2. focus on apparel
3. involving existing infrastructures and partners



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get involved...



End of Life options committee
Adrian Huber