

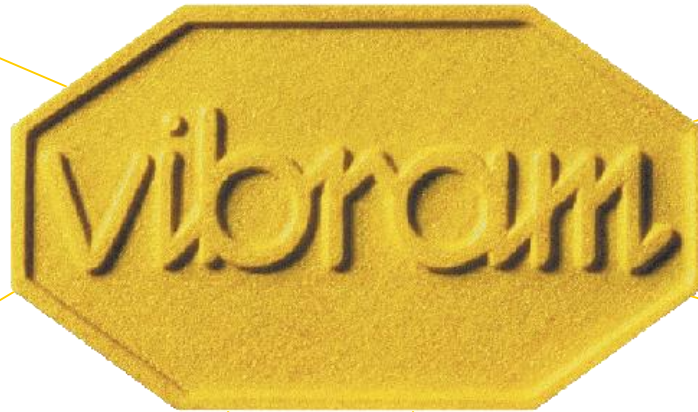
# L'economia circolare che ispira

22/03/2019

# *I numeri di Vibram*

## THE WORLD LEADER IN HIGH PERFORMANCE RUBBER SOLES

**45** million soles  
produced per year



**n°1**  
in the world

**120+** countries served

**+ 80** years  
experience

**1.000 +**  
partners

**350+** new products per year

# Vibram nel mondo



# *Il mercato*



**REPAIR**



**WORK SAFETY**



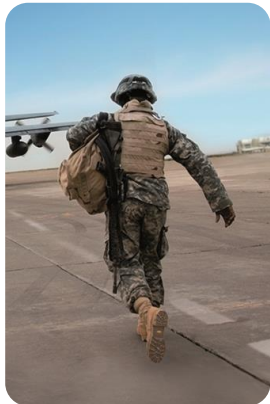
**MOUNTAIN**



**FIVEFINGERS**



**LIFESTYLE**



**MILITARY**



**SNOWSPORTS**



**OUTDOOR**



**MOTORSPORT**

# 80 anni di innovazioni



**1935**



The tragedy

**1936**



The genial idea

**1937**



"Carrarmato" is the first Vibram sole

**1945**



The first production facility

**1954**



The K2 conquest

**1965**



Vibram in North America

**1967**



Vibram Security

**1969**



Golden plaque

**1984**



Vibram Evaflex

**1988**



Vibram Grip

**1989**



Vibram Gumlite

**1991**



The first PU innersole

**1994**



Vibram Ecostep

**1995**



Vibram Clusaz Rigid System

**1998**



The landing in the Far East

**1999**



Vibram Tester Team

**2000**



Yellow Tag International

**2001**



Vibram Monster

**2002**



The Annapurna conquest

**2003**



Flop Flip

**2004**



VSM Technology

**2005**



FiveFingers

**2006**



Just for me

**2009**



The 70th anniversary

# 1994 - Vibram Ecostep



1994

Vibram industrializza l'Ecostep, la prima suola "ecofriendly" prodotta con un innovativo compound ottenuto incorporando il 30% di scarti e soles di riciclo

# 2016 – Luxury Rubber



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

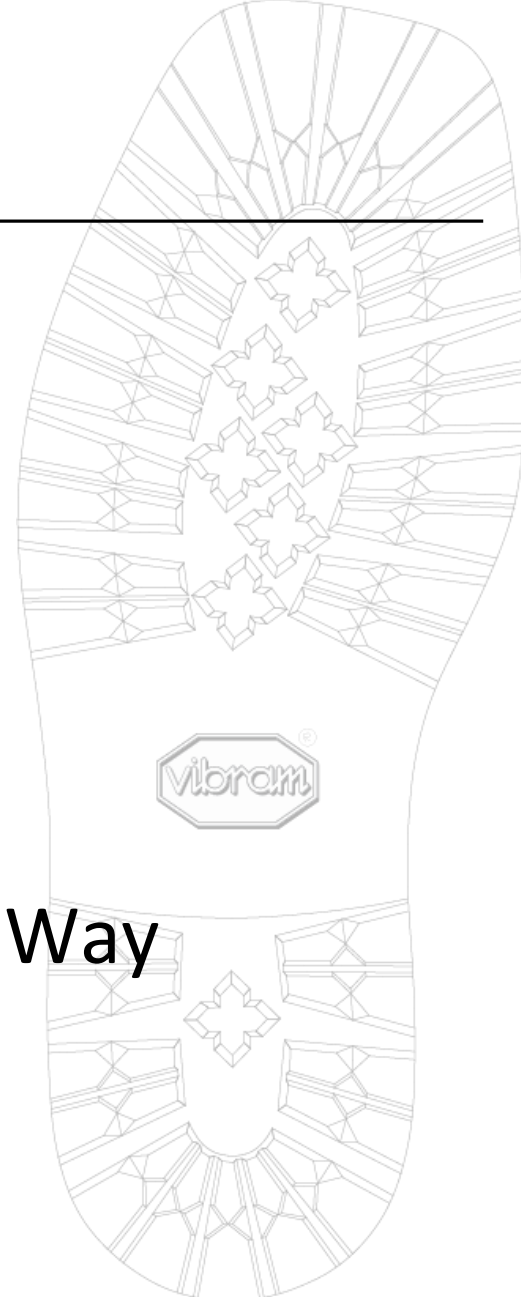
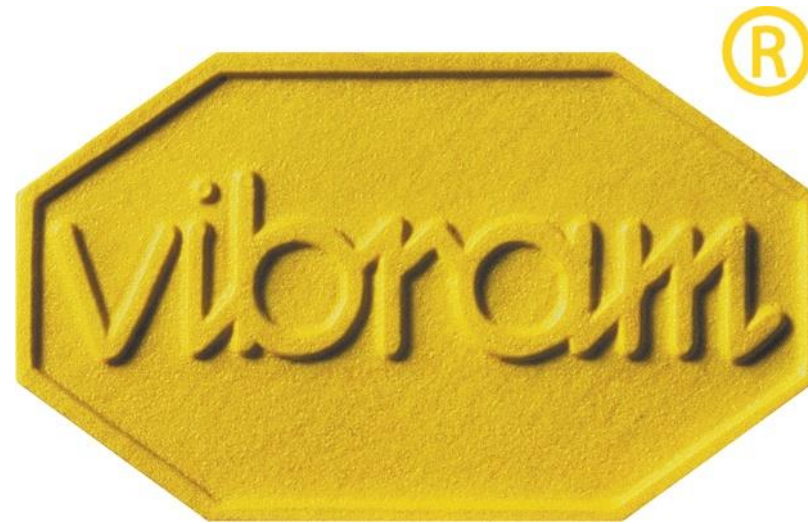


## ***2016 – Luxury Rubber***

- *Nata come un concetto ispiratore che combina l'uso di scarti (lastre di gomma e di Etilene Vinil Acetato) con bisogni creativi e con la ricerca di nuovi trend.*
- *Esempio di simbiosi industriale, le “pelli” di scarto delle lastre Vibram sono valorizzate per produrre prodotti finiti, anche di lusso.*
- *Questo materiale ecocompatibile viene proposto come «materia prima secondaria» per la realizzazione di borse, zaini, valigie, e simili.*



# 2017- Vibram CSR



Vibram: The Sustainable Way  
NO WASTE

# Sustainability Plan



## ENVIRONMENTAL ASPECTS

1. Purchase of renewable energy;
2. **Waste sorting** (check of the waste collection system, purchase of new waste bins, etc.);
3. **Plan for recycled items and production wastage management;**
4. Evaluation of CO2 emissions in all the three sites (Italy, China and USA);
5. **Plan to reduce/reuse/recycle production waste;**
6. LED lightning;
7. Products LCA (4 references);
8. Events focused on sustainability aspects

## SOCIAL ASPECTS

1. **Stakeholder engagement plan;**
2. Internal training on sustainability aspects;
3. Internal communication;
4. External communication;
5. Engagement of relevant suppliers and subcontractors;
6. Clients engagement;
7. **Networking activities and social projects;**
8. Smart working
9. Establishment of a reward system based on KPI for sustainability aims

## ECONOMIC/ GOVERNANCE ASPECTS

1. Definition of an ethical code and sustainable guidelines;
2. Approval of an inter-functional sustainability team;
3. Setting goals and strategic plan's approval;
4. KPI for sustainability's monitoring and data collection tool;
5. ISO14001 standard
6. **Definition and approval of a sustainable purchases' policy and guidelines;**
7. Definition of a communication plan on sustainability topics: contents and methods;
8. End-user market investigation (general and specific target)



# Vibram e il Progetto M3P

Partecipazione  
al workshop  
sulla simbiosi  
industriale  
(Ottobre  
2017)



Profilazione  
sulla  
piattaforma  
online M3P



Fornitura dei  
campioni di  
scarto a  
designer e ai  
tecnici del  
Centrocot

IT4b\_ RUBBER SKIN

# Vibram e il Progetto M3P

Scarti

Forniti ai designer per elaborare nuovi concept Innovativi

Forniti ai tecnici di Centrocot per individuare potenziali matching

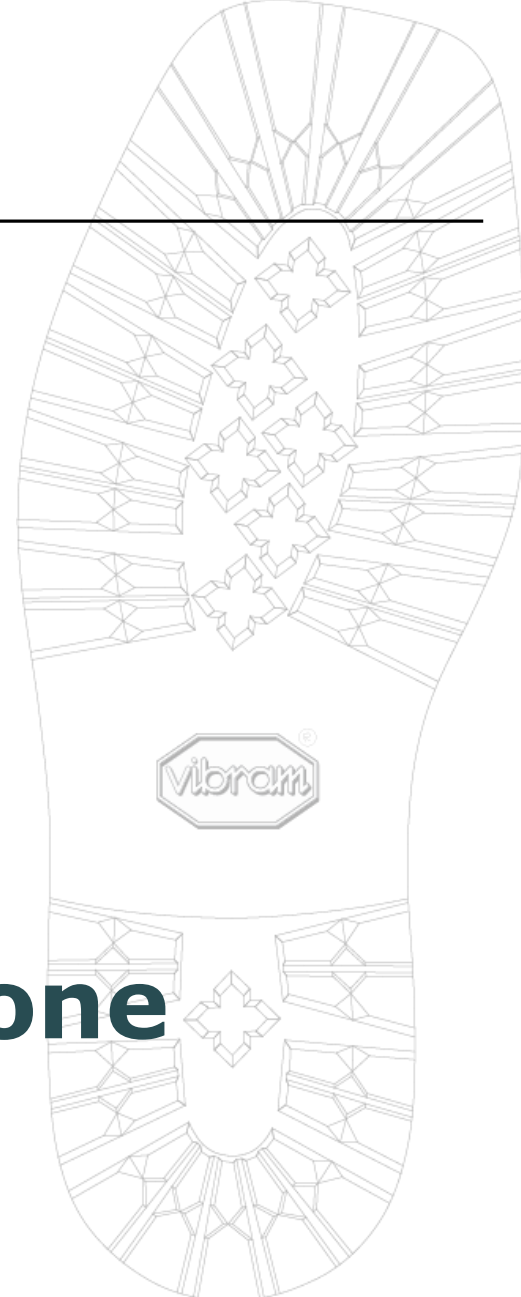
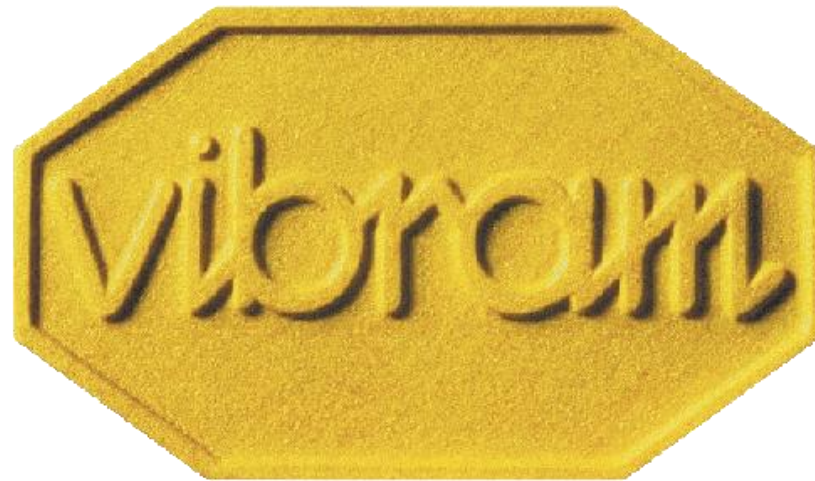
## Task B4 - Development of creative material concept

*“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”*

IT4a\_ RUBBER OFFCUTS



**Grazie per l'attenzione**

[marco.guazzoni@vibram.com](mailto:marco.guazzoni@vibram.com)