



**JOINT MEDIA RELEASE**

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## **Dow and Sport Singapore partner to establish permanent shoe waste collection ecosystem in joint commitment to sustainability**

**Singapore, 22 June 2021** – Leading materials science company Dow (NYSE: Dow) and national sports agency Sport Singapore (SportSG) today announced the establishment of a permanent shoe waste collection ecosystem, which aims to recycle 170,000 pairs of used sports shoes per annum. This collaboration also involves partners such as B.T. Sports, Alba WH, Decathlon and Standard Chartered Bank.

Starting July 5, 2021, used sports shoes will form a permanent collect-for-recycling waste stream in Singapore, which will help reduce the load on and extend the lifespan of Semakau, the country's only offshore landfill.

Speaking at a virtual MOU signing, Minister for Sustainability and the Environment, Ms Grace Fu, said, "We are adopting a circular economy approach towards the management of waste in Singapore. We see waste not as something to be thrown away, but as a precious resource to be harvested."

The ecosystem builds upon the nationwide success of the '*Others see an old shoe. We see the future.*' project in 2020, which saw more than 75,000 pairs of shoes collected, equating to approximately 3.3km of jogging track built.

SportSG CEO, Mr Lim Teck Yin, said, "The response to efforts under the '*Others see an old shoe. We see the future.*' project has been encouraging and demonstrates that Singaporeans are willing to join up if they can appreciate the meaningfulness of their participation. Public-private-partnerships like ours thus have an important role to

play in identifying easy opportunities for participation and to make workable real-world sustainability solutions accessible to the masses. Over time, efforts like these will bring about fundamental behavioural shifts in the sport ecosystem that will help champion a greener and more sustainable Singapore.”

A ‘first of its kind’ in Asia Pacific, the ecosystem will see rubberised and elastomeric shoe waste recycled into infrastructure materials for sports facilities such as jogging tracks, playgrounds and fitness corners.

“We are proud to partner with SportSG to make what has been a successful pilot project a permanent reality. Such collaboration with partners across the value chain is critical in moving from a make-use-dispose society to a circular economy in Singapore and we are glad to play a role in helping that happen, completely rethinking what can be done with waste that was previously simply sent to landfills,” said Jon Penrice, Dow President for Asia Pacific. We are delighted to see this project have a real impact here in Singapore and see the potential for it to scale significantly in the future.” This project aligns with Dow’s long-standing commitment to tackling sustainability challenges, including its recently announced target to *Stop the Waste* and enable 1 million metric tons of plastic to be collected, reused or recycled through direct actions and partnerships by 2030.

Members of the public can give a second life to their used sports shoes and contribute to building new sports surfaces and infrastructure at any of the 100 targeted collection points including participating ActiveSG sport centres and stadiums, Decathlon stores, schools and tertiary institutions, and more all over Singapore.

This circular economy project collects used sports shoes, school shoes and football boots without metal studs from the general public. The rubberized soles and midsoles are then ground into rubber granules that are used as a material to build sports infrastructure, partially replacing hazardous recycled tires. A water-based and solvent-free binder technology then binds the granules together. The result is environmentally friendlier and safer sports infrastructure for users delivered through partners collaborating for a more sustainable future.

According to a [report](#) by market research company Statista, an estimated 22 million pairs of shoes are sold in Singapore yearly. The project is well-positioned to encourage a higher recycling rate in the country.

More information about the project can be found at <http://go.gov.sg/old-shoe-new-future>

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#### **About Sport Singapore**

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore's sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. At Sport Singapore, we work with a vast network of public-private-people sector partners for individuals to live better through sport.

To find out more, visit our websites [www.sportsingapore.gov.sg](http://www.sportsingapore.gov.sg) and [www.myactivesg.com](http://www.myactivesg.com).

Follow us at [www.facebook.com/myActiveSG](https://www.facebook.com/myActiveSG) and [www.youtube.com/SingaporeSports](https://www.youtube.com/SingaporeSports).

#### **About Dow**

Dow (NYSE: DOW) combines global breadth, asset integration and scale, focused innovation and leading business positions to achieve profitable growth. The Company's ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company, with a purpose to deliver a sustainable future for the world through our materials science expertise and collaboration with our partners. Dow's portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated science-based products and solutions for its customers in high-growth market segments, such as packaging, infrastructure, mobility and consumer care. Dow operates 106 manufacturing sites in 31 countries and employs approximately 35,700 people. Dow delivered sales of approximately \$39 billion in 2020. References to Dow or the Company mean Dow Inc. and its subsidiaries. For more information, please visit [www.dow.com](http://www.dow.com) or follow [@DowNewsroom](https://twitter.com/DowNewsroom) on Twitter.

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### **ALBA WH**

“ALBA WH is proud to operate this brand-new collection scheme to give used shoes a second life in Singapore. As one of the largest Recyclers in Europe and Asia with 30 years of sponsorship for the largest basketball programme in Germany, the initiative to convert used shoes into sports grounds resonated with us. This is the perfect opportunity to combine our vision of a Zero Waste Nation with the positive social impact of sports, enabling a healthier and sustainable society.”

*- Thomas Mattscherodt, Head of Project Management Office*

### **B.T. Sports**

“Reduce, Reuse and Recycle (3Rs) is paramount to land-scarce Singapore to minimise waste generation and conserve limited landfill space. B.T. Sports is proud to be part of this inaugural Green and Environmentally friendly initiative to Reduce, Reuse and Recycle used shoes and convert them into new Sports Flooring.”

*- Hayden Hoon, Director*

### **Decathlon**

"As a sports company, we aim to protect the environment through extending the lifecycle of our products. With this partnership, we are not only reducing waste, but giving a new lease of life to old footwear by recycling them to build new sports fields. A path of sustainability that we are inspired to stay committed to."

*- Alix Goursat - Sustainability Leader*

### **Standard Chartered Bank**

“It’s amazing how innovation in materials science can maximise positive environmental impact and minimise our carbon footprint. With the support of our fellow runners at the Standard Chartered Singapore Marathon, I hope we can meet the ambitious target of recycling 170,000 pairs of shoes together!”

*- Patrick Lee, Cluster CEO of Standard Chartered Bank, Singapore and ASEAN Markets (Malaysia, Vietnam, Thailand & Rep Offices)*