

NEWSLETTER

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WHY METRO FOOTWEAR IS FOCUSING ON SUSTAINABLE RECYCLING CAMPAIGN?

» Why Metro Footwear Is Focusing on Sustainable Recycling Campaign?



The global inclination towards accepting a sustainable recycling policy pushed India to recycle and reuse its products one by one.

As a trusted footwear company, Metro Brand Limited of Mumbai has recently launched a thought-provoking campaign to reuse discarded shoes by offering them a second life.

The company has recently shared a tagline stating that- 'Your shoes won't last forever, but neither will the world on which we walk if we don't care!'

The footwear brand has also adapted an innovative '1 shoe processed for 1 shoe sold' mechanism for assuring a greener future.



» Metro Footwear's Innovative ODF Initiative

The giant footwear manufacturing brand has initiated an ODF (Old, Discarded Footwear) program. The program aims to process a specific amount of shoe which is equal to the amount of shoe manufactured each year.

It plans to process footwear in a 1:1 ratio of shoes manufactured for selling by the end of 2024-25.

Let's take a look through the data on footwear sold and processed within last few years-

| LIST OF FINANCIAL YEAR | NUMBER OF FOOTWEAR SOLD | NUMBER OF FOOTWEAR PROCESSED |
|-------------------------------|--------------------------------|-------------------------------------|
| 2021-22 | 54 lakhs | 3 lakh pairs |
| 2022-23 | 78 lakhs | 21 lakh pairs |
| 2023-24 | 95 lakhs | 47 lakh pairs |

» **Metro Footwears' Recycling Mechanism**

The innovative footwear recycling mechanism initiated by Metro Brands Limited works on the following mechanism shared below,

- Customers drop-off old discarded shoes at designated spots allotted in the Metro Brand stores or collection point
- Discarded footwears are collected and sorted based on material and condition
- The collected footwears are sorted based on the material and condition of the footwear
- Non-recyclable parts are extracted and repurposed from discarded shoes and are eventually disposed responsibly
- The recycled materials are repurposed by Metro Footwear to create new products by giving old shoes a second life



That way, Metro Footwear can use a circular economy loop to recycle discarded shoes to reuse those further.



Conclusion

Metro Footwear's eco-friendly initiative to mitigate its environmental footprint fosters cultural sustainability among customers. Such innovative efforts of Metro Brand Limited will help similar footwear companies adopt sustainable marketing campaigns by balancing profitability with environmental stewardship.