



esosport[®]

For all Municipalities.

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What is esosport®

esosport® is a brand by **ESO RECYCLING®** for collecting and initiating the recycling of used sports equipment.

esosport® was launched in 2009 by Nicolas Meletiou, Managing Director of **ESO®**, who is also an avid runner, along with two friends. Together, they addressed the issue of properly disposing of sports shoes at the end of their life cycle.

Combining a passion for running and expertise in the waste management world, the **esosport®**, project was born. Today, it is the first and only project in Italy and Europe dedicated to recycling sports shoes. Over the years, other types of sports materials have been added, including tires, bicycle inner tubes, helmets, tennis and padel balls, ski helmets and boots, and sportswear.

“From the very beginning of our activity, we have worked with a strong belief in the Circular Economy: we have made the ‘Recycling Cycle’ our philosophy, with the awareness that the environment is a precious asset to preserve and that waste can be transformed from discard into resource, minimizing their environmental impact.”



What is esosport®

Minimizing the accumulation of waste in landfills and inspiring people to believe that it is not only possible to recycle but also to obtain secondary raw materials from the recycling cycle, which can be used for new purposes.

Passion for sports, expertise in waste management, and environmental protection are the pillars of the **esosport®** project, a brand of **ESO RECYCLING®**, which has been present in Italy since 2009 for the collection and recycling of end-of-life sports materials: sports shoes, bicycle tires and inner tubes, helmets, tennis and padel balls.

What might seem like waste destined for landfills finds new life in a different form through transformation at the **ESO RECYCLING®** “Amato Cannara” plant in Tolentino, Marche. This facility specializes in processing sports waste, fashion industry waste, and waste from the workplace, including PPE (personal protective equipment) collected through ESO’s back to work project.

At the **ESO RECYCLING®** plant, new secondary raw material is produced in the form of colored granules, which give rise to new projects and initiatives in the name of environmental sustainability—such as sports and playground surfaces, tiles, and products for sports.

We are living in a historical period characterized by a strong human impact on the environment. The exploitation of natural resources increasingly affects the delicate balance of the planet.

We must reverse this course.

Our daily commitment, built through years of experience in the waste management sector, is to find new ways to valorize what many see as waste, but which is actually a valuable resource.

We are present throughout Italy with over 500 collection points, including public administrations, sports stores, bicycle shops, and sports facilities.

The **esosport**[®] project, an integral part of the circular economy model conceived by **ESO**[®] Società Benefit, enables the recovery and transformation of discarded sports materials. We give new life to your sports waste by transforming it into new secondary raw material and create custom surfaces and products for: sports areas, playgrounds, indoor and outdoor furnishings, plaques, and medals for sports.

Municipalities that join the project become active protagonists in sustainable waste management and in creating recycled green spaces, such as public gardens or areas equipped for sports activities.



Why join the project



**6. PLAYGROUNDS,
SPORTS SURFACES
AND PRODUCTS
FOR SPORTS**



5. THE GRANULE



How to structure the project

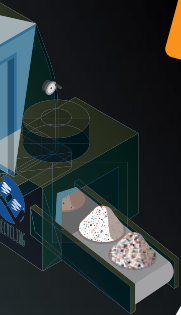
1. POSITIONING OF COLLECTION CONTAINERS



2. COMMUNICATION TO CITIZENS



3. MATERIAL COLLECTION



4. STARTING RECOVERY



ESO

YOUR ECOLOGICAL PARTNER

YOUR ECOLOGICAL PARTNER

ESOmobil 082

1. POSITIONING

ESO RECYCLING[®], thanks to **ESO**[®], places the **ESObox**[®] within the municipal territory at the designated and agreed-upon locations, also defining the type of sports material involved in the initiative.

The project is divided into several phases:

- Municipality's participation in the **esosport**[®] project
- Installation of **esosport**[®] containers throughout the municipality (e.g., schools, gyms, sports facilities)
- Collection of sports waste
- Initiation of recycling processing of the material at the **ESO RECYCLING**[®] "Amato Cannara" plant in Tolentino, Marche.

esport

ri la tua strada...

ne da tennis, camere d'aria e
e: **esosport** li raccoglie e li
e trasformarli in
archi giochi e piste di atletica.



esosport
sostenibilità
lo sport

esosport
parla agli atleti di oggi
per il bene degli atleti
di domani

esosport
è la strada
che costruiamo
verso il futuro

Ma cosa facciamo di questi rifiuti, una volta riciclati? Li restituiamo alla cittadinanza, attraverso i progetti che l'Associazione **GOGREEN** dona alle amministrazioni pubbliche.

Il Giardino di Betty, un parco giochi per bambini e **La pista di PIETRO**, una pista di atletica di 60 metri in ricordo del grande atleta Pietro Mennea.

"Costruisci la tua strada" è il motto di **esosport**: insieme costruiamo, passo dopo passo una strada verso un futuro più sostenibile.

a
come
posso
determinante
alla nostra

no
scelto
nostre

ate?
umulo dei
le persone
scarpe
camere
letta per
sostenibile:



esosport

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2. COMMUNICATION

The Municipality, in collaboration with **ESO RECYCLING®**, promotes active citizen participation in waste collection by conveying a positive and engaging message.

The informational campaign reaches the public through press news and informational materials distributed in the relevant areas and at municipal offices.



3. COLLECTION

In schools, gyms, sports facilities, stores, recycling centers, and ecological platforms, the collection of used sports materials is active, involving the emptying of containers at a set and scheduled frequency.

One of the most significant advantages for municipalities participating in the **esosport**[®] project is the possibility of recovering an estimated **40%** of the material collected, in the form of finished products, **at no cost to the Administration.**

The collected material is picked up, processed, and separated by **ESO RECYCLING**[®] at the Tolentino plant, utilizing the patented Schoeberth machinery, specifically designed for processing sneakers, bicycle tires, inner tubes, and tennis balls.

The resulting finished material is returned free of charge to the Municipality, to be used exclusively for the construction of the works outlined in the project.

Any other forms of use for the recovered material must be previously agreed upon with **ESO RECYCLING**[®].



ESO RECYCLING
TOLENTINO PLANT
"AMATO CANNARA"



4. START OF RECYCLING

EoW (End of Waste): Waste is transformed into new secondary raw material.

If the recovered material (about 40%) is not sufficient to meet the entire need for building a playground or sports area, the Municipality can choose between two options:

A. Paid supply

The missing material is purchased directly from **ESO RECYCLING®** at favorable conditions.

This option allows the Municipality to complete the project quickly and avoid delays in execution.

B. Credit supply

The Municipality can accumulate an environmental credit with **ESO RECYCLING®**, linked to the future quantity of material to be delivered over time.

The missing material will then be supplied at a later stage, depending on the achievement of the collection thresholds and the planning of future projects.

This option is useful for municipalities that want to plan their intervention over time, maximizing the collection potential of their territory.



5. THE GRANULE

The recycled material returns to the territory to give life to new projects and initiatives.

Sports areas, playgrounds with the initiative “**Betty’s Garden**”, running tracks with the initiative “**Filippide’s Track**”, indoor and outdoor furniture products, plaques, and medals for sports.

If the Municipality does not plan any projects on its own territory but still wishes to contribute to the promotion of environmental sustainability, it can choose to donate the regenerated material to another Municipality that has scheduled interventions on its territory consistent with the **esosport**[®] project.



6. PLAYGROUNDS, SPORTS SURFACES AND SPORTS PRODUCTS

We believe that the circular economy is a team effort, where each actor has a specific role. There is a starting point, which is waste, and a journey that transforms it into secondary raw material through a regeneration process. The goal is shared, and everyone works together to achieve it: reduce waste, preserve resources, and turn waste into new material.

“Circle until the end” because, in **ESO®**, **ESO RECYCLING®** and his brand **esosport®**, are part of a single chain that ensures the circularity of waste treatment: from collection on the territory, to the recycling cycle, a process that leads to transformation into something new and meaningful with a high LCA level.

LCA, acronym for Life Cycle Assessment is a method for evaluating and quantifying the environmental impacts of a product, process or service throughout its life cycle, from the extraction of raw materials to disposal.

In practice, LCA allows you to systematically analyze all aspects related to the production, distribution, use and end of life of a given product or service, identifying the potential environmental impacts at each stage.

This approach allows you to have a more complete and detailed view of the effects on the environment, providing valuable information to make more sustainable decisions.



The service, managed by **ESO**[®], involves the delivery of **ESObbox**[®] **esosport**[®] by our ESOdrivers to the facilities identified by the Municipality. With the **ESObbox**[®], advertising leaflets and bags are delivered, to be made available to citizens.

All involved actors jointly initiate a communication collaboration, with the aim of promoting and enhancing the initiative to ensure maximum dissemination of the project.

All social channels will be mutually activated to spread the word about the initiative.



ESObOX® TENNIS and PADEL

40cmx40cmx70cm



ESObOX® SNEAKERS

60cmx60cmx80cm



ESObOX® BIKE

60cmx60cmx80cm - Pole 180cm



esosport

cycle your shoes. Repave your way.

WWW.ESOSPORT.IT

DEPOSITA QUI
LE TUE SCARPE SPORTIVE
A FINE VITA

INVENTERANDO PAVIMENTAZIONI
PER PARCHI GIOCO
E AREE SPORTIVE

GRAZIE

esosport

Costruisci la tua strada

WWW.ESOSPORT.IT

The esosport® service

Container pickup and emptying

- Intervention for pickup and emptying of containers by one of our authorized ESOdriver personnel, registered with the National Register of Environmental Managers for waste transportation.
- Our responsibility to fill out the “Waste Identification Forms” (FIR or VI.VI.FIR), which will be duly signed at the time of material collection.
- Return of the fourth copy of the form, stamped by the final facility, certifying the completed disposal and/or recovery process.
- Assistance service for any bureaucratic problems (such as filling out registers, forms, etc.) or technical issues, via the toll-free number (technical support) 800-065324 or the dedicated website www.esoweb.it.

5 playground proposals for «Il giardino di BETTY» to guarantee safety, flexibility, and customization.

Our project, aimed at creating safe, innovative, and stimulating play spaces, involves the use of circular platforms with shock-absorbing surfacing that are modular and highly customizable according to the specific needs of children and the surrounding environment.

To achieve this, we have developed five different solutions:

- **SMALL** m² 55
positioning of 5 **ESObox**[®] **esosport**[®]
with a frequency of 4 (4 times a year)
- **MEDIUM** m² 70
positioning of 7 **ESObox**[®] **esosport**[®]
with a frequency of 4
- **LARGE** m² 130
positioning of 9 **ESObox**[®] **esosport**[®]
with a frequency of 4
- **X LARGE** m² 180
positioning of 11 **ESObox**[®]
esosport[®] with a frequency of 4
- **XX LARGE** m² 260
positioning of 12 **ESObox**[®]
esosport[®] with a frequency of 4



Playground “il giardino di BETTY”





Solution S

Two circular surfaces (total 55 sqm, HIC 100, thickness 3 SBR + 1.3 EPDM), which include:

- a spinning carousel (including) made of 150 cm diameter aluminum;
- a spring game with a Donky Asinello (donkey) in polyethylene.

The carousel is especially popular among children who enjoy testing their courage. It can accommodate up to 6 children at the same time, making it an ideal game for initiating social contacts.

The Donky Asinello spring game is a classic in playgrounds for children aged 3 to 8 years, perfect for activities that help children gain control of their bodies.

Our gardens are designed according to the **UNI EN 1177** regulation, the European standard that defines the test methods for evaluating the impact attenuation of materials used as playground surfaces, with precise procedures and guidelines for testing the ability of surfaces to absorb impacts.

S





Solution M

Two circular surfaces and one square (total 70 sqm, HIC 150, thickness 4 SBR + 1.3 EPDM), which include:

- a nest swing made of aluminum;
- a Relessi ramp/sliding platform H144 made of aluminum
- a bell-shaped game.

Swings are among the most popular play systems worldwide. They provide children with thrills and significantly influence the development of their personality. To make the play even more fun, inclusive, and suitable for both the older and younger children, the chosen type is the nest basket.

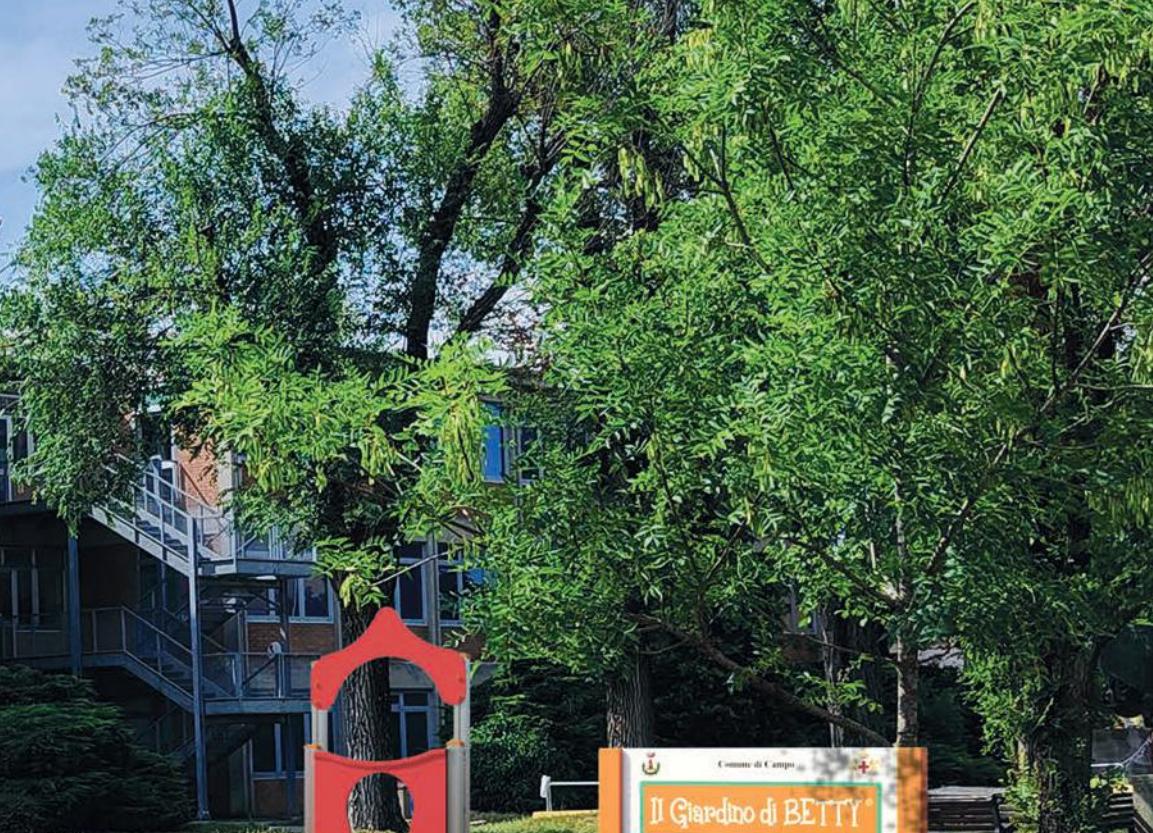
The Relessi climbing frame, a classic with great educational value that helps children better understand themselves and their limits by gradually overcoming them, is a durable game rooted in ancient origins, dating back to ancient Rome.

The bell-shaped game has been played by children all over the world for centuries. Its timeless simplicity captivates both young and old.

This solution is also **UNI EN 1177** certified

M





Comune di Campo

Il Giardino di BETTY

Scopri una raccolta e un riciclo delle scorie prodotte con il progetto "BETTY" di Stato realizzato in collaborazione dell'INTRA in questo giardino.

PRINCIPI FONDAMENTALI

Il giardino Betty è un'area di gioco e di riciclo delle scorie prodotte con il progetto "BETTY" di Stato realizzato in collaborazione dell'INTRA in questo giardino.

- È vietato l'uso di fuochi, fiammiferi e sigarette.
- È vietato l'uso di alcolici, droghe e stocchi.
- È vietato l'uso di animali domestici.
- È vietato l'uso di biciclette e pattini.
- È vietato l'uso di palloni e altri giochi.

GO GREEN | ISO 14001 | Q8



Solution L

Four circular surfaces and one square (total 130 sqm, HIC 200, thickness 8 SBR + 1.3 EPDM), which include:

- an oxi swing made of aluminum with a board and bear;
- a rectangular climbing frame in aluminum;
- a 3 WHEELS spring game
- a bell-shaped game.

Swings are among the most requested play systems in the world: they provide children with emotions and significantly influence their personality development. To make play even more fun, inclusive, and suitable for both older and younger children, the chosen type is the nest basket.

To keep the body and mind healthy, physical exercise is essential: climbing structures are an excellent solution to keep children in shape because they allow a wide range of exercises and require a good dose of courage and adventure spirit from the little ones.

The 3 WHEELS spring game, a classic in playgrounds for children of all ages, is ideal for those seeking a play activity that is never boring and helps children gain mastery over their bodies. This particular model, accommodating up to 3 children, also helps socialize and develop creativity and imagination.

This solution is also **UNI EN 1177** certified

L







Solution XL

Four circular surfaces and four square surfaces (total 180 sqm, HIC 200, thickness 7 SBR + 1.3 EPDM), which include:

- Cross xum 40;
- Little dragon slide;
- Aladin tower with ramp;
- A spinning carousel with a diameter of 120 cm;
- Bell-shaped game.

Cross xum, a spring ride, is a classic play system for children and ideal if you seek an activity that is never boring and helps children gain mastery over their bodies.

Grissi draghetto is a slide for smaller children, who with the help of parents can become familiar with and gain confidence in sliding down.

Aladin Tower, with a slide, swing, ramp, and gym equipment, is a complete play structure that creates a fairy-tale and adventurous atmosphere.

The spinning carousel is especially popular among children who love testing their courage and, because it can host up to 6 children at the same time, is the ideal play for initiating social contacts.

The bell-shaped game, played by children all over the world, with its timeless simplicity, fascinates both young and old.

This solution is also **UNI EN 1177** certified

XL





Solution **XXL**

Four circular surfaces and eight square surfaces (total 260 sqm, HIC 150, thickness 4 SBR + 1.3 EPDM), which include:

- Double tower with ramp/slides H84-144, tunnel H144, and small house;
- Lodge small house in PE - with slide roof, ladder H59, and ALU bench;
- Spring rocker cowboy;
- Bell-shaped game.

The double tower with ramps and slides allows even the youngest children, including those with disabilities, to access and helps develop motor skills with interactivity and imagination.

The Lodge small house provides an ideal setting for quieter social activities.

The spring rocker, a classic in playgrounds for children of all ages, is perfect if you're looking for a play activity that's never boring and helps children gain mastery over their bodies.

The bell game, dating back to ancient times in Rome, is played by children all over the world. Its timeless simplicity captivates both young and old.

This solution is also **UNI EN 1177** certified

XXL

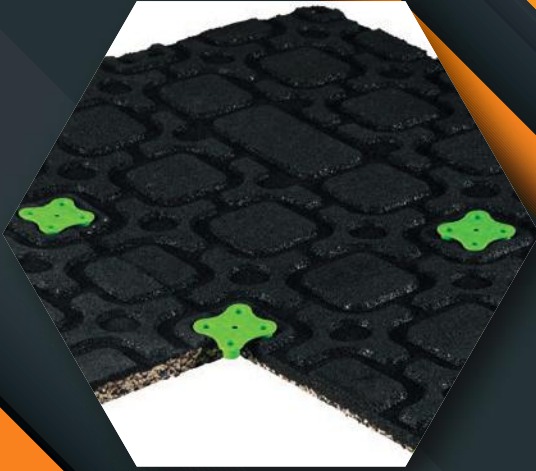




Il Giardino di BETTT

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Solutions dedicated



**Thermoacoustic panels
for construction**

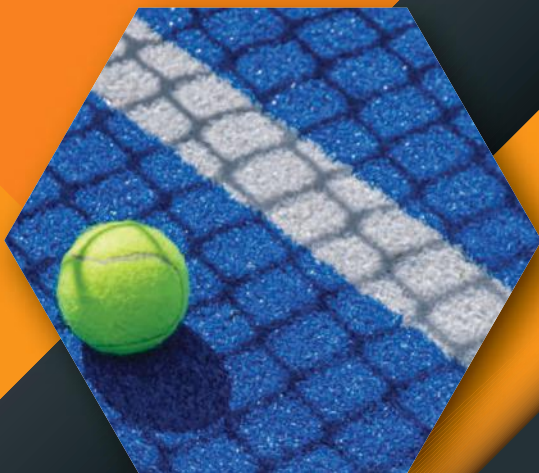


Basketball courts



Keychains

to sport and leisure



Padel courts



Medals



Plaques

Basketball court



**Anti-shock
and sound
absorbing tiles**



Athletics tracks



Gadgets



WE IMPLEMENT YOUR TURNKEY PROJECT

With our modular “turnkey” project, the client can choose the most suitable solution for the available space, quickly and creatively. The play surface can always be expanded and customized even at a later stage to meet every need.

The **esosport**[®] project offers municipalities a concrete opportunity to integrate environment, circular economy, and social responsibility.

Thanks to the recovery of 40% recycled material and the possibility to choose between direct purchase, environmental credits, or donation, each administration can plan the creation of eco-sustainable public spaces in a flexible and effective manner, generating a positive and lasting impact on the community.



Helga Loessi
CEO



Nicolas Meletiou
Managing Director



Giulia Micozzi
Sales



Rita Cerutti
Sales

The team



Andrea Palombo
Technical Director



Francesco Ranieri
Surveyor



Fabio Sturani
Sport & Environmental
Strategy Advisor



Our Design Studio

Each project is developed with attention to materials, accessibility and safety of impact surfaces, to offer safe, stimulating and compliant play areas. We design and create anti-trauma flooring using recycled material tiles produced by us, or by installing poured flooring, composed of a lower layer in SBR (recycled rubber from used tires) and a surface layer in EPDM (rubber from used shoes).

The stratification of the flooring varies based on the HIC (Head Injury Criterion), i.e. the value that measures the material's ability to absorb shock and protect children from possible falls, as required by law. Furthermore, with our material we can design and create athletics tracks, padel courts and basketball courts.

The rubber flooring is certified according to the European standards **EN 71-3** and **EN 1177**.

The first specifies the requirements and test methods for the migration of certain chemical elements from toy materials. It then evaluates how many chemicals can be released from toys and ingested by children.

The second specifies the test methods to evaluate the impact attenuation of playground surfaces. In summary, this standard defines the criteria to evaluate and ensure that playground surfaces are able to absorb impacts and reduce the risk of injury in the event of a fall.

partner

Fondazione
**Sport
City**®



www.esosport.com

esosport®

is a brand



ES0 RECYCLING
Società Benefit Arl

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