



TACKLE



Good practice identified during action A1

Number/code: OM/E9

Title: Recycled Plastic from Oceans to realize football clothing

Guidelines section:

Governance

Operational management

Context of the event

Event

Stadium management

Procurement

Mobility and logistics

Description

In 2018, Adidas and Parley for the Oceans started a collaboration within the program “Ocean Plastic” with the aim to reduce the amount of plastic in the sea beds through the realization of highly performing clothes. One of the initiatives regards the creation of the third-away shirt of the Football Italian club, Juventus F.C, made of 100% recycled polyester containing the Ocean Plastic material.

Environmental benefits

This initiative along with many others that Parley for the Oceans is building up, it is possible to reduce the amount of waste in the oceans and at the same time prevent the accumulation of plastics.

Economic benefits

The most important economics benefit deriving from this initiative is the possibility of redesign the sportswear through innovative materials and then make business out of it.

Applicability and replicability potential

The practice can be applied in several other contexts. However, the replicability potential is conceivable as long as the clubs are committed to this kind of initiatives.

Source

JUVENTUS - Third Kit

ADIDAS - Parley products

JUVENTUS - Parley for the Oceans