

Byewaste and WEAR breathe new life into old sneakers in Rotterdam

Byewaste assists WEAR in their mission to give pre-loved sneakers a second life. Citizens can now have their old pairs picked up from their homes for free in Rotterdam. The shoes are then refurbished in the Fresh Step Factory of WEAR, after which they go to a new owner. This way, Byewaste and WEAR are contributing to a more sustainable production chain with the help of the citizens of Rotterdam.



About Byewaste

Byewaste is a pick-up service for old items. The company collects old books, electronics, toys and textiles directly from citizen's homes for free. All the items that they pick up are reused through a network of sustainable partners, such as the thrift stores of Het Goed, Boekenbalie and now also WEAR.

The quickly growing start-up is always on the lookout for new ways to give a second life to the items they collect. Therefore, the company regularly organises pilot studies. For example, a test recently took place with PET-1 plastic, which was recycled and processed into products for local use by OurkIO.

About WEAR

WEAR sells pre-loved sneakers, but also brings your old pair back to life. By giving sneakers a second life, we reduce the CO2-emissions of the sneaker industry and the amount of sneakers being thrown away. WEAR's employees are people with untapped labour potential who get the chance to discover and develop their talents at WEAR. In the fast fashion era, we like to take a step in the right direction.



It is time to say goodbye to waste. We are grateful for all supporters who dream with us about a circular future!

Contact



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