



# LIFE REWEART: 'Ethics first, aesthetics second'

## A 100% real circular economy process for vegan-organic-recycled footwear

### Tackling the carbon footprint of the footwear industry

The [waste generation connected to footwear consumption](#) is non-negligible, especially when the majority of waste ends in landfills.

The population is [growing](#) constantly, as does the [overall consumption, especially in the fashion industry](#). With Europe representing about 15% of the total world footwear production, the positive impact of reclaiming and reusing valuable materials from footwear waste could be significant.

But what if the [carbon footprint of your footwear](#) could be close to zero and simultaneously you could design shoes by yourself?

### Every step counts

Fortunately, there are pioneers who are ready to shred the status quo of the [footwear industry](#). A couple of them are associated with the LIFE REWEART project. They have chosen to follow a different pathway where profit is not the most important criterium, but ethics – social, animal, and environmental - and sustainability are the key parameters.

The [market is changing, and customers are looking for sustainable solutions when purchasing goods](#). The REWEART offers the [tailor-made solution for everyone who does not want to compromise the design nor sustainable approach](#) of the manufacturing process.

The [footwear offered by VESICA](#), the consortium member responsible to the commercialisation of the project's results, [is local, circular and zero waste](#).

In addition to the aforementioned, the [online platform allows customers to create their own significant footwear](#) and simultaneously ensure the sustainability of the product. The platforms therefore ensure the [100% recyclability](#) of footwear and garments.

Finally, because the impact matters, the consortium is ready to share the whole production model to anyone who is interested in producing footwear with respect for our planet.

### Zero waste (a message from the beneficiary – VESICA)

*"The footwear is designed based on circularity, making the most of every element, where everything is transformed, and nothing is destroyed or becomes waste."*

### Learn more

Project acronym: LIFE REWEART

Reference: LIFE17 ENV/ES/000290

[Project website](#)

Do you want to benefit as well from support to commercialise your innovative solution?

Contact us at:

