

FRIENDLY SURFACES FOR RUNNING IN THE CITY PARKS

Nike Grind

by toud



Together, in a connected world, a world of change


Like never before, we live today in a connected world. We have greater needs but also far more ways to fulfill all these needs.








We need to focus on building a beautiful, sustainable future, capable to help everyone to find peace, love and to fulfill their passions. We need to protect nature. Climate change is real and brings a huge negative impact.



THE
CONTEXT

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SUSTAINABILITY

In a very demanding world, with a growing population with growing needs, we have to focus on the idea of sustainability.



We are rising the level of acquisition of goods and services at dangerous heights, in a context of using huge quantities of raw materials. We are creating tones of garbage in every community, being unable to make a reasonable recycling. Big quantities of garbage are invading forests, lakes, seas and oceans. Lots of animals and plants are disappearing, tones of raw resources are becoming consumer goods. The beautiful future is about a different economy, one based on a system with materials that can be used and reused at their highest potential, one that protects nature and all the natural habits.

CHANGING THE GAME

The change is possible and it must come in each and every field. We should start from the concept of circular design in order to be totally responsible for a product.



Waste-free, circular future

We have to build a future with perfect synergies, where we can live without exhausting resources, without harassing nature; a new world where we can use, and reuse all the materials.





There is hope

Nike Grind



Nike Grind

This is a concept that gives a new life to all the used shoes, transforming them in new products, like sport surfaces, new pairs of shoes or other products.

Nike Grind is the concept that could make real the idea of - **friendly surfaces for running in the city parks.**



**The short way from
useless materials**

to

**friendly surfaces for
runners, in parks**





Millions of shoes

Annual, millions of shoes come to the end of their life cycle. Only a small part of them is recycled.



Thousands of runners

In every city around the world there are thousands of runners. They run weekly in parks in the hot seasons.



A trap

Poor quality running surfaces and tons of garbage of used footwear. This is a negative cycle, runners buy footwear, creating waste, and run in poor conditions, on stiff surfaces.



Starting Points – living in a trap



SPORT SHOES AND THE PASSION FOR RUNNING FOR A BETTER FUTURE

Creating circular design items in the sport world, items that are fully recycled after wearing, items that could provide materials for other fields.



An infinite win situation

Transforming all this used footwear in friendly surfaces, used in parks, capable to decrease the risk of injuries for every runner.



Runners

Runners will have perfect surfaces to run in their city parks.



Population

People will have a big motivation to recycle their used footwear and real examples.



Footwear brands

There will be a circular life cycle which will accelerate sales for a while.



Municipality

Solving the waste problem and having new materials for production and new lines development.



NUMBERS

Few numbers about the case of Bucharest (capital of Romania)



16 000

Runners at biggest
marathons of
Bucharest



150 000

People are running
once a week in
Bucharest



100 km

Of poor running
surfaces in all the
parks of Bucharest.

Bucharest – a big number of runners at marathons, lots of runners in parks (more than once a week), poor surfaces to run on. In Bucharest there are only a few places with professional surfaces for runners. In parks you can run only on stiff asphalt, or stiff pavement. By creating running lanes, 2 meters wide in the biggest parks of Bucharest (20-30 km of lanes) all the runners community will gain.

How? - the product

The Grind Materials will be a layer created on the actual layer of asphalt. There is also a possibility to mix at high temperature the Grind materials and the asphalt.

There are 2 ways to build these friendly surfaces for running in the city parks:

1. Melting asphalt with the grind materials - this will result in a long life asphalt with different properties - more flexible, with a good capacity for shock absorbing, more durable, cheaper.

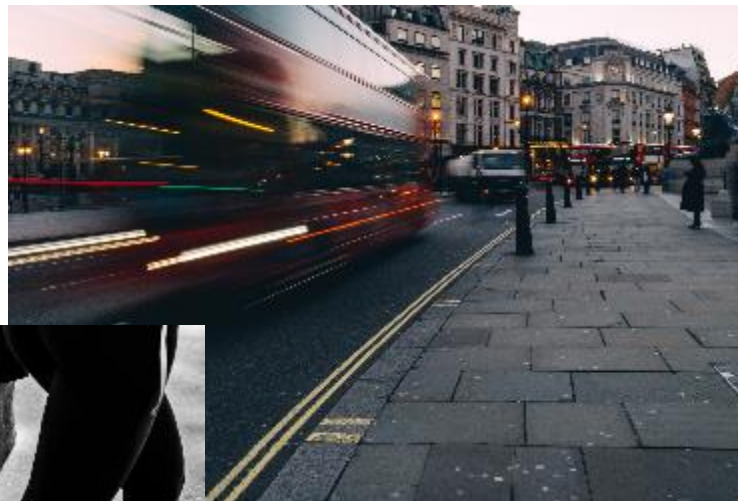
2. Creating a rubber tiles surface which will be set over the actual layer of asphalt. These runner tiles will be created from Nike Grind materials. Because it is made of tiles it would be easier to be removed or changed once it is damaged. There is no need to be a high performance material.

What is different at the idea of friendly surfaces for running in the city parks:

1. it will be implemented on very big surface, for example, in Bucharest, one of the biggest parks (Herastrau) has a running area of more than 20 square km
2. there is no need to be a high performance surface, it must be a good surface, one that could assure good health for runners
3. it must be durable, more than 10 years of use
4. must be cheap enough in order to be a real solution for the local authorities



TARGET



Who will buy?

This product – rubber surfaces for parks, will be bought by local authorities. They will decide when, where and how. Also, they will play a big role in the recycling campaigns, having the tools to amplify it.

Who will use it?

The product will bring the biggest value to runners. Actually, it brings a big gain to all the people that are going in parks, and to those who are willing to recycle, because they believe in the idea of sustainable development.



Impact

Runners

These new surfaces will have a big impact on runners, the number of runners in parks will grow and also the time spent here. We also believe in a decrease of the number of people with knee injuries.

Inhabitants

In weekends, parks are very crowded. In Bucharest, the big parks are full of people. They can become part of this project by being motivated to recycle their shoes in special organized spots, in parks and start running, being safer now.

Local authorities

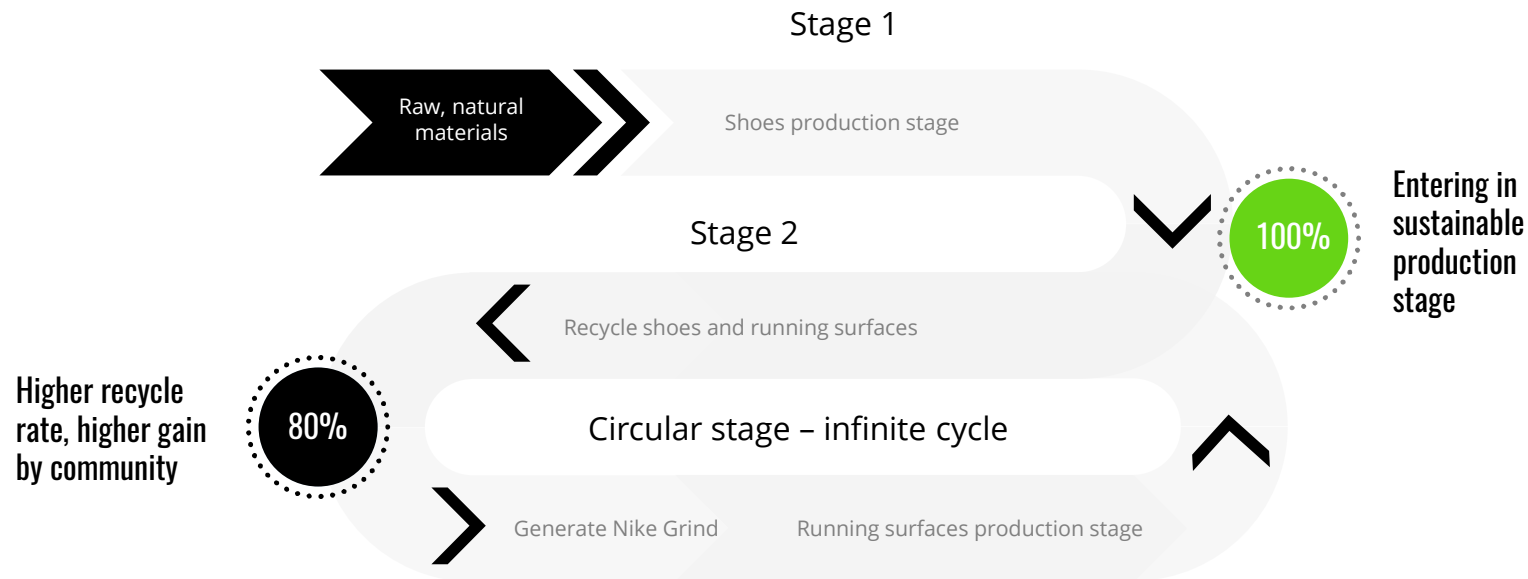
This project will also impact the local authorities. If the project will be well implemented it will be a successful triple win situation, where everyone will gain.

Power of examples

Implemented with success in one city, this project could become a source of inspiration for other communities. Will be very useful to spread this kind of change in other cities, other regions.

Circular design

How, using Nike Grind materials will assure a circular design development.

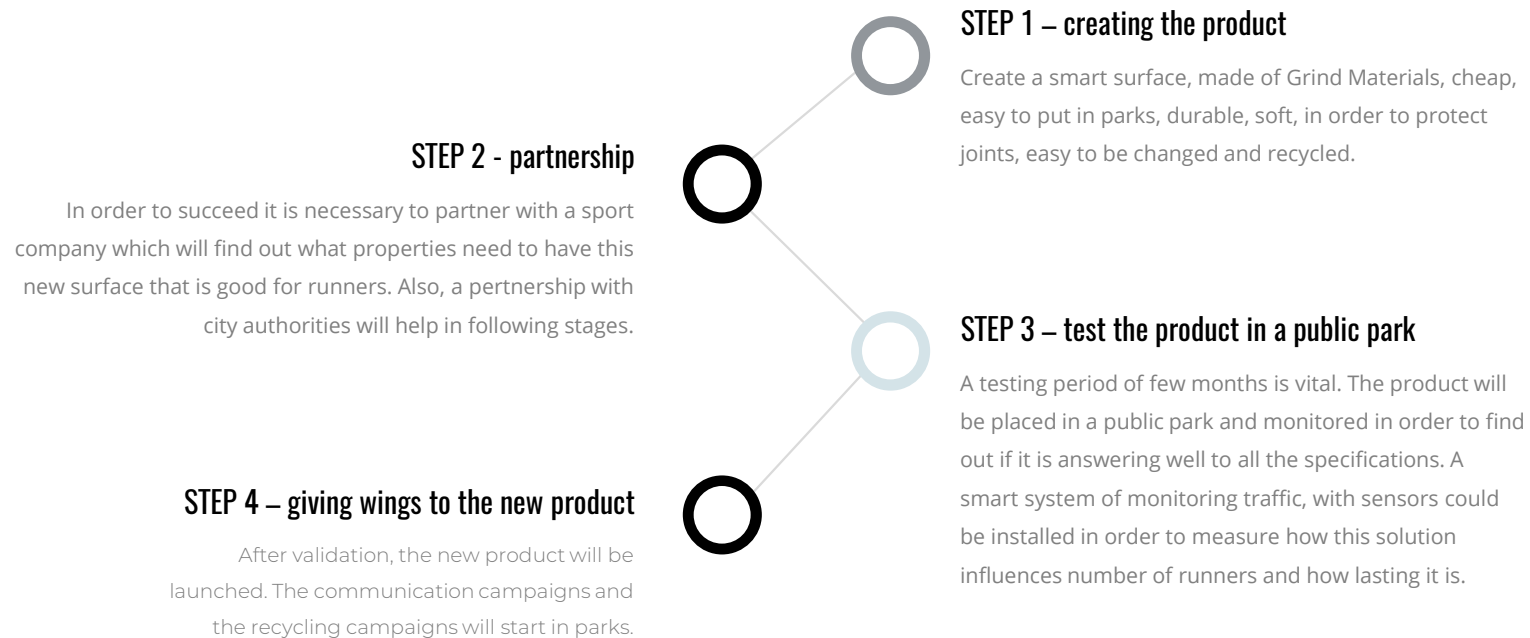


About the circular stage

In the circular stage, shoes and running surfaces will be produced from Nike Grind Materials. All the new created products are fully recyclable. The new pair of shoes will reenter at the end of life in the recycling and producing Nike Grind process. The running surfaces are totally recyclable. After a period of 10 to 20 years these surfaces are recycled and transformed in Nike Grind, becoming materials for new products (shoes, running surfaces etc.).

PLAN TO SCALE CONCEPT

In order to bring this concept in parks there are few steps to follow





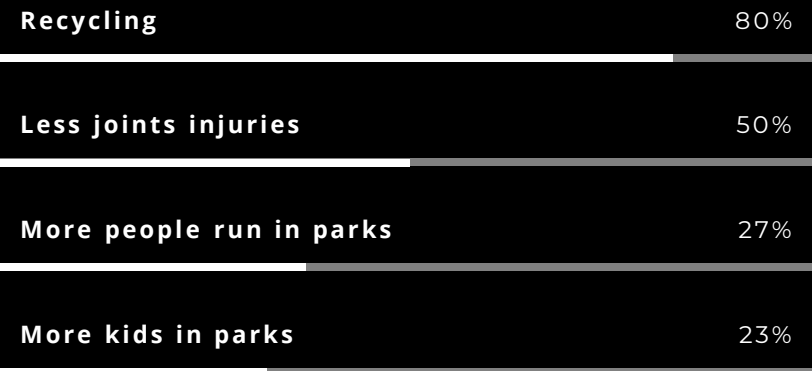
Grow rate of the number of persons that are running, after 5 years, woman and man.

NUMBERS

This product success will be counted in few numbers: growing rate of people who are running in parks, decreasing rate in knee injuries, number of shoes recycled every month in the special spots created in parks.

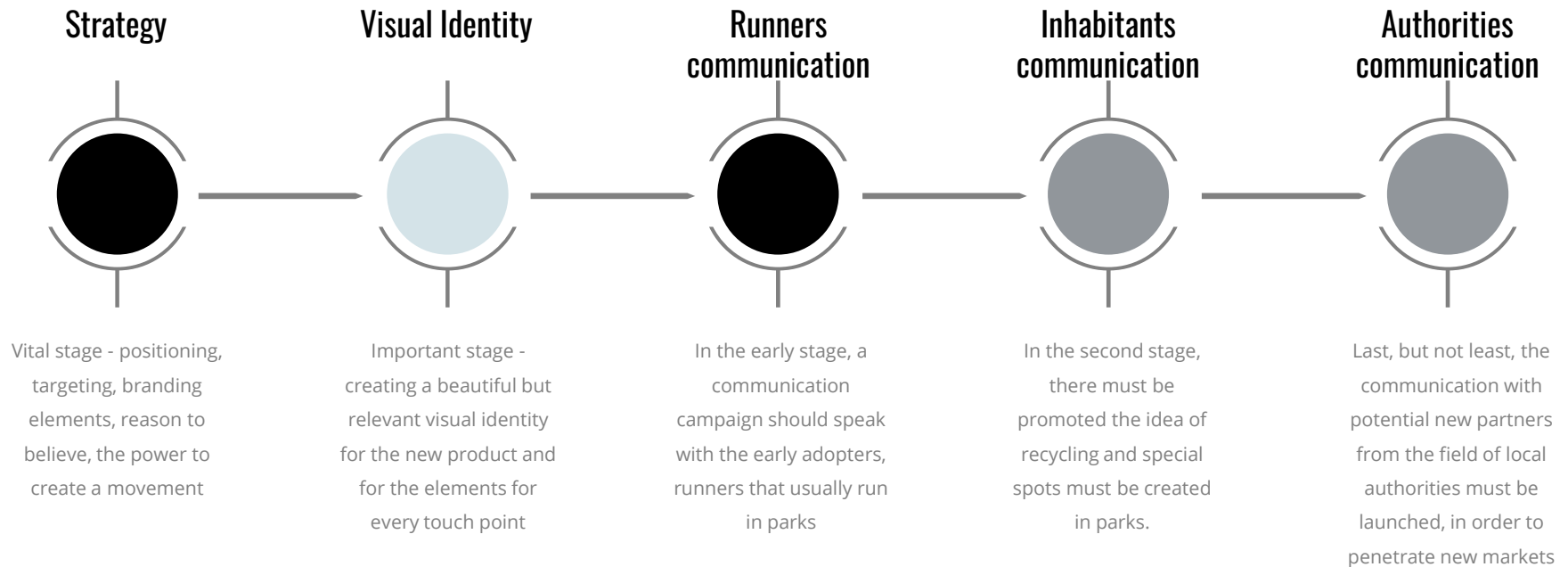
FRIENDLY SURFACES FOR RUNNING IN THE CITY PARKS MADE OF NIKE GRIND

Some estimated numbers after 5 years of friendly surfaces for running in the city parks made of Nike Grind.



COMMUNICATION

A key moment in the developing process of this product is the communication strategy. The new surfaces must have a clean and powerful image and must be launched on the market in a professional and friendly way, in order to create impact.





A BETTER LIFE, A BETTER WORLD

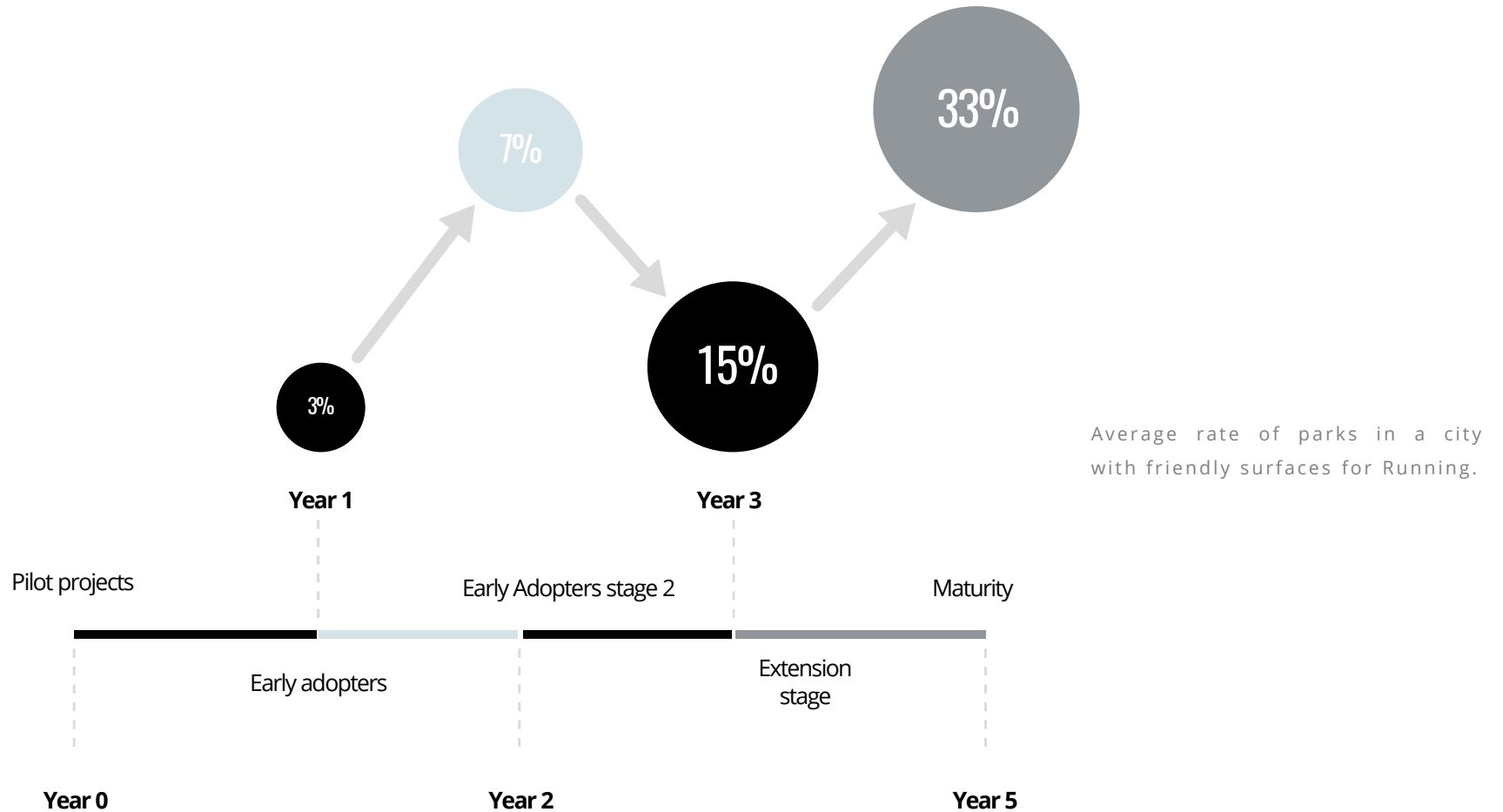
Creating a change

This product has a high potential because it solves a big problem, it absorbs wasted materials, and does something great with them, improves the city life – creating friendly surfaces for running in the parks. Taking into consideration the best case scenario, everyone wins. The best thing about it is that it is real and could exist in each and every town, city or small community.

In order to succeed it is necessary to establish an evaluation system for pilot projects (the first ones) but also, after scaling it.

Adoption

It is hard to estimate a growth cycle, but an optimistic point of view, having the premise that all the pilot project worked perfect could be this one.



RUNNING EVENTS

Best place to spread the word about the new technology and about the parks with the new and innovative surfaces



Speaking with target

A great opportunity to speak with the users of this innovative solution.



The power of example

This will be the best place to present and offer the possibility to test the new surfaces.



Sustainability

These events are a perfect moment to speak about sustainability and green technologies.



Network

Events will be the perfect moment to create a network and build retention in a virtual space. Also, the moment is great to start collecting shoes to be recycled and transformed in Nike Grind materials.

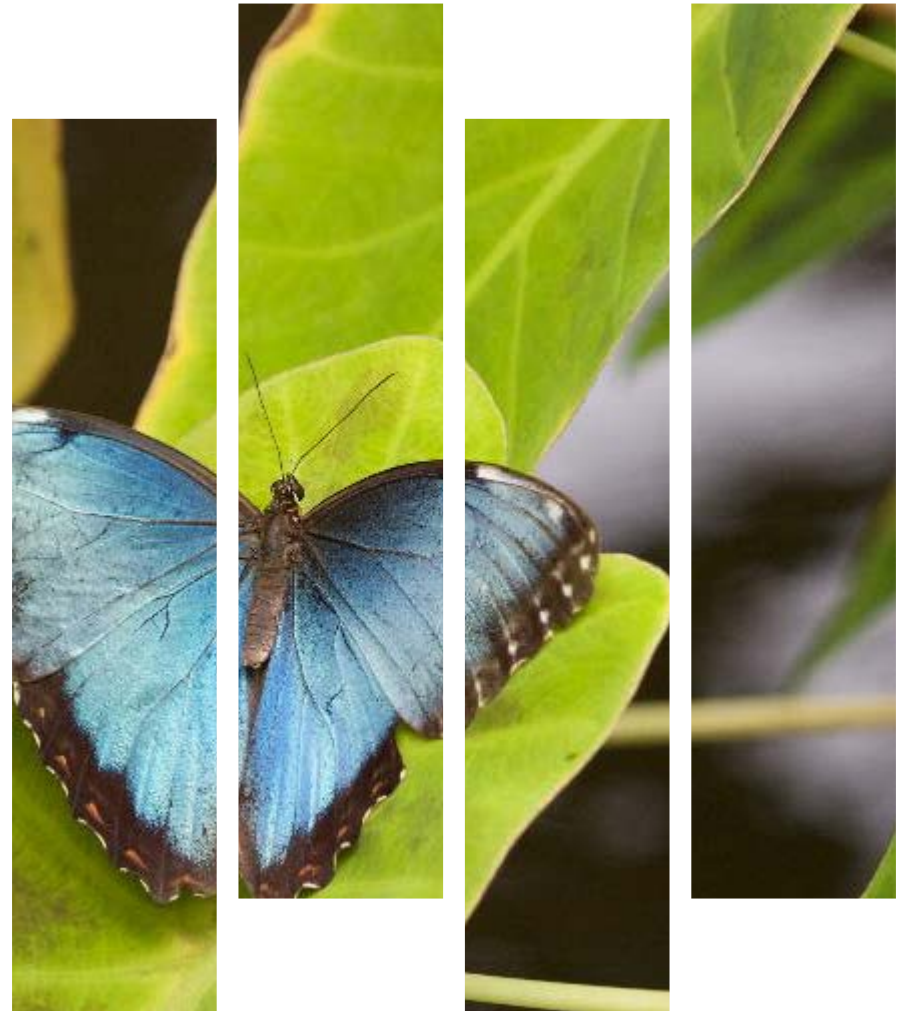
Nike Grind is about change.

Change is possible, we (all of us) just need to have faith.

Nike Grind is about a change. We have to start to recycle more and to do more sport. These new materials used in innovative solutions will show that change is good and brings high value to everybody.

This idea - friendly surfaces for running in the city parks made of Grind materials speaks about how easy it is to create an infinite win situation where everyone (community, companies, local authorities) wins for an indefinite period.

Change is possible, we (all of us) just need to trust.



A black and white photograph of a park path. In the foreground, two runners are seen from behind, jogging away from the camera. The path is paved and has white lane markings. To the right, two cyclists are riding away. In the distance, other people are visible on the path. The path is lined with trees and a street lamp is visible on the left. The sky is overcast.

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