



GreenSole™
Foundation
Step towards sustainability

SOLE TO SOUL

ABOUT THE ORGANISATION

- Being athletes **Ramesh Dhami** and **Shriyans Bhandari** were forced to discard 3-4 pairs of sports shoes due to excessive usage. In 2013, they developed the **idea of upcycling discarded shoes into new footwear**. Their vision was to create a sustainable solution by creating social impact.
- Registered under Section 8 - **In 2016, Greensole Foundation was established.**
- In the span of 7 years we were able to
 - **Reduce 9L + discarded footwear and apparel** from landfills
 - **Have reduced more than 3,682.34 tons of carbon emissions** equivalent to carbon emissions from 659 home's electricity a year.
 - **Have provided 6,81,915 footwear to children in need.**
- By 2025, we aim to reach 10L children in need.



THE PROBLEM

23 billion shoes are produced in a year and the energy used is **equivalent to leaving a 100-watt bulb burning for a week.** Sadly, shoes end up in landfills and it takes years to disintegrate causing repercussions to our eco system.

On the other side, **300 million kids worldwide don't own footwear,** and many suffer from foot-related infections and walk miles to school barefoot in extreme weather conditions.



THE SOLUTION

Diverting the footwear from landfills to upcycle them to extend their life span.

Providing the upcycled product to a child in need to protect them from foot related infections.



THE SOLUTION

Climate Action



Diverting discarded footwear, apparel and flexes from landfills.

Social



Upcycling the discarded items and providing to a child in need.

Skilling



Empowering tribal women by skilling them to upcycle footwear.

3682.34 tons of overall carbon emissions reduced

6,81,915 slippers provided for children in need

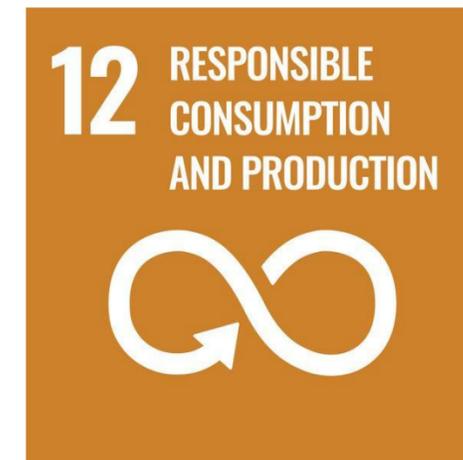
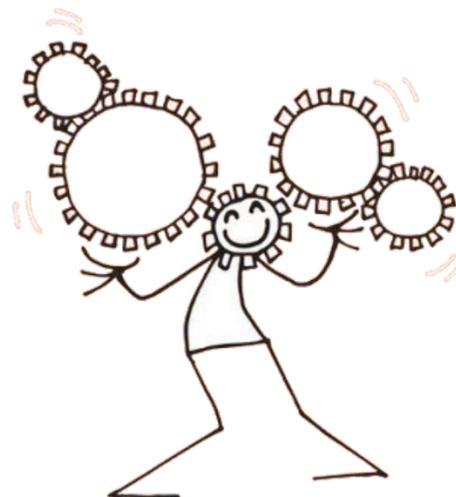
70+ Corporates engaged

GreenSole aligns its core objectives with Sustainable Development Goals

Climate Action

Social

Skilling



HDFC BANK x GREENSOLE FOUNDATION



What we collect during our collection drive campaign



PROCESS

Collecting



Upcycling



Donating



Our Prominent Project Activities

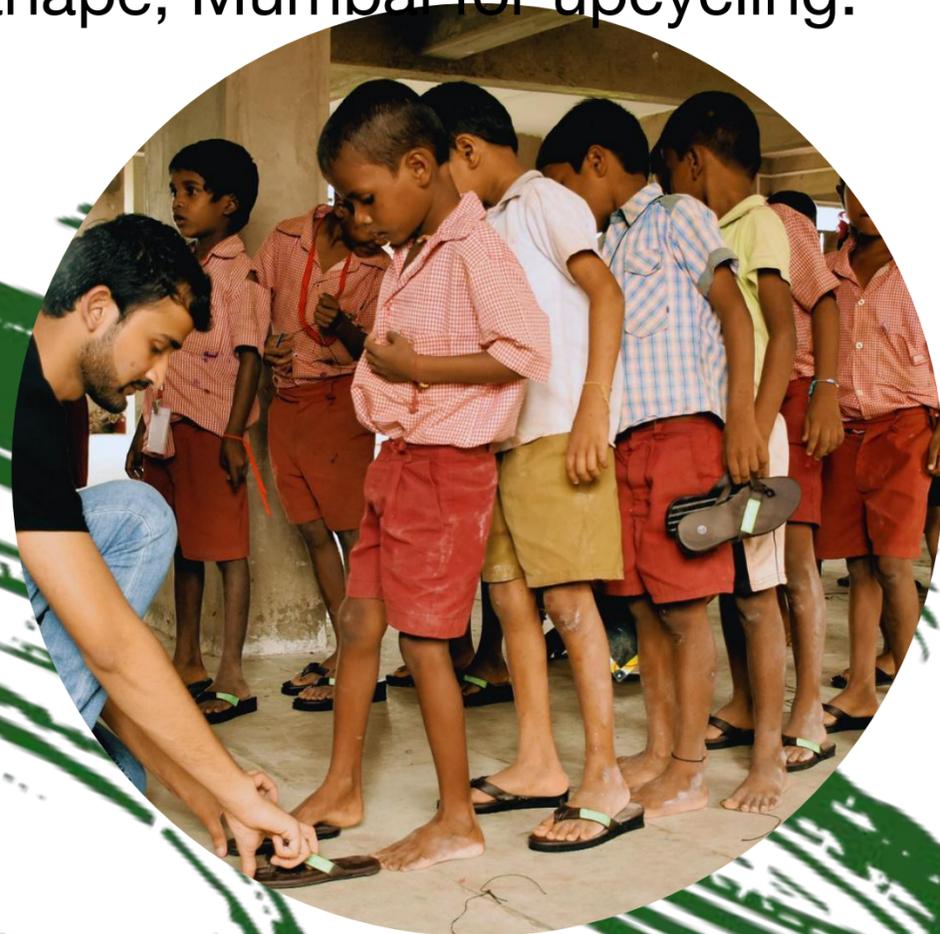
Collection Drive

We have 10 active centres across India where we work together to organise the collection of discarded shoes and apparel, after which they are sent to our factory at Mahape, Mumbai for upcycling.



Donation Drive

We identify remote locations where children are in need and build a database on the number of children and their foot sizes. After which we start the manufacturing which takes a month to finish. Further, these kits are distributed to children at their location.



Who is our beneficiaries

Government school children from rural areas between the age group of 4 to 15 years.

How do we Identify them?

Our field coordinator with the help of stakeholders conducts need assessments to identify our beneficiaries:

Our stakeholder network involves

- Not-for-profit organisations
- Education Officers
- Corporate adopted villages
- Other institutions





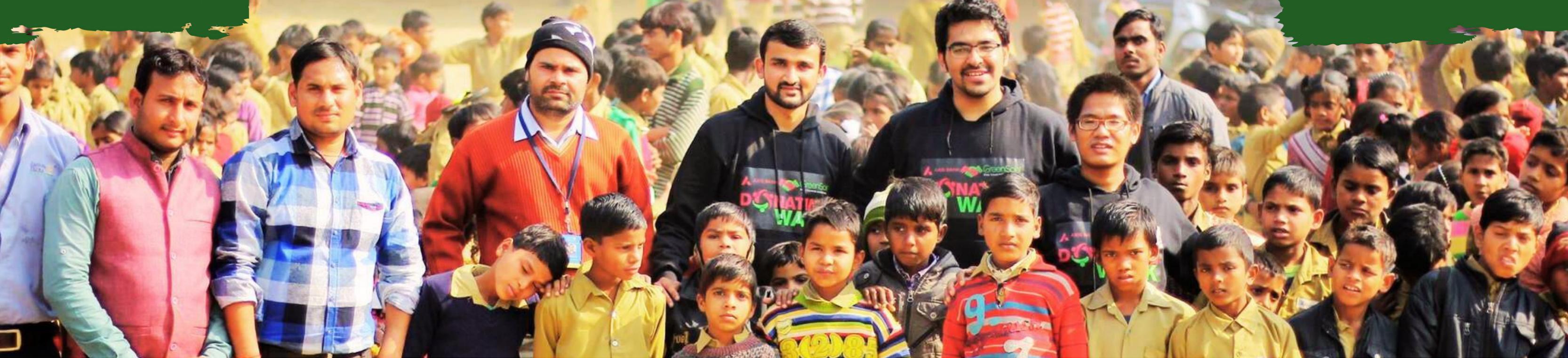
Impact Metric

Auditing carbon footprint

The amount of discarded footwear and apparel upcycled is audited through the Environment Management Center

Impact report

Once we finish our donation drives, a detailed report is drafted which includes the demographic details of the school, student strength, the quantity of upcycled products distributed, pictures of the drive and acknowledgement letter from the schools.



How can you support the cause?

- Organise Collection Drive across branches to donate old footwear and apparel
- Sponsor a pair or a kit
- Fundraise
- Co-branding
- Creating Awareness
- Support in data collection



Individual



Corporates



NGO/Institutions

Achievement

Diverted **1 million+** discarded shoes from landfills, promoting sustainability.

Over **7 lakhs** footwear up-cycled and distributed among vulnerable children

Created a **circular economy** model through the recycling of old shoes into new ones

Recognized for excellence in **environmental and social impact**

Partnered with over **100+** organizations to amplify the foundation's reach and impact.



Our Upcycled Products



MAKING FASHION CIRCULAR



MAKING FASHION CIRCULAR



Awards and Recognition :

- Technology and Sustainable Development Award, IIT Bombay
- TIE Start-up Sustainability Award
- Lexus Design Award
- DBS Social Enterprise Grant
- Forbes Asia U30, Social Entrepreneurs Award

Legal Compliances:

- 80G
- 12A
- CSR Form 1
- FCRA



Interesting Innovations



Cono

The edible bubble made from seaweed





Contact us at: csrhead@greensole.in / csr@greensole.in

Website : GreenSole Foundation

Thank you!

RAM
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