

INTERSPORT – “Recycle & Win” 2025



INTERSPORT, a Fourlis group company, continued in 2025 to promote sustainable consumption and environmental protection through the “Recycle & Win” initiative. Implemented in collaboration with RECYCOM, the initiative encouraged consumers to recycle their old sports shoes, actively contributing to waste reduction and the reuse of valuable materials.

As part of the initiative, consumers were able to bring their old sports shoes to selected INTERSPORT stores, place them in designated recycling bins, and benefit from a discount on the purchase of new running shoes. In this way, the company rewarded sustainable behavior and encouraged more responsible consumer choices.

Through the initiative, more than 7 tons of sports shoes were collected and directed to reuse or material recovery processes, supporting the circular economy and reducing waste.

The initiative demonstrated INTERSPORT’s commitment to a more sustainable way of living.