Retail Innovation Shout Out: Kindrunner’s Eco-Friendly and Socially-Conscious Approach

by Traci Stapleton

Kindrunner offers a reward system for shoppers who purchase new running shoes and donate old ones. Runners using their site can select new running shoes and have a phone consultation with a specialist about the custom fit process. This ensures the runner picks the shoe that fits both their feet and their needs. Their order arrives in a box marked “This is not a box. It’s a movement.” The customer can then pack up their old running shoes for donation using the same box. With the average running shoe having a 100-year life span, but a mere 3 years of use with the original owner, Kindrunner offers to match the used running shoe with another owner. This reduces the time the shoe will spend in a landfill from 97 to 94 years. Kindrunner partners with other charities that distribute the used shoes to those in need. In turn, the runner that donates their old shoes receives $10 toward their next purchase.

UPS plays a critical role in Kindrunner’s strategy, managing the shipping and logistics. UPS scans the incoming shoe donations to quickly process and send the rewards dollars back to the donating customer. Additionally, UPS determines the delivery location for the donations as it aligns with their regional strategy- ensuring the donation is made to the center with geographical proximity. Finally, and most importantly, UPS ensures they maintain carbon-neutral shipping throughout the process, fulfilling Kindrunner’s authenticity and promise toward socially responsible actions and business.


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About the Author

Traci Stapleton
traci.stapleton@kalypso.com
Traci brings over 13 years of product development and sourcing experience with a focus in process improvement, change management and product lifecycle management (PLM).