

CHAMPION & INNOVATOR PROFILES



Organizations Adidas

Parley for the Oceans and Adidas Partnership:

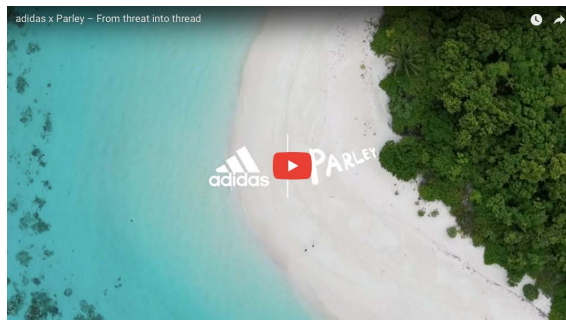
Parley for the Oceans addresses major threats towards our oceans by creating a network where the creative industries come together to raise awareness about the oceans and collaborate on projects that can end their destruction. The Parley Ocean Plastic Program is led by the Parley AIR Strategy:

AVOID PLASTIC WHEREVER POSSIBLE
INTERCEPT PLASTIC WASTE
REDESIGN THE PLASTIC ECONOMY

Awareness campaigns, cleanup operations and recycling initiatives can help to alleviate immediate threats to marine wildlife and reduce the use of virgin plastics in product design, manufacturing and distribution. In thinking longer term with a goal of reducing overall plastic use, Parley is operating an extensive research and development program to invent alternatives and to establish new industry standards.

Adidas and Parley collaborated to create the first parley ocean plastic performance products

On November 4, 2016, Adidas unveiled the first performance products made from Parley Ocean Plastic, in the form of new kits for world-leading clubs Bayern Munich and Real Madrid, as well as the first UltraBOOST Uncaged Parley running shoe. Both products are made from upcycled marine plastic waste recovered via Parley interception and cleanup operations in coastal areas of the Maldives, with the aim of driving global awareness and comprehensive solutions to the threat of marine plastic waste.



The Parley partnership is part of a broader plan by Adidas to drive material innovations and closed loop solutions that will reduce their environmental footprint. Adidas is investing in materials, processes and innovative machinery which will allow them to upcycle materials into products and reduce waste. They have set a goal of 20% waste reduction for their strategic suppliers and 50% waste diversion for owned operations by 2020.

