

24 Nike's Commitment

Sustainable Fashion and Women Empowerment





Nike's Commitment

Sustainable Fashion and
Women Empowerment

Pre – Test

Complete the set of pre-assessment activities given below. Read instructions carefully.

PRE – 01 | True or False Not Given

Listen to the audio carefully and determine whether the statements provided are True, False or Not Given based on the information you hear. Mark **True** if the statement is **correct**, mark **False** if the statement is **incorrect**, and **Not Given** if the information is **not mentioned** in the audio.



	TRUE	FALSE	NOT GIVEN
1 In the last 50 years, Nike can see some great progress and learnings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 There is sport without the planet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Nike is committed to protecting the future of sport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Protecting the future of sport means protecting the future of the planet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PRE – 02 | Re-Tell

Listen to the audio carefully and **take notes** on the main points and key details. After the audio ends, **re-tell what you heard in your own words**. Focus on summarizing the **main ideas**, **supporting details**, and **any examples** mentioned.

01

Reading

In this world with a lot of complex and big global issues, there's no better time to be thinking about how we can be showing up and helping to shape the future in a positive way. "As we think about everything that we've learned in the last 50 years, we can see some great progress and and learnings in how we think about investing and creating more **equitable** communities, how we think about play as a foundational element to sport and also giving kids the best opportunities that they can have to fulfill their **potential**. And, of course, the planet, you know, there is no sport without the planet. So we are really committed to protecting the future of sport. And, of course, that means protecting the future of the planet."



Investing In Women –

01

We're trending really well in our focus on women and also investing in under-resourced communities. We have invested over \$97 million in creating more equitable communities. And so that's a really positive impact there, where we are focusing on giving retired or retiring WNBA athletes an opportunity to get career experience in areas that are **relevant** for them.

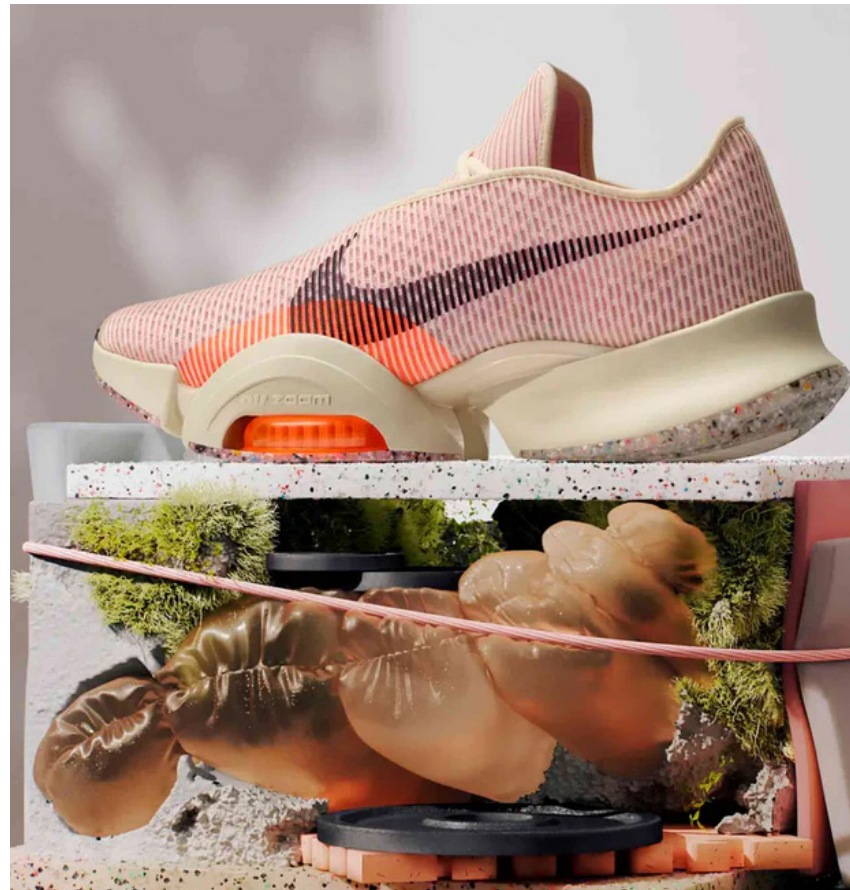
And what that means as they come into Nike and they rotate through a number of different areas that are either relevant to places where they would like to grow their career, but also give them some real life business experience. And we also have Project Valari, which helps former caregivers get back into the workforce. This is for people that have experience in the tech industry and I think it also is helping to increase leadership opportunities and trainings and really help them get back into their careers.

Investing In The Planet.

02

People may not know is just that 70% of our **carbon footprint** comes from materials, so we spend a lot of time thinking about that, and that looks like is we think a lot about circular design, and ensuring that we're thinking about what kind of products are we making, how are we making them? How are we getting them to the athlete, how are we getting them back from the athlete and what happens to them afterwards? We're trending really well in our focus on women and also investing in under-resourced communities. We have invested over \$97 million in creating more equitable communities. WNBA athletes an opportunity to get career experience in areas that are relevant for them.

On FY21, we have **diverted** 100% of manufacturing scrap, a goal that we are seeking to stay consistent with and also how it looks like in the product space is also really interesting because we want to make sure that people know that you don't have to make a choice between style and **sustainability**. Nike has been on a journey to zero carbon, zero waste and that is what we call our journey on move to zero. So we have been really thinking about how we lower our footprint across the board.



01

Reading

03 Expanding Access to Play

Girls face a lot of **complex** challenges in culturally, economically or socially in getting access and opportunities to play. Yet we know that the benefits of play are so enormous for girls, especially when they get them early in their life. So we're focused on that. We're really seeking to **break down the barriers** that are keeping them from having access. Using that to also influence and contribute to the programming that we're offering for girls to ensure they're often more **inclusive**, more equitable play, that speaks to what she would like to experience and make it a positive experience all around. When girls, and, frankly, all kids get access to play earlier in life, then they are better set up to have to tap into their full potential. They do better in school, they do better in life overall, and I think that's just a really good thing. No, this generation has got it. They know how important sustainability is, and we've seen them innovating how they're turning all sorts of things into sports. It's super, it's a super exciting space. I think our job is to help them **bridge** that space between protecting the planet and protecting the future sport and helping that bridge between people, play and sport. And I think that I- you know, they see that and what we're trying to offer to them.

02

Activity

A1 | Pair Me Up

Match the words on the first column to its corresponding meaning on the second column.

POTENTIAL	1 _____	A	the quality of causing little damage to the environment
RELEVANT	2 _____	B	to be part of something
DIVERT	3 _____	C	involving a lot of different but related parts
SUSTAINABILITY	4 _____	D	connected with what is happening or being discussed
INCLUSIVE	5 _____	E	to connect
COMPLEX	6 _____	F	ability to develop, achieve, or succeed
BRIDGE	7 _____	G	to cause something or someone to change direction
EQUITABLE	8 _____	H	to improve understanding between people who have different opinions
CARBON FOOTPRINT	9 _____	I	fair, impartial, just
BREAK DOWN BARRIERS	10 _____	J	the total amount of greenhouse gases made by our choices

A2 | Right Words

Complete the sentence by choosing the word that fits the context. Choose from the box below.

equitable

communities

trending

sustainability

invested

potential

consistent

ensure

inclusive

diverted

influence

progress

- As we think about everything that we've learned in the last 50 years, we can see some great _____ and and learnings in how we think about investing and creating more _____ communities, how we think about play as a foundational element to sport and also giving kids the best opportunities that they can have to fulfill their _____.
- We're _____ really well in our focus on women and also investing in under- resourced _____. We have _____ over \$97 million in creating more equitable communities.
- Using that to also _____ and contribute to the programming that we're offering for girls to _____ they're often more _____, more equitable play, that speaks to what she would like to experience and make it a positive experience all around.
- On FY21, we have _____ 100% of manufacturing scrap, a goal that we are seeking to stay _____ with and also how it looks like in the product space is also really interesting because we want to make sure that people know that you don't have to make a choice between style and _____.

03

Speak Up

You are welcome to authentically share your thoughts as you go through the following questions.

1 Do you agree or disagree with Nike's commitment to sustainability and empowering women?

3 How should Nike promote inclusivity and sustainability without negative criticisms?

2 What would be the possible impact of this commitment to Nike's image?

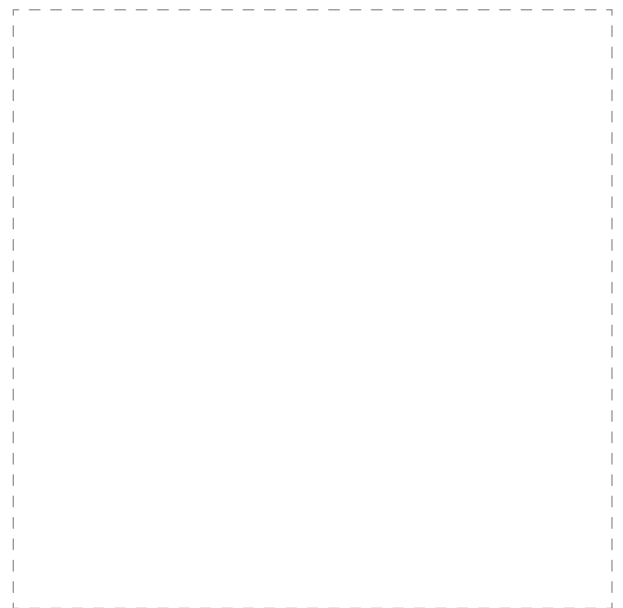
4 To what extent do you trust Nike's commitment to sustainability?




24 OCTOBER
@2023

FOOD FOR THOUGHT

Just do it.



The Creative Box; Draw something, write something, do anything to this box – let yourself be free with the box. 

KEY ANSWERS
1F 2D 3G 4A 5B 6C 7E 8I 9J 10H

1 progress equitable potential

2 trending communities invested

3 diverted consistent sustainability

4 influence ensure inclusive

LESSON SUMMARY

READING + LISTENING + SPEAKING

1HR

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ASSESSMENT PROFICIENCY INFORMATION

STUDENT

SCORE

DATE



SCAN FOR EDUCARE.

