RECYCLING NEWS



# Adidas Shoe Is Made Out Of Plastic

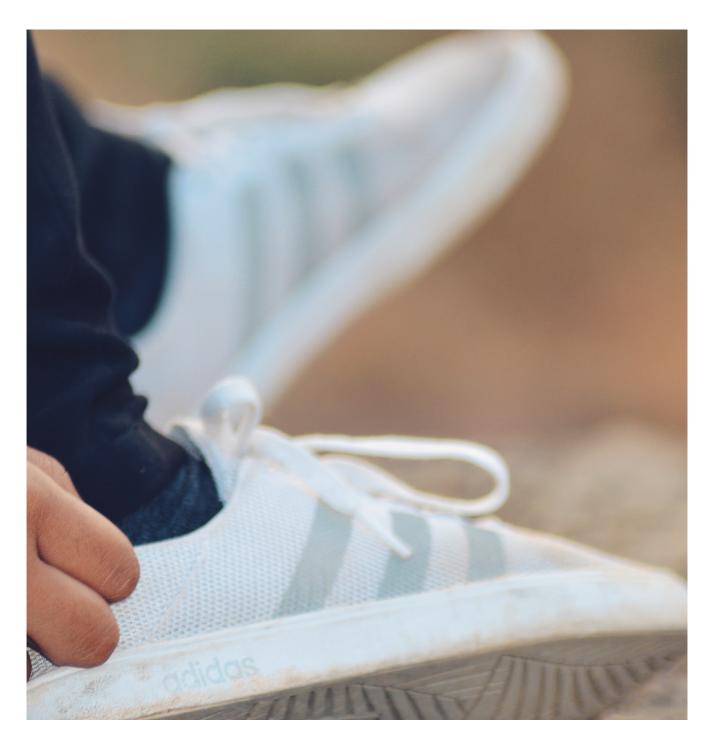
Adidas Makes More Than 420 Million Pairs Of Shoes Every Year

JANUARY

®2023









Adidas Shoe Is Made Out Of Plastic

Adidas Makes More Than 420 Million Pairs Of Shoes Every Year



Level

В

JANUARY



# Warm Up



Easy Talks.

Begin by answering a set of simple warm-up questions to kick off discussion and get the conversation flowing!



Do you like Adidas?



Why is it good for Adidas to make recyclable shoes?



Would you buy shoes if you knew they could be recycled?

В	Pay Attention.
	Scan the QR code, listen to the audio file, and fill in the blanks with the missing words using the vocabularies below.

🔘 potential	o approached	🔵 grab
O vehicle	🔿 survival	⊖ overpower

Companies around the world are trying to figure out how to make a less \_\_\_\_\_\_\_ shoe. Adidas, which makes more than 420 million pairs of shoes every year, has a couple of products in development. In 2015, the \_\_\_\_\_\_ began making sneakers and other apparel using plastic garbage collected from the ocean. The plastic gets crushed into flakes, heated and cooled into pellets before being spun into a polyester filament that can be used to make the sneaker's uppers. But that still leaves us with a shoe that can't be entirely

In 2021, Adidas unveiled a shoe made entirely out of virgin \_\_\_\_\_\_ with no glue holding it together. The Future Craft Loop was designed to be recycled into \_\_\_\_\_\_ generations of the same shoe. Adidas says that using only one material lets it break down the shoe and recycle it without fear of contaminants. But the plan only works if the company can convince \_\_\_\_\_\_ to return the old pairs.



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In your opinion, how does the idea of Adidas making recyclable shoes contribute to environmental sustainability?



Do you think more companies should follow Adidas in creating recyclable products? Why or why not?



How might the concept of recyclable shoes from a major brand like Adidas impact consumer behavior and choices?

### B True, 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	Adidas started making sneakers and apparel using ocean-collected plastic in 2015.			
2	The sneakers made from ocean-collected plastic cannot be entirely recycled.			
3	The Future Craft Loop, unveiled in 2021, is made entirely from recycled materials.			
4	Adidas believes that using only one material for the Future Craft Loop allows for easy recycling without concerns about contaminants.			

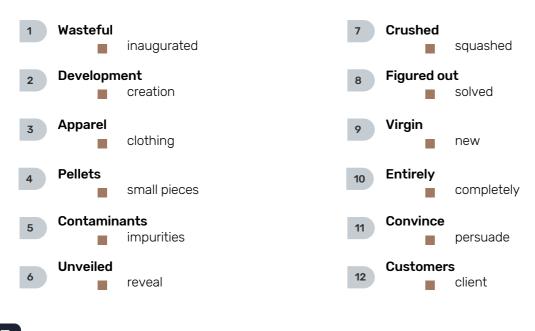
## Reading

#### Reading.

Companies around the world are trying to figure out how to make a less wasteful shoe. Adidas, which makes more than 420 million pairs of shoes every year, has a couple of products in development. In 2015, the company began making sneakers and other apparel using plastic garbage collected from the ocean. The plastic gets crushed into flakes, heated and cooled into pellets before being spun into a polyester filament that can be used to make the sneaker's uppers. But that still leaves us with a shoe that can't be entirely recycled.

In 2021, Adidas **unveiled** a shoe made **entirely** out of **virgin** plastic with no glue holding it together. The Future Craft Loop was designed to be recycled into future generations of the same shoe. Adidas says that using only one material **lets it break down** the shoe and recycle it without fear of **contaminants**. But the plan only works if the company can **convince customers** to return the old pairs. **99** 



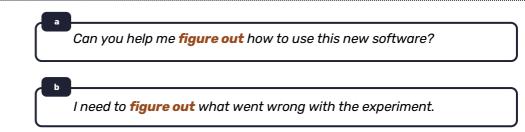


E Quick Expression Trick.

figure out

**1** Companies around the world are trying to **figure out** how to make a less wasteful shoe.

informal and commonly used to mean to understand or solve a problem or situation



2 Adidas says that using only one material **lets it break down** the shoe and recycle it without fear of contaminants.



a **Let me know** if you need any help.

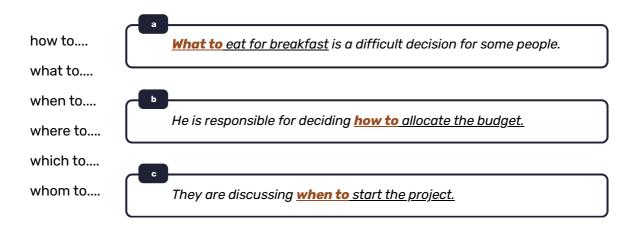
They let the dog run freely in the park.

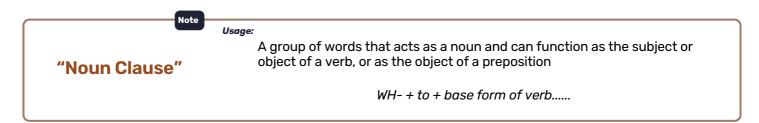
#### Grammar Point.

1 Companies around the world are trying to figure out **how to make a less wasteful shoe**.

#### **Noun Clause**

EXAMPLE





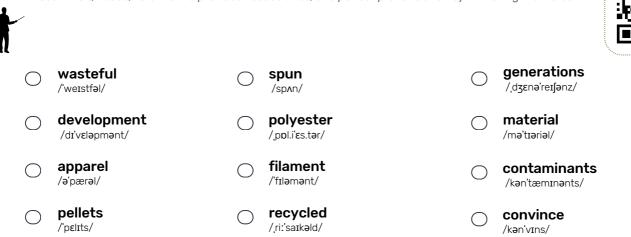
# Activities



#### Pronounce Me.

Scan the QR code, listen to the provided vocabularies, and perfect pronunciation by mimicking the words.





#### Speak Up.

Read through the trivia about the topic, then respond to questions related to the information. You are welcome to authentically share your thoughts as you go through the following questions.

Do you think it's interesting that Adidas' iconic stripes were originally for stability, not design? Why? Why not?

Should brands prioritize function over design in their products, like Adidas did with the stripes?

#### DID YOU KNOW?

Adidas' iconic stripes, was originally placed on the sneakers for stability reasons, not design.

DID YOU KNOW?

Η

There was a park in Boston that was known as "Adidas Park" by locals where nothing but Adidas brand sneakers was allowed. Do you think having a park only for Adidas sneakers is a good idea? Why? Why not?

How might 'Adidas Park' influence people's views of the Adidas brand?

What do you think about Adidas putting a microchip in their sneakers?

Do you like the idea of other brands using microchips in their shoe designs?

#### DID YOU KNOW?

Adidas was the first to introduce a microchip into the design of their sneakers.

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# Activities

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#### Making Sentences

Construct your own sentences using some of the vocabulary from the article. Write your sentences on the blanks provided.

#### wasteful (adjective)

Example: Leaving the lights on when not needed is **wasteful**.



#### development (noun)

*Example:* The city is undergoing significant **development** with new buildings and infrastructure projects.



# **3** apparel (noun)

Example: She bought new apparel for the upcoming event.



#### recycled (adjective)

Example: I bought a **recycled** notebook made from recycled paper.



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#### convince (verb)

Example: She tried to **convince** her friend to join the hiking trip.



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