

# 04

## Adidas Shoe Is Made Out Of Plastic

Adidas Makes More Than 420 Million Pairs Of Shoes Every Year

JANUARY

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Level B

### Warm Up

#### A Easy Talks.

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



- 1 Do you like Adidas?
- 2 Why is it good for Adidas to make recyclable shoes?
- 3 Would you buy shoes if you knew they could be recycled?

#### B 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
- approached
- grab
- 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.

# 04

## Adidas Shoe Is Made Out Of Plastic

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Level C

### Warm Up

A

#### Easy Talks.

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



- 1 In your opinion, how does the idea of Adidas making recyclable shoes contribute to environmental sustainability?
- 2 Do you think more companies should follow Adidas in creating recyclable products? Why or why not?
- 3 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 The sneakers made from ocean-collected plastic cannot be entirely recycled.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 The Future Craft Loop, unveiled in 2021, is made entirely from recycled materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Adidas believes that using only one material for the Future Craft Loop allows for easy recycling without concerns about contaminants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reading.

“<sup>1</sup> 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<sup>2</sup> without fear of **contaminants**. But the plan only works if the company can **convince customers** to return the old pairs. ”

D Word Synonyms.

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1 <b>Wasteful</b><br>■ inaugurated    | 7 <b>Crushed</b><br>■ squashed     |
| 2 <b>Development</b><br>■ creation    | 8 <b>Figured out</b><br>■ solved   |
| 3 <b>Apparel</b><br>■ clothing        | 9 <b>Virgin</b><br>■ new           |
| 4 <b>Pellets</b><br>■ small pieces    | 10 <b>Entirely</b><br>■ completely |
| 5 <b>Contaminants</b><br>■ impurities | 11 <b>Convince</b><br>■ persuade   |
| 6 <b>Unveiled</b><br>■ reveal         | 12 <b>Customers</b><br>■ client    |

E Quick Expression Trick.

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



EXAMPLE

**a** Can you help me **figure out** how to use this new software?

**b** I need to **figure out** what went wrong with the experiment.

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

**let**  
someone/something +  
base form of  
verb  
used to give permission or allow someone or something to do a particular action

EXAMPLE

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

**b** They **let the dog run** freely in the park.

**F** Grammar Point.

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

**Noun Clause**

EXAMPLE

how to... **a** **What to eat for breakfast** is a difficult decision for some people.

what to...

when to... **b** He is responsible for deciding **how to allocate the budget**.

where to...

which to... **c** They are discussing **when to start the project**.

whom to...

**Note**

**Usage:**

A group of words that acts as a noun and can function as the subject or object of a verb, or as the object of a preposition

**"Noun Clause"**

WH- + to + base form of verb.....





## G

### Pronounce Me.

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



- wasteful**  
/ˈweɪstfəl/
- development**  
/dɪˈveləpmənt/
- apparel**  
/əˈpærəl/
- pellets**  
/ˈpɛlɪts/
- spun**  
/spʌn/
- polyester**  
/ˌpɒl.i.ˈes.tər/
- filament**  
/ˈfɪləmənt/
- recycled**  
/ˈriːˈsaɪkəld/
- generations**  
/ˌdʒenəˈreɪʃənz/
- material**  
/məˈtɪəriəl/
- contaminants**  
/kənˈtæmɪnənts/
- convince**  
/kənˈvɪns/

## H

### 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.



1

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

2

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

3

Do you think having a park only for Adidas sneakers is a good idea? Why? Why not?

4

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

5

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

6

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

#### DID YOU KNOW?

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

#### DID YOU KNOW?

There was a park in Boston that was known as "Adidas Park" by locals where nothing but Adidas brand sneakers was allowed.

#### DID YOU KNOW?

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

1

## Making Sentences

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

### 1 **wasteful** (adjective)

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

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### 2 **development** (noun)

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

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### 3 **apparel** (noun)

Example: She bought new **apparel** for the upcoming event.

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### 4 **recycled** (adjective)

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

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### 5 **convince** (verb)

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

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