



## Q&A ADIDAS x PARLEY PARTNERSHIP

### 1. What is Parley for the Oceans?

Parley for the Oceans is the network and space where creators, thinkers and leaders raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction.

### 2. What are the terms of the partnership between adidas and Parley for the Oceans?

As a founding member since 2015, adidas supports Parley for the Oceans in its education and communication efforts and commits to the Parley A.I.R. (Avoid, Intercept, Redesign) strategy:

- *Avoid*: No use of plastic bags and microbeads. We are committed to be single-use plastic free in our facilities.
- *Intercept*: Prevent plastic from entering the ocean and recover existing threats. We are working with Parley for the Oceans to prevent plastic entering the oceans and transform it into performance sportswear instead. We are working on turning what we believe is a problem (marine plastic pollution) into progress with an eco-innovative replacement for virgin plastic: Parley Ocean Plastic™.
- *Redesign*: Drive eco-innovation around materials, products and new ways of using them with the ultimate goal of reinventing current plastic.

### 3. Are Parley products made from plastic that comes from the ocean?

Parley Ocean Plastic™, used as a replacement for virgin plastic in the making of adidas x Parley products, is a catalyst innovation created from upcycled plastic waste intercepted from beaches and coastal communities before it reaches the ocean. With the production of one pair of Parley shoes we prevent approximately 11 plastic bottles from entering our oceans.

### 4. What is the definition of Parley Ocean Plastic™?

Parley Ocean Plastic™ is a range of eco-innovative materials created from upcycled plastic waste that is intercepted from remote shorelines, beaches and in coastal communities before it reaches the oceans. Parley for the Oceans works with its partners to collect, sort and transport the recovered raw material (mainly PET bottles) to our supplier who produces the yarn, which is legally trademarked.

### 5. It was publicly announced that adidas would make 1 million pair of shoes in 2017. Did you achieve this target?

Yes, we did surpass the target to produce 1 million pairs of shoes in the calendar year. To read the full commitment, please click [here](#).

### 6. What does the supply chain of Parley products look like?

In a first step the plastic is collected by Parley and its partner organizations in coastal areas such as the Maldives. It is then being shipped to adidas x Parley's supplier in Taiwan which upcycles the plastic and transforms it into yarn fibers, which are then used to create adidas x Parley products. Here is schematically how the material comes to life:



## 7. How do you collect the plastic in the Maldives?

A local team on the ground (Parley Maldives) is managing the plastic collection operations. The team also monitors working conditions along the supply chain, starting from the collection of plastic.

## 8. Is Parley organizing additional cleanup operations as well?

As a founding member, adidas supports Parley for the Oceans and its initiatives across each pillar of the AIR Strategy (Avoid, Intercept, Redesign), including the direct action efforts of its Global Cleanup Network, which includes countries and NGOs with operations around the world. Cleanups are not solely focused on collection of plastic waste for upcycle. Each presents an opportunity for community education. By the end of 2017, Parley engaged thousands of participants in community interception efforts worldwide in partnership with clean-up NGOs Surfrider, Surfers Against Sewage and Sustainable Coastlines Hawaii.

## 9. Is all plastic pollution accessible to be cleaned up?

According to academic research, some marine plastic pollution can be collected on beaches, some floats on the ocean surface, but most sinks to the ocean floor. Most of the plastic in the ocean gets broken down into small pieces which makes it difficult to see and collect, and especially easy for sea life to ingest. Additionally, the areas with high concentration of plastic are constantly moving, which makes it harder to collect without harming fish and other sea life.

## 10. How does adidas ensure safe, environmentally sound and fair collection and production conditions?

The T1 and T2 level suppliers fall into the scope that is covered by the adidas Social and Environmental Affairs team (SEA), which means suppliers must comply with adidas' environmental and social standards. adidas and Parley are working closely to ensure that each step along the supply chain complies with sound social and environmental standards.



**11. Does the pollution caused by transporting the plastic waste to Taiwan not outweigh the benefits of collecting it in the first place?**

Our primary focus is combatting plastic pollution. We want to preserve coastal areas and that is where we have started. The production of one pair of Parley shoes adidas prevents approx. 11 plastic bottles from entering our oceans. The recycled plastic is replacing virgin materials. We believe this is a valuable contribution to saving our environment against pollution with plastics. Additionally, we are working with our partners at Parley for the Oceans on increasing the number of plastic collection points in an effort to steadily reduce transport distances and the environmental impact of the production process. Also, transport by sea has a lower environmental impact.

**12. What is adidas doing with the remaining ocean plastic not used in Parley products?**

PET bottles are separated from products made out of HDPE (plastic rings and caps) and are being converted into yarn. The HDPE products, which cannot be converted into yarn, are sent off to regular recycling.