

ADIDAS AND PARLEY FOR THE OCEANS SHOWCASE SUSTAINABILITY INNOVATION AT UN CLIMATE CHANGE EVENT

Herzogenaurach, 30th June 2015 – Yesterday, adidas celebrated its recently announced partnership with Parley for the Oceans in the unique surroundings of the United Nations headquarters and showcased an innovative footwear concept born from this collaboration.

Parley for the Oceans is an organisation in which creators, thinkers and leaders come together to raise awareness about the state of the oceans and to collaborate on projects that can protect and conserve them. As founding member, adidas supports Parley for the Oceans in its education and communication efforts, as well as its comprehensive Ocean Plastic Program that intends to end plastic pollution of the oceans.

Yesterday, Parley Talks titled 'Oceans. Climate. Life.' were hosted by the United Nations in New York at the General Assembly Hall, on the occasion of a high-level event on climate change, convened by the President of the General Assembly. Environmentalists, creatives, scientists and entrepreneurs gave a briefing on the dire state of the oceans and climate change while Parley collaborators presented their visions, initiatives, projects, inventions and solutions.

The UNxParley event included an intimate press gathering where adidas Group Executive Board member responsible for Global Brands Eric Liedtke and Parley for the Oceans founder Cyrill Gutsch talked about the partnership and showcased a unique prototype product. adidas created a world first with a shoe upper made entirely of yarns and filaments reclaimed and recycled from ocean waste and illegal deep-sea gillnets. Parley's partner organisation Sea Shepherd retrieved the nets after a 110-day expedition tracking an illegal poaching vessel, which culminated off the coast of West Africa.

The concept shoe illustrates the direction adidas and Parley for the Oceans are taking, ahead of consumer-ready ocean plastic products being revealed later this year.



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“At Parley for the Oceans, we want to establish the oceans as a fundamental part of the debate around climate change. Our objective is to boost public awareness and to inspire new collaborations that can contribute to protect and preserve the oceans,” said Cyrill Gutsch. “We are extremely proud that adidas is joining us in this mission and is putting its creative force behind this partnership to show that it is possible to turn ocean plastic into something cool.”

Eric Liedtke, who is also a passionate member of the Parley for the Oceans Steering Committee, said: “We are incredibly excited to join Parley for the Oceans as they bring the cause of the oceans to the attention of the United Nations. adidas has long been a leader in sustainability, but this partnership allows us to tap into new areas and create innovative materials and products for our athletes. We invite everyone to join us on this journey to clean up the oceans.”

END

Speakers at the Parley Talks event ‘Oceans. Climate. Life’

Cyrill Gutsch, founder of Parley for the Oceans; Captain Paul Watson; Eric Liedtke; Pharrell Williams; Chris Jordan; Sylvia Earle; David Rothschild; Louie Psihoyos; Tim Coombs; Ora Ito; Iain Kerr; John Warner; Sid Chakravarty.

adidas and Parley for the Oceans – further information

adidas is the founding member of Parley for the Oceans. Eric Liedtke, Executive Board member responsible for Global Brands, is also a passionate member of the Parley for the Oceans Steering Committee.

Our partnership with Parley for the Oceans is based on three pillars:

- **Communication and education:** We will work closely to raise awareness about the issue of ocean pollution through the so-called ‘Parley Talks’, workshops and other events. We will also engage consumers, athletes, artists, designers, actors, musicians, scientists and environmentalists to raise their voice and contribute their skills for the ocean cause.
- **Research and Innovation:** By partnering with Parley for the Oceans we are contributing to a great environmental cause, but at the same time we will co-create new fabrics from ocean plastic waste which we will gradually but constantly integrate into our product. Our ultimate goal is inline usage.
- **Direct actions against ocean plastic pollution:** We are supporting Parley for the Oceans in identifying and funding local organisations which are active in the area of ocean plastic collection.

About the adidas Group’s approach to sustainability

The adidas Group’s sustainability strategy is rooted in the Group’s values – performance, passion, integrity and diversity. It is built on the achievements and learnings from previous years, while taking into account the societal landscape and future global trends. The four pillars of the adidas Group’s strategy are:

- **People:** We positively influence the lives of our employees, factory workers and people living in the communities where we have a business presence.
 - **Product:** We find better ways to create our products – mainly through innovation, increased use of more sustainable materials and efficiencies.
 - **Planet:** We reduce the environmental footprint of both our own operations and our suppliers’ factories.
 - **Partnership:** We engage with critical stakeholders and collaborate with partners to improve our industry.
- For more information about the adidas Group’s continuing efforts, visit <http://www.adidas-group.com/en/sustainability/managing-sustainability/general-approach/>.



adidas and sustainability – activity examples

- In 2014, the adidas Group used more sustainable cotton than ever before, as the company sourced more than 30% of all its cotton as Better Cotton, exceeding the originally planned 25% target. The adidas Group has committed to source 100% of cotton across all product categories in all its brands as sustainable cotton by 2018. The adidas Group is a founding member of the Better Cotton Initiative.
- Since 2012, we have drastically increased our use of recycled polyester fabric in our apparel products – at the end of 2014, we used roughly 11 million yards of recycled polyester. That's equivalent to roughly 7 million adidas T-shirts, which we have been able to produce using recycled polyester derived from plastic bottles – ensuring they will never wind up in our oceans. We will continue to increase the use of recycled polyester even more in the next years and the partnership with Parley will accelerate this process.
- In 2014, we brought sustainability to retail when we opened our first 'green' retail concept in the HomeCourt store in Nuremberg. The store is equipped with a number of resource- and energy-saving features and installations. Additionally, we have decided to phase out the use of plastic bags in our own retail stores, which will start in 2016.

Parley for the Oceans – further information

www.parley.tv

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