

Q&A

ADIDAS x PARLEY PARTNERSHIP

1. What is Parley for the Oceans?

[Parley for the Oceans](#) is an environmental organization and global collaboration network. Founded in 2012 by Cyrill Gutsch, Parley aims to raise awareness for the beauty and fragility of the Oceans, and to inspire and empower diverse groups such as pacesetting companies, brands, organizations, governments, artists, designers, scientists, innovators and environmentalists in the exploration of new ways of creating, thinking and living on our finite, blue planet.

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

As a founding member, adidas supports Parley for the Oceans in its education and communication efforts and commits to the Parley A.I.R. (Avoid, Intercept, Re-design) strategy to create long-term solutions:

- *Avoid*: No use of plastic bags and microbeads (plastic particles often used in exfoliating products). Together with our partner COTY, we ended the use of microbeads across all body care products. Additionally, we committed to being single-use plastic free in our facilities.
- *Intercept*: We work with Parley for the Oceans to prevent plastic from entering the oceans, and instead transform it into performance sportswear. In this way, we aim to turn a problem (marine plastic pollution) into progress, with an eco-innovative replacement for virgin plastic: Parley Ocean Plastic™.
- *Re-design*: Drive eco-innovation around materials, products and new ways of using them with the ultimate goal of reinventing current plastic. Integrating this mindset within our business model has resulted in our strong commitment of using 100% recycled polyester in every product and on every application where a solution exists by 2024.

3. What is Parley Ocean Plastic™?

We are working with Parley to prevent plastic from entering our oceans and to transform it into high-performance sportswear. Spinning the problem into a solution, the threat into thread. Parley Ocean Plastic™ is a material created from upcycled plastic waste that was intercepted from beaches and coastal communities before reaching the ocean. 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. It is used as a replacement for virgin plastic in the making of adidas x Parley products.

5. Why is marine plastic pollution a problem and therefore cause to invest time and resources?

Over 5 trillion pieces of plastic are floating in our oceans. Over time this floating plastic gets broken down into small pieces, which makes it easy for sea life to ingest. And who eats the sea life? We do. The oceans are a life source for all creatures including us. Thus, this situation is a clear cause for concern. Investing in the Parley A.I.R. strategy to tackle the marine plastic pollution problem not only puts us on a path toward preventing further marine plastic pollution, but it paves the way for future eco-innovations and technologies.

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

Parley and its partner organizations first collect the plastic from coastal areas like the Maldives. The plastic is then shipped to adidas x Parley's supplier in Taiwan, where it is upcycled and transformed into yarn fibers. These are then used to create adidas x Parley products. See below for the visual depiction:



7. How does adidas 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?

Yes. And as a founding member, adidas supports Parley for the Oceans and the direct action efforts of its [Global Cleanup Network](#), which is comprised of NGOs with operations around the world (e.g. Surfrider, Surfers Against Sewage, Sustainable Coastlines Hawaii). In addition to collecting plastic waste for upcycling, each cleanup presents an opportunity for community education.

9. 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. As said, the local team monitors the working standards of the supply chain starting with the collection of plastic.

10. 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 on combatting plastic pollution and preserving coastal areas. We believe this is a valuable contribution to saving our environment from plastic pollution. That said, we are working with our partners at Parley for the Oceans to increase the number of plastic collection points. This reduces transport distances and the environmental impact of the production process. Meanwhile, we rely on sea transport, which has a lower environmental impact.



11. 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 converted into yarn. The HDPE products, which cannot be converted into yarn, are sent to regular recycling facilities. Additionally, some flagship stores use Parley Ocean Plastic™ to create instore sales support items such as hangers and mannequins.

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

No. 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 oceans.