



adidas

Findings and Reccomendations

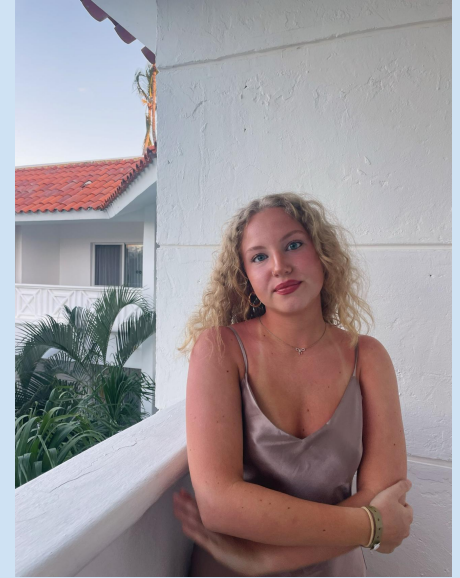
**Sophie Bogni
Natalie Glockler**

N&S Solutions Consulting Group

Sophie Bogni



Natalie
Glockler



Our Purpose:

To help Adidas get back on track, focusing in on their core values to best represent their brand! Improving ethical, environmental and safety concerns that will allow them to offer the best service and consumer experience.

THE COMPANY: ALL ABOUT ADIDAS

“To be the best sports brand in the world”

-Adidas started in Germany, 1924 by a young man named Adi Dassler whose dream was to provide athletes with the best possible equipment.

-That dream blossomed into the No.1 leading sportswear company in Europe and No.2 sportswear company in the world.

-Adidas reported revenue for the end of 2024 is \$24.64 Billion worldwide.

But don't let those numbers fool you...it is not as perfect behind the scenes.

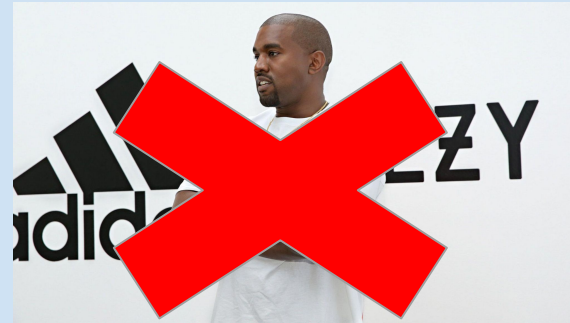
Ethical Challenges

"Morning @adidas, this isn't all that hard or complicated and your continued silence speaks volumes," -actor Josh Charles.

"stand together with the Jewish community and call on the terrible violence and hateful rhetoric towards them to come to an immediate end." -Kim Kardashian

- Brand partnerships
 - Kanye West: Yeezy Partnership
 - Under fire for hate speech and anti semitism comments - dropped by Adidas and Yeezy products discontinued
 - Cost Adidas \$246 million in revenue alone in 2023 by discontinuing his products.

Biggest loss: gaining back loyal customers trust. Many believed Kanye was problematic for years and Adidas waited too long to drop him!



Ethical Solutions

- ★ Determine Core Values and KNOW who they want to represent their brand
- ★ Be transparent and take ACCOUNTABILITY for their actions!



Partnership with
Kaf by Kaf -
Saudi Arabian
womens apparel
and women
empowerment!



Environmental Challenges

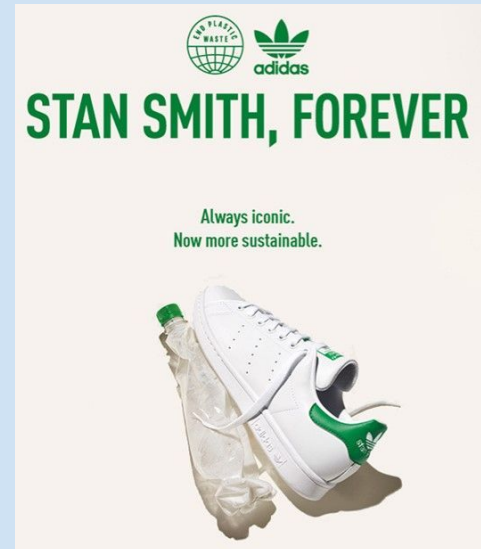


- Greenwashing

- A 2022 court case found Adidas guilty of stating their iconic “Stan Smith” sneaker was made out of 50% recycled plastic - did not apply to the whole shoe but instead only the upper part.
- NOT TRANSPARENT

- Animal products

- Claim to support animal welfare and the 5 freedoms of animals.
- However they still use products such as leather, wool and feathers.
 - Wool from sheep that weren't mulesed - no proof
- Most people outraged that they still use kangaroo skins.
- No evidence to back their words of “animal free products”



Environmental Solutions



★ Sustainable Partnerships

- Parley with the Ocean - Uses plastic bottles from the ocean to upcycle them into shoes.
- Continuing along the path with sustainable partnerships - to catch up with competitors: One Tree Planted

★ Traceability and Monitoring Sustainability Standards

- Use technology to allow customers to see origins of products to ensure transparency.
- Also allows for Adidas to map their supply chain to ensure sustainable practices are in place.

Parley x Adidas



Safety Concerns

- OSHA finds employees exposed to potentially dangerous falls
- Nearly \$400k in damages
- Original concern was reported in 2021, nothing changed, brought back up in 2024



Safety Solutions

- Incorporate safety audits performed regularly by third-party people
- establish a reliable way to file reports
- Begin periodic unannounced inspections



Conclusion

- Big plans for 2025
- Addressing and recognizing past mistakes
- Being transparent about brand representatives, product materials, and safety concerns
- Keep in mind core values and Adidas's mission as a whole

