

Nike Next

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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Topic Title: Beyond the Swoosh: Turning Sustainability Promises to Purposeful Progress

Audience: Nike Board of Directors

Sustainable Development Goal

SDG #12: Responsible Consumption and Production: Ensure sustainable consumption and production patterns

Executive Summary

While athletic apparel companies market their products as environmentally sustainable, the reality is far less inspiring. The fashion industry, including athletic wear, contributes about 10% of global greenhouse gas emissions, with petroleum-based materials fueling plastic pollution. Fast fashion in athletics also drives overconsumption, leading to waste in landfills. Nike, like others, faces criticism but has taken steps through its *Move to Zero* initiative, including its sustainable Nike Forward line. However, its profitability has fallen short due to sustainability reputation challenges and a gap between consumer intent and action—many consumers express strong support for sustainability but often prioritize price, style, and convenience over eco-friendly products when making purchasing decisions.

To strengthen Nike's sustainability reputation and boost sales of eco-friendly apparel, Team Nike Next recommends a university sustainable apparel test line, a new marketing campaign, and a Digital Product Passport (DPP) via GreenStory. By introducing a dedicated test line in partnership with universities, Nike can engage younger, eco-conscious consumers and create a model for future sustainable product launches, while utilizing sustainable fashion technology that Nike already has. A new targeted marketing campaign will emphasize transparency and the long-term environmental benefits of sustainable apparel, addressing consumer skepticism and bridging the gap between intent and purchasing behavior. Additionally, implementing a Digital Product Passport (DPP) will allow customers to track the environmental impact of their purchases, reinforcing Nike's sustainability efforts and encouraging more informed buying decisions. Nike Next's strategy would enhance Nike's financial performance, advance its *Move to Zero* goals, and thus, support UN SDG #12: Responsible Consumption and Production.