

Adidas to make shoes from ocean garbage

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Creative Commons
via Jason Karn on flickr.com

Adidas has created a sports shoe from garbage floating in the ocean. The new trainer is part of a project to raise awareness of the serious problem of ocean pollution. Adidas has joined forces with an organisation called Parley, which is dedicated to protecting and preserving the Earth's oceans. Parley's

founder Cyrill Gutsch spoke about his organisation's cooperation with Adidas. He said: "Our objective is to boost public awareness and to inspire new collaborations that can contribute to protect and preserve the oceans. We are extremely proud that Adidas is joining us in this mission...to show that it is possible to turn ocean plastic into something cool."

Garbage in the ocean is a huge problem. UNESCO estimates that in 2006, there were nearly 30,000 pieces of floating plastic for every square kilometre of ocean. Plastic debris kills over a million seabirds and 100,000 marine mammals every year. Adidas used some of this plastic to make its new trainer. The sole of the sneaker is made from sustainable materials, while the upper uses recycled ocean waste. This consisted of plastic and illegal fishing nets. Adidas says it will be releasing a new trainer made from ocean waste later this year. In another green initiative, the sportswear maker said it would be phasing out the use of plastic bags in all Adidas retail stores in the near future.

Sources: *CNET.com / ScienceWorldReport / Waste 360.com*

Writing

There should be a worldwide ban on the production and use of plastic. Discuss.

Chat

Talk about these words from the article.

sports shoe / floating / serious problem / preserving / objective / awareness / mission / estimates / square / a million / marine / mammals / sustainable / waste / initiative

True / False

- Adidas has made a shoe from garbage at the bottom of the ocean. T / F
- Adidas teamed up with an environmental group to make the shoe. T / F
- The environmental group's main aim is to produce quality footwear. T / F
- The group said the Adidas shoe was functional but wasn't so cool. T / F
- UNESCO said there were 30,000 bits of plastic in the oceans in 2006. T / F
- Plastic kills more than a million seabirds every year. T / F
- Only the upper part of the Adidas shoe is made from ocean garbage. T / F
- Adidas will begin to end its use of plastic bags in its stores. T / F

Synonym Match

- | | |
|------------------|-----------------------------|
| 1. created | a. stylish |
| 2. awareness | b. waste |
| 3. joined forces | c. issuing |
| 4. objective | d. understanding |
| 5. cool | e. withdrawing |
| 6. huge | f. aim |
| 7. debris | g. environmentally friendly |
| 8. releasing | h. produced |
| 9. green | i. enormous |
| 10. phasing out | j. teamed up |

Discussion – Student A

- What do you think about what you read?
- How do you think the new trainers will sell?
- 'Trainers' is British English; 'sneakers' is American English. Which is best?
- How much good will the new trainers do?
- How big a problem is ocean pollution?
- What else can Adidas do to boost public awareness?
- What would be a good name for the new trainers?
- How cool will the new trainers be?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

1. joined
 2. protecting and preserving
 3. Our objective is to boost
 4. We are extremely proud that
 5. turn ocean plastic into
 6. nearly 30,000 pieces
 7. every square
 8. made from sustainable
 9. another green
 10. in the near
- a. of floating plastic
 - b. initiative
 - c. something cool
 - d. kilometre of ocean
 - e. forces with
 - f. the Earth's oceans
 - g. materials
 - h. Adidas is joining us
 - i. future
 - j. public awareness

Discussion – Student B

- a) How did the problem of ocean pollution become so bad?
- b) Why don't other companies make things from ocean debris?
- c) What kinds of trainers do you like?
- d) What are the alternatives to plastic?
- e) How would we survive without plastic?
- f) Are green initiatives from companies really "look good" PR campaigns?
- g) What do you think of stores that no longer use plastic bags?
- h) What questions would you like to ask Adidas' boss?

Spelling

1. raise aarseewns
2. his organisation's aptcioroone with Adidas
3. Our ijvtecebo is to...
4. inspire new nsloolibtcaor
5. protect and veerpser the oceans
6. Adidas is joining us in this smsiino
7. UNESCO tisematse that in 2006...
8. Plastic brdise kills over a million seabirds
9. 100,000 marine mmmsaal
10. made from nbustielaas materials
11. another green nteviiaiti
12. hgisnpa out the use of plastic bags

Answers – Synonym Match

1. h	2. d	3. j	4. f	5. a
6. i	7. b	8. c	9. g	10. e

Role Play

Role A – Newspapers

You think newspapers are the most important things to be recycled. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): batteries, food waste or plastic water bottles.

Role B – Batteries

You think batteries are the most important things to be recycled. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): newspapers, food waste or plastic water bottles.

Role C – Food waste

You think food waste is the most important thing to be recycled. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): batteries, newspapers or plastic water bottles.

Role D – Plastic water bottles

You think plastic water bottles are the most important things to be recycled. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): batteries, food waste or newspapers.

Speaking – Recycled

Rank these with your partner. Put the most important things to be recycled at the top. Change partners often and share your rankings.

- newspapers
- old cars
- batteries
- mobile phones
- plastic water bottles
- clothes
- food waste
- tin cans

Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.