

Shoe Manufacturer Turns Plastic Debris to Sneakers

VOCABULARY WORDS

1. objective /əb'dʒek.tɪv/ (noun) something that you plan to do or achieve:
Example: Her main/prime objective now is simply to stay in power.
2. debris /də'bri:/ (noun) broken or torn pieces of something larger:
Example: Debris from the aircraft was scattered over a large area.
3. marine /mə'ri:n/ (adjective) related to the sea or sea transportation:
Example: The oil slick seriously threatens marine life around the islands.
4. mammal /'mæm.əl/ any animal in which the female gives birth to babies, not eggs, and feeds them on milk from her own body
Example: Our skin has a set of neurons, common to all mammals, that respond to light stroking, but not to any other kind of touch.
5. phase out /feɪz aʊt/ to remove or stop using something gradually or in stages
Example: The airline is planning to phase out the aircraft at the end of this year.



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

Parley's founder Cyrill Gutsch spoke about his organization'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 kilometer 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 sneakers.

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 new sneakers 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.

DISCUSSION

1. What else can Adidas do to boost public awareness?
2. How can the world get rid of the garbage in the ocean?
3. Why don't other companies make things from ocean debris?
4. What are the alternatives to plastic?
5. What do you think of stores that no longer use plastic bags?