#### CASE STUDY

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# SIE &



PURPOSE

Our purpose is to unite the world through sport to create a healthy planet, active communities, and an equal playing field for all.

## **IT'S WHAT MOVES US**

## OUR MISSION BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE\* IN THE WORLD

\*IF YOU HAVE A BODY, YOU ARE AN ATHLETE.

## WHAT NIKE'S ABOUT

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.





## EQUALITY

EQUALITY ISN'T A GAME. BUT ACHIEVING IT WILL BE OUR GREATEST VICTORY. UNTIL WE ALL WIN.

We believe in the power of sport to unite everyone and to inspire people to take action in their communities. We are committed to creating an inclusive culture at Nike and breaking down barriers for all athletes<sup>\*</sup>.





## GOMMUNT

ARATHON









#### **COMMUNITY** KIDS ARE MADE TO PLAY. LET'S GET THEM MOVING AGAIN.

Kids are made to play. Research shows that active kids do better in every possible way. But only 1 in 5 kids globally gets the physical activity they need — and girls are less active than boys.

Together with our partners, we're helping to change that and get all kids moving so they can reach their potential and lead healthier, happier lives.



## ENVIRONMENT

#### PROTECTING THE FUTURE OF SPORT FOR ALL ATHLETES\*.

If there is no planet, there is no sport. This understanding drives our North Star for sustainability – a future where all athletes\* have access to safe places to play and train, enjoy sport and realize their full potential.



# MANUFACTURING



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#### **MANUFACTURING** CREATING THE BEST PRODUCT WHILE RESPECTING PEOPLE AND THE ENVIRONMENT.

How we make our products is as important as what we make. We work with suppliers who share our commitment to respecting the environment and people.

The majority of workers involved in the global production of apparel and footwear are women. Nike has long recognized the risk of exploitation and abuse by male peers and have specific standards to protect women workers.

## **NARRATIVE VS ACTION** Framing D&I in a place where D&I is not the top priority

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## NKE Keywords

#### PRESENTED (URG)

Includes people that identify with a myriad of ethnic, racial, and/or cultural groups.

This term was used in lieu of other terms such as minority groups

Nike uses this term often when talking about diversity, specifically towards self-awareness training for senior leaders.

**SELF AWARENESS** 

#### **ALL ABILITIES**

This term is used in place to describe those with disabilities.

## TONE-DEAF, INSENSITIVE, AND OFFENSIVE





#### **DRI-GOAT**

An ad that was released alongside this shoe spoke down of people with disabilities, claiming they were "husks of their former selves" and more.



#### **BETSY ROSS FLAG**

NIKE had plans to release this shoe before the 4th of July in 2019. The shoe featured a Betsy Ross Flag design on the back of the sneaker. Colin Kaepernick privately reached out to NIKE and explained that this symbolizes oppression and racism, and should not be released. Nike pulled the shoe shortly after this.

#### AUSTRALIAN OPEN

With the Australian Open approaching in 2019, NIKE released a line of activewear that, in a tweet, they claimed would provide the athletes with relief from "fiery conditions".

#### **RISING SUN FLAG**

Originally released in 1996, the Air Jordan XII was designed inspired by Japan's Rising Sun Flag. Many people in South Korea found this offensive.







## BEHIND THE SWOOSH NIKE USING SWEATSHOPS

Since the 1970's, Nike has been accused of utilizing asian sweatshops to produce their shoes and apparel. These sweatshops have historically been tied to horrid working conditions, wage theft, verbal abuse, forced overtime, and child labor.

In 1991 activist Jeff Ballinger published a report documenting low wages and poor working conditions in Indonesian factories manufacturing Nike products.

Soon after, protests against Nike for it's manufacturing misdeeds occurred more often and became larger.Nike wasn't the only or worst company to use sweatshops. But it was the one everybody knew.

## **IS IT REALLY EQUAL?** NIKE HARASSMENT OF WOMEN

A group of women inside Nike's Beaverton, Ore., headquarters were fed up with the targeted and ongoing harassment against women by their male peers.

The women surveyed their female peers, inquiring whether they had been the victim of sexual harassment and/or gender discrimination.

On March 5, the packet of completed questionnaires landed on the desk of Mark Parker, Nike's chief executive. Over the next several weeks, at least six top male executives left or said they were planning to leave the company.





### **IS IT REALLY EQUAL? NIKE HARASSMENT OF WOMEN**

Weeks later, a sweeping investigation into workplace behavior resulted in the departures of five more top-level executives, raising the number of senior managers to leave the company to 11.

- Those who have publicly resigned.
- Trevor Edwards: President of Nike
- Jayme Martin: Nike's global business and Edwards' right hand
- Head of diversity and inclusion
- A vice president in footwear
- A senior director for Nike's basketball division



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