

Activity: The wildly complex anatomy of a sneaker

Document: Video “The wildly complex anatomy of a sneaker”



Mains Idea:

Carbon footprint - pollution - fossil fuels - greenhouse gases- climate change- carbon emission- fast fashion - waste - recycling - solution - sustainable development -overconsumption -fair labor - “fashion you can buy, but style you possess.” - World of tomorrow

Other tracks: Sports-Olympic games - sport performance- new materials - scientific innovations

Worksheet

a) Vocabulary:

EN	FR	EN	FR
Worn (Irr Vb) (to wear)			Caoutchouc
Heel			Soufre
Insole		Elastic	
Upper			robuste
Outsole			charbon
	cuir	oil	
	chrome	harmful	
hemp			Lansser / jeter
raw ingredients		Further	
	laine	Living wage	

b) Find the right answer:

- Which step in the shoe production process contributes to the majority of a sneaker's carbon footprint?
A) Materials
B) Manufacturing
C) Assembly
D) Shipping
- The fashion industry is one of the most polluting industries on the planet. What percent of this pollution comes from shoe manufacturing?
A) 5%
B) 20 %
C) 50 %
D) 80%
- How many steps are required to assemble a typical sneaker today?
A) 5
B) 80
C) 150
D) 360
- Where does a pair of shoes go, after you throw them away?
A) They are incinerated.
B) They are tossed into landfills.
C) They are recycled.
D) A and B
- How can we balance our love of sneakers with the need for sustainability?
A) Design with ecofriendly materials
B) Consolidate steps and sneakers parts
C) Use energy efficient manufacturing
D) Buy fewer shoes and wear them longer
E) All of the above

c) Answer those questions:

1. Explain the quote: "fashion you can buy, but style you possess."
2. Sneaker consumption will continue to rise as the global population increases and people need to wear shoes. Do you think it is more effective to: urge brands to adopt more sustainable manufacturing processes, or encourage people to buy fewer shoes?
3. Sneakers are made predominantly from synthetic materials, which require a high amount of energy in the manufacturing process. How would you change the design of shoes, so they use cleaner energy and more natural materials? Which companies can you send your ideas to urge them to change?
4. Americans buy an average of 3 sneakers per year, even though they can be worn for much longer. How long do you wear your shoes before throwing them away, and how can you make them last longer?
5. Brands only survive when there are consumers to buy their products. Should brands be held responsible for the environmental impact of their products? Or should responsibility fall with consumers because they are buying them and willing enablers?