



ECO-FRIENDLY SHOES

Instructions :

YOU ARE A GROUP OF REPRESENTATIVES FOR A FAMOUS BRAND AND YOU NEED TO CONVINCING A FAMOUS INFLUENCER TO ADOPT AND PROMOTE YOUR NEW SNEAKERS. BEWARE : THIS INFLUENCER IS PARTICULARLY SENSITIVE TO ETHICAL BEHAVIOURS !

In your group you will represent a company.

- 1. Start by doing some research about your brand, using the given websites. Collect useful information and facts about the brand sustainability.**
- 2. Choose a product to present and describe it in details.**
- 3. Add some convincing arguments focusing on the eco-friendly characteristics of your product.**

Websites you may explore:

nike : <https://goodonyou.eco/how-ethical-is-nike/>

adidas : <https://goodonyou.eco/adidas-ethical/>

converse : <https://goodonyou.eco/how-ethical-is-converse/> and <https://hypebae.com/2019/6/converse-chuck-taylor-all-star-sustainability-plastic-ecofriendly>

igwe : <https://www.igwe.paris/sustainability>

veja : <https://footwearnews.com/2020/fashion/sustainability/veja-launches-sustainable-laboratory-repair-recycling-bordeaux-france-1203008282/> and <https://www.youtube.com/watch?v=0PXDdifOLaY>

TIPS

- only notes allowed = learn your speech and be emphatic ! (show for approval)
- check your pronunciation on online speech-to-text websites
- make sure your sentences are simple and not copy-pasted from websites
- use vocabulary about opinion
- re-use vocabulary from class
- prepare a vocabulary sheet for the audience for technical words

Checklist:

slide 1: photo and name of the sneakers

slide 2: Brand eco-friendly policy

slide 3: Brand eco-friendly choices

slide 4: your sneakers characteristics

slide 5: reasons why we should choose your sneakers

slide 6: a convincing phrase / a quote

slide 7: key vocabulary used in your presentation