



ZHU ZHU

Summer Intern, Social & Environmental Affairs, adidas



Purposes of Internship

- Gain real-life experiences while developing individual career and implementing sustainability concepts
- Understand sustainability management and strategies in the business world

Main Projects

- Actively engaged in the Pollutant Release and Transfer Register (PRTR) Project at adidas
- Participated in the Detox project and helped adidas to track its global suppliers' wastewater discharge status

Accomplishments

- Helped over 50 Chinese suppliers evaluate their energy consumption, wastewater discharge status, and other types of environmental impacts
- Encouraged adidas suppliers to disclose environmental related data on a public platform called the Institute of Public and Environmental Affairs
- Under supervisor's guidance, learned how to recognize compliance issues among adidas' suppliers and help factories make further progress on revising current violations
- Tracked 2017 wastewater discharge status of approximately 100 adidas' suppliers around world

KEY TAKEAWAYS

Organizational culture forms unity between employees and increases work productivity

- Organizational culture can be formed through social activities like Mini-Olympics and Green Lectures. There is no doubt that forming common beliefs and a vision at the workplace is critical for a company.

- Adidas has a specialized Environmental Metrics Reporting Tool (EMeReT) to track and check data collection processes in an efficient and credible way.
- In order to achieve better communication between different departments, adidas uses intellectual communication systems called Webex and Lync.

Be **patient** & Pay attention to **details**

Take advantage of **modern technology** to support environmental evaluation

Keep learning and **never** give up

- Adidas implements an e-KPI 2.0 framework to evaluate their suppliers' environmental performance. Detailed mark rubrics and frequent revisions allow adidas to monitor suppliers and provide valuable comments for future environmental improvements.

- To promote sustainability in real life is hard. It requires continuous effort and an open mind to accept new concepts.

What I Improved

Gained comprehensive knowledge on policies in the Chinese textile industry

Improved my ability to communicate with stakeholders

Enhanced my skills in gathering and analyzing massive amounts of data

