

CJ' s Training Camp: Sustainability

Lesson 6

NBA Jersey Life Cycle Analysis



Kahoot!

**How can we
tell how
sustainable
our clothes
are?**





People



Environment



Profit



Replica Jersey

Made to look like the ones worn on the court but are the **least expensive** of the three

Swingman Jersey

Middle ground choice for fans that want something more like the real on-court thing but is more affordable; it's the **best-selling** of the three jerseys

Authentic Jersey

Just like the one your favorite player wears on the court

LCA Analysis:

Swingman Jersey

The League's Jersey

- Inspired by what the pros wear
- Made from 100% recycled polyester fabric
- Double-knit mesh fabric with Dri-FIT technology helps you stay dry and comfortable
- Great fit for fans

Made With Sustainable Materials

- The polyester comes from plastic bottles diverted from landfills since 2010 – bringing Nike's total to more than 7 billion



LCA Analysis:

Swingman Jersey

Product Details

- Heat-applied graphics
- 100% recycled polyester
- Machine Wash
- Imported from Guatemala





LCA Analysis - 1

Raw Materials

- According to Nike, 1 jersey = 20 bottles
- 1.2 - 1.4 million jerseys/year = 24 - 28 million bottles/year
- 583 billion bottles are sold in 2021, over 1 million per minute
- Bottled water production uses 17 million barrels of oil/year, enough to fill 1 million cars with 1 year worth of fuel

LCA Analysis

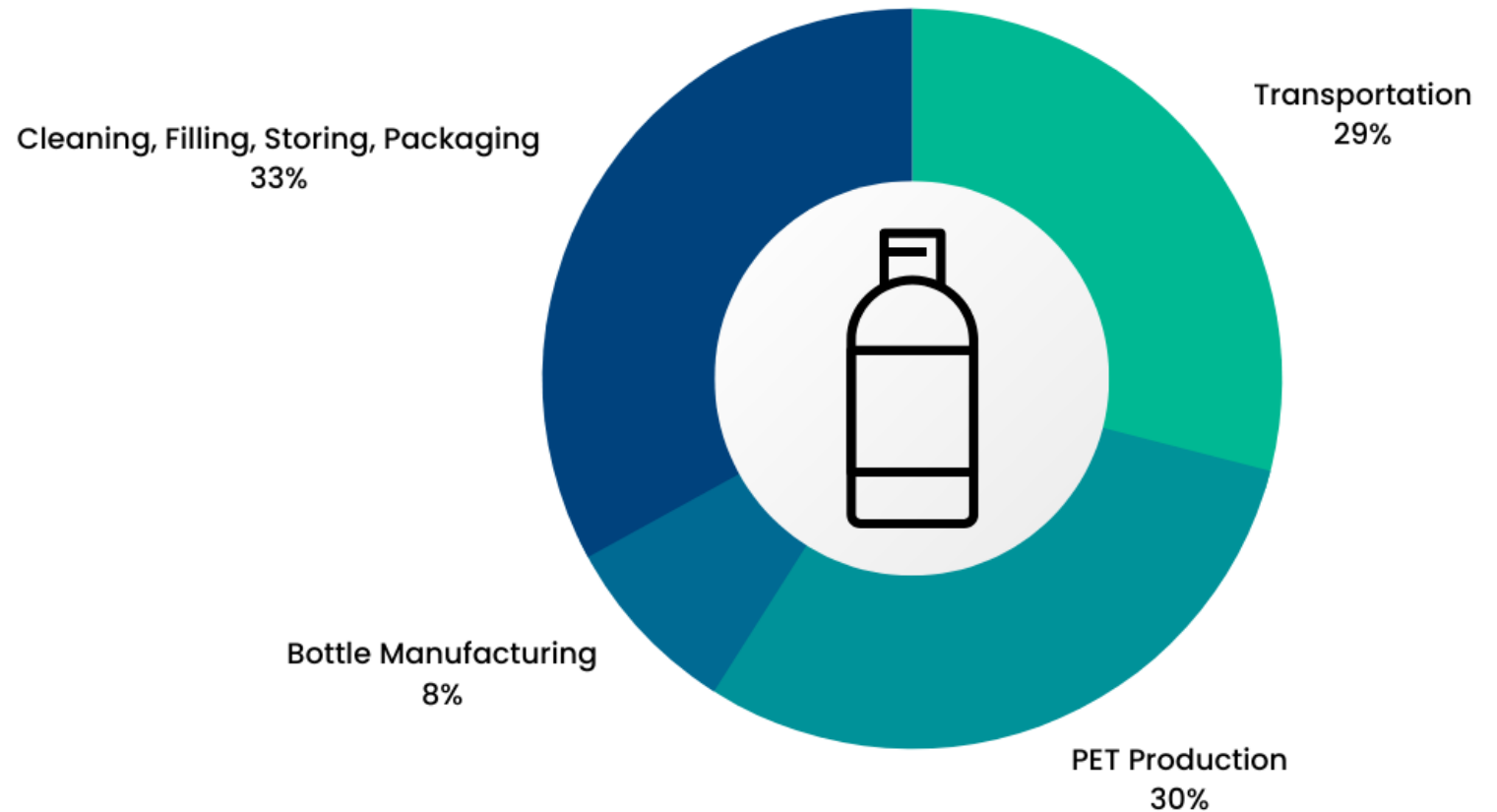
Carbon Footprint

noun

The total amount of greenhouse gases (including carbon dioxide and methane) that are generated by our actions

Carbon Footprint of a Recyclable Plastic Bottle

- If you fill a plastic bottle about **25%** full, that's how much oil it took to make the bottle
- It takes **3 times** the amount of water to make a bottle it as it does to fill it, meaning your typical 500ml bottle of water takes 1.5L of water to make





LCA Analysis - 2

Materials Manufacturing

Recyclers:

1. Collect and recycle plastic bottles
2. Pre-wash and label removal
3. Grind bottles into flakes
4. Flake cleaning
5. Heat filtration (melt filtered)

Nike:

1. Purchase flakes
2. Ship to mill
3. Spin into fibers
4. Double-knit weave into Dri-Fit fabric
5. Fabric is dyed, washed, shipped to Guatemala

Virgin PET vs rPET

- Due to supply constraints, rPET prices are higher than virgin PET
- 59 renowned textile companies commit to increase their rPET use by at least 25%
- Nike alone diverts an average of 1 billion plastic bottles annually from landfills and waterways
- Recycled polyester reduces emissions by 30% compared to virgin polyester



However...



Recyclable plastic bottles used to produce rPET lose the ability to be recycled again

Whereas they can be recycled again many times over if used to create new bottles



LCA Analysis - 3

Product Manufacturing

- There are over 160 apparel factories in Guatemala with a combined revenue of \$1.8 Billion USD (~2.1% of GDP)
- Approximately 90,000 people work in the textile industry (46% female) with monthly average wages ranging from (USD) \$403 (line workers) to \$2,418
- Nike manufactures apparel at 2 facilities in Guatemala employing 2,729 workers with an average age of 39
- Villa Nueva (pop. 620,000) is a city located in SW Guatemala with a local economy that is highly dependent on industry with the city having some 100 factories



LCA Analysis - 4

Use


- The top 10 jerseys make up 85% of total jerseys sold
- Annual special edition jerseys such as the City, Earned, or Icon are collected for their exclusive designs
- Swingman jerseys are sold internationally with top selling jerseys in specific countries, such as Yuta Watanabe in Japan, Ben Simmons in Australia, or Steven Adams in New Zealand
- Nike released NikeConnect in 2018 where you can scan your favourite swingman jersey and get the most recent highlights of that specific player and their team

Top Selling NBA Jerseys

(First half of 2022-23 Season)



TOP-SELLING NBA JERSEYS

#1 STEPHEN CURRY 

#2 LEBRON JAMES 


#3 GIANNIS ANTETOKOUNMPO 


#4 LUKA DONCIC 

#5 KEVIN DURANT 

#6 JA MORANT 

#7 JAYSON TATUM 


#8 DEVIN BOOKER 

#9 JOEL EMBIID 

#10 DAMIAN LILLARD 

#11 TRAE YOUNG 

#12 LAMELO BALL 

#13 ANTHONY DAVIS 

#14 ZION WILLIAMSON 

#15 KYRIE IRVING 



LCA Analysis - 5

Disposal

- 84% of clothing ends up in landfills or incinerators
- The amount of clothing Americans throw away each year has doubled in the past 20 years
- Up to 90% of clothing donations to Goodwill, Salvation Army, and other charities ends up with textile recyclers, 50% of which will be recycled with the remaining exported and sold to developing countries
- About 1 billion pounds of used clothing is exported from the US every year



**Did you know that nearly
100% of all used clothing
can be recycled or reused?**

How to:

Dispose Sustainably

- Give or sell to someone who will use it
- Repair and re-use
- DIY into something new
- Donate to charity
 - Try a web search for '[X donation near me](#)' and you will be amazed at your options.
- Recycle
 - [Earth911](#) has a great locator tool for finding your nearest recycle point for a whole host of items, not just clothes



Activity:
Gallery Poster



The Burning Giraffe (Dalí)

end.

