

adidas collects over 550kg of waste from Black River

In recognition of National Marine Week this October, over 80 adidas staff members and friends of the brand cleaned up the Black River in Cape Town.







Speaking on behalf of adidas, corporate communications manager Lauren Haakman said, "The Black River runs right past our office park. By keeping our rivers clean, we can help save our oceans."

adidas has a global partnership with Parley for the Oceans where plastic is intercepted before it makes its way into the ocean, upcycled to create Parley Ocean Plastic and then used in the manufacturing of adidas footwear, clothing and accessories.

In partnership with The Beach Co-Op, the team collected 550.4kg of waste, which amounted to 69 bags of litter being removed from the Black River.

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