

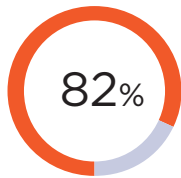
SNEAKER SUSTAINABILITY SURVEY RESULTS

EXECUTIVE SUMMARY

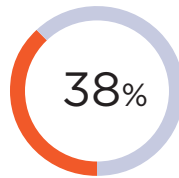
SURVEY OVERVIEW

The SCAD institutional effectiveness department surveyed undergraduate and graduate students to capture their views on how sustainability factors into their sneaker purchasing decisions. More than 800 students responded to the survey across SCAD locations in Atlanta, Savannah, and online via SCADnow.

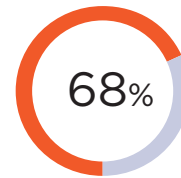
KEY INSIGHTS



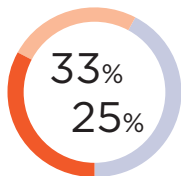
82% of respondents do not believe that the sneaker industry provides transparency and visibility into their environmental sustainability practices.



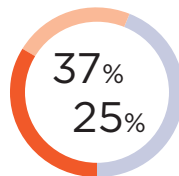
38% of respondents reported that environmental sustainability factors into their sneaker purchasing decisions.



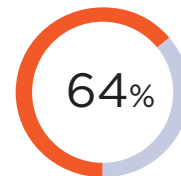
68% of respondents who selected "yes" to environmental sustainability being a factor in sneaker purchasing decisions reported that they would buy sneakers that were not environmentally sustainable if they were considered vintage.



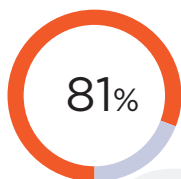
Respondents reported that pollution (33%) and using recycled materials (25%) were the most important concerns as they relate to the sneaker industry.



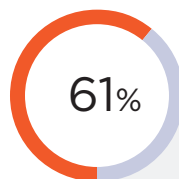
Respondents reported that low carbon footprint (37%) and global warming (25%) were their top environmental issues they are concerned about in regard to the sneaker industry.



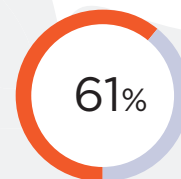
64% of respondents reported that at point of purchase an environmental sustainability score would affect their sneaker purchasing decision.



81% of respondents would be more likely to buy a sneaker from a company whose mission included environmental sustainability.



61% of respondents would like more information regarding the environmental sustainability of their sneakers at point of purchase.



61% of respondents dispose of their sneakers by donating them.

EXTERNAL RESEARCH

- ▶ A report from **First Insight** states that Gen Z consumers are motivated by sustainability. 73% of Gen Z consumers surveyed were willing to pay more for sustainable products, more than every other generation. And, despite being the youngest cohort with many still in school, they were willing to spend the most in added costs, with 54% saying they would pay more than a 10% increase in price for a sustainably made product.
- ▶ **25 billion shoes** are manufactured every year.
- ▶ **95% of these shoes** will end up in landfill.
- ▶ **Grand View Research** states: “The global sustainable footwear market size was valued at USD 7.5 billion in 2019, and is expected to grow at a compound annual growth rate (CAGR) of 5.8% from 2020 to 2027.”
- ▶ **Shoesustainability.com**, a product of the Footwear Distributors and Retailers of America (FDRA), says: “70% of the industry thinks sustainability is a priority, even though speed, cost, and quality are still competing elements.”
- ▶ The **annual greenhouse gas (GHG) emissions** of the fashion industry equals the annual emissions from economies of France, Germany, and the UK combined.

FROM THE EXPERTS

- ▶ **Kwela Hermanns**, SCAD associate chair of industrial design and design for sustainability, says:

“The fashion industry is knocking on the Design for Sustainability SCAD doors, saying, ‘we need to learn more.’ I believe the luxury industry is as well. They realize there’s a need to be perceived as more sustainable, and ideally, from our perspective, not just be perceived as more sustainable, but actually being more sustainable.”

“The industry needs to figure out ultimately how to be sustainable without asking people necessarily to pay more. And as soon as that happens, they will embrace sustainability, no questions asked. If the business model is there, we all get what we want, and prices don’t necessarily have to go up...we’re not quite there yet, but that probably needs to be the ultimate goal.”
- ▶ **Long Nam TO**, SCAD associate chair of fashion and accessory design, mentions:

“To approach sustainability as a whole, to really make it functional, it means that the industry as a whole, but all consumers as a whole, must work together. And this means simply that, not one single person or one single company can make the change by themselves.”
- ▶ **Quintin Williams**, SCAD professor of accessory design and sneaker design, states:

“It’s not as if we aren’t knowledgeable about it, it’s not as if we don’t want to participate, it really comes down to...what are you willing to pay for a sneaker? ...For you to buy locally, that means that company was willing to invest into making locally...Are you willing to invest and sacrifice your money for a better world?”

ABOUT SCADask

SCADask generates timely research at the intersection of commerce, creativity, and culture, with the purpose of educating the public with new insights on trending topics, equipping partners to address emergent business opportunities, and elevating SCAD as the preeminent source of knowledge in the disciplines we teach.

SCADask is an applied research unit within the world's most comprehensive university for art and design. Under the supervision of qualified university leaders, SCADask identifies, formulates, and tackles research questions that are relevant to SCAD disciplines and appealing to a general interest audience. The qualitative and quantitative results and strategic insights produced from SCADask projects synthesize existing knowledge and research from academic programs within the university and new research.