**1. Nike (Apparel & Footwear Industry)**

**Why choose it:**  
Nike has faced global scrutiny over labor practices and factory conditions, making it a strong case for a socially sustainable redesign.

**Current Social Problems:**

* Unsafe or underpaid labor in supplier factories (especially in Asia)
* Lack of gender equality and worker representation
* Excessive overtime and poor living conditions in supply chains

**Makeover Focus Ideas:**

* Introduce *“Living Wage and Safe Work Certification”* for all suppliers
* Expand *Women Empowerment Programs* in factories
* Community investment in worker housing and education
* Transparent *supplier audits* and grievance channels

**2. Apple (Electronics Industry)**

**Why choose it:**  
Apple’s global supply chain is vast, involving complex relationships with suppliers like Foxconn — a great case for integrating social sustainability with high-tech efficiency.

**Current Social Problems:**

* Long working hours and labor rights violations at suppliers
* E-waste and lack of recycling awareness in communities
* Limited supplier transparency

**Makeover Focus Ideas:**

* “Human-Centered Manufacturing” program: improved labor conditions, mental health support
* *Circular Supply Chain*: incentivize trade-ins and recycling centers in developing regions
* Supplier ethics scorecard tied to contract renewal

**3. H&M (Fast Fashion Industry)**

**Why choose it:**  
H&M faces ongoing issues with sustainability in its fast-fashion model but has the scale to lead real social impact reforms.

**Current Social Problems:**

* Low wages and unsafe working environments in garment factories
* Gender discrimination and child labor in lower-tier suppliers
* Short product life cycles → unstable employment

**Makeover Focus Ideas:**

* “Fair Fashion” initiative: long-term contracts and living wage guarantees
* Worker training & empowerment programs
* Local community development funds in major sourcing regions (Bangladesh, Vietnam)

**4. Starbucks (Food & Beverage Industry)**

**Why choose it:**  
Starbucks already has a foundation of ethical sourcing, but there’s room to deepen its social sustainability across global coffee supply chains.

**Current Social Problems:**

* Small coffee farmers struggling with price volatility
* Unequal value distribution along the supply chain
* Limited social investment in rural sourcing communities

**Makeover Focus Ideas:**

* Expand *Coffee and Farmer Equity (C.A.F.E.)* program with minimum income guarantees
* Support education, healthcare, and infrastructure in farming areas
* Transparent profit-sharing model for local cooperatives

**✅ Summary Table**

| **Company** | **Industry** | **Key Social Issues** | **Example Social Sustainability Fixes** |
| --- | --- | --- | --- |
| **Nike** | Apparel | Labor exploitation, gender inequality | Fair wages, worker empowerment, factory audits |
| **Apple** | Electronics | Worker stress, labor rights, e-waste | Supplier ethics scorecard, mental health, recycling |
| **H&M** | Fast Fashion | Unsafe factories, low wages | Living wages, long-term supplier contracts |
| **Starbucks** | Food & Beverage | Farmer poverty, inequity | Fair trade, community reinvestment, income stability |