**Key Points**

**MS Thesis**

* Sustainability has become a game-changer for NIKE.

**Personal Projects**

* Sustainability has become a game-changer for NIKE.

**CS Senior Capstone**

* Sustainability has become a game-changer for NIKE.

**MBA**

* Sustainability has become a game-changer for NIKE.

**Instructor**

* Sustainability has become a game-changer for NIKE.

**Innovation and Startup Work**

* RadAlert
* ShareShare
* Phone Rating App

**Questions**

**Sustainable Innovation**

* Sustainability has become a game-changer for NIKE.

**Nike Company**

**Sustainable Innovation**

* Sustainability has become a game-changer for NIKE.
* We have a bold, audacious innovation ambition that fuels our creative design process, drives innovation and propels us into the future.
* We call this sustainable innovation.
* sustainable economy is a low-carbon growth economy. Nike uses carbon as a leading indicator to assess sustainability, but we recognize sustainability goes way beyond carbon. It means addressing all our impacts on the environment and the communities where we operate, supporting labor rights in supply chains, while continuing to serve the athlete and our business.
* Sustainability and business growth are complementary. We have reduced absolute CO2e emissions while simultaneously increasing revenues since FY00. Download Infographic.

The Innovative Imperative

* The world needs systematic change at scale. We have forecast the rate at which our emissions could increase if we were to follow a mind-set of "business-as-usual." What becomes abundantly clear is that efficiencies alone will not suffice.