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Nike: Companies Fighting Climate Change in 2023

Introduction

Nike as one of the largest companies in the world is currently trying to fight climate change by introducing the following measures in 2023. Being one of the largest producers of sportswear, the company has experienced growing pressure on the necessity to decrease its impact on the environment. This case solution zeroes in on the Nike's strategies on climate change while preserving its strategic niche.




Sustainability Strategy

Nike has encompassed the three main concepts of sustainability in doing business; reduction of carbon footprint, utilization of environment friendly materials, and importance of circular economy. One of its the most recent efforts is called “Move to Zero” which is focused on zero carbon as well as zero waste.



Collaboration and Innovation

Nike work with other companies, governments as well as non-governmental organizations to develop solutions that can be scaled up when it comes to climate management. Another area of investment includes working on creating new materials which would have low effects on the environment.



Conclusion

Looking at the case of Nike, it is fully possible to understand how firms in 2023 can produce sustainability in their values. Nike's analysis is the fact that it is learning from these challenges and putting measures to solve them, and also through employing innovation, Nike is proving to be in the frontline in the fight against climate change while at the same time providing a good example for other businesses.

RESOURCE

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