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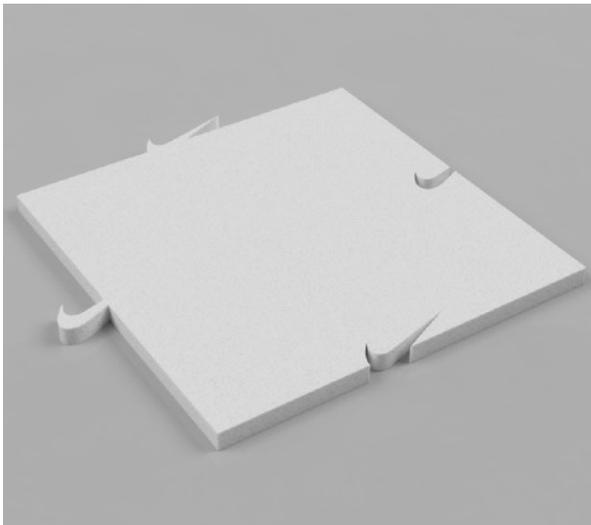
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General Product Description

Before the description starts, it is handy to clear that this is not a product, it is a marketing strategy. It is designed to be a marketing implementation that creates a service (in simple terms, a pop-up gym) with the help of 2 products that use the NikeGrind material (as explained further, the EVA-Mat and the Rubber Step.) This system is based on a business-to-business application that creates a web between consumers, providers, and manufacturers. It also can use the government's help as well to create an inclusive, community type of recreational center.

Nike's mission is to "bring inspiration and innovation to every athlete in the world." Based on this and its current values that state Nike's approach to a "culture of innovation" and a vision of creating "deeper community connections and spurring positive social change around the world," Nike's Training Park Tour consists on 2 different Nike Grind material up cycled to create fully functional training equipment. These products consist on the following:

- **The EVA-Mat** A training mat created by ethylene-vinyl acetate (EVA) sheets and blocks. Processed by a hot melt manufacturing process to tie the scraps together into mats for the floor.
- **The Rubber Step** A series of step platforms created by rubber granulate under a devulcanization process that compresses and molds the granules into the training equipment.



The EVA-Mat

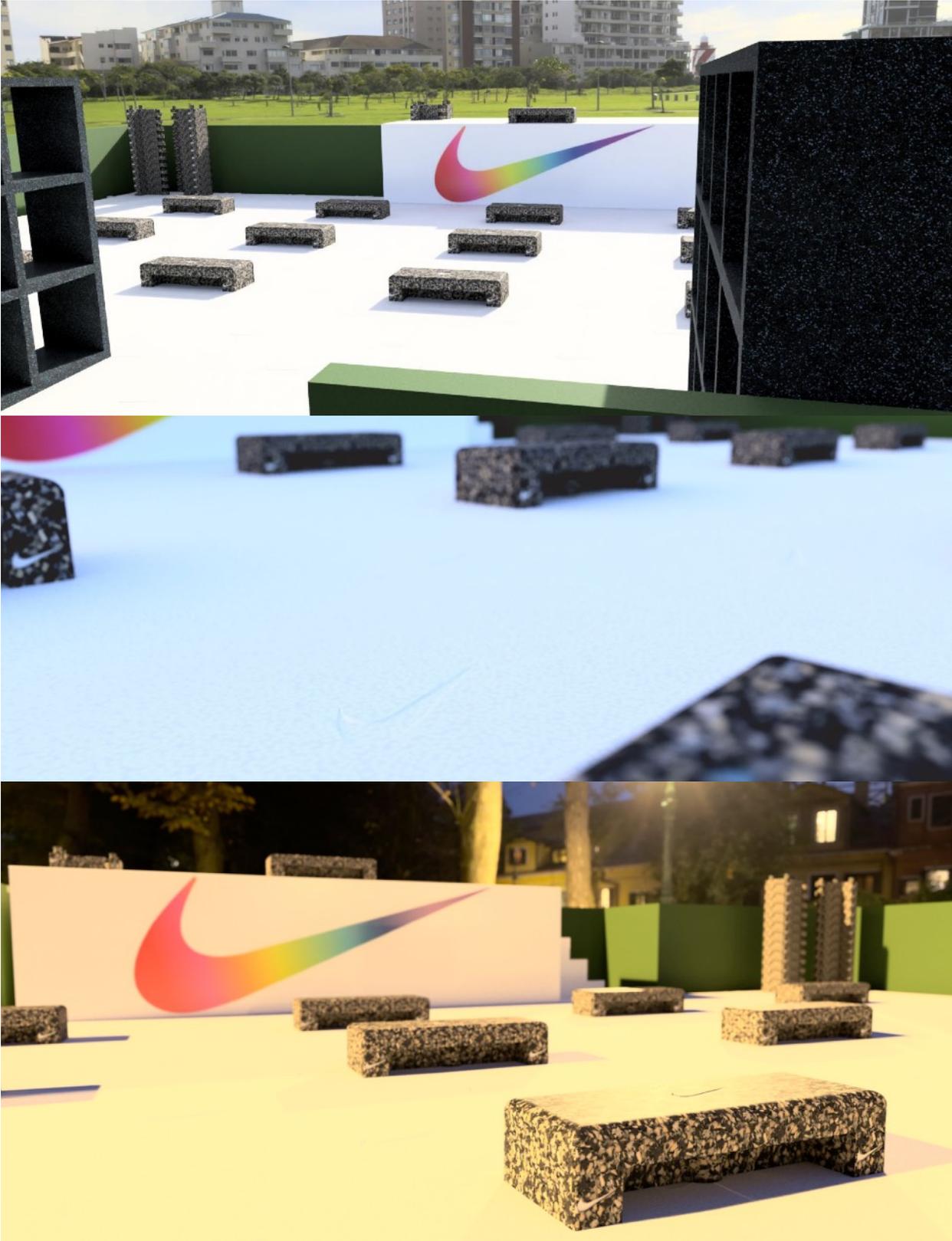


The Rubber Step

The goal is to create an outdoor training area, preferably in a park, that invites people to train together and strengthen community bonds. As well as inspiring people to have a healthier lifestyle and better mental health led by nature.

Nike's Training Park Tour is to be endorsed through participating cities with the help of local governments, local manufacturers and the community that promotes physical activity and sustainable recreation through design.

The look of the Nike's Training Park Tour was also thought of and this could be how it could look:



Life Cycle Analysis

Materials Extraction

Ethylene-vinyl acetate

EVA is a copolymer created by the extraction of chemicals such as resins, gases and liquids that are synthetically produced. Properties of EVA are similar to rubber in softness and flexibility, but has a good low-temperature toughness, crack resistance and a high resistance to UV radiation.

Rubber Granulates

Rubber granules are obtained after a grind-like process of rubber materials. Rubber comes from 2 sources, either natural or synthetic, the first one coming out of over 200 plants, while the second one is created at labs using petrochemicals. Its properties include high elasticity, abrasion resistance and waterproof.

Both materials are catalogued as plastics and specifically thermoplastics.

Manufacturing

Approximately both use 99.9 MJ per kg of energy to produce them new and releases 4.03 kg of CO² per kg produced.

Ethylene-vinyl acetate

After oils, resins and gases are polymerized through a catalyzation process, some EVA material can be vulcanized, but not all require it. To create EVA Foam it has to be vulcanized such as normal rubber. In this case, EVA is already into pieces which makes it more efficient in terms of manufacturing.

With EVA Foam scraps, the only process needed is melt and extrusion made by the same hot melt machine. After this, compression into sheets is a low energy process.

Rubber Granulates

After the oils and gases are polymerized through a vulcanization process, rubber is made. In this case, rubber is already grinded which requires a machine that will turn it into little pieces.

With rubber granules, process of transformation becomes much easier through devulcanization and compression in high temperatures into molds.

Distribution

The EVA-Mat

Assemblies made between mats is by a simple tongue and groove system similar to child's play mats. This allows to have smaller amount of superficial area to be transported and distributed. Allowing a low cost distribution because of the piling of the mats for a smaller cubic area and a higher amount of mat's volume.

The Rubber Step

This piece requires to subparts for a more effective use of the material and a lower cost production as well as distribution. Based on a *Lego* kind of interlocking system, the main board

step can be supported through this *bricks* to make it higher or lower according to the athlete's need. This assembling systems allows maximization of the distribution, that can transport more pieces in a smaller area.

Usage

Both products are focused to any athlete that wants to exercise. As Nike's mission states, "If you have a body, you are an athlete." Based on this, ages can vary from users between a child playing on top of the EVA-Mat to senior citizens keeping themselves active with a low altitude step.

Primarily, ages are recommended between 5-70 year old people. Since assembly is simple, almost everyone can use it. Most importantly, it can be used in a training session at home or at the gym. In this case it is to be used in an outdoor space to make users appreciate nature and enhance community bonds.

Doing a durability case analysis, it is an approximate that it can last around 5 years under appropriate use. During the use itself it will be durable but also impact absorbent to prevent breakage. Finally, if it breaks it can be sent to be granulated and restart the manufacturing process.

End-of-Life Management

Since this kind of polymers can be grinded and transformed into more pieces, cycle is closed after an appropriate disposal of the product. Life expectancy is to be more than 20 years because of the material's properties itself.

Ecodesign Strategies Implementation

In this section, there will be a brief explanation about the strategies implemented on each part of the products life cycle.

To start with, in the materials extraction stage, there is really no strategy implemented since the NikeGrind materials have already passed by this step. So as a strategy, the only one implemented would be the use of recyclable materials and the responsible use of them. On the counterpart, there is also a strategy used by the products being shown before, there is only one type of material used in each product, without any additives that could perjure the integrity of the whole project. That way it can be recycled again into making more of these products.

On the second stage, the manufacturing stage, the process for creating this kind of products is simple and reduces the amount of emissions into the atmosphere. The use of pure pressure and heat to compact the material into the new shape will allow a low use of energy. Besides, companies that offer these manufacturing proceses can be ran on sustainable energy, which would reduce even more emissions. The best way would be to manufacture these products on local shops, that way helping on the distribution stage.

Third of all, the whole point of this "pop-up gyms" is, as stated above, to use local manufacturing plants where the next location of the Nike's Training Park Tour will be. That way, distribution of the products would decrease to only the factory though the city on to the installation on venue. That strategy would not only impact on the environmental and economic pillars of sustainability, but it would also create an incremented value on the products. In other words, it would make a statement that local goods are best and educate people on the

“consume local” vision. The project would now increase jobs and the idea is to create a fair commerce between company and providers.

On the fourth stage, for the product’s usage, the strategies that are implemented are that the park should include eco feedback, real facts about where does the material comes from, by who it was manufactured, how many emissions were not released and how many people are being benefitted by this kind of initiatives. This would not only set a high standard for new activities in the city, but it would ensure people to feel good about them assisting these events.

Finally, on the fifth stage, the end-of-life management, if a product was broken during its use, it would be a simple devulcanization and grind manufacturing process to create new products. On the other hand, when the training tour ends, it can be donated or sold to a local city’s activity centers to be kept as an example of what good design with a sustainable approach is meant to be. Since the products are pieces that can be assembled and disassembled, it can be separated and taken care of individually. For example, if only a part of the step was damaged, that part can be disassembled and sent to be used for a new part.

Three Pillars of Sustainability Impact

The general description of the product states that this could be implemented as part of a marketing strategy as well as a social service kind of investment that promotes a healthy lifestyle, local goods, community integration, ecological education and a sustainable approach. Always keeping in mind Nike’s mission and vision to the future.

The way this can impact on the three pillars of sustainability are as followed. First of all, the impact Nike’s Training Park Tour has on the environmental pilar is drastic. Implementing eco design strategies on each product’s life cycle will enhance a product that in comparison to others of the same type will be much more sustainable and more importantly, it will be eco efficient. Giving a higher value on market price as well as on customer’s minds. Not only it will reduce emissions out on the air on an important scale, but it will educate users into having a more sustainable approach on their daily lives, and that is where it impacts the social pilar.

Creating a pop-up gym in the middle of a city will not only educate people on a sustainable life, but will create a place where you feel even better that just doing exercise at a local gym. There will be a place for people with similar mentalities join together at a place where they can appreciate nature as well as learning from it through the eco feedback placed in the area. It will also encourage local goods, artisans, manufacturers to be part of it. It will create web of interconnected businesses and it will create a tipping point from a business to business concept to a business to business to customers to business approach. It does sound complicated, but that is how this design impacts on the economic pilar.

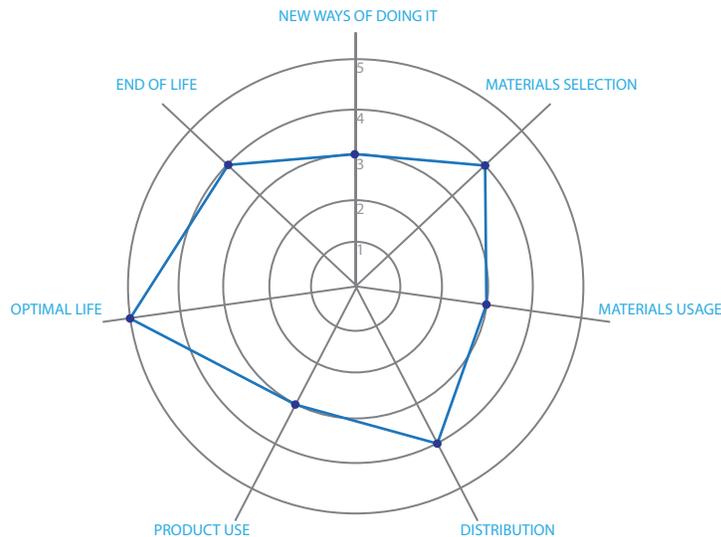
Manufacturers that produced the products will be able to promote themselves though eco feedback and not only gain potential clients, but give an added value to their work. Since it is produced in nearby, people could also get a sense of the quality of local goods and start consuming local. This way helping other businesses either they are part of the strategy or not. Users of this pop-up will have a small price to pay to use the installations, or (here is where the government comes in) for free as an installation endorsed by local governments to promote health. In case Nike wants to redirection some of their marketing money towards this initiative, Nike’s mission would get an even more extended public and would also become *top of mind* when a whole city thinks of sporting goods.

It may seem some sort of complex, but each pilar compliments the other and cannot exist without the help of the other two. This is a net, a web that connects and impacts on many

different aspects a way of life and mentality. If you even consider the possibility of paying half of those expensive trendy exercise classes to be outdoors and enjoy nature, then it is a much, much smaller price to pay, with a higher mental reward.

Strategies Implementation Analysis

This section consists on analyzing on a deeper level the strategies implemented and the level of innovation of the product through a technique called “ecodesign web.



As the graphic shows, the design can still be better. It can be better thought throughout the new ways of doing the same pop up. It can have a better selection of materials that are not plastic based, and also reduce the manufacturing process of melting and compressing. Distribution is a well achieved stage in which it is all locally based. The product use can be compelling but as well can be better in terms of the single use it is given. Optimal life is excelente since being able to disassemble it can be reparable to the minimum. The end of life is good but as well has to go through certain proceses to be recycled. Finally the new ways of doing it states how good is it in terms of being multifunction, in this case it lacks. Also it can be a service that can be used in multiple venues for different people.

Before the implementation of this concept, the same was done indoor at local gyms, supplying themselves with good imported from around the globe, using new materials and consuming electricity. That is why this idea revolutionizes the concept of doing exercise. The whole thing revolves around caring about nature and your society. Still, there is a lot missing that can be set to better standards, but this is just the beginning of a new circular economy gym concept that cares for the planet and its users.

Conclusion

To conclude, the Nike’s Training Park Tour is a well envisioned marketing strategy that can help not only migrate from a printed kind of advertisement, kind of a passive one, to an active one, a kind of advertisement that is interactive and can help people get something out of it. The design idea can still grow to a better one in which hopefully all stages could be in their best capacity to ensure a circular economy concept which will make society grow and maintain a better planet.

In my opinion, this concept embodies not only Nike's mission, but a lot of political and social movements that all impact this one, one way or another. Every stage is detailed to an extent where if something is missing another stage will collapse. This is to ensure that if implemented there is no shortcuts that can affect the effectiveness of this project as a whole sustainable concept.

I believe that it is the designers job to ensure products and services that will impact positively and not negatively. Not only in a mental reassurance of doing what is best, but doing things differently and not just making them "less worse." It is all about reimagining the basic needs for people and rethinking it in a way that it can be global and sustainable.