Research exercise: Exposing Nike: Team Sweat

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Exposing Nike: Team Sweat
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What is Team Sweat?

“Team Sweat is an international coalition of consumers, investors and workers committed to ending the injustices in Nike’s sweatshops around the world.”

Jim Keady, founder of Team Sweat, became interested in labor rights in a Catholic Social teaching. During the course of his research, St. John’s University began to negotiate a $3.5 million dollar endorsement deal with Nike. In response to Keady’s objection to wear the product, the coach said “Wear Nike and drop the issue, or resign.”

Keady resigned.

Today Team Sweat’s central mission is to ensure Nike’s workers are paid a living wage.

Keady Seeks Truth
“Behind the Swoosh”

“Yes, they want democracy and that is the last thing American corporations like Nike want to see happen here.” – Keady

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“When someone has complete control over whether or not your entire family eats, ‘just doing it,’ becomes a little more difficult.” – Keady

I think the thing that struck me most today was seeing a giant Swoosh and the words “Yes I Can” plastered on the front of the factory. “Yes I Can” what? Live in absolute fear and be exploited?” – Keady

In perspective...

Nike: 6.2 billion 2013 revenue

CEO Phil Knight:
14.4 billion net worth

Tiger Wood’s Endorsement:
100 million
5 years

For more information and resources:
TeamSweat.org
Behind the Swoosh