



Ethical Strategy Operations

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About the Company

- First opened in 2007 in Rhode Island
- Sneaker Junkies has been a driving force behind the fashion and footwear scene in Providence. Bringing in different options to the city with exclusive street-wear, sneakers, and accessories. Through the high level of customer service and fashion influence, sneaker junkies suddenly became family to the community.
- Has sustainable business practices unlike their competitors
- 3 Locations currently: MA, RI, CT



Why we chose this business

- Love & passion for sneakers
- The market and culture is growing at an incredible rate
- After learning about Toms we were curious if any other companies/businesses were sustainable



Video Interview

<https://drive.google.com/open?id=1TnVPz7Ci90H3v4v6UIQYtwUgDOfATQQw>

Sustainability Goals

Achieve gender equality and empower all women and girls



Ensure access to affordable, reliable, sustainable and modern energy for all

Reduce inequality within and among countries



Ensure sustainable consumption and production patterns

Questions Asked

- 1) What is sustainability to you and why is it important?
- 2) What are your thoughts on recyclable inventory.
 - a) What do you do with inventory that you don't sell?
 - b) Are there things that you want to improve from your current techniques/practices?
- 3) Have you heard about what Tom's does? (donates a shoe for every sold pair)
 - a) Do you believe that your company can do this?
 - b) What are your thoughts on that?
 - c) Do you see yourself following these practices in the future?
- 4) Do you see your company ever joining a B CORP?
 - a) Why or why not?
- 5) Are you aware that a little if not none of your competitors are looking into sustainability?
 - a) Why are you not focused on that?
- 6) How do your employees feel about the sustainable stance of your company?
- 7) What led you to shape your company the way it is?
 - a) Was there a specific moment?
 - b) What would you change if you had to do it all over again?
- 8) Do you have any future goals or projects in the future for your company to achieve in terms of sustainability?
 - a) If so, what are they?
- 9) What do your customers think of your sustainability practices?



- How would you feel about the company if you were the owner of this store?
- Are doing small things that have small impacts worth it?
- Does this change your views on stores like these?
- How would you feel as customer that contributes to the program.
- What else would you do to become more sustainable?

