

INCLUSIVITY IN THE OUTDOORS

Summer 2021 Internship Project by Wengel Gemu

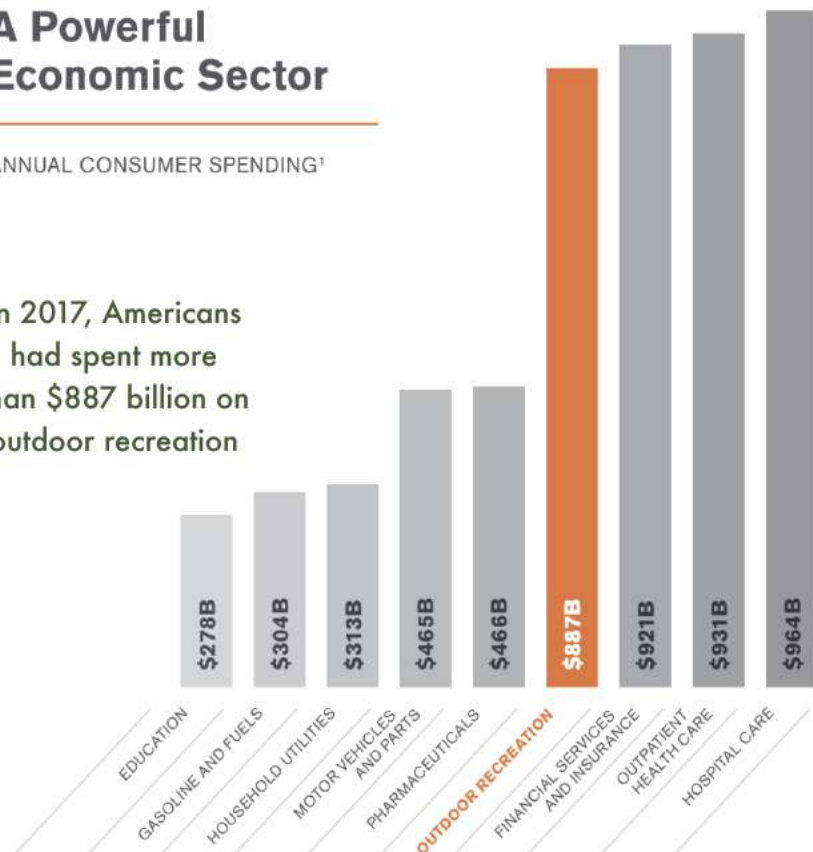


Since the late nineteenth century, the outdoors industry has played a dominant role in mediating Americans' back-to-nature experiences.

A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹

In 2017, Americans had spent more than \$887 billion on outdoor recreation



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

IN 2017, AMERICANS HAD SPENT MORE THAN \$887 BILLION ON OUTDOOR RECREATION —

OUTDOOR RECREATION PRODUCTS

gear, apparel, footwear, equipment, services and vehicle purchases (\$184.5 billion)

TRIP AND TRAVEL SPENDING

airfare, fuel, lodging, groceries, lift tickets, guides, lessons and more (\$702.3 billion)

EACH YEAR AMERICANS SPEND MORE ON



TRAIL SPORTS GEAR
(\$20 BILLION)

THAN ON

HOME ENTERTAINMENT
(\$18 BILLION)¹⁷



WATER SPORTS GEAR
(\$14 BILLION)

THAN ON

MOVIE TICKETS
(\$11 BILLION)¹⁸



CYCLING AND SKATEBOARDING
(\$97 BILLION)

THAN ON

VIDEO GAMES
(\$61 BILLION)¹⁹



https://outdoorindustry.org/wp-content/uploads/2017/04/OIA_RecEconomy_FINAL_Single.pdf



Cliff Spencer, superintendent of Colorado's Mesa Verde National Park, is one of only a few high-ranking African-Americans in the Park Service photo by Andrew Cullen

WE'VE SEEN A RESURGENCE OF OUTDOOR RECREATION AS A MENTALLY RESTORATIVE PASTIME & GREAT WAY TO ENGAGE WITH OTHERS WHILE REMAINING SOCIALLY DISTANCED

EVERYONE DESERVES ACCESS TO THE OUTDOORS. BUT ITS HISTORICAL TIES TO WHITENESS & PRIVILEGE HAS FED INTO AN UNSPOKEN ELITISM THAT STILL CIRCULATES THE OUTDOORS INDUSTRY TODAY

40% of outdoor participants make over \$75,000/yr

(Outdoor Industry Association)

Low income neighborhoods are 4.5x less likely to have recreational parks and green spaces

(American Journal of Preventative Medicine)

80% of National Park visitors & staff are white

(National Park Service)

“No one’s saying anything, no one’s being overtly negative or mean towards you but just the way they’re staring at you lets you know there’s something wrong, you don’t belong here — ‘Who are you and why are you here?’”

Tara Cooper says.

“And it’s not like they are looking at all strangers that way, they are looking at me and my son that way.”



Christian Cooper, Harvard-educated science writer and birdwatcher who, while birding in Central Park, was threatened by a white woman after politely reminding her that dogs were supposed to be leashed there



THE AESTHETICS OF THE GREAT OUTDOORS HAVE PLAYED INTO A WHITEWASHED IMAGE THAT BRANDS USE TO SERVE THE SAME CORE AUDIENCE.

the mission of this campaign is to reimagine Black peoples visibility in these spaces and champion the ongoing contributions of individuals and organizations committed to making outdoor recreation accessible for all.

WITH NUANCED, MORE INCLUSIVE REPRESENTATIONS OF RECREATION IN THE GREAT OUTDOORS, WE CAN SHOW THAT NATURE IS A UNIVERSAL PLAYGROUND & ADMISSION IS FREE

Connecting Black People to the Outdoors

HIGHLIGHTING GRASSROOTS
ORGANIZATIONS AND THEIR LEADERS





Concept Overview

Using our platform to highlight grassroots organizations and the individuals who lead them.

In this phase, adidas will partner with collectives who champion a space in the outdoors for everyone & provide quality nature based experiences for people of color.

We're here to amplify their voices and support their mission to create flourishing and inclusive outdoors spaces.

Video Interview Series

Kicking off the campaign with a series of in-studio interviews featuring Black advocates for inclusivity in the outdoors space.

We want to celebrate the names and the collectives leading the push for further education, opportunities, and representation in the outdoors industry.

explorations:

personal relationship to & experiences in nature
how they challenge the industry to diversify
their community & ways to get involved
what to know & bring before a hike
the holistic benefits of the outdoors for POC
adidas terrex favorite picks
what initially piqued their interest in nature



Flock Together

On a mission to bring people of color into the world of birdwatching, Flock Together organizes walks through London's city parks. These walks are a forum to share experiences and connect with the natural world for experienced birders and first timers alike.

Ollie Olanipekun is a Creative Director from North East London & an associate lecturer at University of the Arts London.

Nadeem Perera is a Youth Sports Coach & a walking Collins Bird Guide in North East London.



partnerships & features: The North Face, Gucci, High Snobiety, Vogue, Timberland

We Got Next

With their 3 year model centred on mentorship, project development, and community service; WeGotNext is paving the way for a new generation of advocates everyone can see themselves represented in.

Scott J. Briscoe is a mountaineer & father who founded WGN wanting to cultivate a community for people who experience the impact of exclusion in outdoor spaces. Scott was also a part of the first African American Expedition to climb Denali.



partnerships & features: Patagonia, Clif Family Foundation, National Parks Conservation Association, 1% for The Planet

In Solidarity Project

Dedicated to bringing the outdoor industry together to build a more inclusive future, In Solidarity works closely with industry partners to advance diversity and inclusion as part of their brands' internal behaviors and external connections.

Teresa Baker is the founder of The Outdoor CEO Diversity Pledge and the African American National Park Events.



partner & pledge signatories: adidas Terrex, peak design, Camelbak, Dicks Sporting Goods

Diversify Outdoors

A coalition of social media influencers promoting diversity in outdoor recreation and conservation. Their site serves as an avenue for increasing the visibility of BIPOC outdoors enthusiasts, while providing them an outlet to create and control their own narratives.

Danielle Williams is also the founder of blogging platform Melanin Base Camp and Team Blackstar Skydivers. She's a disabled Army veteran with 10.5 years of service and an disabled skydiver with over 600 jumps.



partnerships & features: Conde Nast Traveller, Refinery 29, Brown Girls Climb, Outdoor Asian

Hike Clerb

Believing that we should all have the opportunity to connect with nature, Hike Clerb in LA works to develop the resources, education, and confidence Black and Brown women need to collectively heal in nature through inclusive experiences.

Evelynn Escobar, a Black and Indigenous second-generation Guatemalan-American outdoorist and activist from Woodbridge, Virginia who grew up hiking in national parks with her Tia.



partnerships & features: Nike, Urban Outfitters, Lisa Says Gah, Youth to the People, Teen Vogue, Fjallraven

Connecting Black People to the Outdoors

PARTNERED EVENT ACTIVATIONS





Concept Overview

After the year we've had, many are looking to step into local green spaces, city parks, and vast natural reserves, while remaining safe.

By collaborating with grassroots organizations and their leaders, adidas Terrex can host events for Black and Brown individuals to foster community through outdoor recreation while also combatting common barriers to entry, such as accessibility, distance, and education

Hosting outdoors events in local green spaces for school-age children living without much proximity to national parks.

Participants get to expand their point of view on ecological issues, the holistic benefits of outdoor recreation, and learn about sustainability.

adidas will step in to provide Terrex apparel and equipment for those unable to access it otherwise, lowering barriers to participation and inspiring a new generation of young naturalists to come.

event activation

Youth Education



photos by Wengel Gemu

This past year, Black mothers have courageously been fighting for their children, families, and communities members; oftentimes putting their own self care in the back seat.

Self care is commonly positioned as solely beauty centric practices, but we also value the importance of utilizing the great outdoors for a happier, more balanced state of mind.

By hosting hikes in our key cities and their adjacent national parks, adidas Terrex wants to empower women of color who dont see themselves as the “typical outdoorist” to reclaim green spaces & connect with the natural world around them.

event activation

Women's Hike



WOMENS HIKE & PICNIC /// SEPT 18TH

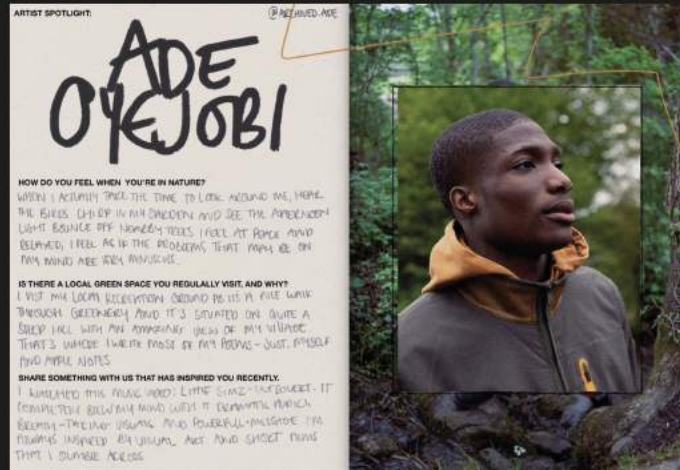


adidas **TERREX**



In partnership with Flock Together, everyone from beginners to experienced birdwatchers can learn to spot and identify birds in a supportive communal environment

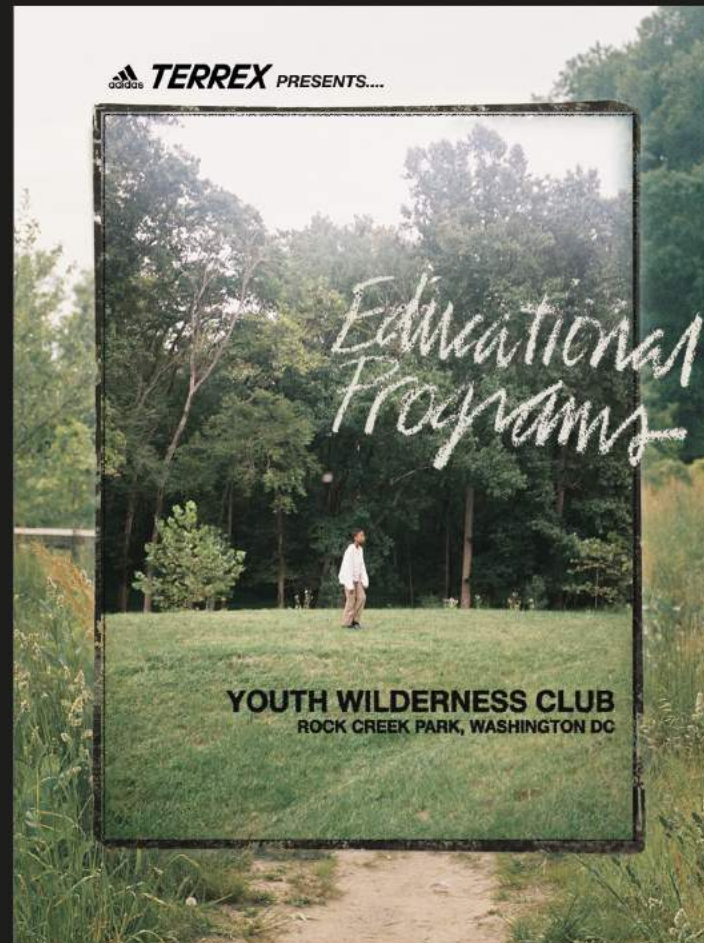
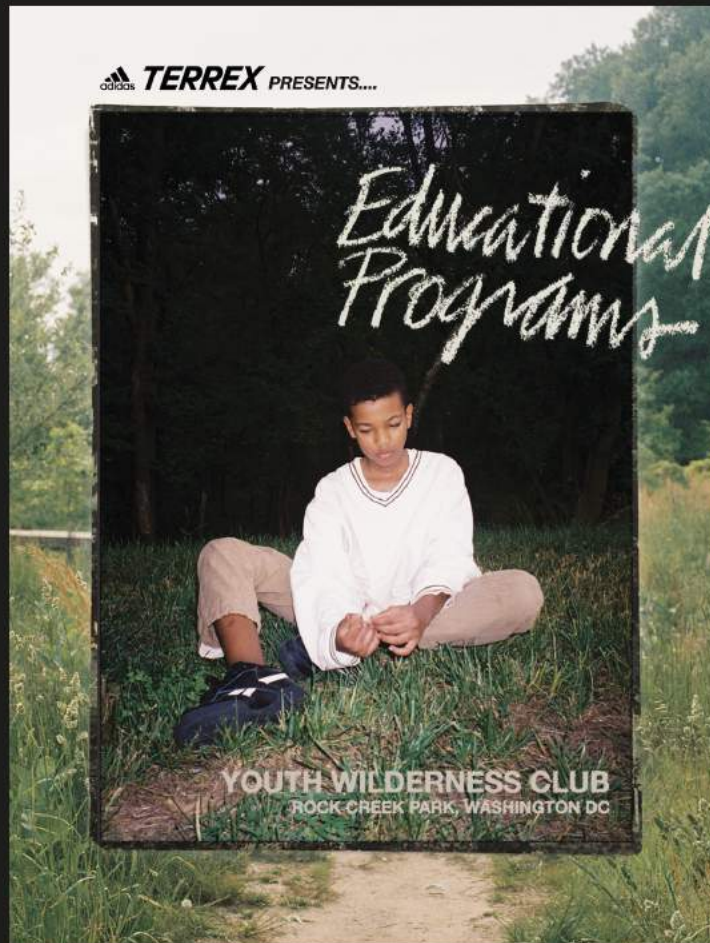
Birdwatching Hike



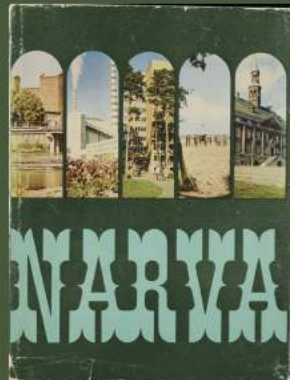
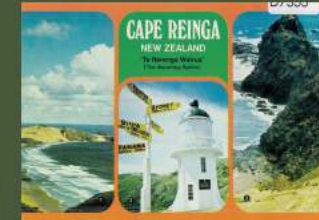
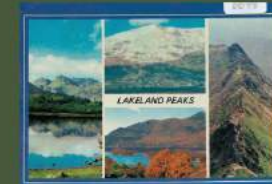
Creative Execution

Design for this campaign leans on retro prints, handwritten graphics, and vintage postcards to allude to a nostalgic but adventurous visual style.

Journal sketches and a retro photo treatment add a personal element; alluding to personal memories and natural discoveries, subverting this style for a more inclusive audience of wilderness enthusiasts.



Moodboard & key visuals

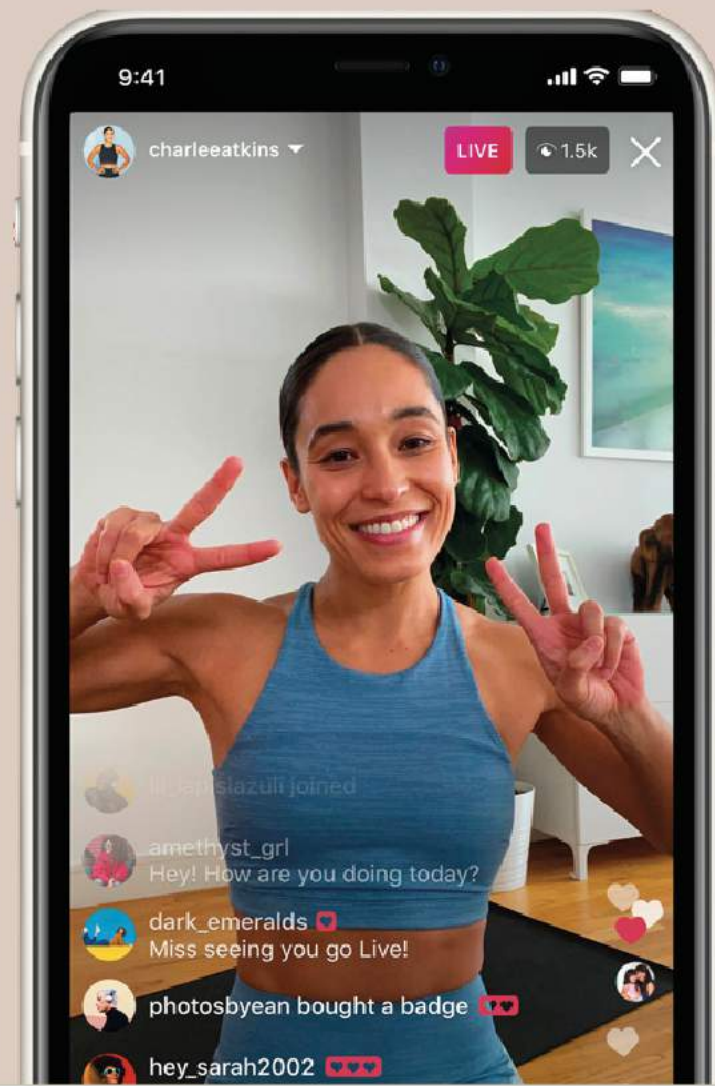


Instagram Live Q&A

Utilizing our adidas Terrex Instagram platform, we'll host a week long speaker series on livestream featuring our grassroots community leaders and outdoor experts.

Instagram live provides the unique opportunity to connect viewers directly with individuals leading the change in the outdoors industry through real time interaction.

This media format appeals to a broader audience by capturing to the casual viewer, allowing for Co-Hosting, and providing a long term upload on IGTV for people to watch at a later time.



Representing Black People in the Outdoors

SHOWCASING BLACK ATHLETES
IN OUTDOORS SPORTS



Concept Overview

In addition to highlighting Black and Brown community leaders in the outdoors space, this campaign also seeks to tell the nuanced stories and experiences of Black athletes in outdoors sports.

Wanting to subvert the media narrative of the typical outdoors enthusiast, we'll provide the next generation with role models reflective of themselves.

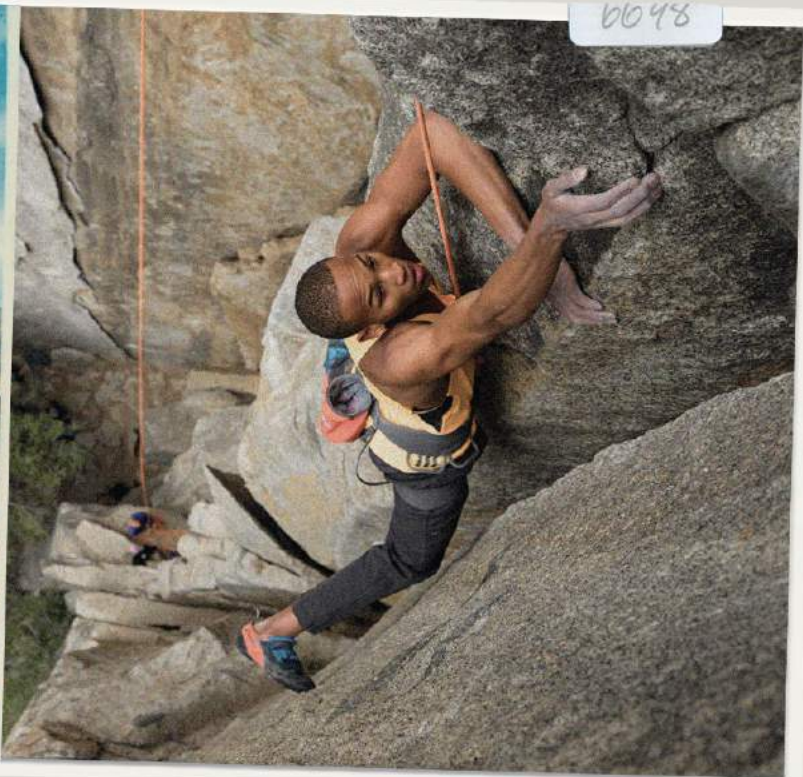
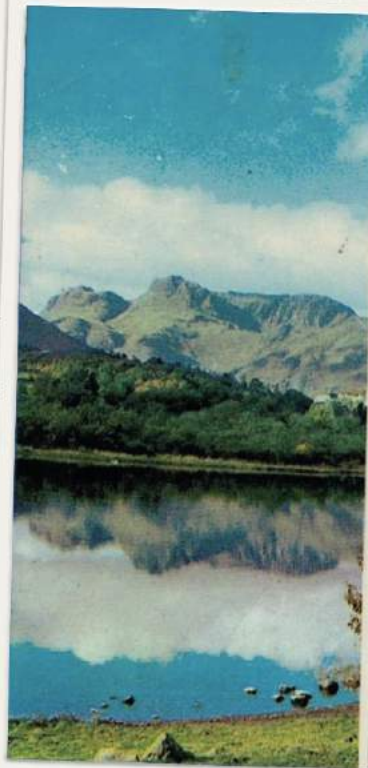


KAI LIGHTNER
adidas Outdoor -- Climbing

Dear dad,

you would not believe what has happened since you passed away. Skateboarding has grown exponentially, to the point where it became more popular than Little League. And then we as a society faced a crippling pandemic, and skateboarding grew even more during the chaos. I'm still doing it professionally at age 52 and having your support in those early days is a big reason for that. And through your example, I learned how to be an effective father myself. These are the strangest times we've ever lived in but I am thankful to be spending it with family. You'd be incredibly proud.

Love, Kai



KAI
LIGHTNER
Fayetteville, NC

Kai began climbing and competing in the USA Climbing organization at age six. By 21 years old, Kai has earned 12 National Championship titles and is a 5 time youth world championship medallist.

In 2015, he joined the adidas Outdoor team of athletes and recently founded a non-profit seeking to make the climbing industry more inclusive.

BROOKLYN BELL
adidas Outdoor -- Mountain Biking

TO MY FRIENDS,

A GENTLE REMINDER;
"LIFE HAS BECOME IMMEASURABLY
BETTER SINCE I HAVE BEEN
FORCED TO STOP TAKING IT
SO SERIOUSLY."

HUNTER S. THOMPSON

Link to my for



**BROOKLYN
BELL**
Bellingham, WA

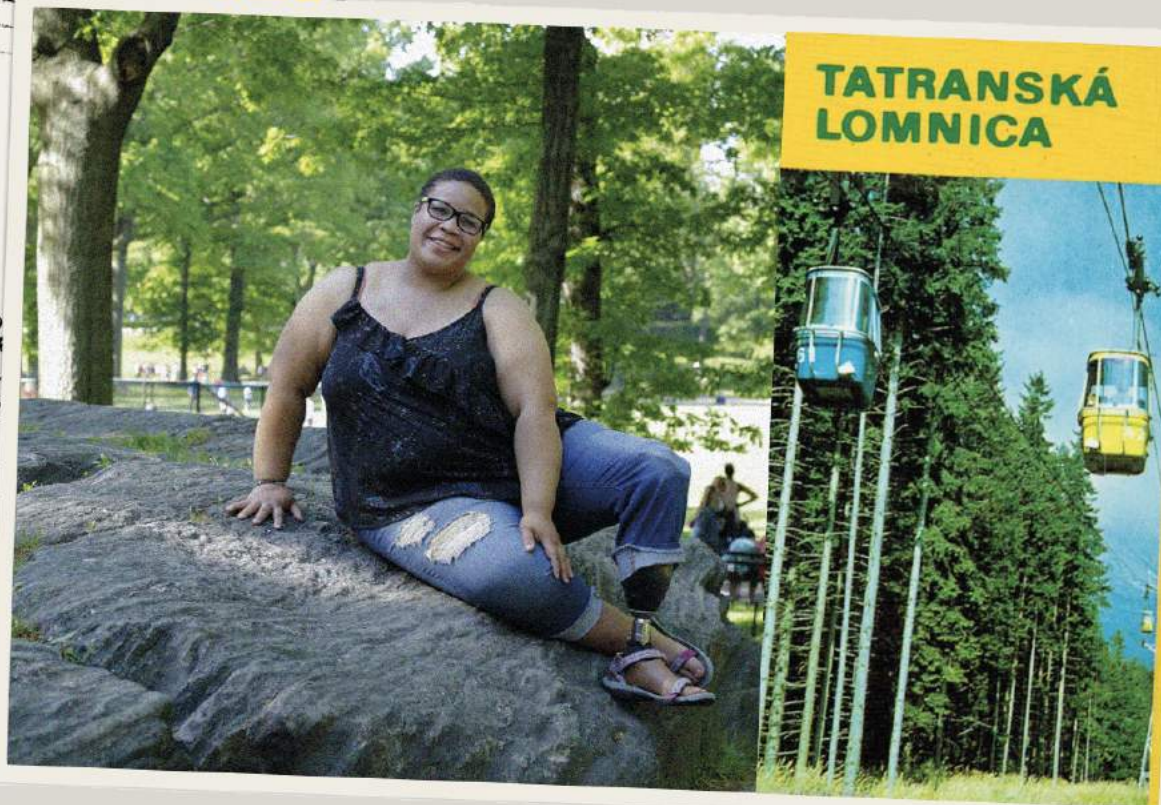
Athlete and designer Brooklyn Bell spent her teenage years hiking and running the trails in her backyard. This became a gateway into the world of outdoor culture as she began skiing, climbing and mountain biking.

Through sport, The Kona Supremes Ambassador Program, & her artistic practice, Bell champions space and resources for women of color in the outdoors.

KAREEMAH BATTS
adidas Outdoor -- Climbing

You can't run from
the hard work even in
hard times + I love it

Naked
Smith



KAREEMAH
BATTS

Brooklyn, NY

Native New Yorker, cancer survivor, and first female paraclimber in a USA Climbing Competition, Kareemah Batts, pulls from her lived experiences and education to co-create a world where diversity is intersectional and accessible for all.

Also the founder of non-profit Adaptive Climbing Group, Batts is continually broadening our understanding of what is possible on the climbing wall.

Series of Narrative Films

Shot in expansive national parks, this series showcases Black outdoors athletes exploring nature as they narrate their experiences with and relationship to the outdoors.

Our goal is to break the mold of what the typical outdoors enthusiast is “supposed to look like” as they share their origins, some of their earliest memories and favorite experiences.

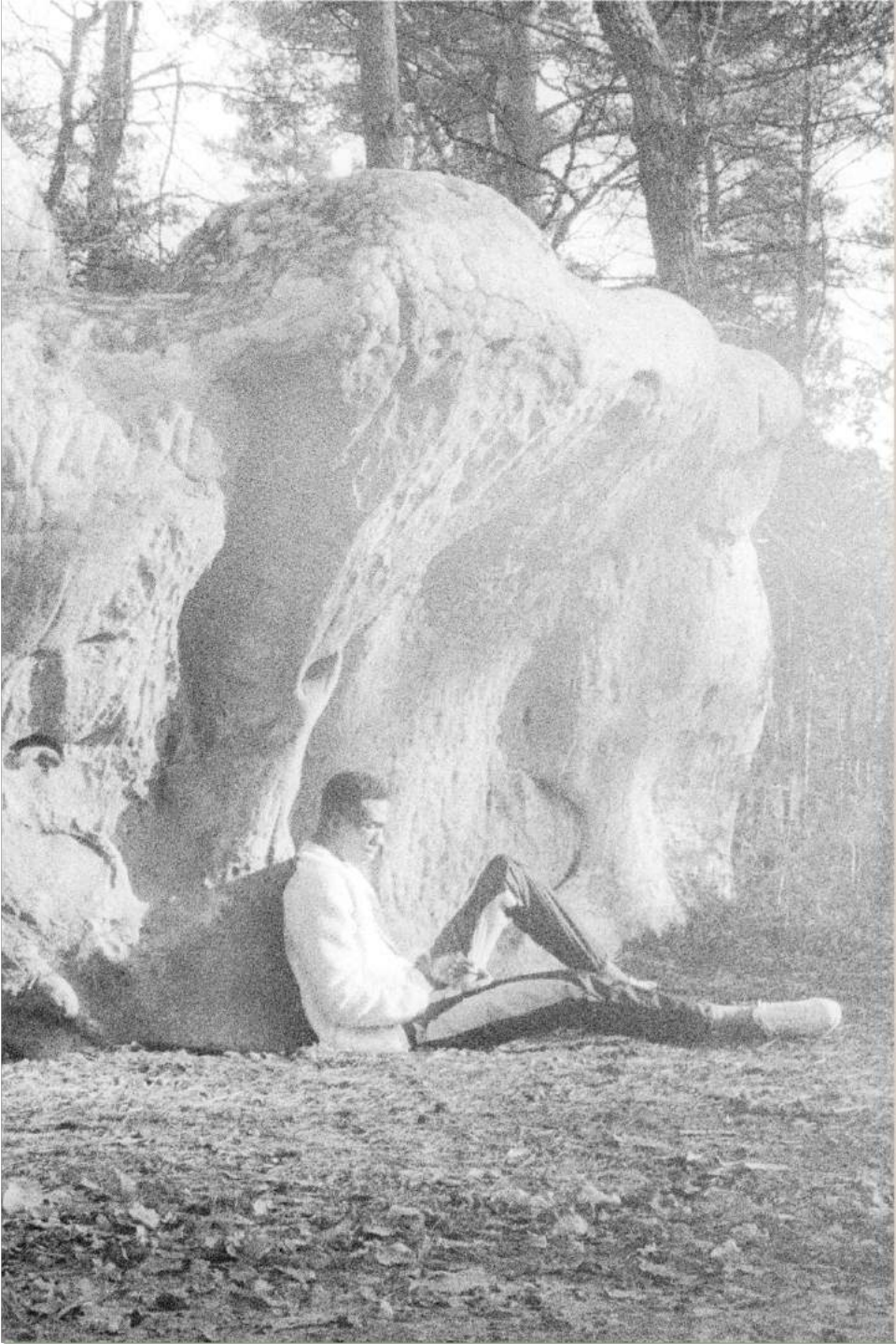
These personal stories become warm and inviting words of encouragement, inspiring audiences to envision themselves and a range new faces represented in the great outdoors.



Representing Black People in the Outdoors

ADIDAS TERREX CREATIVE EXECUTION





Concept Overview

The visual direction of this campaign aims to highlight the awe and beauty of the natural world while also simultaneously normalizing Black individuals visibility in these green spaces.

Going beyond imagery that serves the same core audience translates into new ideas, perspectives, & growth in outdoor sports culture.

Creative execution should lean on themes such as movement and recreation over performance.

Fashion

SHOT IN A PLAYFUL EDITORIAL STYLE



Ambassador

SHOT IN A NATURAL NARRATIVE STYLE.



SHOT IN A PLAYFUL EDITORIAL STYLE

These colorful moments
of candid group activity
showcase the elements
of friendship &
adventure to be found in
the great outdoors

photo direction
Fashion



SHOT IN A NATURAL NARRATIVE STYLE

These intimate
portraits capture the
sense of wonder,
stillness, and awe of
vast natural landscapes
in a cinematic light

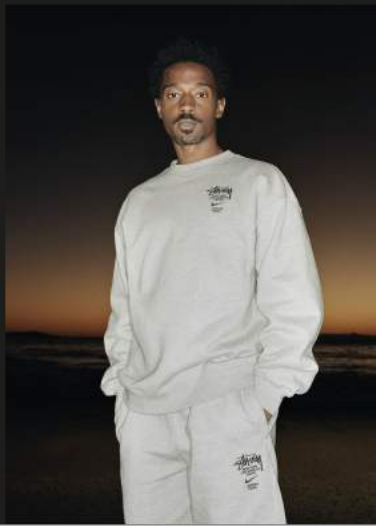


photo direction
Ambassador

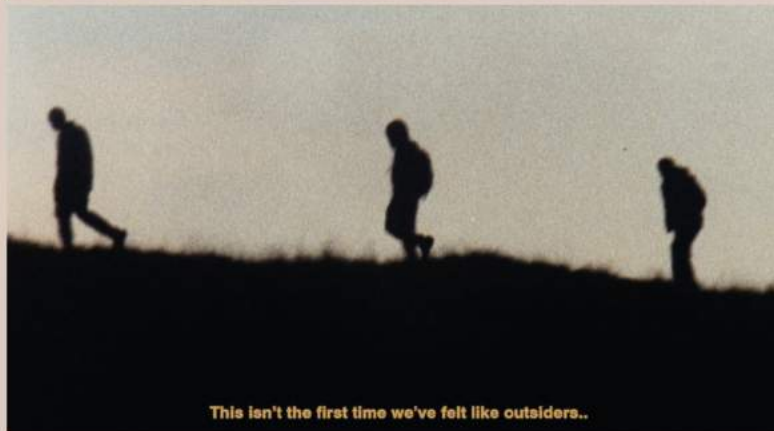
Fashion

CELEBRATES THE SPIRIT OF EXPLORATION



Narrative

TELLS A PERSONAL STORY



DIY

INVITE PARTNERS TO EXPLORE &
DOCUMENT THE WORLD AROUND THEM



a playful, spirited,
wilderness hike that
showcases the design
and functionality of
adidas Terrex gear,

shot in a quirky and
colorful 'Wes Anderson'
visual style, these
videos highlight the
product's use in
recreation through a
hyper stylized
composition.



film direction
Fashion

shot in a natural cinematic style, this series follows Black outdoors athletes in national parks as they narrate their relationship with the outdoors

these stories aim to appreciate the positive impact nature-based experiences have on the mind, body, and soul; while discussing the obstacles minority communities encounter when embracing this space



film direction
Narrative

we invite our adidas athlete &
partner community to document
their own self lead ventures in a
short video; presenting the ease and
simplicity of a neighborhood walk or
reclining in your city park

these trips can be solo ventures or
with friends, in local or far off
greenery. our goal is to encourage
our audiences to explore and
engage with the natural world

all the while also demonstrating the
range adidas Terrex has to keep
wearers comfortable & protected in
any geography



film direction
Partner Excursion

THANK YOU

