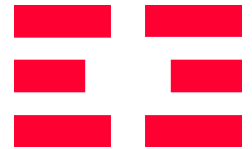




Nike

Subsidiaries: Converse
 Locations: Oregon (HQ)
 Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

Nike scored a 100 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Nike increases the risk of dividing employees, alienating customers and harming shareholders. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Nike forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Nike provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Nike over discriminatory practices in hiring. The company is a Gold sponsor of the HRC and a corporate partner of the NGLCC. Nike and Converse have donated to Planned Parenthood. Nike pledged over \$40 million to BLM and related causes. Nike regularly uses its reputation to promote gender ideology and is committed achieving to carbon neutrality by 2040. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. Nike signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex. The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. Nike donated to the Equality PAC and has lobbied for ideological purposes. For these reasons, Nike receives a High Risk rating.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

Nike received a score of 100 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). (3)(4). Nike laid off other employees due to their noncompliance with Nike's vaccination policy as well (5).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Nike(1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature.

High Risk

Nike indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Nike does not provide viewpoint protections for its employees (3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Nike over discriminatory practices in hiring (4)(5).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

Nike indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Nike and its subsidiary, Converse signed an open letter in support of the Equality Act, a controversial bill (34)(56). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7). Nike CEO John Donahoe is a member of the Business Roundtable and is a Ceres Network Member, committed to net zero carbon emissions by 2040 (8)(9). Converse supports BLM and publicly opposes alleged police brutality (10). Converse has released PRIDE collections and a shoe with advertisements that appear demonic (11)(12)(13)(14)(15). The company signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (16).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

High Risk

Nike and Converse provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5)(6)(7). The company indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (8)(9). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. (10). Nike is a Gold sponsor of the HRC and a corporate partner of the NGLCC (11)(12). The company has donated to the SPLC and pledged over \$40 million to the Black Lives Matter movement and related causes (13)(14)(15). Nike sponsored a transgender biological male for its female clothing line and its subsidiary Converse has donated nearly \$2.5 million to LGBTQ organizations (16)(17)(18). Converse combats racial injustice by partnering with ACLU of MA and The Theater Offensive (19). Nike is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (20)(21). Nike sponsors Pride Month advertisements and campaigns for the LGBTQIA community, including its "BETRUE" campaign (22)(23).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Nike indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or

initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Nike donated to the Equality PAC and has lobbied for ideological purposes (3)(4)(5).

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