

Technical Writing

Overview

For years, Nike had been using its Environmental Design Tool (EDT) internally to measure the impact of its products. The Tool evaluates waste, energy, toxics and water in materials and manufacturing, enabling companies to adjust the most significant product components and reduce its environmental impact. In an effort to be completely transparent and drive innovation toward sustainability, Nike made the tool available for the public. However, the average consumer wouldn't be able to understand the extremely technical language used in internal documents. It needed to be readable for general consumers and yet technical enough to be credible with green industry critics as well.

The Strategy

The [Environmental Design Tool](#) was presented in a first-person, easy-to-read style that is relatable for the average consumer—with links that could lead readers versed in the industry to more technical levels. BMG drafted both the high-level and the more technical information for both audiences. When launched, the Web pages had a more toned-down look than the average Nike campaign, to convey the seriousness of the endeavor and to avoid concern of greenwashing.

The Result

- The EDT launch gained extensive, positive media attention, including [articles](#) in industry news sources, such as GreenBiz.com.
- Green industry coalitions began to look to Nike to drive industry changes.

