

DECATHLON

Decathlon Sustainability Journey



Some facts about Decathlon

- Europe's largest sport retailer, founded in France in 1976;
- We are present in 56 Countries, across 5 continents, with over 2,000 stores and almost 100,000 teammates;
- We are present in the UK since 1999 with currently 50 stores.
- We make sport products: we have *Passion Brands* focusing on designing, producing and manufacturing products for over 70 sports, which make up around 90% of our offer.



Our focus in terms of brand communication is around the value of our products, which translates into 3 main pillars:

- 1) Satisfaction guaranteed > Warranty and Return
- 2) Expertly designed, unbeatable value
- 3) Sustainability > 4 projects: Ecodesign, Second Life, Rental and Recycling



DECATHLON | SUSTAINABILITY



Range of products designed and manufactured to reduce environmental impact:

- By the use of sustainable materials: organic and recycled cotton, recycled plastic and recycled polyester
- By employing less impactful processes: biton (two-tone) dye and dope dye

DECATHLON

SECOND LIFE

Second hand (from Buy-Back website) or refurbished sport equipment.

DECATHLON | RENTAL

Sport equipment rental program

DECATHLON | RECYCLING

Recycling program with our
partners > internal waste and
customers equipment

DECATHLON UNITED

- INTERNAL COMMUNICATION ON SUSTAINABILITY PROJECTS AND INITIATIVES
- NEW SUSTAINABILITY DESIGN GUIDELINES
- LACK OF SUPPORTS AND COHERENT RETAIL SOLUTION FOR EXTERNAL COMMUNICATION ON THESE PROJECTS

DECATHLON UK

- INCREASING REQUESTS FROM THE STORES FOR POS ON SUSTAINABILITY
- OUTDATED COMMUNICATION, NOT IN LINE WITH NEW GUIDELINES
- LIMITED SUPPORTS AVAILABLE
- NO GUIDANCE HOW TO COMMUNICATE IN STORE
- LOCAL INITIATIVES, NOT ALIGNED WITH GUIDELINES

Which led to...

Sustainability: before

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- New design look & feel, not aligned with our brand design guidelines;
- Old supports installed in unsuitable places
- Bad quality, "DIY" supports, which deteriorate the brand image.

1) CREATE AWARENESS on the sustainability projects in Decathlon

PURPOSE Offer more sustainable solutions to our customers looking for them AND help each customer to choose the more sustainable option

1) ANSWER TO THE STORES' growing demand for communication supports on the topic

PURPOSE Align our communication as a brand, make sure that our message is truthful and informative.

The Process

We needed to go step by step, starting from scratch:

- 1) Define clearly what each of the sustainability pillars is and how to explain it to our customers > define message hierarchy and copy bible to be used consistently on retail supports, website, social media, etc.
- 1) Define the visual identity to make our communication consistent, both across different sustainability projects and different channels
- 1) Redesign the in-store customer journey, defining where to communicate, what and how
- INVOLVING THE whole marketing and sustainability TEAM, to make sure that our solutions are functional, have the correct information and that the retail communication is aligned with the other channels
- WORKING WITH THE INTERNATIONAL Sustainable Development TEAM, sharing best practices and ideas with colleagues from other Countries and aligning our communication to the international guidelines

After almost 5 months of work...



...we shared the Sustainability playbook with our 50 stores

- A complete catalog of available POS on sustainability (Ecodesign, Rental, Second Life and Recycling)
- A guidance for the stores on where to communicate about sustainability and how to use the supports available

[illegible]

The playbook

What type of solutions?

Concepts (need adaptation store by store)

- Window display
- In-store display areas
- Special layout solution
- Wall graphics

Ready to order POS

- Layout and commercial areas POS
- Totems
- Recycling bins



What else does it include?

- Detailed information on each support: purpose (where and how to use it), size, material, cost (or quotation);
- Information on how to order the support or contact info for custom solutions
- Recycling information for each type of material

Purpose: Layout POS to be placed directly next to eco-designed products. Reflective A5 pouch to display product sign

Half gondola POS can be used as merchandising solution for empty grill. Reflective A4 pouch to display price sign.

Type of Support: 6mm universal Dufaylite

Cost:

- A) A size, 260mm x 400mm plus A5 Wallet: £4.50
- B) Half TG, 500mm x 1950mm: £27.00
- C) TG Banner, 1000mm x 250mm: £7.50

How to order: COM2U

A size (**IDCOM2U1057540**)

Half TG (**IDCOM2U1057614**)

TG banner (**IDCOM2U1057617**)

The rule(s) of the game: no waste!

- All POS are made in recyclable materials
- The material used for each support is more sustainable option, while guaranteeing quality (durability)
- All display concepts are designed to create space which will remain unchanged while there will be just a rotation of seasonal products
- The POS are not product-specific, so they can be used to highlight any product, in any sport, over and over again
- These solutions are not “pushed” to the stores, just available for them, which will order depending on their strategy, needs and budget.

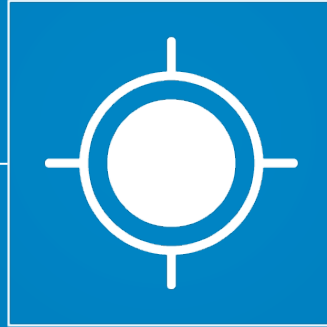
Focus: Ecodesign Customer journey

I KNOW



Create awareness around
our Ecodesign range

I IDENTIFY



Identify the products

I UNDERSTAND



Provide extra information
to understand what
Ecodesign means

Step 1: I know

I KNOW



Create awareness around
Ecodesign

- High visibility areas
Windows (facade)
By the entrance
By “service areas”
Staircase
- Attention grabbing
- Minimum info >
Ecodesign range
exists + basic info

Displays

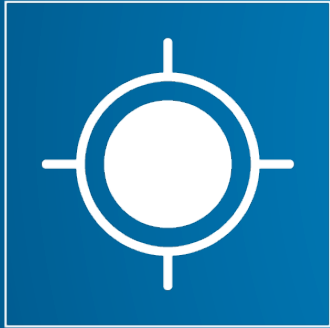


Wall graphics



Step 2: I identify

I IDENTIFY



Identify the Ecodesign products

- Layout and commercial areas
- Recognisable and “stand out” supports



Step 3: I understand

I UNDERSTAND



- Layout, wherever I highlighted an ecodesigned product
- In-store display areas

Provide extra information
to understand what
Ecodesing is



Other supports: Second Life

Second Life

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The challenge:

- Merchandise second hand products creating an attractive layout;
- Optimise space and fixtures with stock that constantly varies in quantity and size
- Accommodate all budgets

The solutions:

- Offer 2 solutions: premium and standard
- Standard: dress the layout with POS that can be moved around depending on stock and space available
- Premium: wooden pegboard, better looking with fixtures that make the space highly flexible and adaptable to different type of products



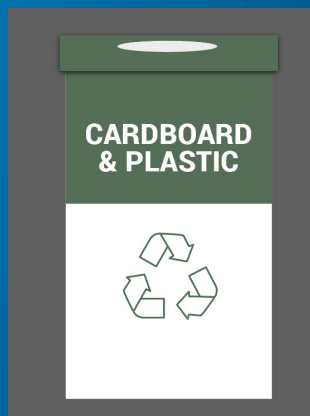
Other supports: Recycling

The challenge:

- Make sure areas we give the customers the opportunity to dispose of waste in recycling bins in every area of the store
- Inform customers of our partners for recycling sport equipment and encourage them to bring this type of items in our store to be disposed of.
- Accommodate different budgets

The solutions:

- Offer 2 different solutions: one in kraft paper and one in wood, plus single bin format with posters including info on our partners.
- Consistent design for all bins and recycling points around the store.



The implementation

- Launch on February 2022
- POS made available on internal website for all stores to order
- 31 stores out of 50 ordered POS from the Playbook
- 7 Countries contacted us to get information or request artworks for local adaptations.
- New supports for high street stores tested in new opening.



How do we measure the impact of our communication?

Sustainability KPIs

Ecodesign TO:

2021: 10.41%

2022 target: 20%

Second Life (+ repair) TO:

2021: 1.81%

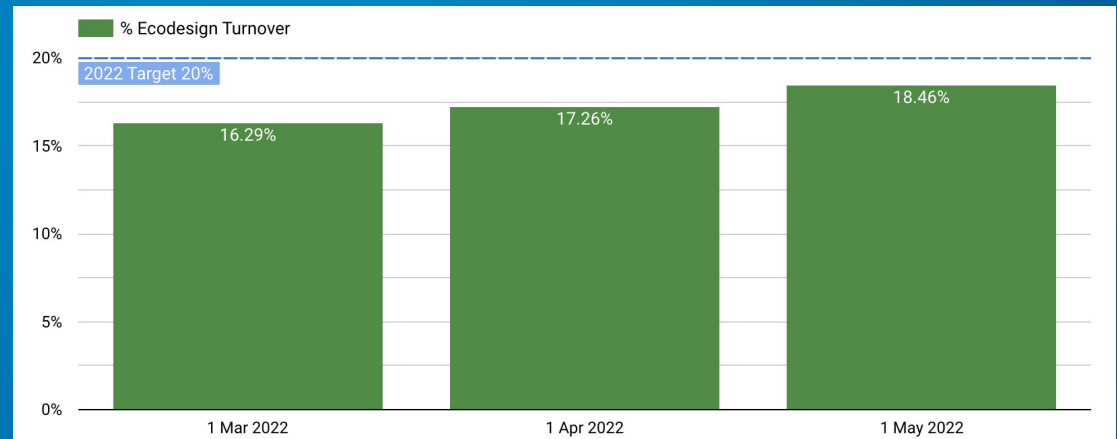
2022 target: 2.5%

Recycling:

2021: 89.7%

2022: > 90%

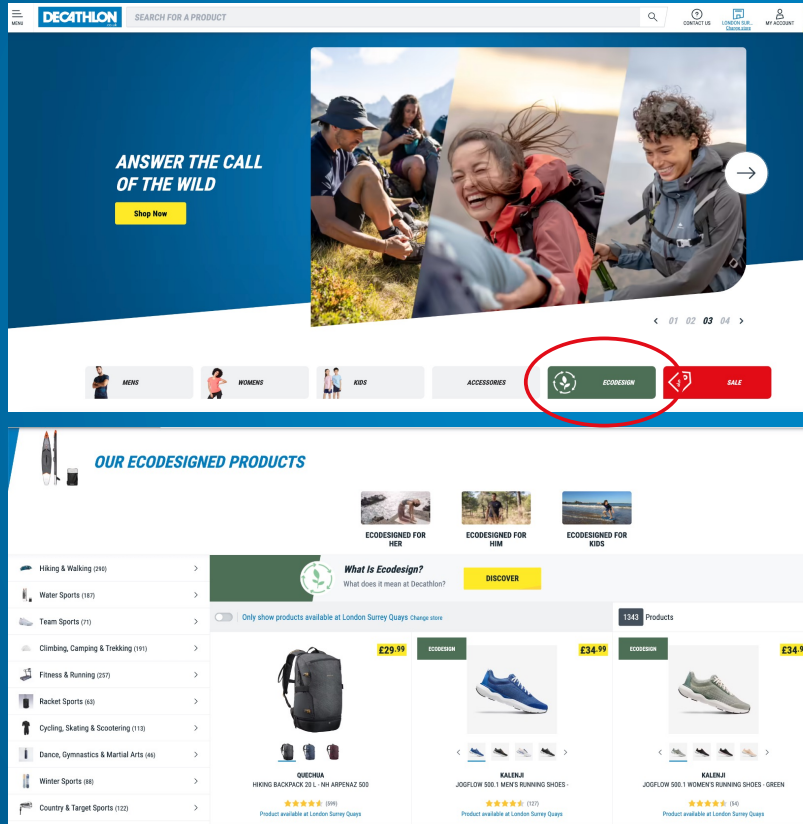
Report per store starting from 4 weeks after the installation of the new supports



Other channels: Our website

Sustainability: our website

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Other channels: Social media

Sustainability: social media

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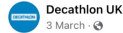
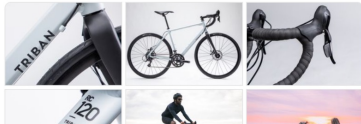
About

See all

- 1 Home of the Decathlon UK community
- 1 At Decathlon our mission is to make sports accessible to everyone across the UK. With over 70 sports in-store and online we've got something for all. ... [See more](#)
- 190,073 people like this, including 81 of your friends
- 191,058 people follow this
- 702 people checked in here
- <https://bit.ly/3JrNLG1>
- [Send message](#)
- Price range · ££
- Outdoor equipment shop · Outdoor and sporting goods company · Clothing

Photos

See all



This Quechua rain jacket is part of our Ecodesign collection made from recycled polyester. It's the perfect handy backup when you're caught in a downpour.



QUECHUA COUNTRY WALKING RAINCOAT

Waterproof, lightweight and easy to pack



Made with recycled polyester



FORCLAZ TRAVEL BACKPACK 40L



We dye the yarn with coloured granules to avoid using dye baths

Comfy travel backpack with multiple compartments



deathlonuk

Message

1,183 posts 36.5k followers 627 following

DecathlonUK

Sports

Shop over 70 sports in-store & online

Tag us in your adventures #LetsPlayUK

linkin.bio/deathlonuk

Followed by decathlon.edinburgh and decathlonleeds



Challenge



Sustainabi...



Adventure



Cycling



Watersports



Friends



PLAY

LETSPAY...

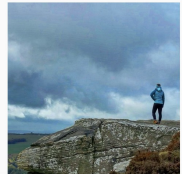
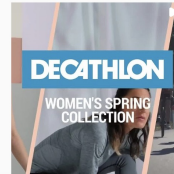
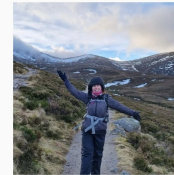
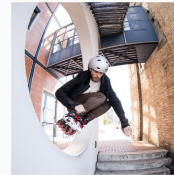


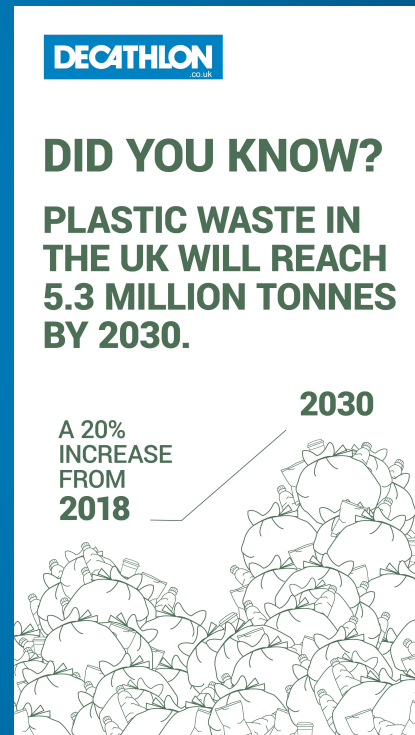
QUECHUA ISOTHERMAL BACKPACK 20L

Carefully dyed to reduce CO2 emissions
Isothermal backpack keeps food fresh for 7 hours



WHAT DOES INTERNATIONAL WOMEN'S DAY MEAN TO YOU?





THANK YOU