



WORLD MATERIALS FORUM

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Launched in 2008, Decathlon's sale of environmentally friendly products increased year on year. In 2012 they committed to increase the share of eco-designed products to 30% of sales by 2017. To push ahead even faster with this target, they are stepping up their in-store communications and put the customer at the very heart of this strategy. An environmental labelling is about to be introduced to communicate the environmental impact to the end customer.

Decathlon's efforts to improve the environmental performance of products and packaging through eco-design, take two major forms:

1- eco-improving a finished product: Once the product has been changed at one or several stages of its life cycle, for an equivalent functionality, its environmental impact must be reduced by 15%.

2- using materials with a lower environmental impact :

- material from organic farming (e.g organic cotton)
- renewable material (e.g flax)
- recycled material