

Let's Deploy environmental labelling



*Congrès AVNIR 2018
Raffaele DUBY*

DECATHLON

SUSTAINABILITY

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Everything is available in our [SD website](#)



If you need more information, we can provide you it !

DECATHLON

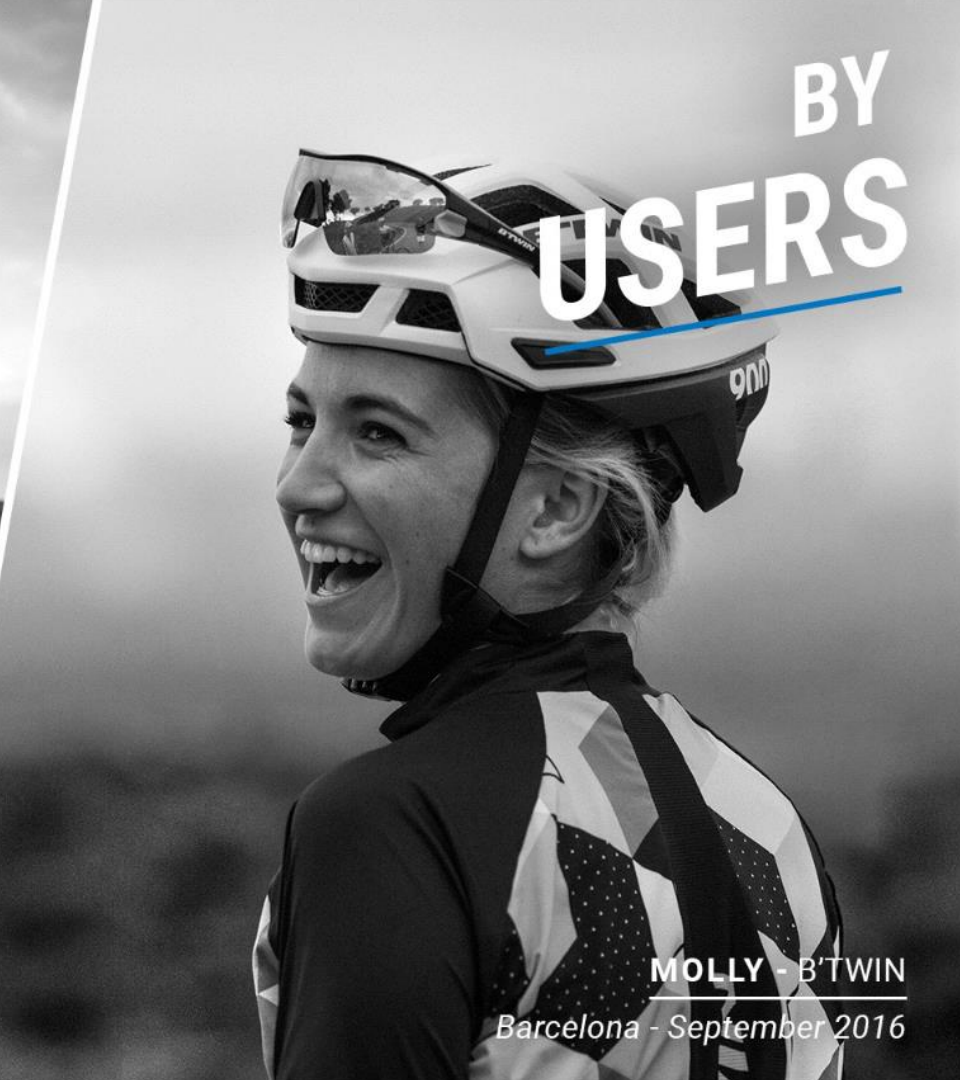
Purpose of Decathlon

We make sports accessible for the many.





**FOR
USERS**



**BY
USERS**

MOLLY - BTWIN

Barcelona - September 2016

DECATHLON

SUSTAINABILITY

...*but*...

SD Fact !

***Today, we consume the equivalent of
ressources for 1,7 planet to fullfill our annual
needs.***

A scenic mountain landscape with a dirt path leading up a grassy slope towards snow-capped peaks under a blue sky with wispy clouds.

Our Playground



How it can be



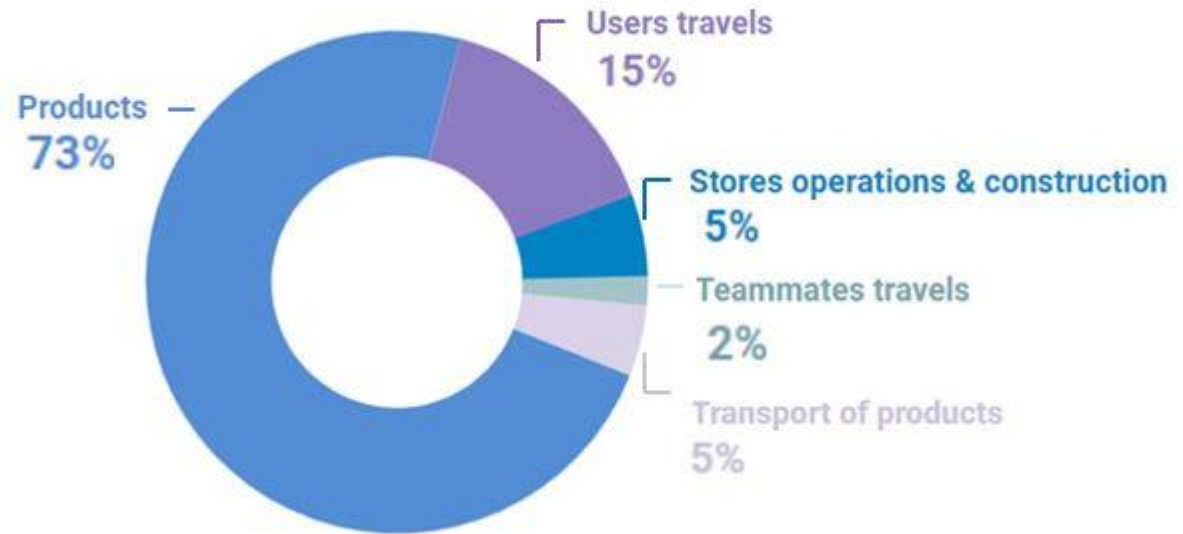
2017 global CO2 DKT impacts

78%

Product

(Material, production, use, end of life)

+ product transport



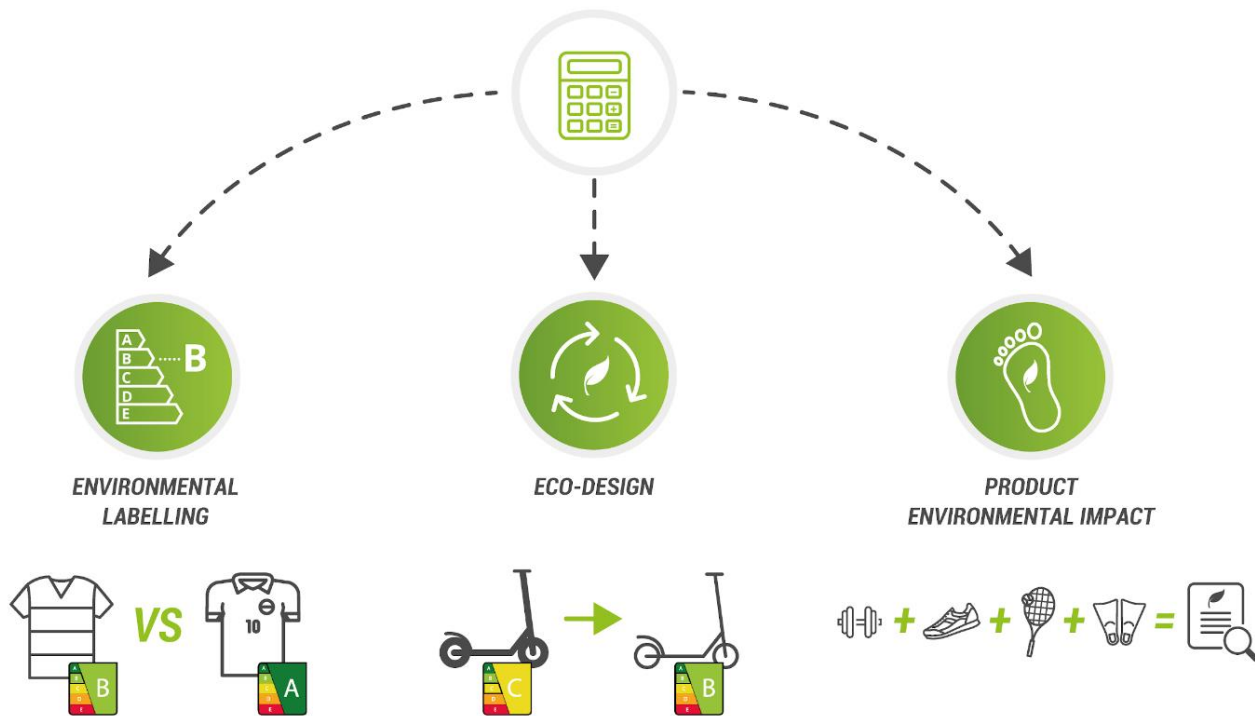
Consumer dilemma



Which product is the greener between this two products ?

Environmental Evaluation

Our product's environmental evaluation



What is environmental labelling ?

GLOBAL & LOCAL ENVIRONMENTAL STAKES



MULTI-CRITERIA



• Global Warming



• Eutrophication (freshwater & marine)



• Resource Depletion

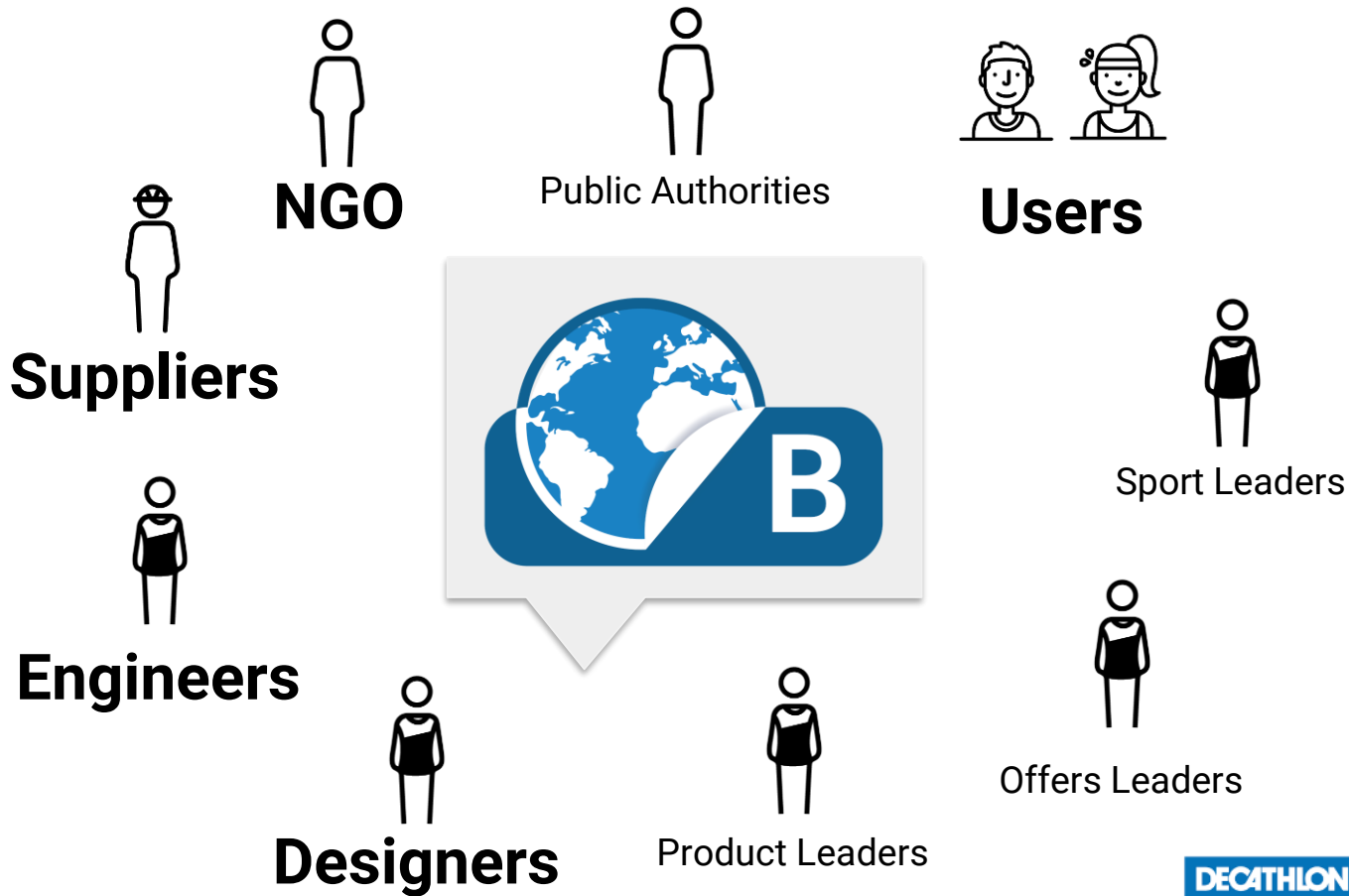
...



[Video](#)



Main Interest : Dialogue Tool



Target

**100% of products with
environmental labelling
for 2019***

**Textile, Heavy stitching and Shoes*



5 versions

MESURES ENVIRONNEMENTALES

CO2 : 4 kg ; eau : 1,8 m3.
 Détails sur www.oxylane.com
 (entreprise responsable).

Forclaz 70 Symbium Access


8171494



Quechua

	A	B	C	D	E
CO2	Green	Green	Yellow	Orange	Red
Water	Green	Green	Yellow	Orange	Red
Volume	Green	Green	Yellow	Orange	Red
Price	Green	Green	Yellow	Orange	Red

22,1 kg
 104,7 kWh
 859 L



SACS A DOS RANDONNEE PETIT VOLUME
 Conçu pour l'adulte ou l'enfant à partir de 6 ans pratiquant des BALADES de quelques heures.

non conçu pour le rando sur terrain difficile.

DISPONIBLE JUSQU'EN L'ANNEE ET SUR decathlon.fr

Quechua **Arpenaz 10** 5

Ref. B128903

Simple et confortable au quotidien ou en balade.

4€⁹⁵

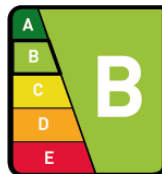
CONTENANCE
 10 litres / 210g.

FACILITE DE RANGEMENT
 1 poche externe.

FACILITE DE TRANSPORT
 Dos mousse. Grande amplitude de braccioli rembourrés. Repose-mains réglable.

IMPACT ENVIRONNEMENTAL
 Note C - CO2 : 7,2 kg ; Equipement Ressource : 53,2 g \$B - Détails : oxylane.com

Détails : Oxy/ressource/Equipement Ressource en noir - \$B/g, vert, rose, blanc.





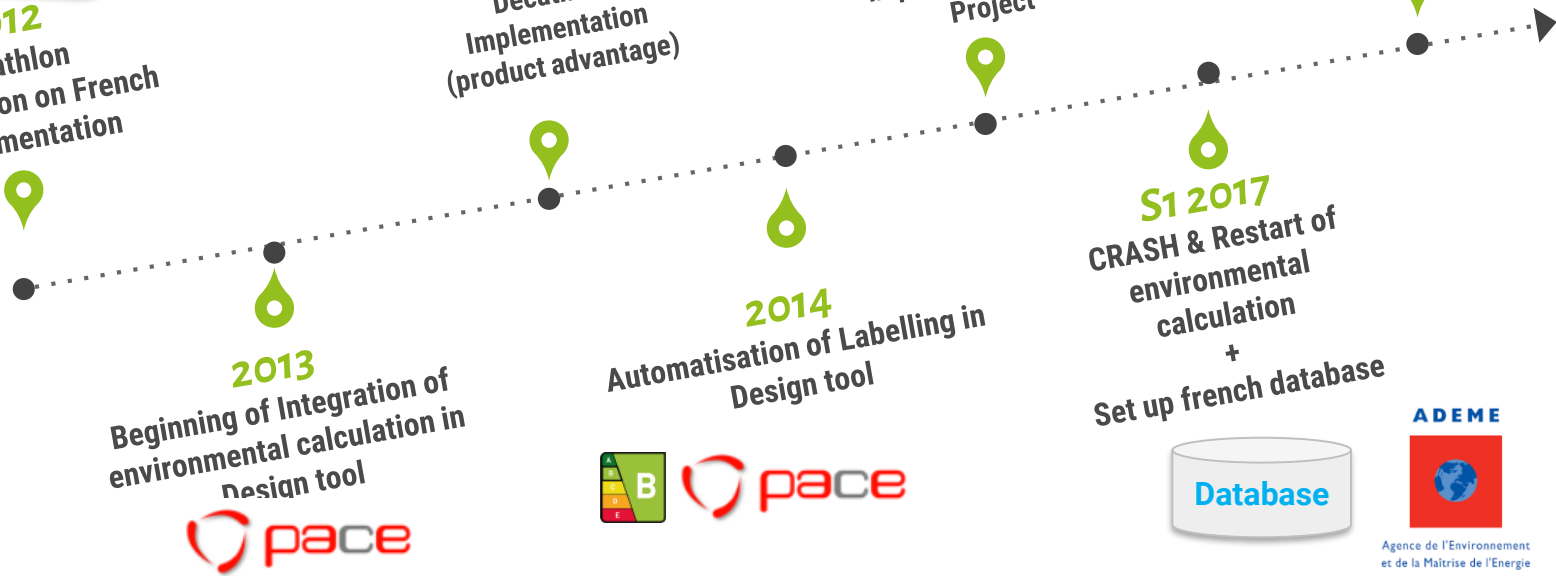
2012
Decathlon participation on French Experimentation



2014
Decathlon Implementation (product advantage)

2015
French Pre-implementation + UE Project

2017
Massive integration of labelling



ADEME



Agence de l'Environnement et de la Maîtrise de l'Energie

Path taken

Success AW 2018

Product with an environmental labelling on ligne

30 %



+1500 products
And several million users



Deployment of French environmental Labelling



1

Picto



Method

Database



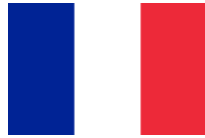
Event



Sectors



DECATHLON



Hotel
SYNHORCAT

*Syndicat National des Hôteliers
Restaurateurs, Cafetiers et Traiteurs*

Elec. Device



Textile

DECATHLON

okaïdi



Food

GROUPE
Casino
NOURRIR UN **MONDE**
DE **DIVERSITÉ**

Furnishings





PE 2018
20%
Method
& data



AH 2018
30%
FR Launching &
Autonomy



PE 2019
+50%
Automatisation
Store signage



AH 2019
100%
Generalization



*For Every User
In Every Product
On Every Device*

Next steps

DECATHLON

Let's continue to share

DECATHLON

SUSTAINABILITY



Raffaele DUBY

Sustainability leader in Design & offer



TO GO FURTHER ON
ECO-DESIGN