

Decathlon reverses its name to highlight sustainability initiatives

What is it:

In Belgium, Decathlon has temporarily changed its name to Nolhtaced – online and at three stores in Evere, Namur and Ghent. Decathlon's campaign runs from mid October to mid November and aims to highlight its reversed role – as a customer of recycled items through its Second Life programme.

Why does this matter?

Like many retailers, Decathlon is working to aggressive ESG targets to reduce carbon emissions. Its Second Life objectives for 2022 are to take back 65,000 products, more than treble the amount taken back in 2021. This will reduce CO₂ emissions by 17,426,360 kg.

Strategic implications:

Retailers that engage customers in their ESG goals will win trust and loyalty. This marketing initiative is a win:win for Decathlon and its customers.

STEPIC drivers / Winning Strategies:

More with Less
Power in Purpose
Loyalty Reinvented



Five great reasons given by Decathlon for customers to participate in Second Life:

1. Your item is no longer used
2. Your child is growing up and needs equipment adapted to their size
3. To dispose responsibly of items that no longer fit
4. To work together to protect our common playground
5. So that this item can give pleasure to other people

17557 PRODUITS REPRIS

OBJECTIFS 2022

65000 PRODUITS REPRIS

17 426 360 KG DE CO₂ SAUVEGARDÉS*

