



How Decathlon turns DPPs into new business value

Freek Snijders | Sustainability Leader Digital

A group of four hikers are shown in a mountainous landscape. In the foreground, a man with dark hair and a beard, wearing a dark green jacket and a large black backpack, is smiling and looking towards the right. Next to him, a man with short dark hair, wearing a dark blue jacket and a tan backpack, is also smiling and looking towards the right. In the background, a woman with blonde hair tied back, wearing a light blue and white jacket, is smiling and looking towards the right. To her right, another person with dark hair is partially visible, also smiling. They are all holding trekking poles. The background features rolling hills and mountains under a clear blue sky.

Bring people together
through sport to make
wellbeing accessible for all

Doing **business** while reducing absolute **CO2e** emissions



+17%

GMV*

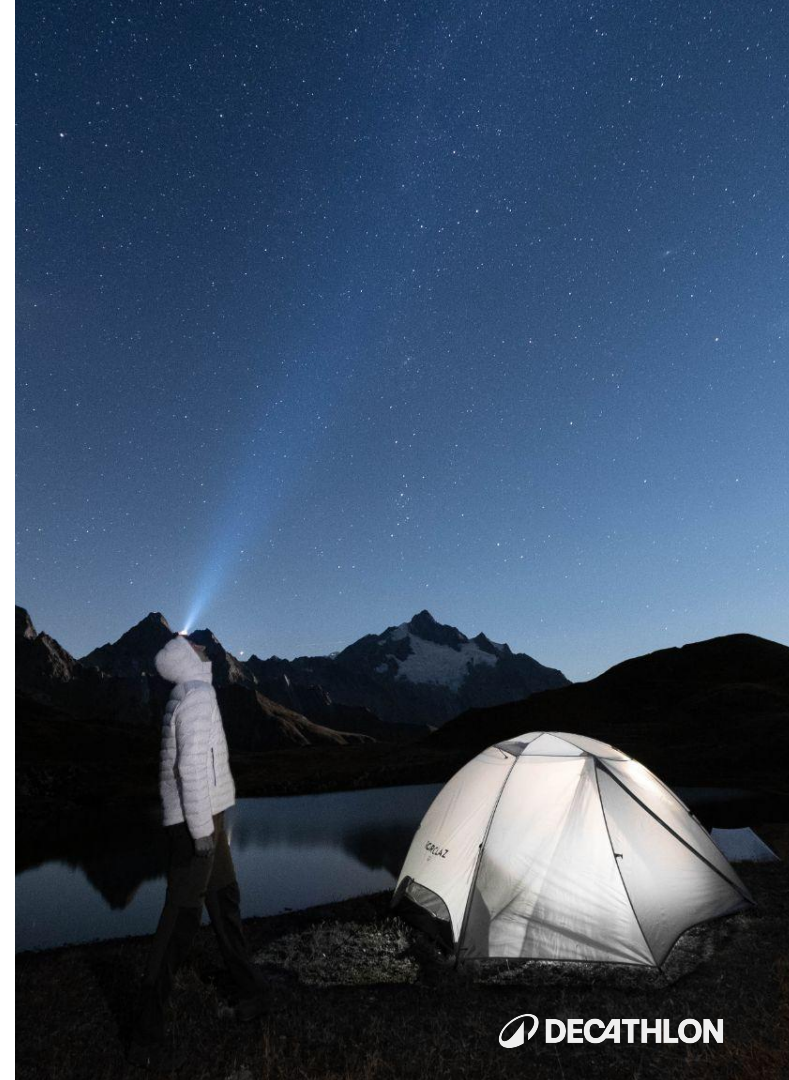
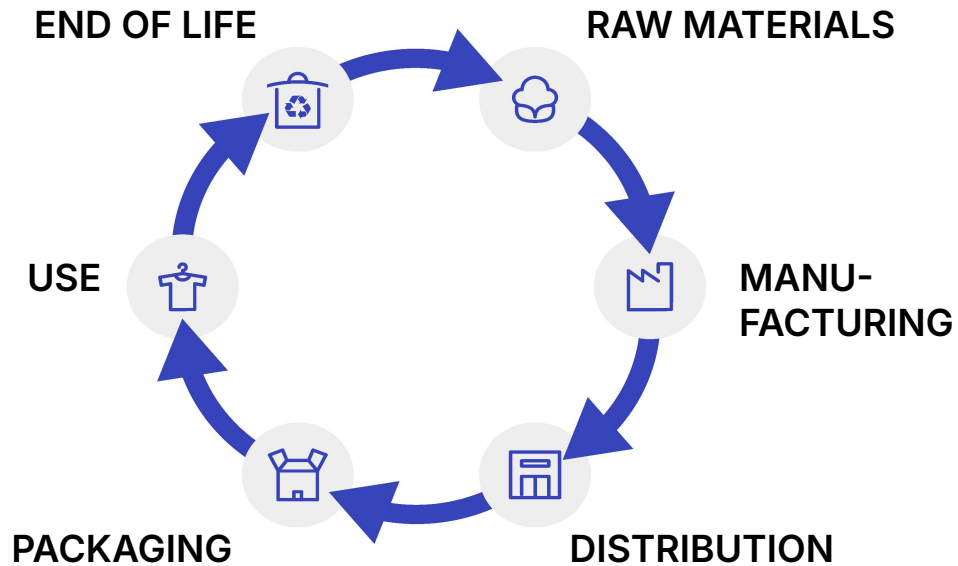
-13%

CO2e*

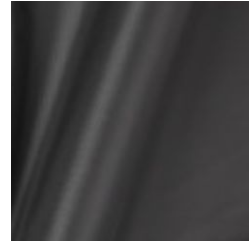
*2025 NFRD figures vs 2021

Zoom on our ecodesign approach

Ecodesign approach



With innovative techniques



RECYCLED

**MINIMAL
WASTE**

DURABILITY

GREIGE

BITON

DOPE DYE

REPAIR

Recycled
instead of
virgin material

Use less
material

Use it longer!

Not Dyed

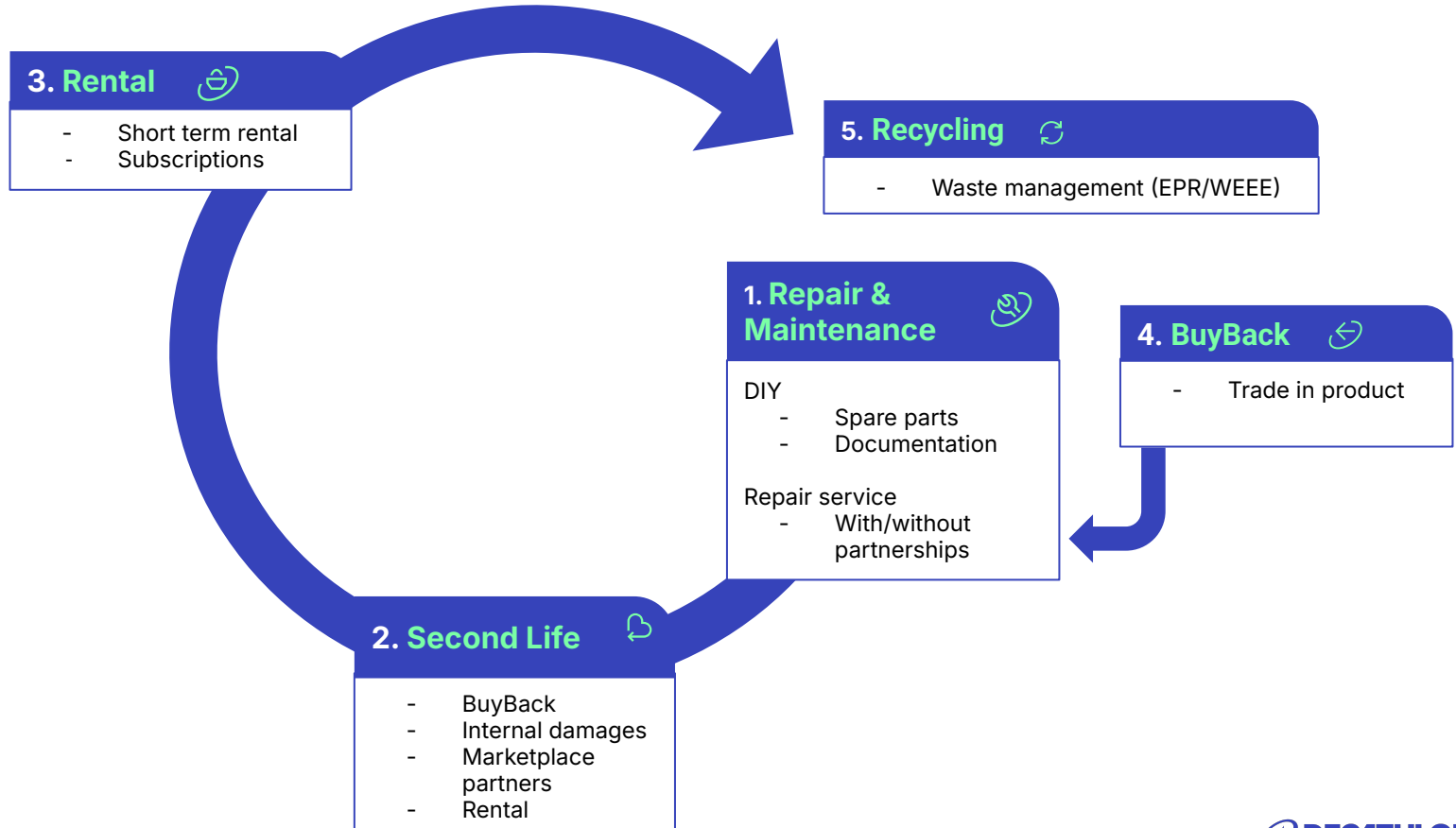
One is greige
and the other
is dope dyed

The dyeing is
carried out
before
spinning

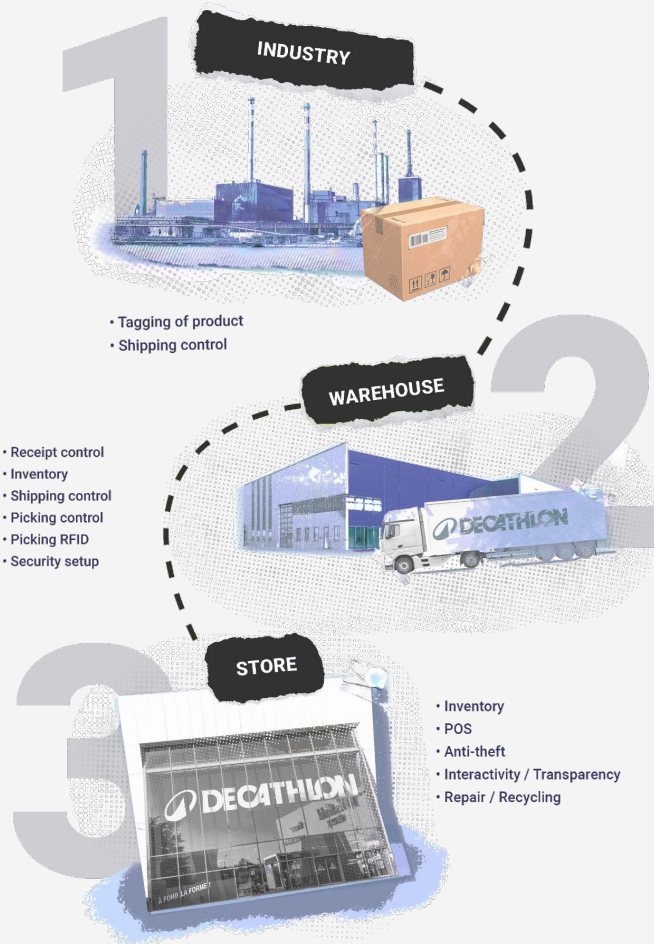
Use it longer!

Zoom on our circular business models

Circular business models



The value creation of RFID / DPP

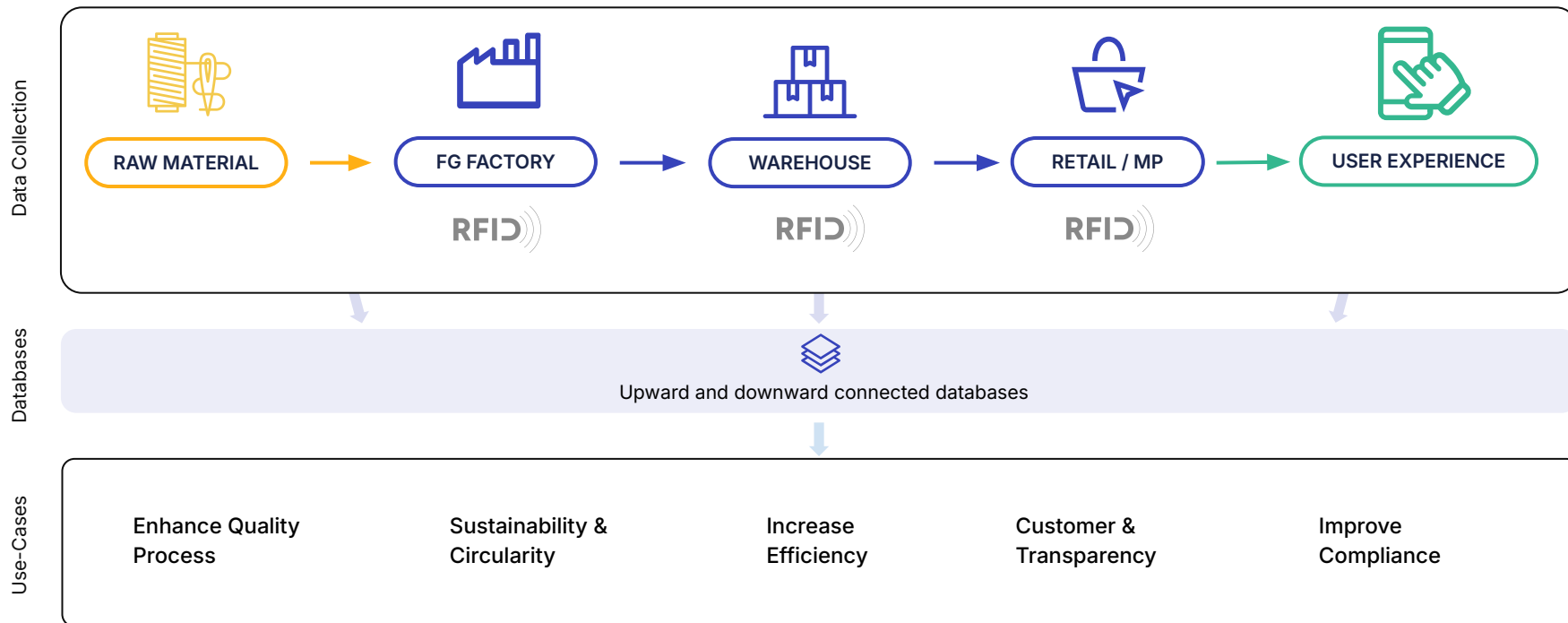


Each product is unique

RFID

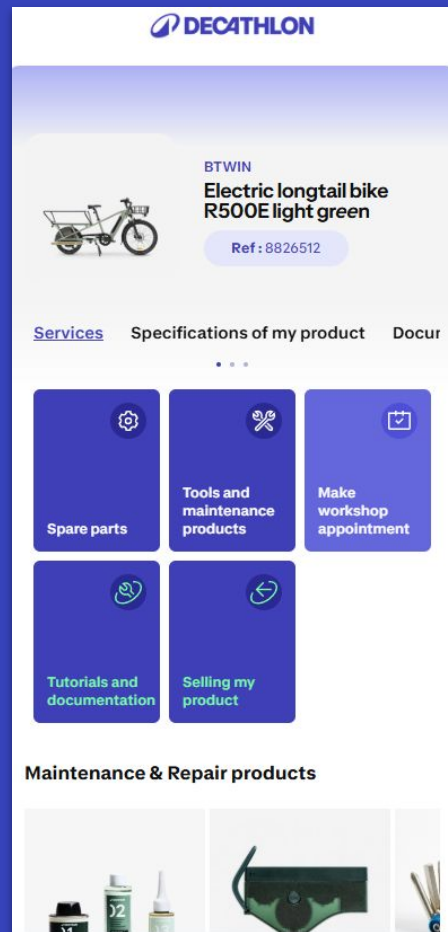
- **No battery**
- **Wireless**
- **Reads in bulk**

RAIN RFID is a key elements for traceability.

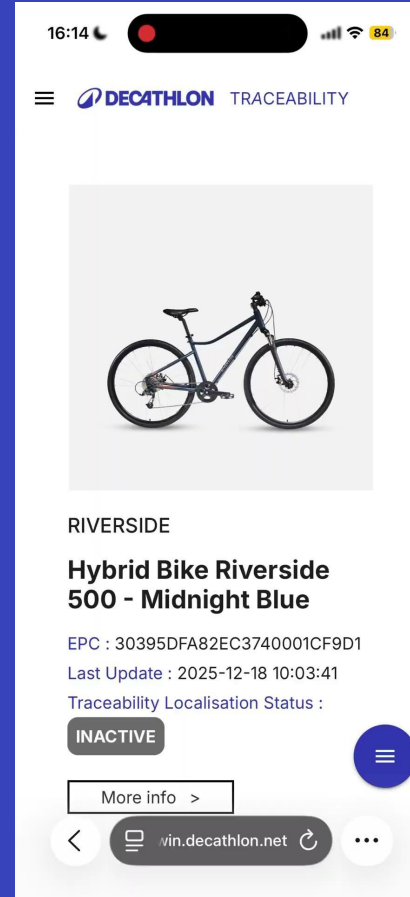


via QR

User Experience



Visualize the Traceability



The DPP requirements in a nutshell

Let's have a look on Digital Product Passport needs



Collect **product information** across the product lifecycle.



Digitally store data
(e.g. in the cloud)



Provide **easy data access** to stakeholders
(e.g. through scannables QR Codes, digital link, ...)

RFID meet the perfect criteria of a DPP's data carrier

Digital Product Passport



Unique



Durability / Persistence



Readability



Scalability

In a **circularity** point of view, RAIN RFID and DPP perfectly match!



Returns



Repairs



Buyback & Second Life



Rental



Recycling

Our lesson learned about DPP

- It is **multi-functional**, **multi-skill** and **disrupting** program impacting all company layers
- **Data strategy** is a foundation for the success
- **Interoperability** is not an option
- **Customer** centric approach

Key Choices

Cost effective
and powerful
Granularity level

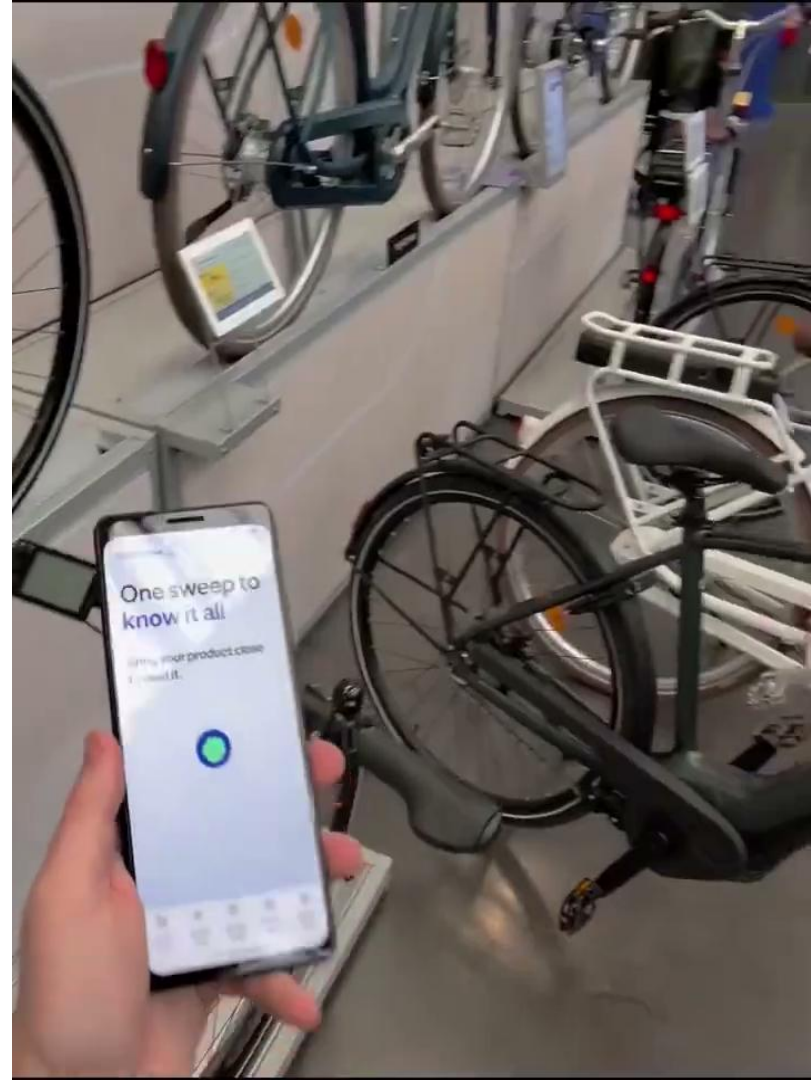
Data carrier
suitable all over
product lifecycle

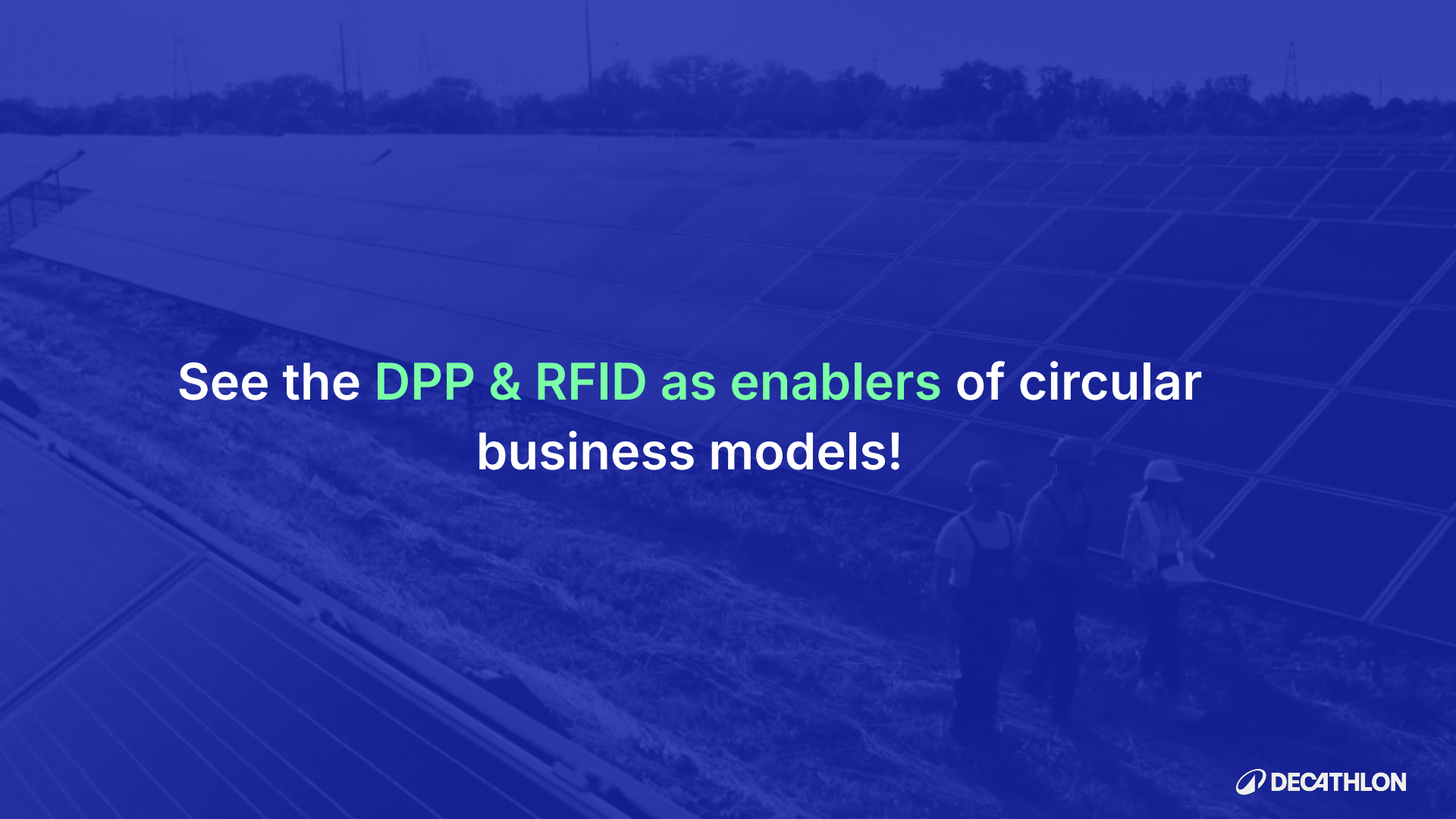
Make,
delegate,
or buy



Customer interaction

- DPP access (Repair/buyback etc.)
- Ease custom product comparison
- Seamless payment in store
- Customer convenience (packing list)
- Possibilities are endless





See the **DPP & RFID as enablers** of circular
business models!

Freek Snijders, Sustainability Leader Digital