

Against disease, viruses, sport is our partner. You are starting again a physical activity outdoor: we are there to assist you.

#AFondLaForme #InSportWeTrust



At Decathlon, we are longing to go outside, we feel the need to escape, to get going. Most of us are dying to walk, run, play. This feeling is very strong. More than ever. Before getting out, we think about all the people who have left us. They allow us to stay alive. We feel a lot of gratitude for them and for those who fought with courage in the field and stayed anonymous. In Hospitals, in the streets, factories, warehouses, and shops. We thank them with all our hearts.

We also say thank you to sport. Sport was an open space during those months and weeks of shut down. A space for freedom. A breath of air. A window on the world. A link between body and spirit. A link that ties us up to life.

We at Decathlon believe in sport, we are motivated by your energy and your desires. We believe in physical activity. We believe in what keeps us in great shape, gives us some well-being, and helps to stay in good health.

Months of physical "Lockdown" are long. We are getting started again, walking, running but ... Please let's follow the current sanitary and medical regulations, respecting social distancing, sanitary practices, and listening to our body. « Start again a physical activity, but quietly says Thibault Deschamps, from Department of Sports in France. Be careful not to practise to hard. »

"This file with examples and interviews will help you while starting again your activity.

To fight illness, viruses, to better live and age better, physical activity is our partner.

It is the foundation of our health in the definition of the World Health Organisation. For each of us, there is a suitable sporting discipline, a suitable rhythm, a beautiful gesture that help us stay in good shape. We are actors of our lives, willing to rediscover and preserve our Nature through more than a hundred sports.

Like us, you have pins and needles in your legs, your arms, your feet, your hands? You are willing to move your body and offer him a great shape?

Do you feel the lifeblood that offers us to move our body in the present time to have a healthy future?

Come and join us! You, us, sportsmen and sportswomen at any level, are respecting ourselves and others, we are in charge of our own health and life. Nous sommes là pour vous. A fond, et en pleine forme!

We are there to assist you!

We are there for you, at the fullest and in great shape!

SPORT AND GOOD SHAPE FIGURES!



25
million
French people

declare running sometimes.
And billions around the world!

YOU WILL WIN 4 TO 6 YEARS OF LIFE



30 minutes every day is vital to keep a good physical and mental health







cycling federation members registered in the 2 500 clubs affiliated to the Cycling Federation in

113,000

France

VTT, road bike, track bike, BMX, Freestyle BMX, Cyclo-cross bike, Polo bike, indoor cycling, recumbent bike...



What is the impact of lockdown on our bodies?

Living lockdown has consequences on our body in general with a reduction of physical qualities due to the fact that our physical activity decreases and that we became sedentary persons. Unless you have excellent home equipment, it is not easy to keep on practising sport as we used to, with the same intensity.

The whole body loses his former shape losing endurance, muscular strength, and coordination.

In those times of transition, it is important to start training again even if it is not our usual physical activity

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How can we start practising sport again after lockdown? Which sport, which physical activity?

Those who didn't live the lockdown are lucky concerning their physical shape and state of mind.

Be careful! Starting sport with the same intensity can cause muscular and tendinous damage, even a heart attack. Better not think about it. It is mostly a matter of getting in shape again. You will have to work gradually on your different physical qualities like muscular strengthening, core strength, endurance before practising your sport again. That means bring sports energy back in your body before practising a physical activity again. Don't start practising intense workout and competition right away.



How long does it take for the body to readapt to sports?

It depends on the sport you practice, your level of practice, your age...Your body will need time to gradually get back in shape. What's important, in this adjustment period, is to start moving, your body again even if it is not the sport you are used to practise.

Could we find again the social aspect of sports, like practising with a team, going out with a group?

Everyone will have to reinvent the way he practises sport and try to find the social part of it while training. We will have to train in small groups and respect the sanitary practices. All sports are not equal: collective sports, athletics, swimming, battle sports: stakes will be different depending on sports and it will be more difficult to adapt to collective sports.

What about sanitary measures?

In each country, authorities like the Ministry of sports and sports federations reassure families and try to organize the best they can the way children will get back to school in September 2020. There will be a "before lockdown" and an "after lockdown" situation.

How sportsmen and sportswomen who are sports federation members live with their frustration when competitions are canceled?

Competition is essential within sports, it structures a way of doing soemthing and prepares for a challenge. Before thinking about competition, you have to get in shape to practise your sport at a competitive level. Don't go too fast.

What kind of lessons will we be able to learn from lockdown?

The positive aspect of lockdown is that it taught us how important sport is in our lives. Sport is as important as feeding ourselves or sleeping. Movement and physical activity are part of our DNA. It allows us to stay healthy and to optimize our immune system. This situation is finally an opportunity to re-think new sports practices and make sports and physical activities more important in our society. It is the start of a new era where Sports and health become a priority.

Thibault Deschamps
Technical athletism advisor
at the French Sports Department







WALKING: THE FIRST STEP TO OUTDOOR SPORT



WALKING...



Reduces cardiovascular and heart diseases



Lowers arterial tension



Lowers blood cholesterol



Increases bone structure



Relieves back pain



Softens negatives arthrosis consequences



Helps losing weight



Lengthens life expectancy



Helps fight against depression

10 COMMANDMENTS TO START PRACTISING SPORT AGAIN...

YOUR WALKING RHYTHM YOU WILL CHOOSE...

Le choix est entre vos pieds. La marche propose plusieurs disciplines. Par ordre croissant d'engagement physique : la marche active, que nous pratiquons quotidiennement, la marche nordique avec bâtons, la marche sportive qui est un sport reconnu, et la marche athlétique qui est celle pratiquée par Yohann Diniz, au plus haut niveau, en compétition.

THE RIGHT TIME TO WALK YOU WILL CHOOSE...

During summertime, better walk early morning or in the evening. To prevent tiredness and dehydration.

WHERE TO WALK YOU WILL CHOOSE...

No need to find a stadium or a fitness club. You can walk anywhere. Wherever you are you have plenty of choices. The city, the mountain, the seashore, the forests, nature becomes the best place to have fun.

YOUR OUTFIT YOU WILL CHOOSE...

Your priority: sneakers like Newfeel PW 540 Flexible, light, multipurpose, perfectly designed for walking. You can also add some insoles, you will find them at the Decathlon stores in the walking section.

WARMING UP YOU WILL PLAN...

Walking slowly a few minutes while stretching your arms and legs. Breathe normally.

THE GOOD POSTURE YOU WILL CHOOSE...

Walking while standing in a good posture is the best way to enjoy the activity. Keep the head and backbone straight. Relax your shoulders and arms. Keep moving with the flow.

YOUR BREATH YOU WILL CONTROL ...

Never hold your breath. Breathe regularly. Neither too much or too slowly. If you have problems breathing just slow down your pace. Better walk too slowly than too quickly.

YOUR RHYTHM YOU WILL ADAPT...

Finding the right rhythm for you is the main thing. Don't overestimate your competence. Your very first walks should be progressive, as you will be out of breath quickly. You will gradually walk faster if you are able to.

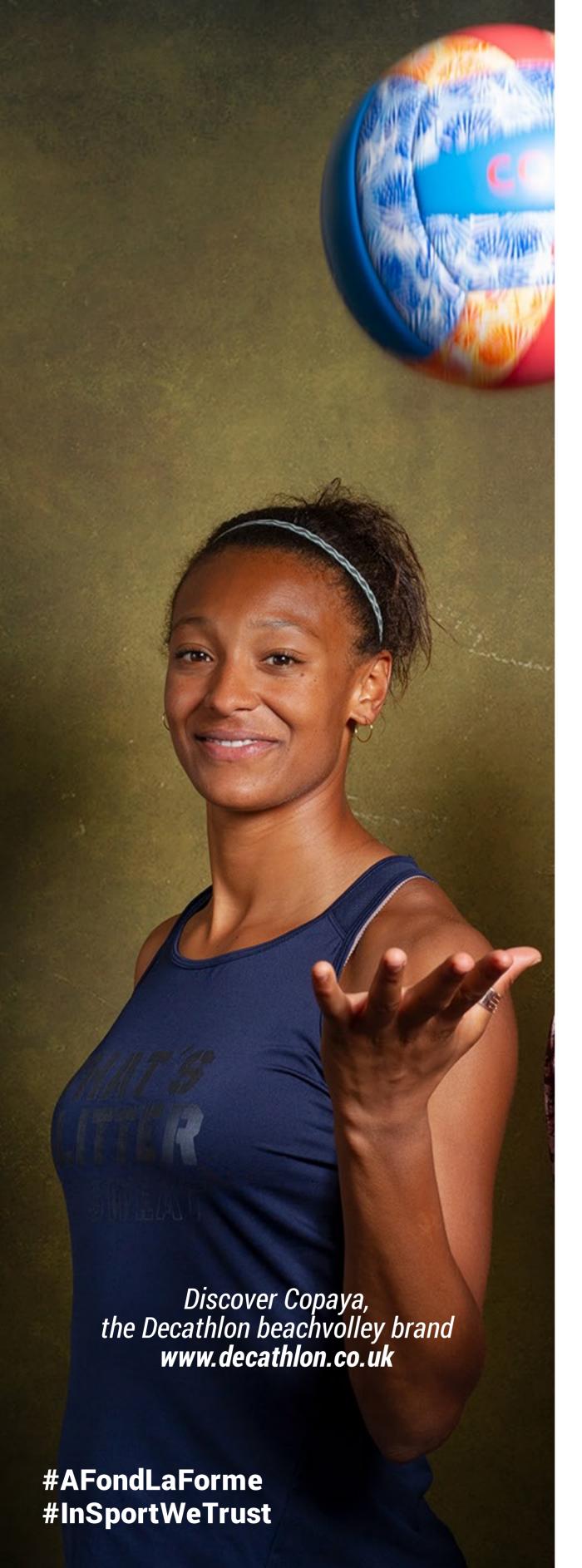
YOUR RHYTHM YOU WILL KEEP...

The more you walk the better. Walking every day is highly recommended. But if there is more than 5 days in between walking sessions, positive impacts would be reduced.

YOUR SPEED YOU WILL ADJUST ...

It depends on your level. A dynamic rhythm is recommended, 90 to 110 steps each minute, 4 to 5 km/h.





SOME INTERNATIONAL BEACH-VOLLEY PLAYER SECRETS

Alexandra Jupiter is a professional beach-volley player in the French team "Equipe de France" with Aline Chamereau.

Copaya supports this world Top 30 team. To stay in shape and keep her energy at the end of lockdown Alexandra shares her secrets...

WAKING UP YOUR MUSCLES

After a long lockdown period, I need to have a routine. To wake up my muscles nicely, I jog - 30 to 50 minutes - in the morning before breakfast. It is a nice way to start my day.

EXTRA FOOD FOR BREAKFAST

With less physical activity than usual we burn fewer calories. I stopped starchy food and sugar as much as I could during the lockdown period. I only had a few of them for breakfast. I have proteins at the other meals, chicken, steaks, and red beans that brings good green proteins. And a lot of green vegetables. I will follow this kind of diet after the lockdown period.

DRINK... TO STOP EATING!

It is a priority to drink water all day long. But as I spend less energy than usual I don't add any energy or recovery supplements or in it. It could be harmful. In the evening, I drink herbal teas. It stops me from snacking. When you are hungry for no reason it means you are thirsty. Drinking stops that kind of hunger.

STATIC CORE STRENGTH

Let's avoid big moves they bring stiffness, they can break some fibers and strain your muscles. Static core strength is good for your back and the whole body. I lay down on the floor and face it, laying on my elbows, legs stretched, standing on my toes. I stay like this 45 to 60 seconds.

1-minute pause. I carry on on each side and stand on one elbow. Then I repeat this exercise 3 times 3 times a day.

RECOVERY

After each effort, I need to recover. Meditation helps even only for 10 minutes. I do a few breathing exercises and I stretch. Many web sites offer that kind of short training sessions. You just follow a calm voice and soft music. This comes after the sessions on **Decathlon Coach**. Recovery helps to have a routine.



We spend time locked down in our homes, what is the impact on our physical condition?

The impact on the lockdown period on our physical condition is negative. It is a period with no training sessions. Athletes do know this situation when they have been injured or ill for a long time: you lose very quickly essential cardiovascular, physical, and neuromuscular capacities. There is also a huge psychological impact that will get on our physical condition: Many will try to catch up quickly, they will be wrong. Body and mind need time to recover.

Are we going to weaken our body facing the virus while starting again a physical activity?

There is a risk because some athletes will start again at the same level they were before the lockdown. There is a huge psychological aspect involved. We need to take time training again to recover our physical capacities. We need to practise gradually and have a reasonable schedule, short, medium, and long term to get in good shape again with no injuries. Some will be wrong and start too quickly. When your body is weak you have more chances to be ill (COVID-19 and any other virus). Your immune system is not as strong as it used to be and can't fight bacteria.

How long will it take for our body to adapt to our new physical activity?

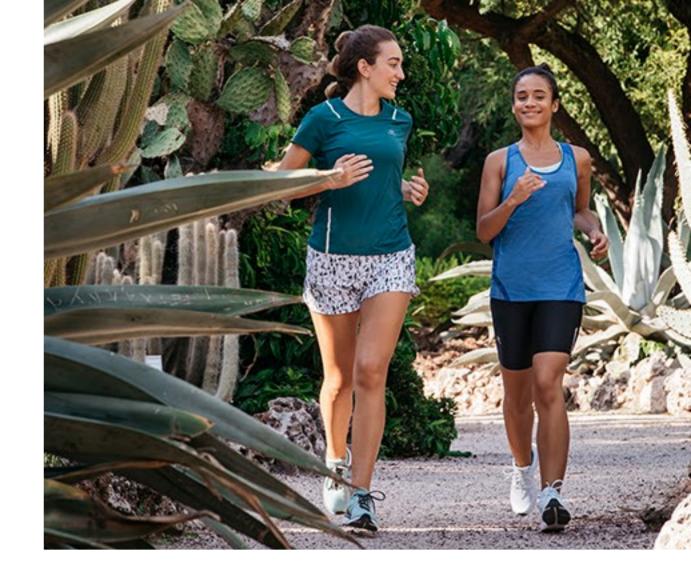
You will need 6 weeks with general training sessions. It will depend on which sport you practise. You will be able to practise an individual sport more quickly and easily than a collective sport. Collective sports need more time to become a team again.

Progressivety will be the main point.

Are some physical activities better than other ones to start again nice and slow?

All physical activities are good for your health, you just need some common sense and to practise progressively.





Many online classes and coaching apps for muscle strengthening and strectching have been created recently. Shall we keep doing those classes while practising again our usual physical activity?

These apps helped sportsmen and sportswomen to keep a physical activity during the lockdown. It certainly motivated to practise sport indoor. You can keep this routine and choose suitable support for you. This apps doesn't replace social relationships when practising sport. But it helps people with a little motivation to simply have physical activity to simply have physical activity.

You need 6 weeks to recover your physical qualities when following a general training

Getting the right diet could help our recovery?

Yes, it is good for your health like sleeping and drinking water. You need to be patient to start again a physical activity, depending on your level. We also will have to deal with post lockdown stress that will affect our bodies. To summarize, we need to take our time instead of trying to catch up quickly with the time we lost.



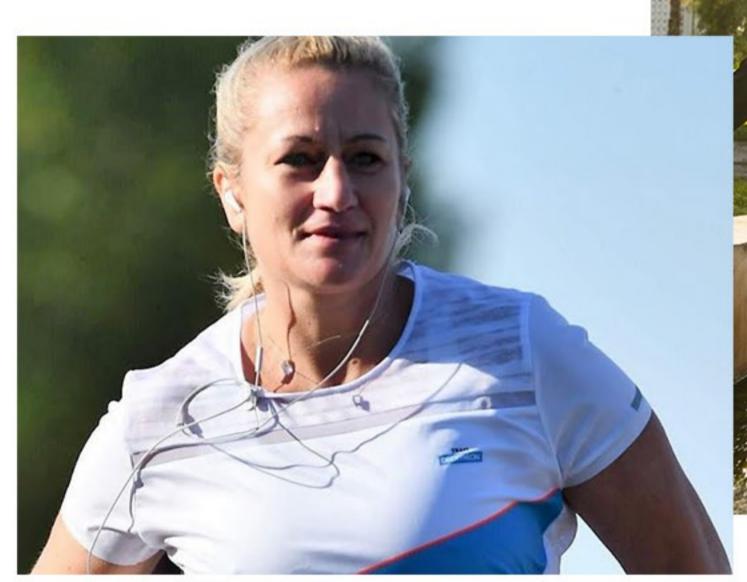


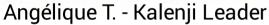
Nota Bene: Before starting to practise sport again after a long period, you have to check your physical condition with your personal doctor to know if you are able to.



WITH KALENJI, STRIDES ARE SMOOTH...

During the lockdown, many people who like to run had to adapt and practise less to follow the new sanitary practices...Others challenged each other in their backyard and had run kilometers around their house. They all felt running made them feel freer and help them get some fresh air.





RUNNING AFTER LOCKDOWN

"Run confort" the new model of jogging shoes is the best way to get started. It will be your partner to jog with comfort.



« During this pandemic, time, distance, space, to itself to others changed the way we see sport. Jogging during the lockdown was a way to avoid too much daily routine, run freely, feel the outside world, have fun, and get some exercise, The healthy routine we try to advocate at Kalenji was meaningful during this period of time.

Running was a breath of fresh air while being locked down, with not much activity, with a lot of other people in a small space. Running help staying fit, breath properly, clear up its mind, and have some quality time for itself and others...

Staying healthy is a promise that lasts. The weakest persons were at risk during this period of time and sport was the best partner to make them stronger and will stay in the future.

Kalenji, the brand I develop, helps people to practise this wellness routine when they have not much motivation and time for sport. More than intensity, it is better to practise a sport regularly. Kalenji products offer guidance and simple access to jogging. »

Angélique T. Kalenji Leader

WITH OXELO, THIS SUMMER YOU WILL RIDE!



ROLLERSKATING...

Summer is coming, the sun with it and nice long days to stay outdoors. It is a good time to change your transport habits. Moving from one place to another differently and practise sport at the same time... why not rollerskate? Rollerskating is good for our health, it strengthens our muscles and helps to have a good balance.

SKATING...

We always mention skateboarding as a great sport to practise...

20 million people practise it in the world. It became an Olympic game. Skateboarding is the image of style and fun and urban sliding sports! Mini skate, cruiser, skateboard street, longboard, surf skate, there are many different boards to move through the city. Skateboarding will help working out your muscles. Smaller than a bike, it is easy to carry one and jump on a bus or a train.

Find the right board according to your needs and style, thanks to our coachs advices, visit play.decathlon.co.uk



SCOOTER... Last sliding sport: the scooter! It brings wellness to city-dwellers. Finding time to practise sport before or after work can be a challenge. Moving through the city with a scooter can help working out your muscles and enjoying some fresh air. Legs are working but also the arms holding handlebars. Abs do work to stand up and keep the balance.

Full workout!







Discover the brand Triban on www.decathlon.co.uk

Before summer, roads will be open, bike riders will have many more opportunities to cycle.

« We must be careful », says Cyril Saugrain.

The former professional athlete who works today in the Van Rysel team knows a lot about the passion to live with a peloton. « We will meet again like after winter break, we will go out for 2 to 3 hours, to deal with intense cycling and learn to concentrate and be together again. Maybe we have to be only a few bike riders, to begin with. We will have to adapt and see how people behave. Everyone will have to be aware of the new situation ».

Cycling on roads will change because of sanitary practices. Cycling could be very different. « Home trainer has become a hit during the two months of lockdown. Maybe The Home trainer would have been popular but not so soon » said Cyril. Gravel will become more and more popular. Like the Triban model to ride and the one made of carbon to compete with. It is a mix of road and country road cycling.

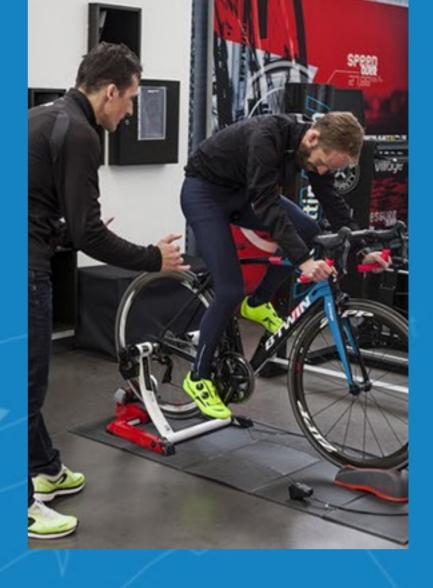


FOCUS

Van Rysel, number one partner for cycling

« Bikes are important in cities, this has become obvious, says Nicolas Pierron, leader of Van Rysel, the road bike brand of Decathlon.

We need to find solutions to develop cycling to make it easier for bike riders and to attract new ones. With the lockdown, the concept of time has changed and time has slowed down. Are we keeping the pace or going back to a 100km/h life? We need to develop cycling and walking practices.



It is our culture to watch our users, to find solutions, to help institutions, and advise them through our services. How to inflate tires repair easily an electric bike, or charge a flat battery, taking children to school, go to work when it rains and not get wet. Our role is to find all the benefits of cycling.

At Decathlon, we develop a global vision and help with transports. Tomorrow we will cycle during the first kilometers, the last ones we will walk or ride a scooter. At BTwin village in Lille, the world center for Decathlon's cycles conception, there is a hose to wash bikes. Every little step is important, make life easier, and help people to ride bikes as well. The electric bike is a good example. Tomorrow, security with active or passive visibility will be very important for bike riders: rechargeable LEDs on a bike or a helmet.

Accessibility always guides us when we create a bike, therefore the cost of it. But cycling is a state of mind. We think about wellness and green energy. In North of Europe, where the price of a bike could be 6 000 euros when it is an electric one, people are willing to spend money to make their life better. There is a real feeling for cycling very different from the one we have for a car. »



Nicolas Pierron, Van Rysel Leader



the electric bikes shop on www.decathlon.co.uk



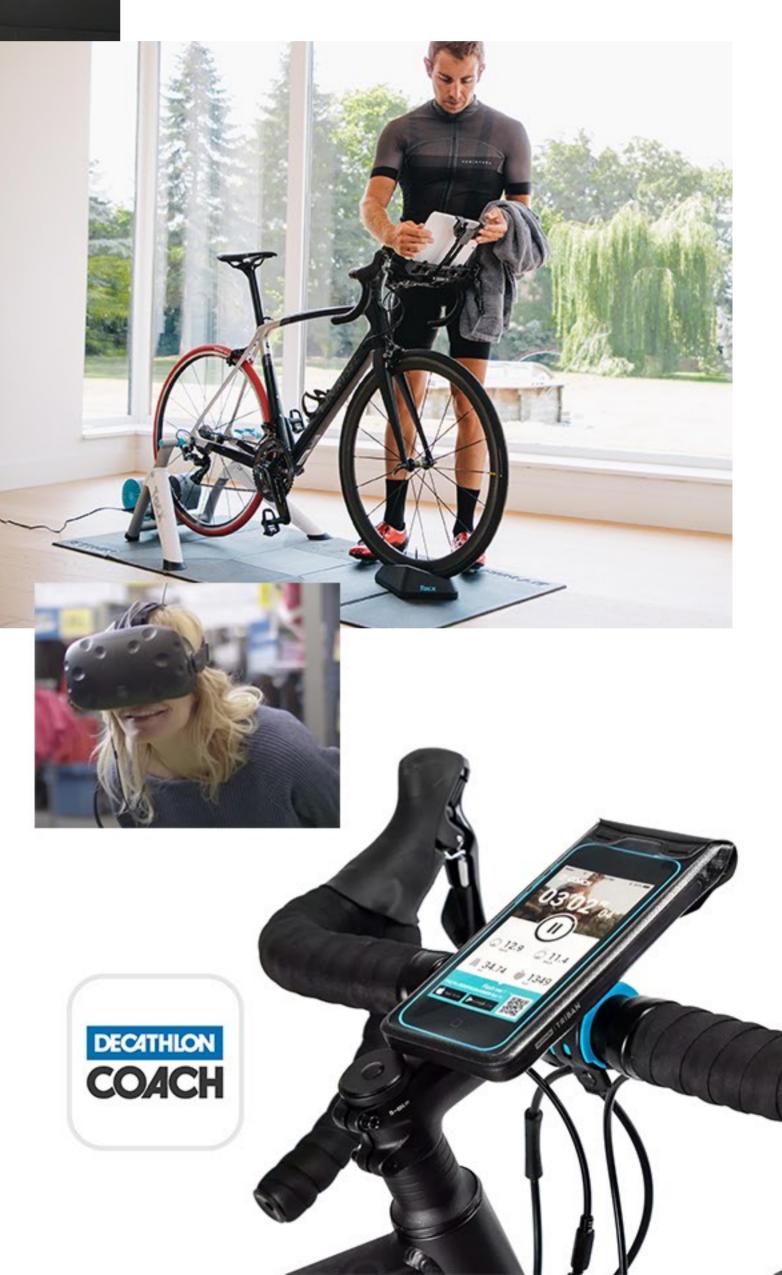
Thanks to the home-trainer new trend during lockdown, bike riders have discovered or rediscovered a connected world that makes every ride exciting. With an App on your smartphone, your watch, your computer you can choose your trip. Technologies boost practice.

Decathlon Coach app, for example, is for road bike riders or VTT riders. On smartphone or the GPS Kiprun 500 watch, you follow your trip your burnt calories and back home you record your sports data, thanks to the app. You can analyse how to get better.

Virtual races are growing every day. «This will never replace an outdoor ride but will develop another way to cycle." says Cyril Saugrain, winner of a Tour de France stopover in 1996. "In winter or when it rains, you can meet with your friends with the app». The athlete asks himself, will the professional peloton become popular? « Why not? In the future, in pro teams, there will be athletes who will ride classic tours, main tours, and also virtual races. Those teams could have athletes who rides for virtual races all year round. Maybe one day a virtual race champion will become a member of a pro-team and win on the road? **Everything is possible.** »

Nicolas Pierron concludes: « During the lockdown, the home trainer has allowed bike riders to connect and meet virtually. We will keep up with the virtual part which brings innovation and allow new sportsmen and sportswomen to use a road bike. But human is a social animal, he needs to share with his peer. We will keep doing virtual small trips but long trips will be popular again to have great pleasure discovering life around. »

Visit the connected bike shop on www.decathlon.co.uk



LET'S KEEP ON REINVENTING SPORT TOGETHER

Will sport be « as it was before »?
You may ask yourself this question. We do too.

We think, as you do, that the sports we have known, practised, watched, will be different after lockdown. Institutions are re-thinking sports to protect people who practise, the passionate ones, the tv audience. How will we reinvent sports in our lives? We preserve its values of inclusion, communion, of sharing, of commitment...The sport we like is eternal and beautifully human.

Today, we Decathlon, with you, we believe that this pandemic opens our positive horizons

and optimistic possibilities. We see sport as a way to stay in good shape with capital S.



"With you, we are involved on the path of great Shape:

- · strengthening our physical activities linked to wellness and Health.
- reactivating our link to Nature, preserving it, nourishing it with our activities.
- helping our cities with to breath better with sport and ecological means of transport.

Let's hold dear common good

We know sport is promoting the public interest. It is an essential part of business. We will say it again: sport must have some recognition. It must be recognize for what it is, an essential common good that generates wellness, that protects from illness, that brings solidarity and societal cohesion. Sport connects people and brings social peace. It breaks all boundaries, makes us be generous. Sport is union, cohesion, wellness for the weak ones. In prisons and refugees camps, sport brings life, even on battle fields where it brought peace since the invention of the Olympic games by the Greeks.

Motion, Life, and our right to be dynamic

Let's use our right to be dynamic. Our body is made to move, to get started, to work hard, to vibrate, to reconnect to us and others. Each one of us has the right to move. We make it a reality for everyone, everywhere and all the time. We always respect the recent sanitary and safety measures.

Let's recognize sport for what it is, vital. And a priority. Since 1994, sport is registered in the charter for human rights in NATO where it is described as Vital and essential. (5)

Every day, you prove it: our world has never been as eager to get a physical activity, with a huge thirst for sport. Sport for everyone. Sport as we like it at Decathlon, to keep us in good shape. Sport is being healthy, sport is life. And we are willing more and more to be involved with you, side by side on this road.

Let's stay in shape.

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