

April 24, 2020

EXTERNAL COMMUNICATION - DECATHLON UNITED #1

ONEBLUEWEEK

IN SPORT WE TRUST!



Decathlon Coach is your coach nearby!



Create your own version of sport...

Decathlon Coach is a free app available in 157 countries and 8 different languages.

Popular everywhere in the world!

New users were multiplied by four and the number of sessions viewed tripled during the first week of confinement. In Romania, Decathlon coach have generated **1308** downloads!

[NEW PRESS FILE!](#)



Collective Intelligence at work!

To shape tomorrow's world and to make us healthier, we, at Decathlon, believe in the power of collective intelligence. **We therefore have decided to make our co-creation platform available to you** for this purpose: finding the best initiatives against Covid-19.

[Read](#)

HOPE MEMO N°7

統一与团结
KESATUAN DAN PERPADUAN
ஒற்றுமையும் கருட்டி வாழ்வதும்



FROM DECATHLON LAB,
SINGAPORE

oneblueteam
DECATHLON UNITED

ONE BLUE TIP N°11
#SportAtHome



CIRCLE AROUND
YOUR TENT !

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DECATHLON UNITED

One Blue Figure

Ten out of ten!

Ten languages are readable in our contents so far: French, English, Spanish, German, Chinese, Arabic, Italian, Portuguese, Russian, Hebrew. **You'd like your own language to appear here? Please let us know.**

OneBlueTeam.com



Our Blue Key Facts

All our stores in China are reopen!

Since April 21, **all of Chinese stores** have resumed their activity! Measures have been put in place to ensure the safety of our teammates: mandatory mask, systematic temperature measurement, provision of hydro-alcoholic gel, etc.



In Germany, it has started again!



Some stores offer Drive-in, some others have reopen in an area of 800 qm, and some have open only the bike-area.
But everywhere, we put safety first.

One Blue Social Media

Tweet of the week

Sport at home is the best way to stay healthy ! #WeCareForYou

VAN RYSEL
@van_rysel

Comme les juniors de l'équipe U19 Ag2r La Mondiale, continue et varie l'entraînement à la maison. Les exercices de renforcement musculaire permettent de travailler d'autres muscles, comme ceux du haut du corps. Tout retrouver ici : u19racingteam.fr/seance-renforc...



Instagram of the week

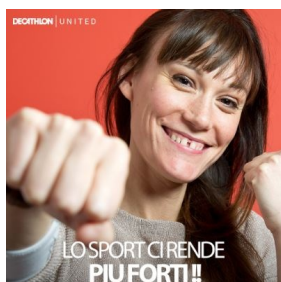
Lots of hope from Talijungla!

talijungla.ajem
Guwahati city of assam



Aimé par amit_hukai et d'autres personnes
talijungla.ajem hOPe

One Blue Press Report



Our Press File inspires Italian Media!

"#sportacasa è la nuova social campaign del marchio Decathlon che cerca di dare il proprio contributo di conoscenza per superare al meglio il periodo che stiamo vivendo."

Read: [#sportacasa con gli sport leader di Decathlon](#)

And more

Your ideas and Comments

If you have any question or suggestion, [Ideas and comments](#)

Please feel free to send us (via annelaure.pavy@decathlon.com) all the news that we wish us to put in the limelight.

Looking forward to sending you our **One Blue Week #2 next Thursday, April, 30**

Xavier RIVOIRE and Anne-Laure PAVY

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ONEBLUETEAM
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[See the online version](#)