

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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**Chris Allen, Sustainability Leader,
Decathlon, UK**

Chris Allen is Decathlon UK's Sustainability Leader and Head of Circular Economy, bringing over 15 years of experience with the company across retail management, commercial strategy, and sustainability leadership. In his current role, Chris leads Decathlon UK's sustainability agenda, with a strong focus on embedding circular economy principles across the business including initiatives around repair, resale, rental, and buying-back sporting goods. His mission is to reduce environmental impact while enabling more people to enjoy sport sustainably.

Prior to this, Chris served as Head of the Outdoor business sector, where he was responsible for shaping the brand's UK strategy for hiking, camping, and mountaineering. He played a key role in enhancing customer experience, product range development, and commercial performance in a fast-evolving retail landscape. Chris holds a degree in Sport Technology, which blends technical innovation with a deep understanding of how people engage in physical activity. His background fuels his passion for outdoor adventure, sustainable innovation, and inclusive access to sport. Through his work, Chris champions responsible business practices that align with Decathlon's purpose of moving people through the wonders of sport, whilst searching for the next evolution in circular business.