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DICK'S Sporting Goods Sustainability Efforts

REUSABLE BAGS

A portion of proceeds from each bag sold supports youth sports access initiatives.

EQUIPMENT TRADE-IN

DICK'S partners with SidelineSwap to host trade-in events where customers can exchange used gear for e-gift cards.

RECYCLING

Customers can recycle packaging through curbside programs and return plastic shopping bags in-store for recycling.

PACKAGING

Customers can choose recyclable plastic, 100% recycled paper, or reusable bags to reduce environmental impact.

PRODUCT SUSTAINABILITY

DICK'S provides products made from recycled materials and Fair Trade certifications to promote sustainable shopping.

RETURNS

DICK'S offers an easy return process, in-store or curbside, allowing your gear to be reused by another athlete.

For more information visit dickssportinggoods.com

Strategy Note

This infographic highlights DICK'S Sporting Goods' sustainability efforts while staying true to the brand's strong connection to sports. It showcases key initiatives such as the new youth sports foundation, which is partially funded through reusable bag sales, reinforcing how sustainability efforts directly support community impact. The infographic also highlights DICK'S trade-in partnership, encouraging

customers to extend the life cycle of sports equipment and reduce waste. Additional elements, such as recycling and sustainable product offerings, further communicate the brand's broader commitment to responsible practices. By presenting these initiatives in a clean, sports-inspired visual format, the design makes the information easy to understand while reinforcing the brand's commitment to both athletes and the environment.