## Ten impact areas along the abatement curve can help smaller sporting goods companies prioritize sustainability actions.

## Illustrative abatement curve for a sporting goods company

**Abatement** cost. per metric ton of CO<sub>o</sub> equivalent (CO<sub>o</sub>e) Sustainable New Product Sustainable business lifecycle sourcing product design and models assortment Sustainable Green manufacturing Green stores and logistics warehouses End-toend waste reduction Consumer Tracking, prioritization, and awareness and improvement communication

Abatement potential, CO<sub>o</sub>e savings