

1st November 2021

Dear cycling industry colleagues,

As a group of business leaders from across the cycling industry, we have become acutely aware that climate change is not only a future risk, but a current one, which is accelerating before our eyes.

We are proud that cycling plays an important part in decarbonising our world, by enabling people to ride their bikes, enjoy the outdoors and make cities more livable by taking cars off the streets. At the same time, the way in which we in the cycling industry make and sell products is also contributing to the problem.

We need to change this, but we can't do it on our own, which is why we're making an urgent appeal to you, our partners and competitors across the wider industry.

Why this initiative

Shift Cycling Culture brought us together in a leadership forum to discuss our business' roles in tackling climate change. During this process we have woken up to the fact that it is not just our business we need to change and that in order to contribute to the UN global goals on Climate Change, we will need to speed up our efforts collectively as an industry.

How the collective cycling industry can play a part

In 2015, 195 countries signed the UN Paris Agreement, in which they committed to keep global warming below the critical level of 1.5 degrees Celsius. To achieve this, Greenhouse Gas emissions have to be reduced by 55% by 2030, and 100% no later than 2050.

To reach this target also in the cycling industry, we need the entire supply chain to be involved. The biggest part of the environmental impact of our products arises from production; 50-80% of the carbon emissions take place when we extract, source and produce materials and parts. We operate in a linear economy that doesn't place value on the recirculation of materials, and too often, our customers are left with incompatible and redundant parts and products.

We recognise the enormity of the challenge of meeting the UN Paris Agreements' targets, and we will only be able to do so if we innovate together to:

- Reduce emissions related to production
- Create products that will last longer
- Work with customers on maintenance and lifetime extension
- Develop a closed loop system to recover materials

[shiftcyclingculture.com](https://www.shiftcyclingculture.com)

Our commitment

1 // Report: We will disclose our own company's carbon impacts by measuring our Scope 1 & 2 Greenhouse Gas (GHG) emissions, in accordance with the GHG Protocol, by 2023 (latest) and will continue to do so on an annual basis

2 // Reduce: We will disclose our plans to reduce our Greenhouse Gas (GHG) emissions by at least 55% by 2030 (against a baseline of no earlier than 2015)

This is just a start

We recognise that these are just the initial steps of a long journey, and that many of us in our industry have already begun to take them. However, we believe these initial steps are essential and urgent for us all, and that if every company within the cycling industry takes them, then the cumulative impact would be enormous.

Please join us

This letter is a call to action for ourselves and for you as our colleagues. We invite you to join us on this journey and commit to transformative change in our industry.

Please join us by signing up at www.shiftcyclingculture.com/climatecommitment

Yours sincerely,

Derek Bouchard-Hall	CEO, Assos of Switzerland
David Zurcher	CEO, BMC Switzerland AG
Will Butler-Adams OBE	CEO, Brompton
Wade Wallace	Founder, CyclingTips
Peter Woods	CEO, Dorel Sports Group
Jayu Yang	CEO Haro Bikes USA/Kenda Tires
Thomas Spengler	Managing Director Marketing & Customer, Internetstores Holding GmbH
Janus Smalbraak	CEO, Pon Holdings
Simon Mottram	Founder & CEO, Rapha
Dr. Sandra Wolf	CEO, Riese & Müller GmbH
Thorsten Heckrath-Rose	Managing Director, ROSE Bikes GmbH
Frank Bohle	President & CEO, Schwalbe
Barbara Bigolin	CEO, Selle Royal Group
Mike Sinyard	Founder & CEO, Specialized Bicycle Components
Stijn Vriends	President & CEO, Vittoria S.p.A.

About Shift Cycling Culture

Shift Cycling Culture is a global movement with the mission to drive systemic change in the cycling industry and wider community to create a sustainable future for our sport and the places we love to ride.

We love where we ride. Let's act accordingly.

shiftcyclingculture.com