



Shift
Cycling
Culture



2021 IMPACT REPORT

SHIFTCYCLINGCULTURE.COM

WE NEED TO SHIFT.

The changes required for a sustainable future are complex and cannot be solved by any individual company.

Shift Cycling Culture is a not-for-profit foundation. We drive collaboration on a global scale, supporting the cycling world to take action on climate change collectively.

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VISION

We imagine a future where cyclists can satisfy their desire for adventure, speed, innovation and design while having a **net positive impact** on the state of our planet.

MISSION

We **accelerate the shift** to responsible production and use in the cycling world by telling inspiring stories, enabling collaboration, developing capability and supporting action on climate change.



LETTER FROM DIRECTORS

The world of cycling is a fast-growing global community, a tight-knit ecosystem of passionate cyclists, consumers, cycling businesses, network organisations, marketeers, media, professional teams, and event organisers. We all share one common thread: our love for the bicycle, and where it takes us.

The last few decades have seen a lot of changes to our shared playground. From the saddles of our bikes, we have a front row seat in witnessing the climate crisis unfold. Extreme weather conditions, changing landscapes, diminishing biodiversity - climate change is no longer a future threat, it has become a reality. And it's happening in our own backyards.

The bike is an amazing and low impact vehicle that will play an important role in future-proofing our cities in a sustainable way. As fervent outdoor consumers in a billion-dollar economy, we are also an intricate part of this crisis. We extract, produce, consume and discard tons of resources every year in pursuit of our shared passion.

While the numbers are substantial, they are matched by our strength. We are a large, global community. By mobilising organisations and enthusiasts alike, we can have a real impact in addressing this crisis, becoming the solution, not the cause.

As Shift Cycling Culture, we strive to be the catalyst for this change, by bringing the cycling community together and accelerating the shift towards a net positive impact, creating a change for good.

Over the last year, it has been inspiring and energising to see the collective efforts of this emerging movement within cycling and it makes us hopeful for the future. This Impact Report gives an overview of our activities over 2021, as well as our aims for the year ahead. This is only the start.

We love where we ride, let's act accordingly.

Lian Van Leeuwen,
Founder & Co-Director



OUR TEAM

LIAN
VAN LEEUWEN



DIRECTOR

Community Engagement & Strategic Partnerships

Lian is the founder of Shift Cycling Culture. She is a communication strategist & content creative for purpose-driven projects and organisations.

The bike is her preferred entryway into adventure and the outdoors but it also provides the inspiration for much of her current work.

ERIK
BRONSVOORT



DIRECTOR

Innovation & Design Circular Economy

Erik is our design & engineering mind. He is a bike nerd, keen mountain biker and road cyclist.

Erik is the founder of *Circular Cycling* and author of the book *'From Marginal Gains to a Circular Revolution'* which explores the transition to a sustainable cycling industry.

JANE
DENNYSON



DIRECTOR

Industry Engagement & Partnerships

Jane is based on the East Coast of Scotland, where she rides her bike, swims in the sea and runs her sustainability consulting business, *Thrive*.

At Shift, she combines her experience in commercial growth together with an understanding of the environmental and societal challenges we face and applies it to her passion for all things cycling related.

NEIL
MCKIE



DIRECTOR

Business Innovation & Design

Neil is founder and CEO of *Stance*, an innovation and design company creating the mission-led digital products and services that shape tomorrow. He thinks a lot about human behaviour and how to enable positive actions and brings this expertise to Shift.

Neil is based in Glasgow and rides his bike in the Scottish countryside whenever he can.

ROSS
MCHENRY



OPS MANAGER

Our Domestique

Ross joined Shift on a part-time basis towards the end of 2021 to assist with project management, operations, and design.

Recently returning from Beijing, where he took advantage of China's exceptional cycling landscape, he is now back enjoying cool, crisp rides around Glasgow.



HOW WE WORK

We **inspire**, not criticise.

- Global
- Open-source
- Impact-driven
- Collaborative
- Entrepreneurial
- Nimble
- Accessible



WHAT WE DO

In just over two years, unfunded and operating largely on volunteer commitment of the Directors, we have created a global movement on climate action within the cycling industry, engaging some of the biggest companies on leadership level.

1 INDUSTRY ENGAGEMENT

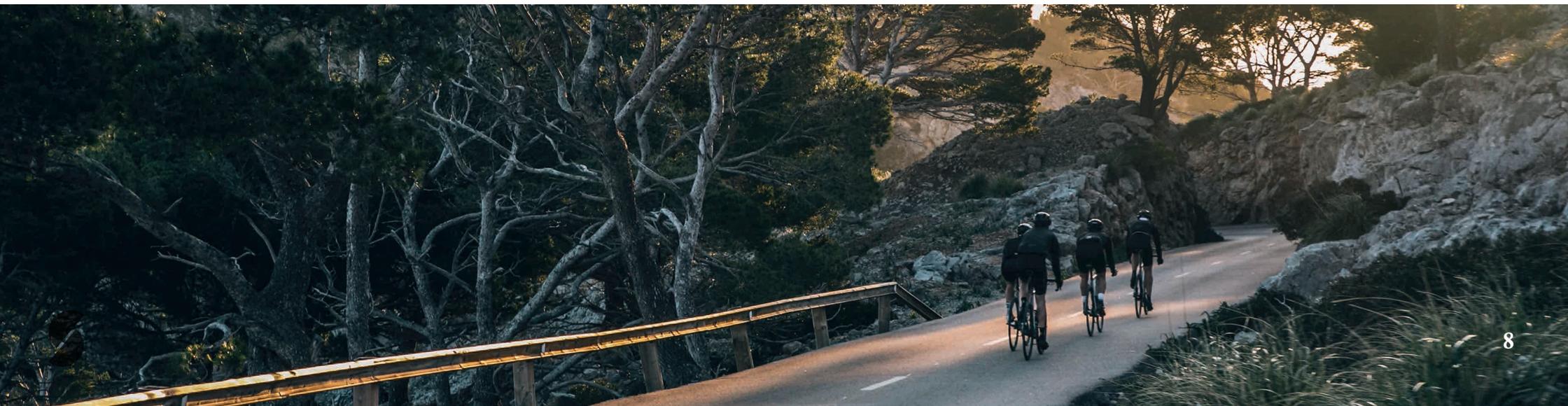
- We host industry meet-ups with relevant stakeholders - including Climate Commitment signatories - for education, collaboration, and solution development

2 TRANSPARENCY

- Grow transparency on climate action within the cycling industry, through communicating best practices, reporting on progress, stakeholder mapping and enabling collaboration

3 LEADERSHIP SUPPORT

- We develop a network of like-minded CEOs in the cycling industry through networking events, and support senior leaders to progress environmental sustainability within their organisations



2021 AT A GLANCE

2021 was a year of momentum. Here are some of the highlights:

Launched the **Shift Climate Commitment**, with 68 organisations committing to reporting and reducing their carbon emissions, as of May 2022.

Hosted **three Industry Meetups** covering apparel, policy and issues surrounding COP26.

Our **Creatives Meetup** had some of the brightest sparks in the community come together.

More than 100 organisations **engaged with our mission**, through meetups, workshops and the Climate Commitment.

In February 2021, Shift Cycling Culture was **officially registered as a Foundation** in the Commercial Register in the Netherlands.

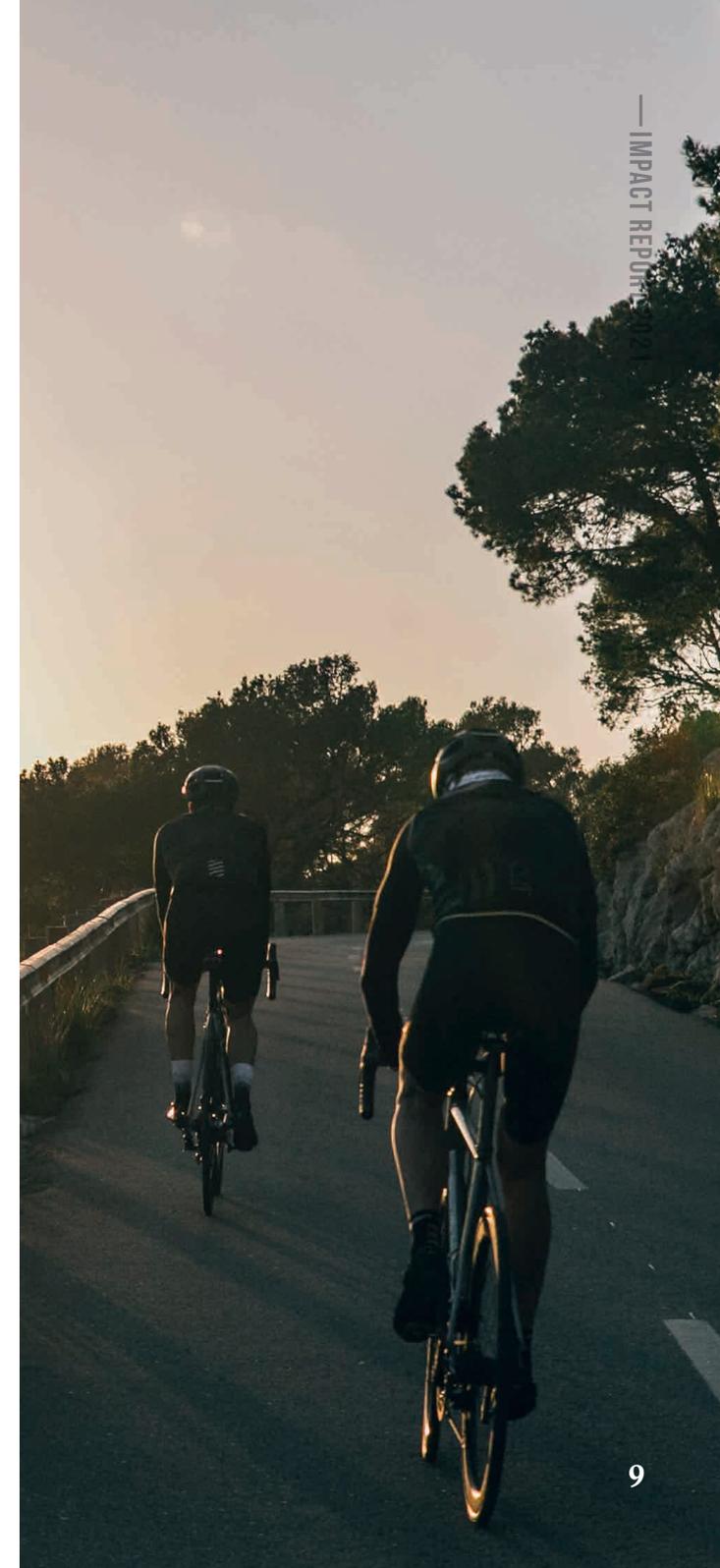
Delivered **two high-impact Circular Design workshops** for companies in the cycling industry.

Brought together CEOs of some of the largest cycling companies on a quarterly basis to connect and learn.

191 backers pledged over €13,324 to support the upcoming **Cracked Earth documentary**.

The Zipper Project had 20 cycling apparel brands workshop and engage with YKK to find solutions to persistent problems.

Expanded the Shift team, taking on one new Director and a part-time Operations Manager



INDUSTRY MEETUPS

In late 2020, we extended an open invite to anyone working in the cycling industry to join us in a virtual meetup to discuss sustainability in cycling.

We were joined by 77 industry representatives, giving us great insight and a better understanding of the specific obstacles and challenges within cycling companies. In 2021, we organised three more Industry Meetups:

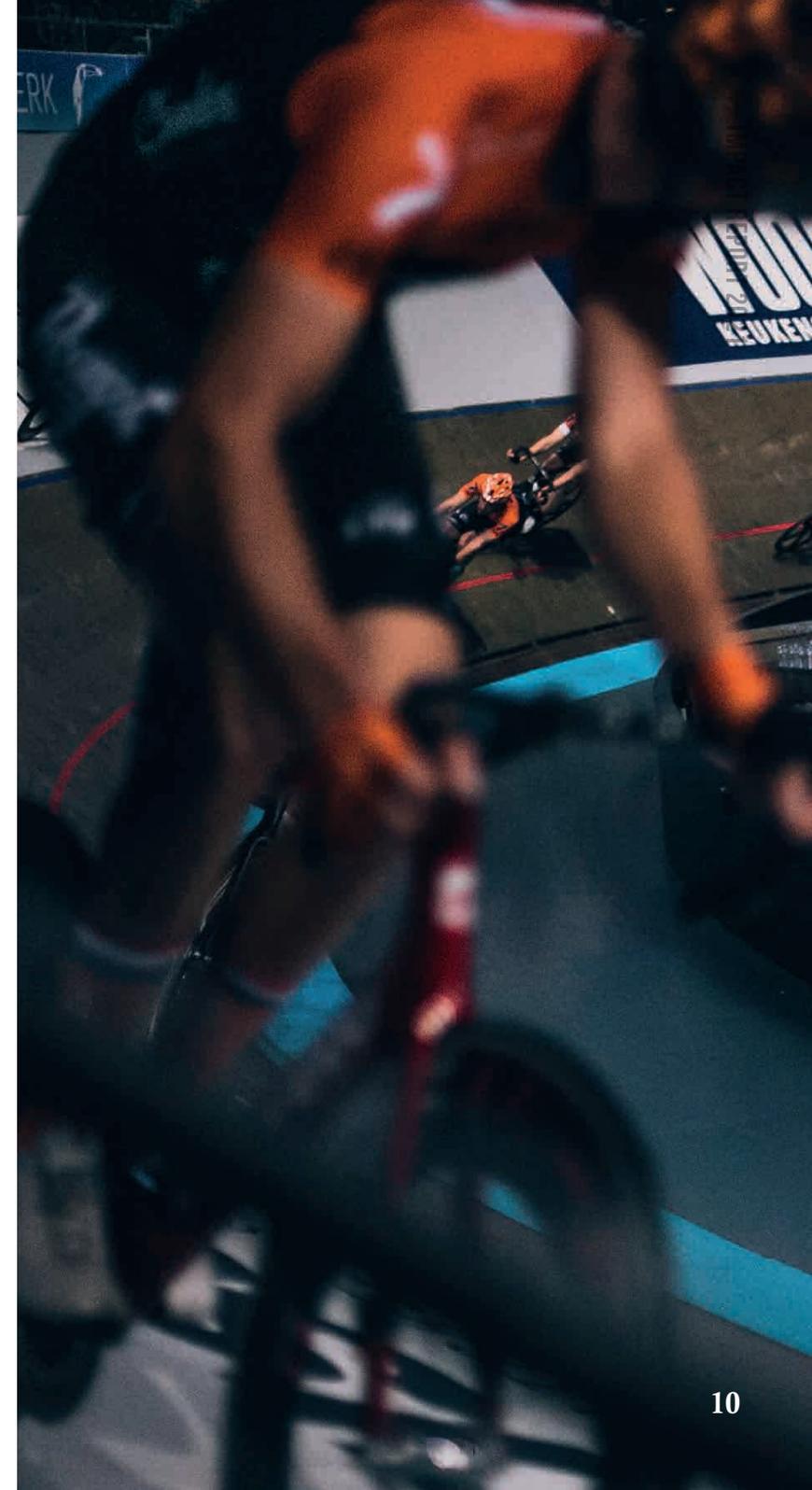
- Policy & Regulation (April)
- Apparel: Sustainable Materials & Design (May)
- COP26 (industry-wide, November)

CEO FORUM

One of the challenges identified during the 2020 Industry Meetup was the lack of engagement and understanding on a leadership level.

To address this challenge, we invited CEOs and founders of some of the largest global cycling companies to an informal and confidential online meeting to discuss climate action in the industry.

Led by Shift Cycling Culture, this CEO Forum has become a network of leaders across the industry who discuss and exchange strategic issues and support one another as they consider and implement plans to tackle the transformation required.



CIRCULAR DESIGN COURSES

Responding to popular demand, we hosted two new rounds of our Circular Design Course, in collaboration with CIRCO.

Co-funded by the Dutch Government, the six-week program helps entrepreneurs and creative professionals to (re)design circular products, services and business models.

Two sets of courses brought 10 teams from various companies together to work on products that fit a low carbon, resource friendly economy. Participants included Cannondale, FOCUS, Specialized, Trek, Fazua, Velocio, Le Col, Rapha, PRO, Schwalbe, and Internetstores.

ZIPPER PROJECT

In May 2021, we facilitated an industry-wide collaboration between cycling brands to explore combining efforts in creating a more sustainable future for our sport.

We brought together product developers from top cycling apparel brands with a team from a large zip manufacturer for a facilitated workshop to ideate a solution for accelerating the development of 'circular' zippers.



While the number of community events were greatly reduced due to the pandemic throughout the year, 2021 still saw plenty inspiring get-togethers, both online and in spirit.

CREATIVES MEETUP

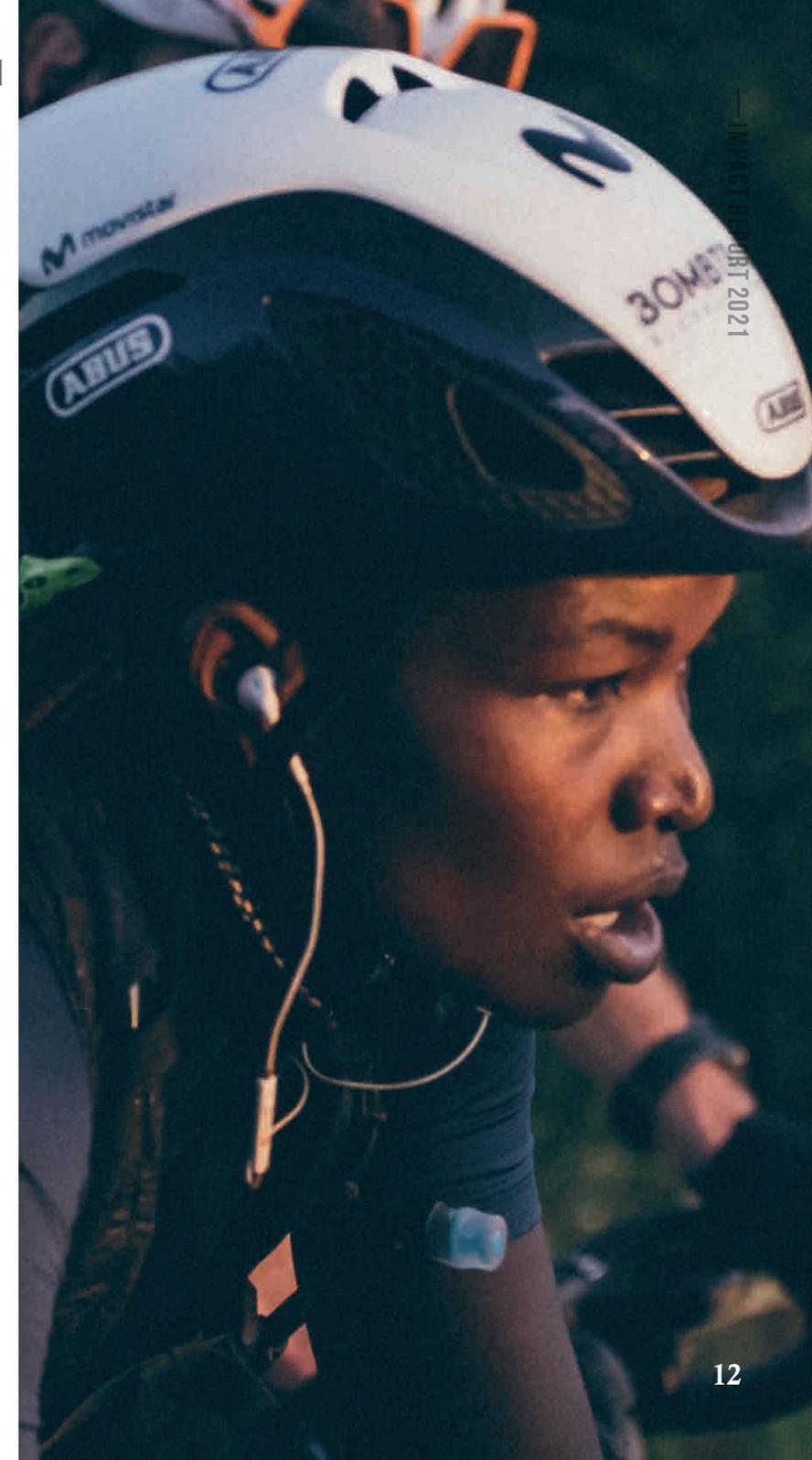
As a creative community, we have the capability to draw inspiration and optimism from these times of turmoil. Our Creatives Meetup brought together over sixty of the brightest sparks in the cycling community to share ideas about how to engage cyclists all over the world in climate action.

COMMUNITY EVENTS

In May, Shift hosted a new global series of Clunkers Rides for anyone, anywhere to join (as far as the pandemic permitted). Riders were encouraged to bring out their commuter, beaten up MTB, cargo bike, 90s road bike or small town fixie, to celebrate that cycling is all about the love for riding, not about the stuff we own.

CRACKED EARTH DOCUMENTARY

With a massive crowdfunding campaign, we raised over €13,000 to fund the production of *Cracked Earth*. The documentary captures the lives of cyclists in vulnerable areas around the world where climate change is no longer a future threat but a daily reality. The film is currently in post-production and will be released later in 2022, with a number of community events (including online) planned for it.



SHIFT CLIMATE COMMITMENT

Instigated by the members of the Shift CEO Forum, with the sole purpose of driving positive climate action across the industry, the Shift Climate Commitment was launched on 1st November 2021.

This commitment, in the form of a letter to the industry, is an urgent appeal to acknowledge the cycling industry's responsibility in reaching the UN Paris Agreement targets on Climate Change, and to do so collectively. The letter contains two commitments:

(1) REPORT: Signatories commit to disclosing their carbon impacts by measuring Scope 1 and 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: Signatories commit to disclosing their plans to reduce GHG emissions by at least 55% by 2030 (against a baseline of no earlier than 2015).

We recognise that neither of these commitments are particularly groundbreaking, however if every company and their suppliers do these two things - the combined impact will be enormous.

None of the signatories claim to be perfect. They are all at different points on their sustainability journey, but the main

thing is that the industry works on this together and gets started right away. Together, we want to get as many Chief Executives from the global cycling industry to sign the letter and commit.

As of May 2022, a total of 68 companies have signed up. The founding signatories for the launch of the Climate Commitment are shown below.

The full letter can be read at:

shiftcyclingculture.com/climatecommitment

MEDIA COVERAGE

bike

CYCLINGTIPS

VeloNews

BIKERUMOR

**CYCLING
INDUSTRY NEWS**

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Is the cycling industry getting real about its environmental impact?

Cycling is a green mode of transport, but what is the industry doing to cut emissions?



By **Stan Portus**
Published December 7, 2021 at 11:00 am

Cycling is often held up as an easy and effective way to reduce emissions to help curtail the devastating effects of climate change.

You don't have to look far to spot examples of this. [Cycling became a talking point at COP26](#), where many groups and individuals at the summit were espousing the potential of cycling as a [low-emissions mode of transport](#), even if it wasn't on the official agenda.

But there is a problem – compared to other sectors, the cycling industry has been slow to address (or even acknowledge) its own impact.

Auftrag zu mehr Nachhaltigkeit in Fahrradbranche
Industrie-Größen richten Klima-Appell an Radbranche
Mit einem offenen Brief will eine Initiative aus Branchenriesen wie Specialized, BMC, Rose oder Intermotestores die gesamte Fahrradindustrie für eine nachhaltige Zukunft begeistern.

Business Community Gear **Landscape** Micromobility Features Digital editions

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Cycling CEOs pen letter to industry on climate change

Rebecca Morley 3rd November 2021 Landscape



Shift Cycling Culture has launched the Climate Commitment in collaboration with CEOs, urging the industry to acknowledge its responsibility in reaching the UN Paris Agreement targets on climate change.

Shift Cycling Culture's industry Climate Commitment, plus COP26 bike goals to fight climate change

Published November 3, 2021 by Mike Bennett
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CEOs of Specialized, Rapha, Assos, BMC and others sign Climate Commitment letter

The letter is an appeal to the cycling industry to address its responsibility in meeting UN climate targets.

BACK TO NEWS

NEWS MISCELLANEOUS



Bike firm bosses call on cycling industry to step up action on climate change

CEOs of Brompton, Rapha and Specialized among those to sign Shift Cycling Culture Climate Commitment

by SIMON_MACMICHAEL TUE, NOV 02, 2021 17:28

The bosses of some of the biggest brands in cycling – including Brompton Bicycle's Will Butler-Adams, Simon Mottram of Rapha and Specialized's Mike Sinyard – have joined with CEOs of a number of other firms in the sector to call on industry colleagues to take action on climate change.

BIKEPACKING
Nov 11, 2021
IN DISPATCH
CYCLING INDUSTRY CLIMATE COMMITMENT FROM SHIFT CYCLING CULTURE
Posted by Louise Tinscomb

Specialized, BMC, Dorel, Selle Royal, Schwalbe and others launch industry-wide Climate Commitment

Laws & Regulations



In the week of the UN Climate Change Conference the cycling industry launched a new initiative. – Photo Shutterstock

AMSTERDAM, the Netherlands – In collaboration with a dedicated group of CEOs leading some of the largest multinationals in the cycling industry, Shift Cycling Culture has initiated the Climate Commitment. In a letter to the cycling industry, the CEOs launched an urgent appeal for the industry to acknowledge its responsibility in reaching the UN Paris Agreement targets on Climate Change, and to do so collectively.

WE MUST WORK TOGETHER: INDUSTRY LEADERS' OPEN LETTER ON CLIMATE CHANGE
CyclingTips amongst signatories of an urgent appeal to the cycling industry to tackle climate change now.

SHIFTCYCLINGCULTURE.COM

OUR AIMS FOR 2022

We focus our energy on where we can have the greatest impact. For 2022, our focus is on moving the cycling industry forward, with the *Climate Commitment* as the central pillar.

This does not mean individual cyclists will be forgotten: we will engage many more cyclists in climate action through the release of the documentary *Cracked Earth*, as well as creating more transparency for consumers of the environmental actions taken by the industry.

ENGAGE INDUSTRY

We will continue to engage the wider cycling industry, including both companies *and* individuals. We plan to do this by growing our industry network, hosting meet-ups and short workshops, facilitating online knowledge-sharing, and engage with other relevant stakeholders within the network.

GROW CLIMATE COMMITMENT

We've had some huge names in the industry sign up to our commitment, and we would like to see even more, with a focus on tapping into the suppliers' network.

SUPPORT SIGNATORIES

We will provide ongoing support to CEOs from all organisations that signed the Climate Commitment.

INCREASE TRANSPARENCY

We will grow transparency on climate action within the cycling industry, through communicating best practices, reporting on progress and engaging cycling media.



FINANCES

To date, Shift has run activities on a minimal budget, with costs covered by income from training and courses, in addition to a small number of charitable donations.

In 2022, as we look to expand our activities, we will fund our operations through the following channels:

SERVICE PROVISION

Income through tailored workshop programs, coaching sessions, research and development

PATRON SUPPORT

Corporate contributions from cycling industry beneficiaries

GOVERNMENT/FOUNDATION GRANTS

Perennial and/or one-off grants through foundations and government bodies

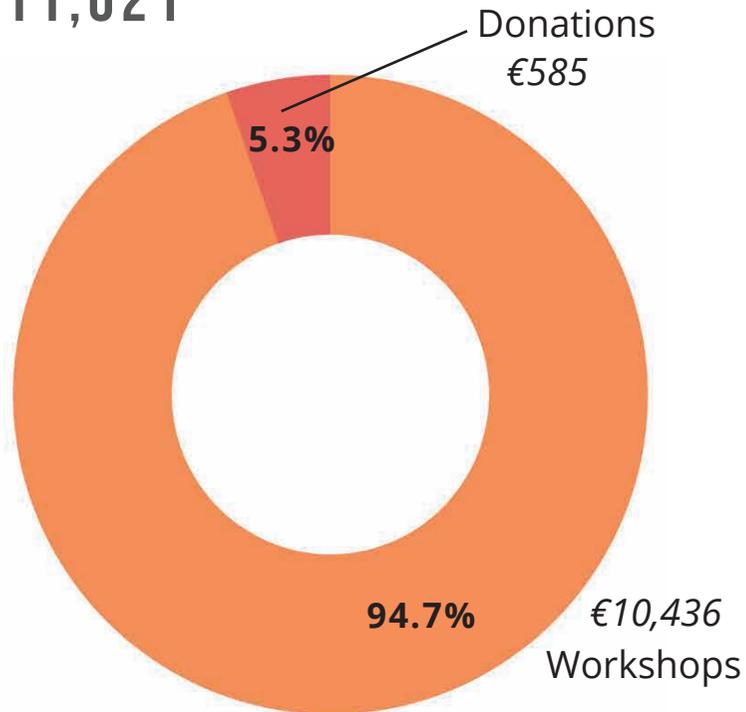




FINANCES

2021 REVENUE

€11,021*



2021 EXPENSES

€9,972

General & project costs	€1,972
Board remuneration**	€4,500
Operations Manager (Q4 only)	€3,500

* Financial summary does not include €13,324 raised for the funding of Cracked Earth documentary via Kickstarter. All proceeds from the fundraiser were used solely for the filming and production of the film, and as such are not included.

** 3 x €1,500 payments for annual Board duties





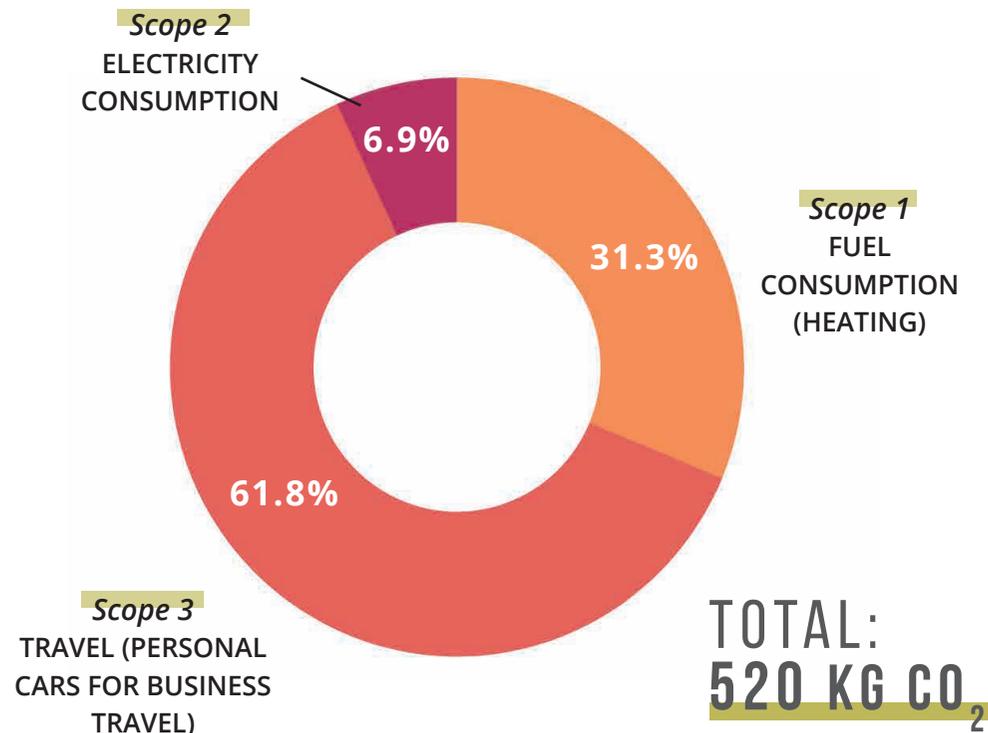
CARBON FOOTPRINT 2021

As part of our commitment to transparency, we want to disclose our organisation’s environmental footprint.

Aligned to our mission, we strive to keep our emissions as low as possible and, in reality, we are a team of five mostly home-based people working on Shift part-time, so our annual CO₂ emissions are relatively low.

We do however need to travel from time to time. In doing so, we will always select the lowest carbon option, within practical boundaries.

Following the guidelines set out in the UN GHG Protocol, we have attempted to calculate our carbon footprint for 1 January to 31 December 2021, summarised below.



A photograph of two cyclists riding away on a dirt trail in a desert landscape. The terrain is rocky and sparsely vegetated, with mountains in the background under a clear sky. The text is overlaid on the top half of the image.

**WE LOVE WHERE WE RIDE.
LET'S ACT ACCORDINGLY.**

GET IN TOUCH: HELLO@SHIFTCYCLINGCULTURE.COM

SIGN UP TO THE NEWSLETTER: SHIFTCYCLINGCULTURE.COM

FIND US ON SOCIAL MEDIA: @SHIFTCYCLINGCULTURE