



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 liveable 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

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	MD Marketing & Customer, Internetstores Holding GmbH
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.

Companies and organisations committed since 1st November:

Brands

Ken Lousberg	CEO, SRAM Bicycle Components
Antje von Dewitz	CEO, Vaude Sport GmbH & Co. KG
Chris Kruitbosch	CEO, Kruitbosch
Johannes Biechele	CEO & Founder, Fazua GmbH
Jochim Aerts	CEO & Founder, Belgian Cycling Factory (Ridley/Eddy Merckx)
Peter Lange	CEO & Founder, Pas Normal Studios
Martin Krøyer	CEO, GripGrab
Tori Fahey	Founder, Apidura Ltd.
J. Matthew VanEnkevort	CEO, Marin Mountain Bikes, Inc.
Jerry & Shelley Lawson	Co-founders, Frog Bikes
Michael Lin	CEO, Pacific Cycles, Inc.
Jörg Schindelhauer	Co-Founder, Schindelhauer Bikes
Tim Bundegaard-Goodall	CEO, Islabikes
Andy Smallwood	CEO, Ribble Cycles
Frank Schnipper	Managing Director, antidot. bikecare
Hugo Davidson	CEO, Knog Pty Ltd.
Stefan Schott	CEO & Founder, 8bar bikes
Ardo Kaurit	CEO & Co-founder, Ampler Bikes
Oliver Pepper	Founder, Morvélo
Timo Hyppönen	CEO & Co-founder, Pelago
Staffan Widell	CEO & Founder, Ass Savers AB
Jasper Ockeloen	CEO & Founder, Sockeloen
Ben Gaby	Founder & CEO, RideGuard c/o Jabeda Ltd.
Rob Webbon	CEO, Presca Ltd.
Thomas Donhou	Founder, Donhou Bicycles
Richard Zirkl	CEO & Co-founder, reanimated-bikes
Jérôme Communal	CEO & Co-founder, Cycles Revolution SAS

Manufacturers & Distributors

Armando Levy	CEO & Founder, Rodi & Triangles
Daisuke Kobayashi	CEO, SR SunTour
Jesper Lundqvist	CEO & Founder, Promovec
Jimmy Seear	Co-founder, CSS Composites
Thomas Ramge & Marco Wolf	CEO, UPL Service GmbH
João Miranda	CEO, Miranda & Irmão, Lda

Retailers

Chase Wreyford	Founder, Repack Bike Shop
Andy Carr	CEO & Founder, Spoon Group Ltd.
Craig Goff-Cooper	Founder, Ride Electric

Other

Robin Thurston	CEO & Co-founder, Outside Inc.
Mark Sutton	Founding Editor, CyclingIndustry.News
Joko Vogel & Olivier Senn	Co-CEO & Founder, Cycling Unlimited AG, Tour de Suisse
Jon Woodroof	Owner & Founder, Twotone Consulting BV
Alessandro Ferrio	Founder, We Bike Italy
Steve Zavestoski	Founder, Comova Cycling