



Cycling Industry Climate Action Pledge

The Cycling Industry Sustainability Expert Group is launching the Cycling Industry Climate Action Pledge — an industry-led pledge for companies across the supply chain to measure their carbon footprint and take individual action to significantly reduce their CO2 emissions.

We believe that cycling is a force for good. The cycling industry delivers a sustainable mobility option for low-carbon cities, commutes, leisure, and lifestyles. One-fifth of all CO2 emissions worldwide are caused by transport: as the most climate-friendly mode of transport, cycling is indispensable to achieve decarbonisation. We are convinced that our industry's products and services are central for the mobility and sustainability revolution. Our industry needs to speed up efforts to become as climate-friendly as the product itself.

The UN Paris Agreement, signed by 195 countries, commits to keep global warming below the critical level of 1.5 degrees Celsius. To achieve this, GHG must be reduced by 55% by 2030, and 100% by 2050. The European Union has set a greenhouse gas emissions reduction target of at least 55% by 2030 compared to 1990. To be able to align with the UN and EU goals, our industry needs to take urgent joint action.

The Cycling Industry Climate Action Pledge has been drawn up by the CONEBI and CIE Cycling Industry Sustainability Expert Group and aims to challenge companies to take concrete steps towards significantly lowering their carbon footprint. That is why the pledge is accompanied by the Cycling Industry's Climate Action Guidelines: a step-by-step guide to support companies at the start of their CO2 measurement and alleviation journey.

Our pledge aims to address the carbon footprint of companies across the cycling ecosystem. Reduction targets, benchmarks and methods for carbon measurement need to be consistent and aligned with the role and impact of companies across the supply chain. We urge all companies to join the challenge and sign the Cycling Industry Climate Action Pledge.

WE PLEDGE TO:

1. Measure scope 1 and 2 emissions, set a reduction target and publish it by 2025 at the latest.
2. Measure scope 3 emissions (as a minimum step, your corporate footprint*), set a reduction target and publish it latest by 2030.
3. Create and publish a reduction target, with a clear strategy and a timeline.
4. Continually track performance and report progress achieved.

The reduction targets are intentionally not set for the entire industry in order to allow as many companies as possible to join the pledge. Companies are at various stages of progress with their CO2 reductions. Companies should therefore choose a target based on their individual readiness and ambition level, using existing targets or formulating their own.

The reduction targets should be made publicly available via companies' websites and social media channels. Companies are also encouraged to report their progress to the Cycling Industry Sustainability Expert Group, as the best practices within the industry will be collected and shared to inspire others.

Our vision is bold and its success depends upon the coordinated actions of our industry. The race to sustainability has already begun and some of our members have made a good start. Just like a peloton, we'll get to our destination quicker if we work together. Join us — no matter where you are on your CSR journey — in creating a genuinely sustainable cycling industry!

SIGN THE PLEDGE

STEERED BY



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Since 1980 Representing the European Bicycle Industry