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Being good to the planet isn't just morally necessary - it's smart business.

How we're leading the movement to a better future through circularity.



CIRCULARITY  
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It's no secret our planet is headed into dangerous territory. We're too fast-fashion, fast-news, fast-food and fast-life for our own good. Luckily there's a solution. Or at least, the start of one. We're talking about circularity. And no, it has nothing to do with our bike tires. Er, actually... it kind of does. But not the way you're picturing it. Allow us to explain.

Swapfiets is on a mission to make cities more liveable. That means reducing traffic congestion, increasing freedom of movement and happier, healthier people. Part of this mission? Declaring war on unnecessary waste. How? Through circularity. Simple.

## **Circulari... huh?**

Circularity. It might not be the sexiest phrase in the book, but it's damn important - for us, for you and for our planet. In a nutshell, circularity is about designing and using things that last. We design our products to live as many lives as possible and ensure they can eventually be easily repaired, reused and recycled. But it's so much more than that. It's about using sustainable materials and production methods to reduce our carbon footprint and ease our collective strain on this floating blue ball we call home.

To be frank, it's also just smart business. We build higher quality bikes that break down less often, which saves our members the usual hassles of bike ownership, and us money and resources in return. To put it simply - what's good for you, is good for us, is good for our planet. That's what we call a win, win, win. Who knew those actually existed!?

Richard, one of our founders, puts it like this;

“Nowadays, it's not only about the positive impact of circular products, but businesses also start to see the real economic value that a circular business model can bring. I'm really passionate about this development because this means that a crucial tipping point might be near.”

## **Looking Ahead**

Look, we'll be the first to admit that we're not there yet. Not even close. We have a long way to go and a helluva lot to learn. But we're committed to doing our best for our members and our world, while continuing to evolve our circular business.

Our sights are set on bigger and better things, which is why we're committed to offering a fully circular product line by 2025. And look, we know the road to being a company with fully circular products is long (and paved with beautiful bike paths!), but we're more than excited for the ride. We're here to make a positive impact, one blue front tire at a time.



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#### ABOUT SWAPFIETS

Swapfiets is 's werelds eerste 'bicycle as a service' bedrijf. Opricht in 2014 in Nederland, groeide de scale-up snel uit tot een van de meest toonaangevende leveranciers van micromobiliteit in Europa met sinds september 2020 meer dan 220.000 leden in Nederland, Duitsland, België, Denemarken, Frankrijk en Italië. Het concept van Swapfiets is vrij eenvoudig: voor een maandelijks vast bedrag hebben Swapfiets-leden altijd een werkende fiets. En zijn er onverhoopt problemen, dan wordt de tweewieler binnen 48 uur gerepareerd of direct vervangen zonder extra kosten. Swapfiets is in Nederlands beschikbaar in meer dan 25 steden.



Swapfiets