

## CLIMATE ACTION TRAINING LAUNCH

### QUOTES

**UNDER EMBARGO UNTIL 29 OCTOBER 3PM CEST**

## Cycling Brands Join Forces for Climate Action: New Training Course to Help Cut Supply Chain Emissions Is Now Live

Eight cycling companies - Accell, Canyon, Quality Bicycle Products, Rose, Schindelhauer, Schwalbe, Scott, and Trek - launch a free Climate Action Training course for the cycling industry to help reduce greenhouse gas emissions across the industry's global supply chains.

This initiative is co-facilitated by Shift Cycling Culture and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Quotes from project partners:

#### **Accell:**

*"As a leading player in the biking industry, Accell is keen to drive change throughout the value chain. As an industry, we offer consumers a sustainable mobility choice and we believe our collective intelligence is key to leading the green revolution. By providing training to suppliers, we drive systemic change and set new standards for a sustainable, resilient, supply chain. Together, we can shape a stronger, unified future through leadership and collaboration."*  
Cecilia Bianco, Global ESG Project Leader

#### **Canyon:**

*"At Canyon, we believe it's essential for the entire cycling industry to work together in addressing climate change. The Climate Action Trainings are a crucial step in this direction, as they equip our suppliers with the knowledge and tools needed to reduce carbon emissions. To truly make a difference, we must embrace our global responsibility. We can be competitors, but by joining forces, we can harness our enthusiasm and passion to drive positive change and make a greater impact together."* Nicolas De Ros Wallace, CEO

#### **Quality Bicycle Products:**

*"This training aligns with our company goals to reduce the carbon footprint for our manufactured goods. We understand that to achieve these goals we need to collaborate with our supplies across the supply chain. This training will give our suppliers the information they need to measure their GHGs, set reduction goals, and learn strategies to take action. Our*

*hope is that we continue to build stronger partnerships with our suppliers that enable us to meet our climate action goals.” Paul Zeigle, Product Sustainability Manager*

**ROSE:**

*“We at ROSE Bikes are taking part in this initiative because we believe that the bicycle industry can only become more sustainable if we work together. Suppliers play an important role in this, because without them, no change is possible. We hope that the Climate Action Training course can make an important contribution to this - not only to train all partners in climate protection, but also to promote open communication and cooperation within the industry.” Elena Breuer, CSR Manager*

**Schwalbe:**

*“Shift Cycling Culture has brought together many companies from our industry to collaborate and develop the Climate Action Training programme from which the whole bicycle value chain will benefit. The responsibility for people and the environment is deeply anchored in our corporate culture. Now it is time for all to take part and act with us to leave behind a planet that future generations can comfortably inhabit.” Frank Bohle, President and CEO*

**Trek:**

*“Co-developing a supplier training program was critical for our supplier outreach, a large company like Trek has so many suppliers we had difficulty creating a bespoke program for everyone, so we joined with Shift Cycling Culture, GIZ, and our colleagues across the industry to ensure all of our suppliers have access to a robust training program. We’re very enthusiastic to release this publicly and we sincerely hope that this speeds the sustainable transition of our industry.” Joel DeMeritt, Sustainability Engineer*

**Gesellschaft für International Zusammenarbeit (GIZ):**

*“GIZ is proud to support the Climate Action Training as a project of shared responsibility between brands and suppliers in the cycling industry to jointly tackle the climate crisis. It will be an effective and simple-to-use training tool to mainstream the knowledge about climate change.” Yasmina Alaoui, Advisor Initiative for Global Solidarity*

**Shift Cycling Culture:**

*“To speed up our efforts in tackling climate change, companies have to work together to find effective ways to scale climate action where it matters most. The training for suppliers is not only a great tool for the whole cycling industry to take important and impactful next steps in their climate journey, it also sets the stage for even more collaboration to come.” Sandra Brandt, Executive Director*