



PRESS RELEASE

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.

The majority of a cycling company's environmental footprint typically stems from its supply chain - up to 95% of carbon emissions occur during the extraction, sourcing, and production of bicycle materials and components. To tackle these emissions and support their business partners, companies have come together to co-develop a Climate Action Training Course.

The online training is tailored to suppliers of cycling hard goods and is available in English (starting 29 Oct) as well as in Mandarin and Vietnamese (from mid Nov onwards). Aimed at top management and technical mid-management, the free course is designed to raise awareness about the crucial role manufacturing sites play in reducing emissions and to equip them with helpful resources.

The training provides foundational knowledge on measuring and reporting greenhouse gas emissions, how to set reduction targets and monitor progress, as well as relevant case studies of potential solutions to drive down emissions.

This course is open to the entire cycling industry, and all brands are encouraged to use the training as a tool to support their own climate action efforts, as well as those of their business partners.

It is available as a free online self-paced course and as a tutor-guided option for groups. More information and access to the course can be found on shiftcyclingculture.com.

This initiative is co-facilitated by Shift Cycling Culture and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), aiming to create a blueprint for future collaborative projects within the industry.

The training was developed with support from the German Federal Ministry for Economic Cooperation and Development (BMZ), as part of their efforts to help companies fulfil due diligence obligations for fair supply chains, in line with the principles of a Just Transition.

For questions or interviews, please contact Sandra@shiftcyclingculture.com.

MEDIA PACK:

- Key visuals
- Introduction video (in full length 4:15 min and in short 1:27 min), also available on [Vimeo](#)
- FAQs about the training course
- Quotes from project partners

ABOUT

Shift Cycling Culture is a non-profit organisation and global community focused on driving climate action in the cycling world.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a public-benefit enterprise, acting as a service provider in the field of international cooperation on behalf of the German Government. The joint initiative is carried out by GIZ's project Initiative for Global Solidarity (IGS) which supports the implementation of human rights and environmental due diligence (HREDD) in global supply chains.