

# PRESSEMITTEILUNG

+++ EMBARGO UNTIL 11 A.M. ON FRIDAY, 23 JUNE 2023 +++

## Sustainability Reporting Initiative: Bicycle Associations Publish Guide for the Bicycle Industry

Frankfurt am Main / Berlin, 23.06.2023. At Eurobike 2023, the German bicycle industry associations **Zweirad-Industrie-Verband ZIV**, **Verbund Service und Fahrrad (VSF)** and **Zukunft Fahrrad** along with **BIKEBRAINPOOL** will publish a guide for the bicycle industry on sustainability reporting in accordance with the **German Sustainability Code (DNK)**.

Sustainability is a central topic of our time and the companies and associations active in the bicycle industry are also addressing this intensively. Many companies in the bicycle industry are striving to operate more sustainably and to keep sight of the entire supply chain. For even if bicycles are an environmentally friendly means of transport, a great many opportunities and extensive potential still exist for the bicycle industry to act more sustainably overall.

The stricter EU legislation also means that significantly more companies will be obliged to report on their sustainability measures in a management report in the future, including some companies from the bicycle industry. With the Sustainability Reporting Guide, the associations are now providing companies with explanations and guidelines to help them comply with the requirements of the [German Sustainability Code](#) in terms of the scope, planning, status and progress of this issue. First and foremost, though, the Sustainability Reporting Guide shares recommendations for the concrete implementation of sustainability reporting. It moreover contains practical examples along with lots of information on sustainability regulations, reporting standards and obligations. With this comprehensive information, the associations are additionally pursuing the common goal of motivating as many companies as possible to deal more intensively with sustainability in the bicycle industry, to look both inwards and to the future, and to set goals and report on these.

Countless companies from the bicycle industry were directly involved in the development process that lasted several months through various formats. Among others, a two-day in-person workshop took place in Berlin and in-depth interviews were conducted with different company representatives on their specific expectations and requirements for the project.

Anke Schäffner, central guide coordinator and Head of Policy & Advocacy at ZIV:

*"We are proud to be able to present the Sustainability Reporting Guide at Eurobike today together with our partners from the other bicycle industry associations. Its development in recent months involved an intensive awareness-raising and development process in our industry and has prompted a growing number of companies to begin working toward operating more sustainably. The guide will motivate and support them in this."*

Sabine Zickgraf, Head of Sustainability & CSR at Verbund Service und Fahrrad:

*"The message is clear: We want to tackle the issues of sustainability and climate protection and to continue making progress here. For this also corresponds with the demands of the bicycle shop customers. We are thrilled to be able to present the outcome of our intensive work in recent months here at Eurobike. The joint endeavours of the associations and the respective member companies involved make the Sustainability Reporting Guide the go-to resource of the bicycle industry from now on."*

Alexander Rosenthal, Head of Policy at Zukunft Fahrrad:

*“Everyone is talking about sustainability – and the bicycle industry is actively doing something. For sustainability is becoming increasingly important for successful business and our members are consciously furthering this process. This is an opportunity for companies to better meet their own requirements and those of their customers and employees, and will rapidly pay off. Cycling is the most sustainable mode of transport, so it is only logical that this important issue is prioritised.”*

Isabell Eberlein, BIKEBRAINPOOL

*“We are delighted that the industry has begun pursuing this path, starting with the BIKE CHARTA and 107 direct recommendations for action and ending with the Sustainability Reporting Guide for the bicycle industry, which provides the strategic basis and recommendations for action. All companies can now get started for themselves. At the same time, we would like the industry to continue working together on the overarching issues: packaging, sustainable materials and local production. The Sustainability Code workshop in January with more than 60 CSR managers created a basis of trust that we can build on at this year’s EUROBIKE. We look forward to seeing the results next year.”*

The guide for the bicycle industry on sustainability reporting in accordance with the German Sustainability Code will be presented at the [Big Sustainability Event](#) at Eurobike 2023, which is the leading international trade fair for the bicycle industry. The associations were advised during the conception and implementation by the agency [sustainable natives](#).

**The guide and press photos are now available for download in German and English on the websites of the participating associations:**

[ziv-zweirad.de](http://ziv-zweirad.de)

[vsf.de](http://vsf.de)

[zukunft-fahrrad.org](http://zukunft-fahrrad.org)

[bikebrainpool.de](http://bikebrainpool.de)

as well as on the website

[fahrradwirtschaft.de](http://fahrradwirtschaft.de)

**(Press photo)**

Presentation of the Sustainability Reporting Guide for the bicycle industry at Eurobike 2023 by the participating bicycle industry associations

From left to right: Isabell Eberlein, Ulrike Saade (BIKEBRAINPOOL), Jasper Berg, Sabine Zickgraf (VSF), Anke Schäffner (ZIV), Alexander Rosenthal (Zukunft Fahrrad)

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