

# We set our first reduction measures in motion

Thanks to assessments and reporting, we know what to do today, tomorrow, and in years to come.



The Corporate Carbon Footprint (CCF) assessment measures the greenhouse gas (GHG) emissions related to company activity. It does this by meticulously measuring direct and indirect emissions along the supply chain during a specified time frame.

We will conduct CCF assessments every year. Our first CCF report in 2021 taught us that most of our GHG emissions come from manufacturing and materials. We undertook our second CCF assessment in 2022, and with the results, we can build our target-oriented strategy and pinpoint where reduction measures can be developed along our supply chain.



Alongside setting our GHG emission reduction targets in motion, we onboarded a Lifecycle Assessment tool to assess the environmental impact of each of our bikes. This gives us a better overview of which bike creates the most emissions during production, so that we can pursue lighter-touch production.

Finally, 100% of our operations in Germany have been powered by renewable electricity since 2015. We are beginning the switch to 100% renewable energy in our US offices.