



2020

# We are on the move

## Responsibility Report 01

**RIESE & MÜLLER**





Algarve, Portugal





This is  
the first  
stage.



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All photos in this Responsibility Report were taken by Lars Schneider ([larsschneidervisuals.com](http://larsschneidervisuals.com)). Roads, trails, landscapes and E-Bikes, photographed in the world's most beautiful locations. They show the beauty of our world that we need to protect. Read more about Lars Schneider on page 92.





Heiko Müller, Dr. Sandra Wolf, Markus Riese – Riese & Müller CEOs



# Responsibility

We consciously opted for the word “Responsibility” to express our understanding of sustainability. After all, at Riese & Müller, doing business sustainably means, above all, acting responsibly – both as individuals and as a company. This attitude has always been an important cornerstone of our culture, but now it also sets our strategic direction.

We want to be the most sustainable company in the E-Bike sector by 2025. It is a path we are following and from which we are learning. It is a process that we are going through and from which we will develop further. In 2020, we focused on an analysis and on the environmental issues of zero waste and zero emissions.

We would like to take others with us, to achieve something collectively and cooperatively, especially in the E-Bike sector. We have set ourselves the objective of moving forward, generating momentum and asking questions. We would like to show that things can be different and that there are new ways of rethinking business, at the same time as achieving something – both here at our site in Mühlthal in the Odenwald region of Germany, and also wherever we have a role to play.

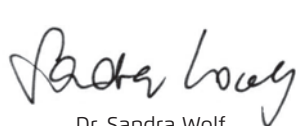
We are committed to a product that will have a lasting impact on the transport revolution and to a corporate style shaped by a sense of responsibility – one that respects human rights and practises an environmental duty of care.

Many projects involve issues that lie close to our heart – our commitment to Entrepreneurs for Future, our partnership with the Alanus University of Art and Society, and our support for the Cycling Foundation Professorship at Frankfurt University of Applied Sciences (Frankfurt UAS).

This is our first Responsibility Report. It documents where we are now, where we want to be, what we have achieved and where we are still not quite yet.

We are on the move.

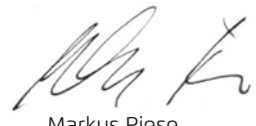
Sincerely,



Dr. Sandra Wolf

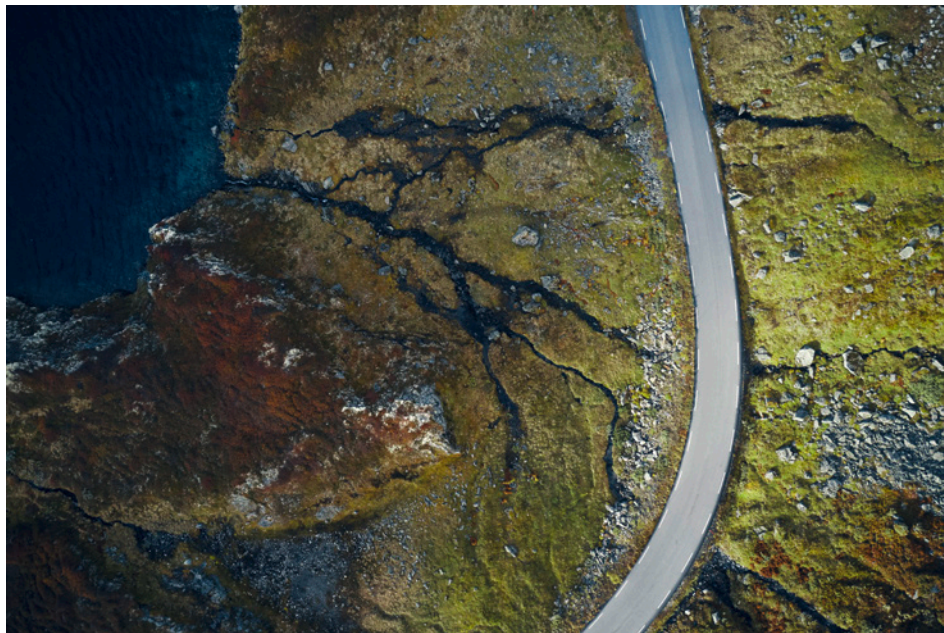


Heiko Müller



Markus Riese





## Vision 2025

E-Bikes are driving forward the transport revolution – E-Bikes are increasingly resulting in people abandoning car journeys, particularly on short inner-city trips. The E-Bike sector has therefore been growing strongly for some years, and Riese & Müller has also recorded continuous growth for the last ten years. 2020 has further reinforced this trend. In recent years, we have grown from being a small niche provider to become a large mid-sized company. Growth is therefore a central pillar of our corporate strategy. But how can we combine growth and sustainability with good business practices?

Part of our mission is to ensure that our products drive forward the transport revolution and thus make towns and cities more attractive places in which to live but also make people healthier. We also regard our mission as being to actively support this with products that simplify cycling in everyday life situations. And we also wish to be part of the dialogue around designing public spaces or lobbying for cycling. We therefore regard ourselves as **“creators of tomorrow’s mobility”**.

We can also see that growth has altered our relevance and so we wish to assume greater **responsibility**. It is not enough just to produce a product that contributes to our customers’ positive, sustainable lifestyle. Sustainability, or in our words responsibility, became another pillar of our strategy in 2019, and is firmly enshrined within the company. We have set ourselves another major goal in our strategy, which, above all, is associated with us and our way of doing business. **We have the vision of being the most sustainable company in the E-Bike sector by 2025.** We do not regard this vision as being competition-based, but rather a call to change things together.

We have broken down our goal into sub-targets and initially start with ourselves – in 2020 we focussed our activities on **“zero waste”** and **“zero emissions”** as the embodiment of our actions.

Next year, it will be about broadening our outlook, a task that will become increasingly complex. It will focus on transparent supply chains, sustainable digitalisation, and even greater duty of care in our global operations.



“We will be the most sustainable company in the E-Bike sector by 2025.”

Riese & Müller vision



32

zero waste sub-projects in 2020

18

zero emissions sub-projects in 2020

27

people involved in the sub-projects  
throughout the company in 2020



*“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

*Definition of “Sustainable development”, United Nations World Commission on Environment and Development, Brundtland Report, 1987*

## Review of 2020

“Sustainable development”, as defined for the first time in 1987 by the World Commission for Environment and Development under the then chairman Gro Harlem Brundtland, is still considered to be the core idea behind the sustainability discourse. From this comes a responsibility towards all people alive today to act and work in a way that protects and preserves the livelihoods of future generations.

At Riese & Müller, we regard this responsibility as a mandate for action. We would like to set a good example ourselves and meet the challenges ahead of us with new ideas and concepts. Since we were established in 1993, actively shaping future-proof and sustainable mobility has been the driving force behind our innovative prowess and our aim to produce high-quality, durable and safe bikes.

In 2020, we produced a comprehensive Climate Audit, which highlights our strengths and weaknesses.

We have also already achieved many things this year. We run our company climate-neutrally. Among other things, this includes our company buildings, logistics, business trips and fleet of vehicles. Our Campus boasts two photovoltaic systems, which generate 100 % of our electricity requirements. Our packaging is FSC®-certified so that we can ensure that our cardboard comes from responsibly managed forests. We have reduced our printed documents and further optimised our waste management in administration and production. In the past year, we have also rethought many processes in logistics and have increasingly replaced pure air freight with alternative modes of transport, including rail transport or a combination of air and sea freight.

In collaboration with many of our suppliers, we have modified, reduced or eliminated packaging and optimised inward deliveries.

We guarantee organic and Demeter-labelled biodynamic produce in our Corner Café, which is available to all employees. The ReCup reusable system replaces disposable takeaway cups. Environmental protection is on the agenda of many internal training programmes, and our colleagues are the inspiration for a wide range of other measures.





Westfjords, Iceland





## Responsibility Strategy

Intensive discussion of sustainability requires precise planning, a strategic approach and a clear approach to define priorities and achieve set goals. We worked all this out in 2020.



# Levels of Responsibility

Our corporate and sustainable operations are based on four levels of responsibility.

## **Environmental level**

Sustainable energy production, avoidance of CO<sub>2</sub> emissions, resource conservation and sensible waste management for a healthy interaction between our company and the environment.

## **Economic level**

Efficient use of high-quality materials, avoidance of unnecessary waste and the use of natural alternatives for an environmentally-friendly production process and sustainable economic efficiency.

## **Social level**

Social commitment and promotion of community as a prerequisite for good cooperation. Meaningful activities and new work models that put people first.

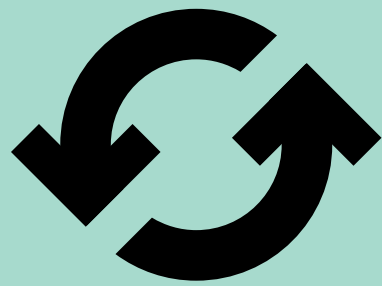
## **Cultural level**

Creative drive and ideas form an effective product and corporate culture in harmony with nature.

We label these four levels with easy-to-understand icons to make our actions visible.



Environmental level



Economic level



Social level



Cultural Level





## 1993

Riese & Müller founded by Markus Riese and Heiko Müller. The first product, the Birdy folding bike, was developed for convenient riding on the “last mile”. The Birdy triumphs in the world’s major cities – from Europe to Japan and the USA.

## 1999

The Delite is one of the first street bikes to combine the benefits of a trekking bike and touring bike to create a perfect bike for everyday use.

## 2008

Membership of the ZIV, the German Bicycle Industry Association, to underpin the importance of bikes and the cycling sector.

## 2012

The Load is Riese & Müller’s first Cargo Bike. Today, it is one of the world’s most successful cargo models and has significantly helped to shape the cargo bike movement.

## 2015

Cooperation with the Swiss sharing provider carvelo2go, a completely new cargo bike rental concept for municipalities, towns and cities. With over 330 Riese & Müller bikes in use, it is one of our most successful sharing projects today.

## 2019

Support for the Cycling Foundation Professorship at Frankfurt University of Applied Sciences (Frankfurt UAS).

## 2020

Creation of a business unit to underpin sharing and fleet operators.

Membership of the German Association for the Future of Cycling (BVZF) to improve dialogue between market stakeholders and further expand communication with policy-makers.

# Mobility Revolution

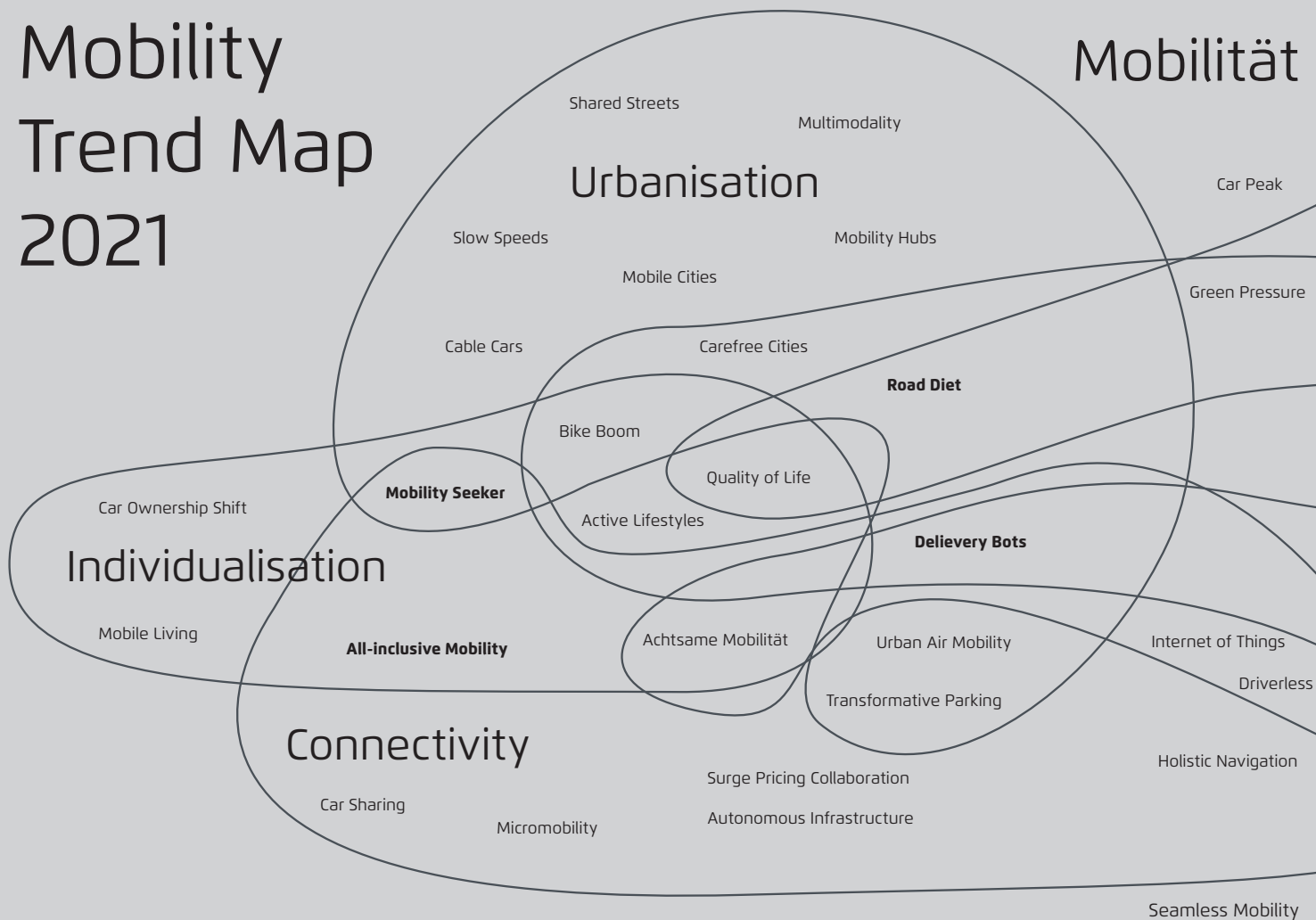
Since we were established in 1993, we have been committed to making everyday travel by bike easier, more convenient, comfortable and faster. For almost just as long, we have been committed to a transport revolution – less car traffic and more livable inner-city spaces. We are convinced that cycling is often the better mode of transport. E-Bikes have opened up additional, totally new possibilities – longer trips, greater payloads, relaxed riding. Our bikes enable our customers to switch, consciously or unconsciously, to a considerably more sustainable lifestyle. They are doing something for themselves and for the environment.

The momentum can no longer be stopped. Towns and cities are rethinking their infrastructure and are hoping to achieve “less health-related stress and an improved quality of life” by means of more cycling (see Mobility Report, p. 18). Copenhagen, Paris, Brussels, Bogotá, Portland, Sydney to name but a few.





# Mobility Trend Map 2021



The Trend Map shows that lots is happening in the mobility sector. In the 21st century, mobility no longer means as much road as possible for as many cars as possible. It is becoming a diverse co-existence of public transport, individual transport in cars, on E-bikes, bikes or on foot. The trend is moving away from owning a status symbol towards a sharing community where supply needs to be widely available and reliable. A challenge for urban and rural areas.

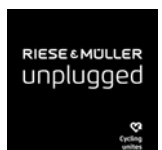
Riese & Müller is actively involved in the transport revolution. Apart from our main objective of producing safe, durable and state-of-the-art bikes, we are also addressing political and social challenges. Our bikes have been developed with the intention of replacing cars.

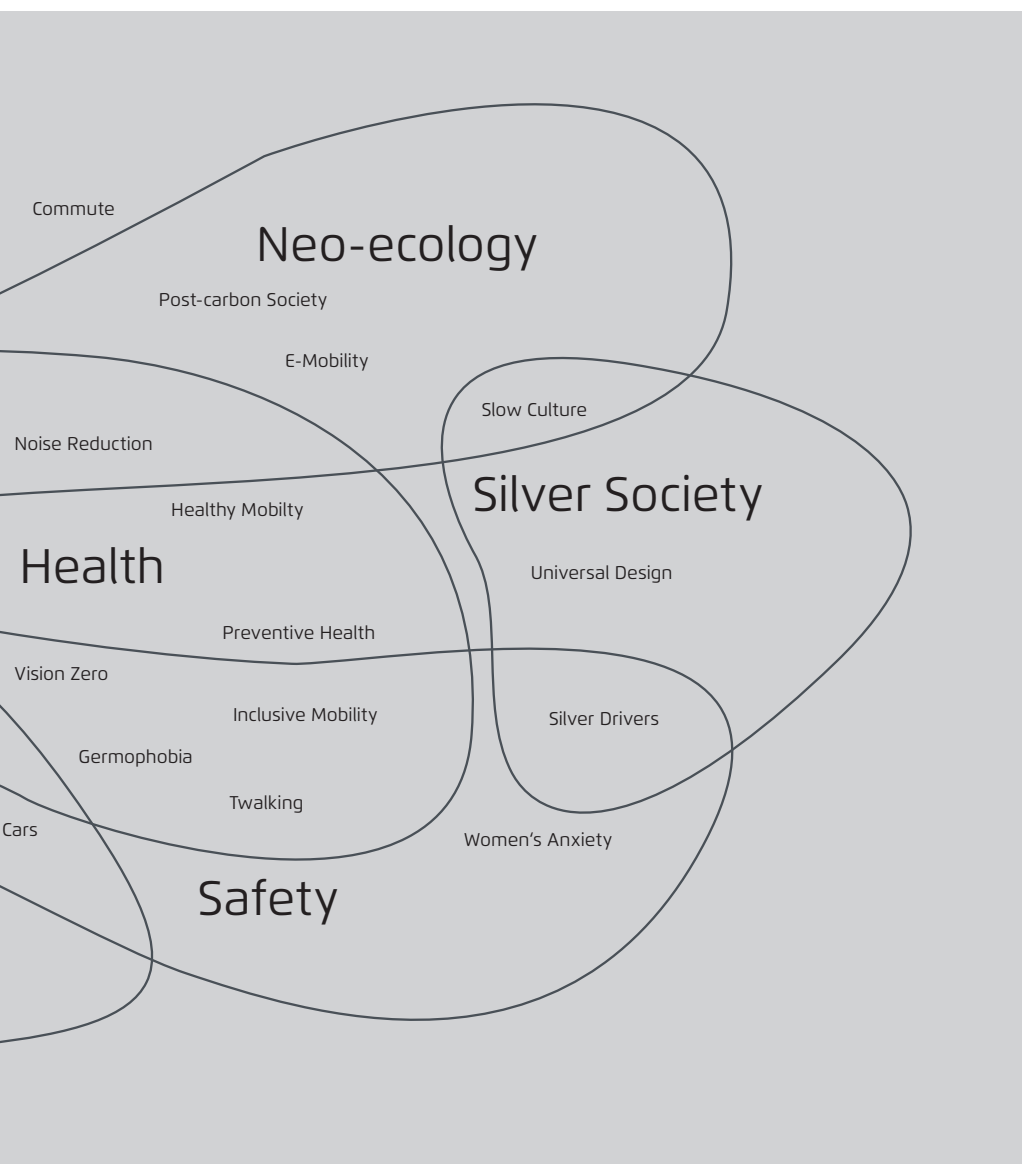
We have equipped our bikes with many safety features, such as main beams and an ABS brake system.

Our integrated RX Chip also creates the basis for networking bikes in future. Already today, the RX Chip enables us to provide anti-theft protection and a bike retrieval service in our Connect-Care service package.

We are actively involved in various industry associations and non-profit organisations. We are expanding our sharing partnerships and supporting the Cycling Foundation Professorship at Frankfurt University of Applied Science.

Listen to the podcast  
with Dr. Stefan Carsten on Podigee.  
[r-m-unplugged.podigee.io](https://r-m-unplugged.podigee.io)





Source: Mobility Report 2021, Zukunftsinstitut (Future Institute) (Publ.) , page 14

## Four bike trends in the Mobility Report by Dr. Stefan Carsten, Futurologist

### Road Diet

Road Diet marks a departure from the car-city model and the arrival of urban quality of life for the benefit of all. Cities are transforming car-centred roads and car parks into public mobility spaces. Roads and parking spaces for cars are being reduced, cycle paths and pavements are being extended and prioritised along with public transport. This trend has been greatly accelerated by the coronavirus pandemic.

### All-inclusive Mobility

Commuters and business travellers want one-stop mobility, and mobility providers are starting to tailor their services to this. Within the context of all-inclusive mobility, the actual mobility products – whether cars, bikes or public transport – are connected within in a seamless mobility chain, with the mobility services rather than the products becoming the focus. The services are combined digitally in an app, as well as outside in the physical space. The objective: to pick up people precisely wherever their mobility starts and finishes.

### Delivery Bots

The last-mile delivery of goods and food has been seen in a different light by the coronavirus pandemic. New health and hygiene requirements are accelerating a trend that will revolutionise the entire logistics chain. Bots will populate our roads and pavements in future to make parcel deliveries highly efficient and also extremely hygienic. The trend is fundamentally changing shopping and commerce – we will no longer have the interpersonal contact we have been used to with deliveries.

### Mobility Seeker

Mobility is evolving from being movement in space to becoming a mobile experience. Mobility Seekers are perfecting this new game of mobility by navigating flexibly, on the go and pragmatically through the cities of this world. They are young, urban and free of mobile conventions. They do not need their own car, but also do not shy away from car mobility, instead exploiting the almost limitless possibilities available to them. And towns and cities are reacting – with new services and new spaces. The coronavirus crisis has only had a limited impact on Mobility Seekers, as they are flexible and open to all alternative modes of transport offered to them.



**Barcelona**

Superblocks: Traffic-calmed Residential Oases. The permissible speed for vehicles here is walking pace. [1]

**London**

Modal filters: Posts and bollards filter traffic, so that in many places they can only be passed on foot or by bike. [2]

**Paris**

The 15-minute city: Thanks to a future-centric mobility mix, every part of the city should be able to be reached within a quarter of an hour. [3]

**Ottawa**

2,500-km long network of cycle paths: The Canadian capital is planning to quadruple its current network of over 600 kilometres of cycle paths over the next ten years. [8]

**Portland**

Vision 2030: Portland is aiming for cyclists to make up 25 % of urban traffic. [9]

**Cycling Cities**

We are convinced that individual mobility and urban infrastructure can fit together. Cities around the world are currently developing into cycling cities. In these cities, cycling-friendly policies, with the aim of improving the cycling infrastructure, come together with people who are open to using bikes as everyday modes of transport and to changing their own habits and their cities. This goes hand in hand with committed dealers who are introducing this perspective to their region. Many of them are Riese & Müller dealers and thus ambassadors for global social change.

**Boulder, Colorado**

The United States’ most bike-friendly city. [10]



The grey areas represent the countries in which Riese & Müller is represented by a total of 1,000 dealers.

## Brussels

Ad-hoc transport revolution: 20 km/h speed limit in central Brussels. Pedestrians and cyclists have priority. [4]

## Oslo

4-seasons cycling city: Despite its hilly topography and snowy winter months, Oslo is on its way to becoming a cycling city. It relies on highly available mobility services and a car-free city centre. The dismantling of over 1,000 car parking spaces in favour of pedestrians and cycle traffic is just one example of this. [5]

## Copenhagen

Bike-Life benchmark: The Copenhagenize Index is used to assess the bicycle-friendliness of urban infrastructures for cycling worldwide. Copenhagen has held top place in the index for many years. [6]

## Freiburg

30 km/h speed limit city-wide: Freiburg wants to be the first German municipality to enforce a 30 km/h speed limit throughout the entire urban area. To do so, the city requires special permission from the Federal Transport Minister due to the ruling deviating from the statutory speed limit in towns of 50 km/h. [7]



## Bogotá

Pop-up bike lanes: The lightning-fast reorganisation of urban traffic areas spread around the world in the spring of 2020. Cars have already been banned on Sundays and public holidays for the past 45 years. [11]

## Windhoek

E-Bikes 4 Windhoek: In partnership with a local bank, micro-credits are offered to commuters to encourage them to switch to E-Bikes powered by solar energy. [12]

## Sydney

Vision 2056: Long-term strategy to restructure the city's infrastructure. Clear hierarchy of land use: pedestrians first. [13]



# Riese & Müller Ambassadors

These are the people who join us in taking our vision out into the world, and who form a global network of ideas, commitment and attitude around the globe. They are more than just local dealers who sell our products. They are people who take the idea and enthusiasm about a mobility revolution into their town or city, into their country and embody the idea of living sustainably just like we do. Introducing just a few of them:

*“I believe that everything can be different.”*

Andrea Groll

## **Lyon, Frankreich**

Julien Barrault, Les Vélos de Fratello

E-Bike and Cargo-Bikes are a personal journey for me. It started in 2014 when I decided to let my car in the garage and ride an E-Bike to go to work. When I think about it, the words to describe E-Bikes are: Simple, easy, mind-free. Over the last decades, people got lost in a car world, making things always more complicated and complex: bigger roads, huge parking lot, infinite traffic jam. Now with E-Bike, people realize we got stuck at this point for no reason, and how it could be easily solve with E-Bikes and it is the snowbowl effect: E-Bikes do good to people and do good to the planet, but we have to be careful, because electric mobility is a sensitive subject when you want to save the world. That's where Riese & Müller kicks ass. To be a real improvement for the planet, E-Bikes and Cargo-Bikes have to be build in the most ethical way, it should have the smallest environmental impact during its manufacturing process. It should last long, it has to be reliable, repairable and never be a part of a short term trend. I choose Riese & Müller because they check all the boxes.

## **Rhine-Main Metropolitan Region, Groß-Gerau, Germany**

Andrea Groll, Fahrrad Fuchs

I believe that everything can be different. I dream of an (urban) infrastructure made for people and not for cars. I have two adult daughters and want to do something to help their children grow up in a world worth living in. Here in the Rhine-Main metropolitan region, the car-centred transport system is collapsing. More and more commuters and routine travellers are therefore switching to bikes and pedelecs.

This means that more and more kilometres are also being travelled by bike all year round. Many people are starting to regard bikes or pedelecs as indispensable modes of transport.

## Dublin, Ireland

Olivier Vander Elst, GreenAer

At GreenAer we started 12 years ago on a journey to change the way people think about personal transport in Ireland and offer real alternatives to cars who dominated our cities. Our mission is to change the transport scene by disrupting the old narrative about cars/vans and we do so by offering desirable and practical alternatives instead. This was the reason why from an early stage we focused exclusively on E-Bikes and Cargo-Bikes and remain to this day the only exclusive specialists in Ireland. We feel totally aligned with Riese & Müller when it comes to their sustainability value proposition and believe that there is a need for a new total ecosystem of related solutions required.

## London, United Kingdom

Ben Jaconelli und Dan Parsons, Fully Charged

Paving the way in environmentally-friendly transport solutions, Fully Charged has been offering electric cargo bike solutions from the world's leading manufacturers here in the UK since 2014. City centres have begun to close down to larger, polluting vehicles, with rising, congestion charges' and widening 'low emission zones' aiming to reduce traffic and emissions. 2020 has seen a perfect storm for the growth of E-Bikes and Cargo-Bikes in the UK, with people actively choosing electric bikes as an alternative to public transport and more polluting vehicles, resulting in a sharp rise in interest and sales.

*"Our customers are our agents of change on the streets."*

Chris Nolte

## Brooklyn and Long Beach, USA

Chris Nolte, Propel Bikes

New York and Los Angeles have been experiencing tremendous changes in the mobility space over the past several years and I am extremely grateful to be part of that movement. New York has been particularly committed to growth in the space of micro-mobility over the past year with a further commitment to more infrastructure and new legislation to develop a clear place for these new forms of transportation to exist. Since the early days of Propel, I have had many ideas and dreams of what the future of cities would look like and it's amazing to see much of this coming to life today. We are have amazing business partners to work to share and help realize this vision. Riese & Müller and Bosch have been among the most important, and most importantly our customers who are the agents of change out on the streets and introducing these new tools to help improve our societies.

## San Francisco, USA

Karen Wiener and Brett Thurber, The New Wheel

In the San Francisco Bay Area cycling is experiencing a surge in popularity recently, but it is part of a long term trend that has been developing for some time. Civic leaders understand more and more that many of our modern urban problems of emissions, congestion, and quality of life can be addressed through widespread adoption of electric bicycles. New infrastructure is being built to make cyclists feel safe. What is exciting for us is being involved in the creation of a cycling constituency that is not dependent on cars. We see this constituency as the starting point for making real political change towards carbon-neutrality and sustainability.

*"We are involved in the creation of a cycling constituency."*

Karen Wiener

# Sustainability Revolution

We are pleased to be able to produce a product that encourages and inspires people to live a more sustainable lifestyle. As a company, and above all as a rapidly growing company, we regard ourselves as having a responsibility to work in an environmentally-friendly and human rights-orientated manner. We are therefore asking and addressing the urgent questions of our time. We are committed to climate and environmental protection and to what it means to be human. We recognise the fact that there are still gaps and that we face a relatively long process in a global supply chain. But we also know that we can make a difference and want to make the most of this energy.

**We work with:**







### 1993

Establishment of Riese & Müller. Everyday mobility by bicycle was to be made possible with durable and high-quality products.

Working with a resource-conserving approach as part of the corporate culture and with the values of Markus Riese and Heiko Müller.

### 2017

Planning of the company's first own "sustainably built and operated" building.

Changeover to Vaude / Green Shape Label workwear.

### 2019

Under the banner of "Responsibility", the issue of sustainability is firmly anchored in the corporate strategy.

### 2019

Move into the new company building that incorporates many aspects that contribute to a responsible approach to the environment.

Formulation of a 2025 responsibility vision.

### 2019

First supplier day with a focus on "sustainability".

### 2020

Focus on the goals of "zero waste" and "zero emissions".

Relevant SDGs

**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**17** PARTNERSHIPS  
FOR THE GOALS



# Sustainable Development Goals

SDGs are the continuation of the United Nations Millennium goals and were adopted in 2016.

With a total of 17 ecological, economic and social goals, the Sustainable Development Goals (SDG) present a roadmap for sustainable development up to 2030. They form the basis for a common and international understanding of a responsible future and also provide direction.

We have selected ten SDGs that reflect our four levels of responsibility – ecology, economy, social and culture. They serve as guidelines and enable us to assess whether our levels correspond to global goals.

In our various roles – as a company with more than 550 employees, as a premium E-Bike manufacturer and as a visionary for innovative mobility – our daily actions contribute to the Sustainable Development Goals set out below. [14]

## **SDG 4 Quality Education**

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

## **SDG 5 Gender Equality**

Achieve gender equality and empower all women and girls.

## **SDG 7 Affordable and Clean Energy**

Ensure access to affordable, reliable, sustainable and modern energy for all.

## **SDG 8 Decent Work and Economic Growth**

Promote sustainable, inclusive and sustainable economic growth, productive full employment and decent work for all.

## **SDG 9 Industry, Innovations and Infrastructure**

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

## **SDG 10 Reduced Inequalities**

Reduce inequality within and among countries.

## **SDG 11 Sustainable Cities and Communities**

Make cities and human settlements inclusive, safe, resilient and sustainable.

## **SDG 12 Responsible Consumption and Production Patterns**

Ensure sustainable consumption and production patterns.

## **SDG 13 Climate Action**

Take urgent action to combat climate change and its impacts.

## **SDG 17 Partnerships to Achieve Goals**

Strengthen the means of implementation and revitalise the global partnership for sustainable development.



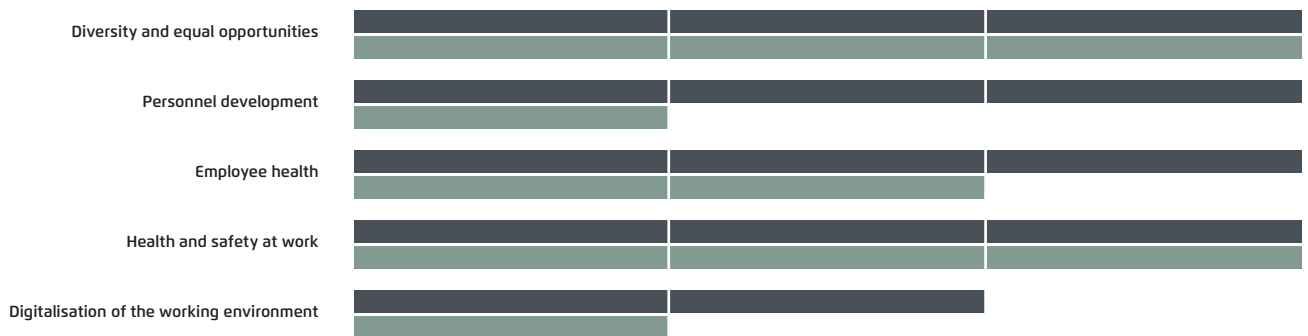
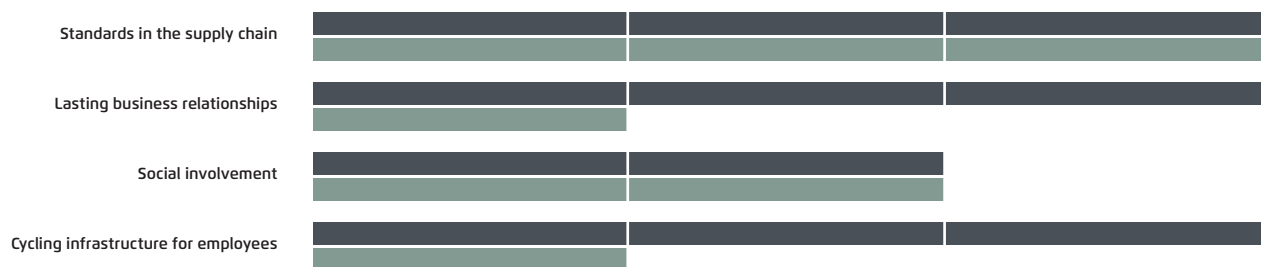
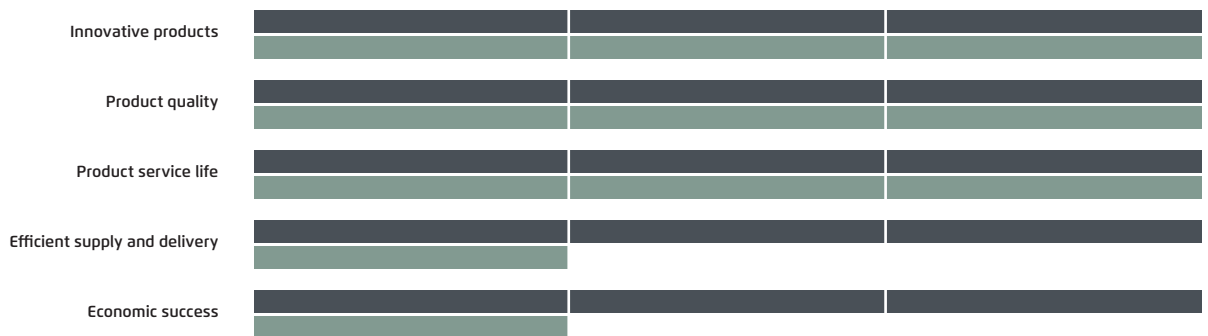
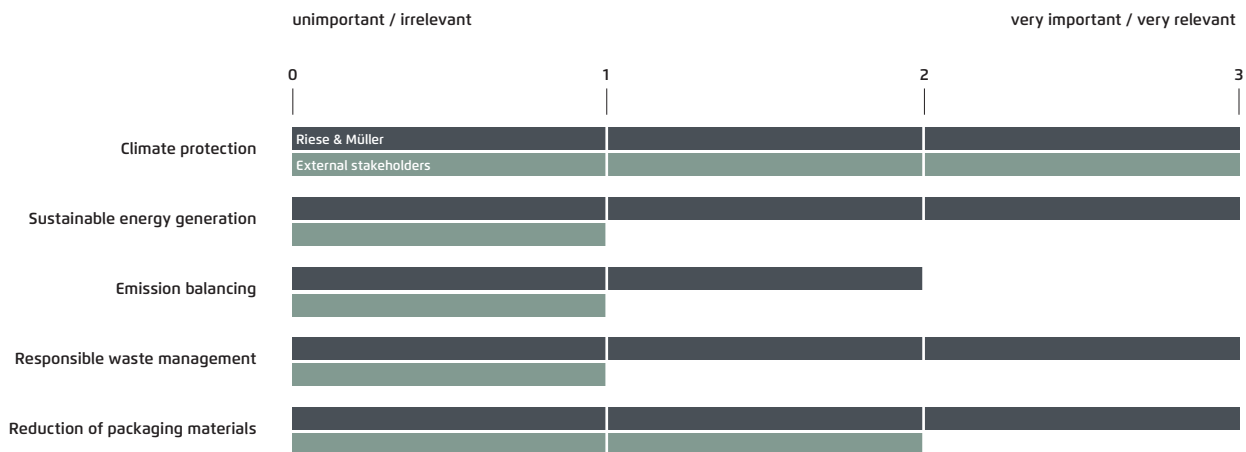
*“Sustainability requires professional analysis and control.”*

*Alexander Eilhauer, Head of Purchasing & Supply Chain Management*

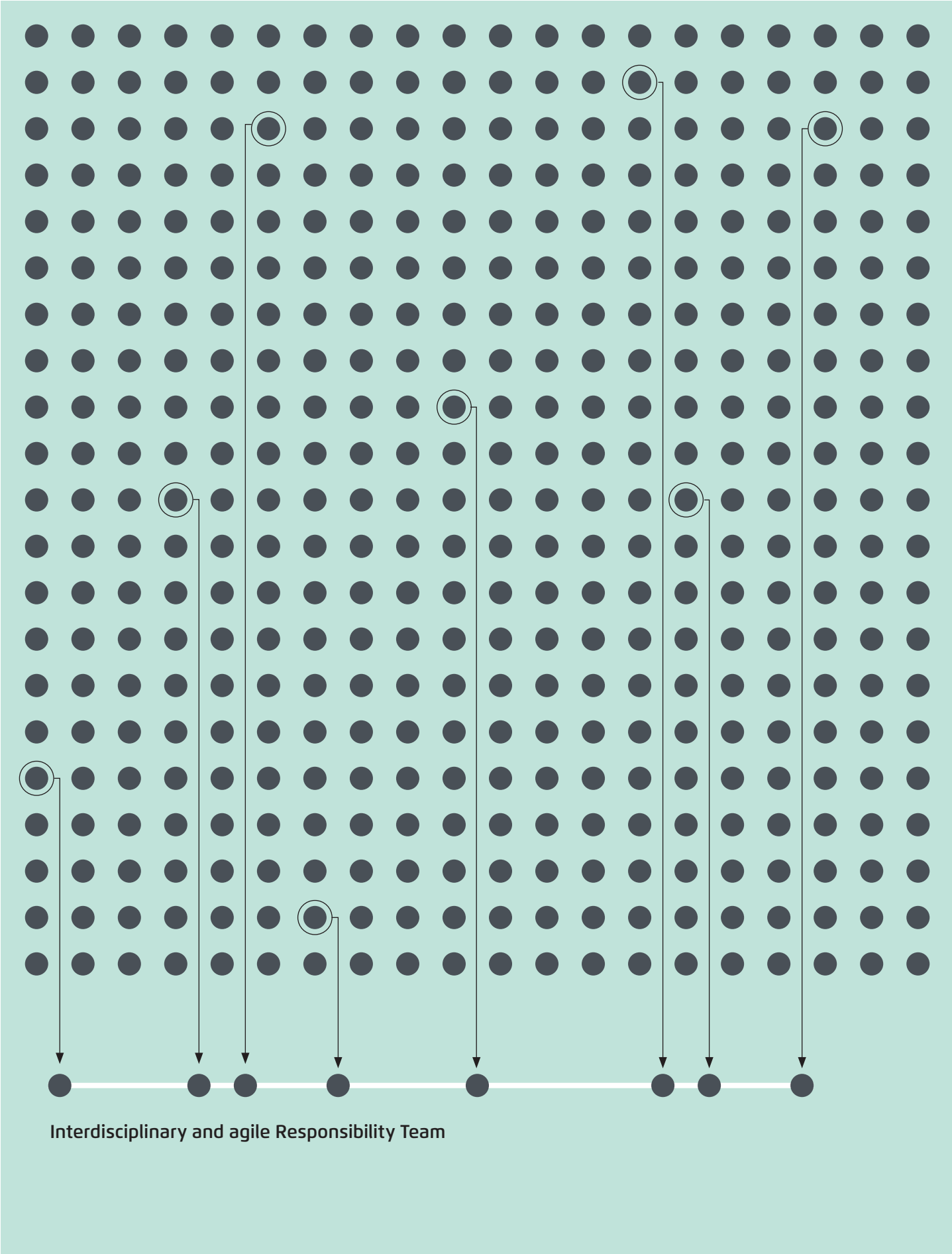
## Materiality Analysis

A materiality matrix describes the relevance for different aspects of responsibility, firstly from the perspective of the stakeholders and secondly from the perspective of the company. This allows us and everyone involved to understand how Riese & Müller’s business activities affect non-monetary aspects.

We have identified our own challenges and priorities, against the background of this methodology. This results in an understanding of the company’s current status in relation to sustainability and provides a good overview of the areas in which change is needed. [15]







## Responsibility Team

The systematic and professional handling of sustainability issues requires a lot of resources and diverse competencies within the company.

Nonetheless, we have deliberately opted not to set up a “Sustainability Management” or “CSR” department, instead opting for an interdisciplinary and agile team.

The core of the team is formed by colleagues from the Supply Chain Management and Communications departments and the company management. They are complemented by project-based competences from subject-specific departments, including Logistics, Internationalisation, People & Culture etc. However, all employees are welcome to get involved – whether in workshops or with suggestions and ideas for improving our resource-conserving behaviour. What we have learnt: Sustainability can be anchored throughout the company through active participation and proactive communication via our NEXT intranet, encouraging everyone to make their personal contribution.



Thorsmörk, Iceland





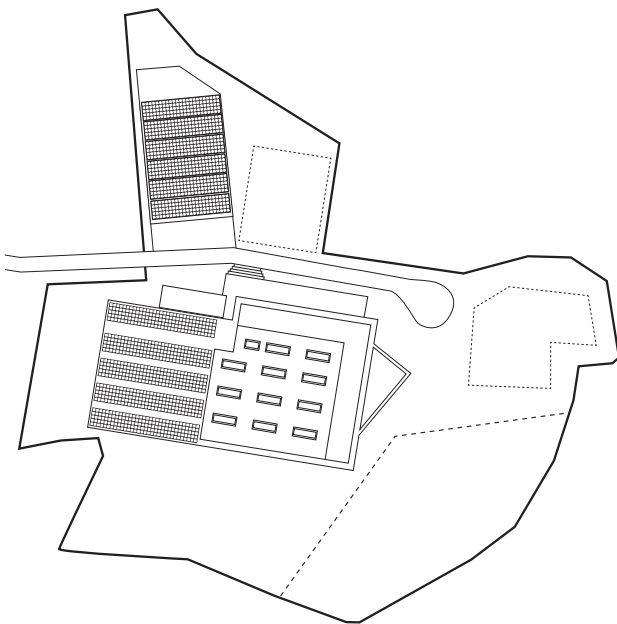
## Campus

The Riese & Müller site in Mühlthal near Darmstadt enables everyone to tangibly experience the brand's innovative prowess. We have here the freedom to rethink things anew and the ideal conditions for sustainable business in harmony with nature. We produce exclusively at this site.

After a construction period of less than one and a half years and a total investment of around €37 million, the Riese & Müller Campus was completed and commissioned as planned in January 2019. With a total area of 60,000 m<sup>2</sup>, it provides plenty of space for all the company's departments, at the same time offering space for expansion.

## Practising Responsibility

The Campus consists of a production, storage and administration building, a high-bay warehouse building and three other plots of land with space for expansion and agricultural land. The production area extends to over 6,000 m<sup>2</sup> and the warehouse area measures over 9,000 m<sup>2</sup>. Around 200 high-quality, ergonomic office workplaces have been set up for the Administration department within the 2,000 m<sup>2</sup> office space.



**Climate-neutral Campus:** We have been 100 % climate-neutral on our Campus in Mühlthal since the start of this financial year.

### **Integrated employment:**

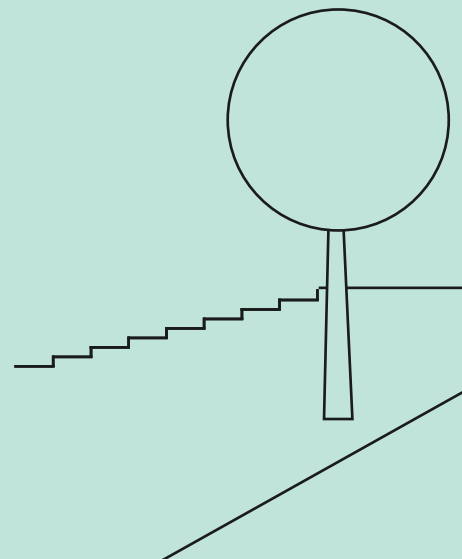
We offer people from the workshops for the disabled run by the Nieder-Ramstadt Christian social welfare organisation jobs in different departments of the company.

**Local partners:** The products sold in the company's own Corner Café predominantly come from the immediate surrounding area. We procure our milk from the Sonnenhof Farm, an organic farm directly adjacent to the Campus, which is run by people with disabilities.

**Organic and Demeter-labelled biodynamic quality in the Corner Café:** We solely sell organic or Demeter-labelled biodynamic quality produce in our Corner Café.

### **Reusable cup deposit system:**

We use the RECUP reusable cup deposit system, avoiding waste generated by single-use coffee cups.



**Open-plan working environment:**

Spaces into which employees can retreat and open-plan areas produce space for peace and quiet. Our work-places are designed from a sustainability and ergonomic perspective.

**E-charging stations:**

There are charging facilities for electric cars in front of our main building.

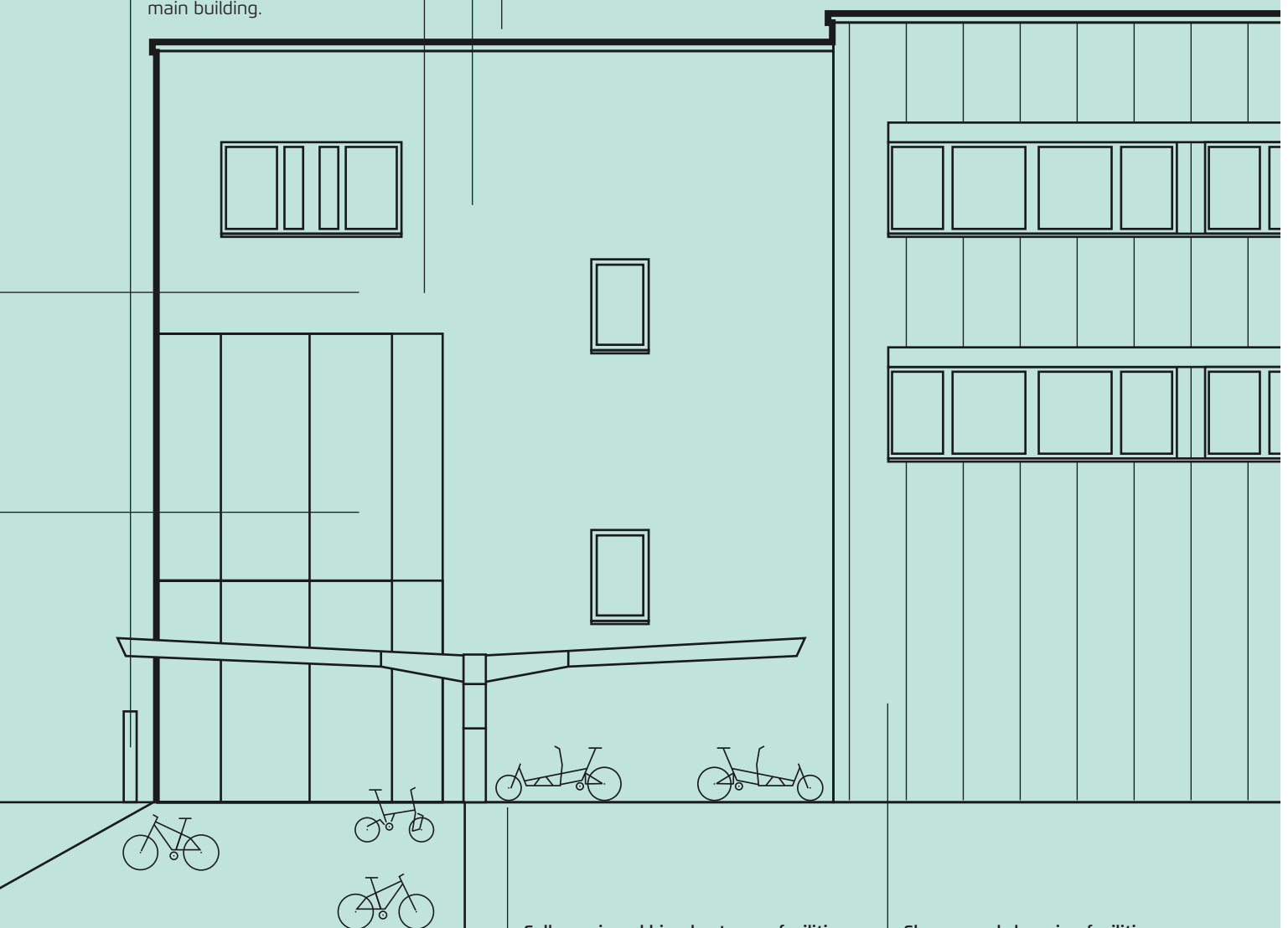
**Water filter system:** Supply of drinking water using a BRITA water filter system and our own reusable bottles.

**Green space on the roof for wild bees**

The roof of the production building is planted, providing wild bees with a rich supply of nectar and pollen.

**Photovoltaic systems:**

Two photovoltaic systems have been installed on the roof of the main building and the high-bay warehouse, which together generate 100 % of our electricity requirements.

**Offers to promote health among employees:**

Fitness offers and E-Bike sharing concepts encourage employees to exercise more.

**Fully equipped bicycle storage facilities:**

A covered, lit and monitored bicycle storage facility with charging facilities provides ample space for our employees' bicycles and E-Bikes.

**Shower and changing facilities:**

There are showers and changing rooms on the ground floor of the main building for employees who come on foot or by bike or do sport during their breaks.



## Handling resources

The Riese & Müller Campus is our corporate centre and therefore an important and integral part of our Responsibility Strategy. We have taken direct control of how we handle our resources here. Just moving into the new company building enabled us to make many specific measures for greater sustainability and a mindful approach nature.

The buildings have been constructed to the latest standards and have higher energy efficiency than is required by law. The energy requirement at the Campus is met fully CO<sub>2</sub>-neutrally. Two photovoltaic systems have been installed on the roof of the main building and the high-bay warehouse, which generate 100 % of our electricity requirements. Excess electricity is fed into the grid. We use climate-neutral natural gas for heating.

We do not use an air conditioning system to air condition the building, and instead use passive cooling measures, including intelligent building design and a planted roof.

A core element is our resource-conserving supply of drinking water to all employees. This uses a BRITA water filter system and our own glass or plastic reusable bottles. All employees can top up their reusable bottle with free water from numerous filling stations around the building. This avoids the transport of some 244,000 bottles each year.

We introduced the RECUP reusable cup deposit system in our Corner Café and at various coffee points around the building to reduce excess waste generated by single-use coffee cups. This enables employees to enjoy a hot drink in an environmentally-friendly manner, particularly in Production, where glass and porcelain are banned for safety reasons. The RECUP cups, which are 100 % Made in Germany, are food-safe, free of BPA and pollutants, and can be reused up to 1,000 times.

Using the RECUP deposit system means that we are working to combat resource wastage and raising awareness of a sustainable lifestyle amongst all employees. In total, we save around 122,000 disposable cups<sup>++</sup> per year with the reusable deposit system. [16]

Examples of the responsible handling of resources are to be found throughout the company. The introduction of a new tensioning-belt system in the high-bay warehouse has reduced plastic waste by 95 %. All internal and external events at Riese & Müller aim to be waste-free. We have reviewed and optimised our internal company waste concept to ensure that any waste that cannot be avoided is used to the best possible effect. We have thus further reduced the amount of residual waste in production and administration.

Colleagues regularly collect waste in the surrounding area to make a contribution to life in the community of Mühlthal.

\* 0.75-litre bottles. The calculation is based on a drinking water consumption of 1.5 litres per employee per working day with around 530 employees on the site over an average of 230 working days a year.

\*\* The calculation is based on a coffee consumption of one takeaway cup of coffee per employee per working day with around 530 employees on the site over an average of 230 working days a year.



The reusable cup deposit system enables us to save around 122,000 single-use cups each year.



100

percent of our electricity requirement  
is self-generated.

200

employees are currently using a  
JobRad employee bicycle

6

parking spaces with charging  
facility for electric cars

31

percent of employees come to work  
by bike every day.

200

covered, lit and monitored bicycle parking spaces  
with charging option





## Mobility Revolution on the Campus

We have prepared a comprehensive Mobility Concept which was awarded the “Exceptionally mobile” certificate following an audit by the Frankfurt Chamber of Industry and Commerce in July 2020 to assist our employees as best as possible to travel to work in a climate-neutral manner.

This involves the strong promotion of E-Bikes and Cargo Bikes, JobRad bicycle leasing, a covered, lit and supervised bicycle storage facility with charging option, and the installation of showers, changing rooms and a drying room for cycle clothing. We also utilise hybrid and electric cars in our fleet and offer parking spaces with electric charging facilities for employees and visitors.

We have also set up a free mobility advice service for interested employees, which aims to work out ways of making individual mobility more sustainable.



**Cycling  
unites**





Torridon, Scotland





## People

Riese & Müller was born out of friendship, mutual respect and trust – and not least out of a love of cycling. These are values that connect Markus Riese, Heiko Müller and Sandra Wolf. All three are committed to ensuring that these values are given the necessary space in a fast-growing company and are embraced within the workforce, because business thrives on the people who work there every day.

With their different personalities, origins and orientation, their knowledge, skills and experiences, the workforce should encourage each other on a daily basis and support each other in individual and professional development.



*"I contribute to a good climate at Riese & Müller. I do not discriminate against anyone on the basis of their disability, skin colour, religion, gender, appearance, sexual identity etc., through words or actions or behind-the-scenes through texts, slogans, labelling etc. I resolve conflicts without recourse to violence. I am friendly and respectful."*

*Extract from the Workplace Code of Conduct*

## People at Riese & Müller

The fact that people are a priority at Riese & Müller is also reflected in the name of the “People & Culture” department, which is responsible for everything relating to people and culture. Apart from traditional personnel issues such as working hours, salaries, benefits and holidays, the main focus is on the personal and professional development of employees – with room also for private matters.

The Riese & Müller Workplace Code of Conduct provides a common basic understanding of what is expected. It provides guidelines about assuming responsibility for one’s own actions.

The Code of Conduct provides a simple, clear basis for cooperation and also sets out guidelines for good collaboration, non-discrimination and gender equity.

Our conduct in our relationships with other people is based on the following guidelines:

- United Nations Guiding Principles for Business and Human Rights [17]
- Principles of the United Nations Global Compact (UNGC) [18]

550

employees

43

nationalities

14%

women in management positions



# 38

average age in years

# 29%

female quota

# 15

trainees / work placement students

## Good Working Conditions – Personal Development – Benefits

### **VAUDE workwear**

- Predominantly VAUDE workwear with the Green Shape Label for environmentally-friendly products made from sustainable materials, manufactured under fair working conditions, and comfortable to wear.

### **Organic or Demeter-labelled biodynamic quality in the Corner Café**

- We sell only organic or Demeter-labelled biodynamic quality produce in our Corner Café.
- We procure our milk from the Sonnenhof Farm, an organic farm nearby, which is run by people with disabilities.

### **Promotion of community as a prerequisite for mutual respect**

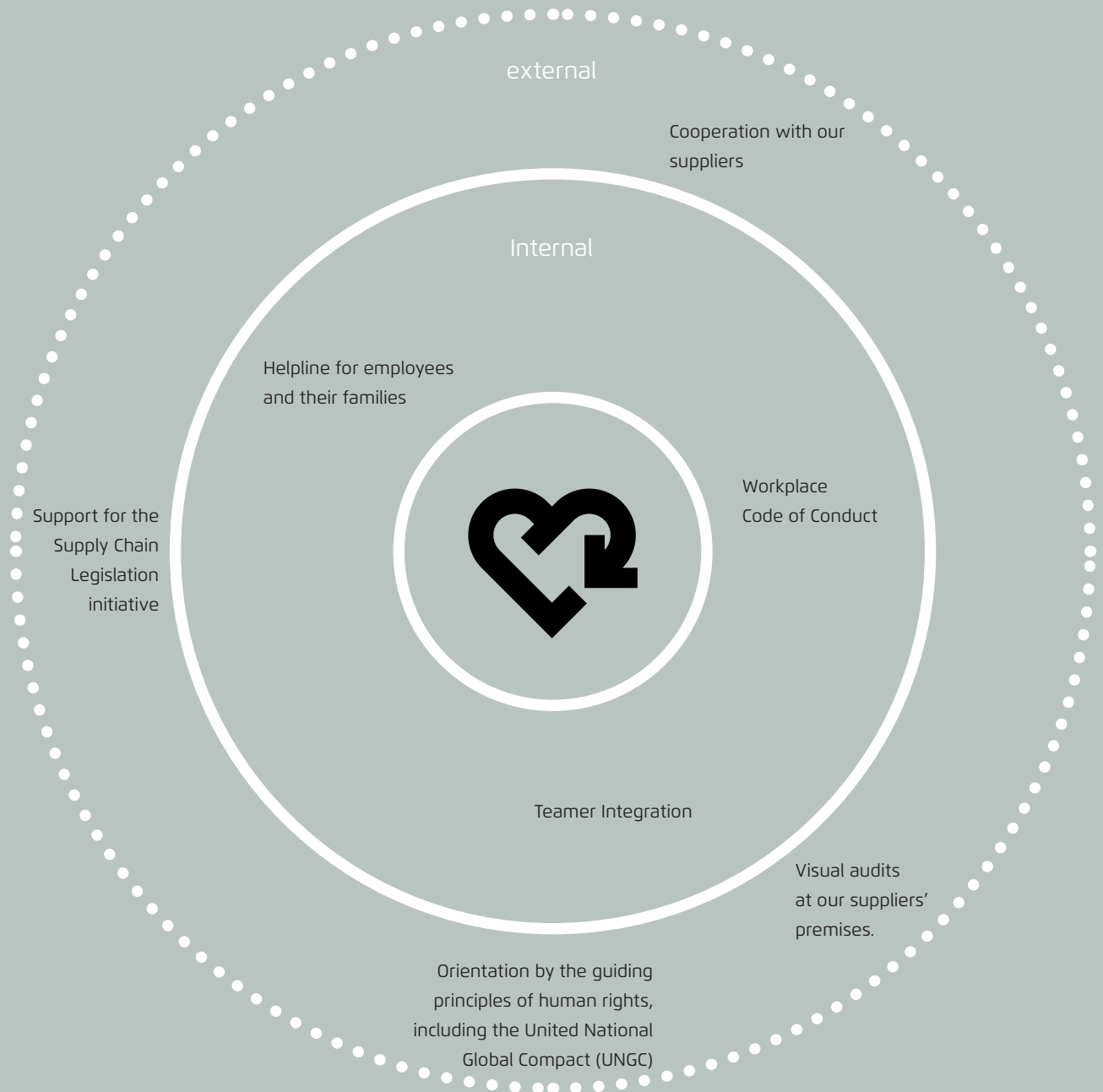
- Mutual respect and an assumption of responsibility are a natural part of the corporate culture.
- The focus is on people – this is also the reason behind our Human Resources department being known as “People & Culture”.
- Creation of the position of “Teamer Integration” as point of contact and mediator via the on-boarding phase and the person who conveys the unique Riese & Müller culture.

### **Individual promotion of employees**

- Positions allocated on the basis of qualification and suitability – regardless of gender, origin, culture, age or skin colour.
- Management positions are often filled by employees, including many women, who have developed professionally and personally within the company through special training programmes.
- Regular (annual) appraisals and interim appraisals for every employee ensure a close dialogue between managers, employees and People & Culture.
- Individual, needs-orientated training programme for personal development.
- Inter-team internal creative workshops, e.g. breakfast workshops, book club or individual topics.
- German language courses for employees with a different first language.

*"Our growth is based on the principle: **good and healthy for the people we work with.**"*

*Dr. Sandra Wolf, CEO*







Groevdalsbakken, Norway





## 2020: Zero Waste and Zero Emission

This year, we have been very focused on our own actions. On what we can actively change and take control of. Our activities have focussed on waste avoidance and emission reduction – two key issues where there is massive scope for action.



## Zero Waste

The aim of “zero waste” is to produce less waste and handle raw materials with care. We have now achieved a number of minor and major successes and will continue to work in future on further reducing our volume of waste.



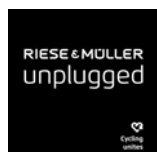
Facts and figures in the 2019 / 2020 business year

**100 % FSC®-certified packaging** –  
our cardboard comes from responsibly  
managed forests

Inspection of the packaging of our  
**25 largest suppliers** – the analysis resulted  
in around 32 zero waste projects

Over **70,000 m<sup>2</sup>** packaging material saved  
on frame deliveries

**100 %** revised waste management system  
in Production, Logistics and Administration –  
for clearly sorted waste



To learn more about our work this year  
listen our podcast on Podigee.  
[r-m-unplugged.podigee.io](https://r-m-unplugged.podigee.io)

# Waste Management

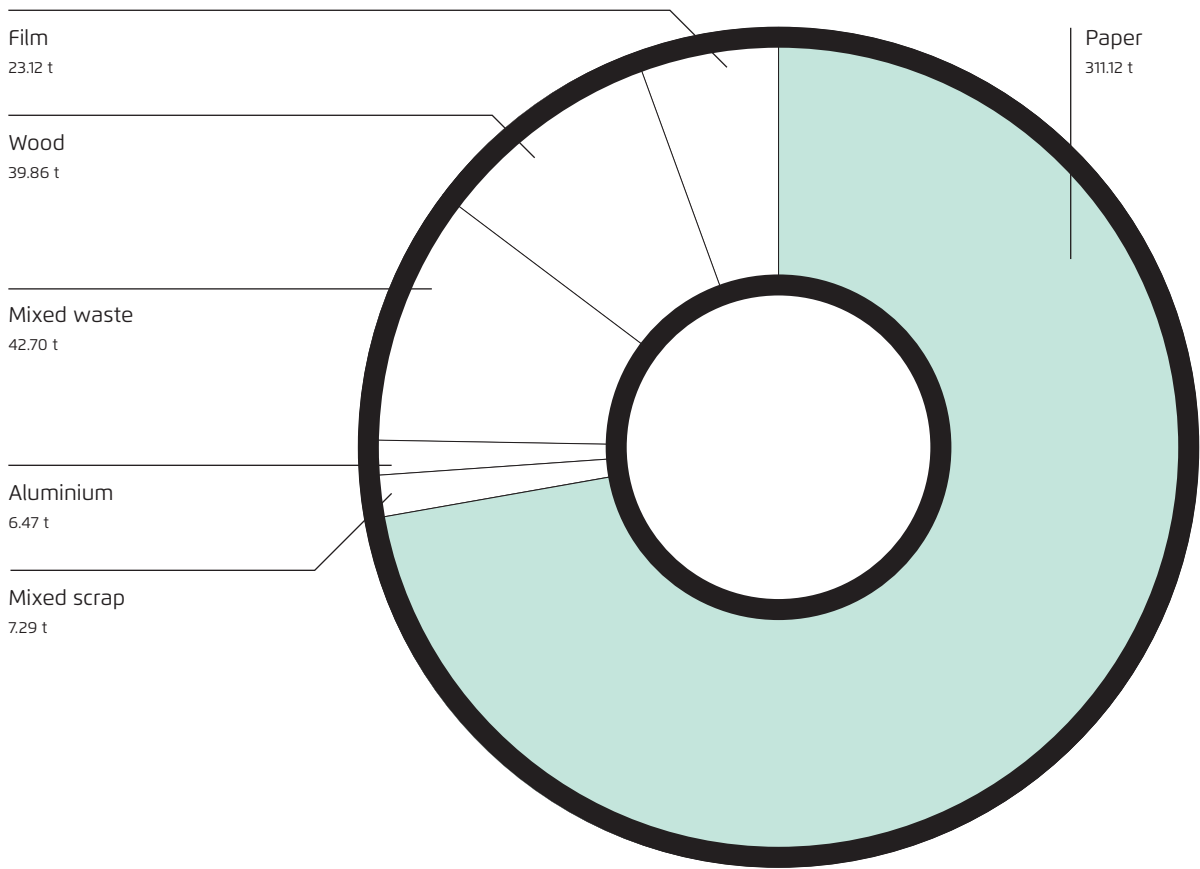
We achieve a high recycling rate mainly through carefully sorted waste. Even though we are constantly working to avoid the generation of waste from the very outset through new concepts and ideas, our business processes still generate a lot of waste material every day: the packaging boxes in which goods are delivered, polythene bags in which small components are packed and waste generated in our café and offices.

This is why we have completely revised and rethought the waste management system in Production together with our employees. All colleagues have been trained on the new measures and are now able to sort waste even more easily. We have also further optimised the waste management system in our offices.

Furthermore, we are in close contact with our local waste management company and have our waste checked regularly. This helps us to understand changes and to put in place new waste management measures to enable us to better sort our waste and further reduce it.

The following figure shows the current volume of waste at our site in Mühlthal near Darmstadt. Together with all employees and our waste management company, we wish to continue working to achieve a higher recycling rate and reduce the proportion of plastic waste.

Zero measurement: Waste volume in the 2019 / 2020 business year



*“Our future way of thinking is not in minimising our environmental footprint”*

*Cradle to Cradle Pioneer Prof. Dr. Braungart*

## FSC®-certified packaging material

We have been using only FSC®-certified cardboard boxes for our E-Bike boxes, small components boxes and accessory packs since 2020 to minimise the environmental impact of the packaging material we use.

The FSC® label stands for the “Forest Stewardship Council” non-governmental organisation and proves that the machined wood comes from forests that are managed according to strict ecological and social principles.

Our delivery note pouches have been converted from plastic to FSC®-certified paper and can therefore be recycled together with the box. [19]

## Packaging cycle

We are working to keep as much packaging as possible in circulation and re-use it for other purposes to minimise the environmental impact of the packaging material used. For instance, when despatching small components and accessories, we do not buy material for padding but instead use material collected when goods are unpacked in Incoming Goods.

A packaging padding machine is used when packing small components to enable us to dispense even more with plastic. It processes used cardboard to form padding material, which is then used to cushion the small components. We always try to find creative solutions to reuse existing packaging material. For example, a zipper bag which we previously purchased and used as a protective cover to despatch our E-Bikedisplays, has been replaced with the outer packaging of a component supplied to us.

This means that we are giving the packaging a second life. These recycling measures alone have been able to save over 3,000 m<sup>2</sup> of plastic packaging.

## Digitalisation of invoices and freight documents

After significantly reducing the volume of paper used in air and sea freight to overseas and non-EU countries, we are now also dispensing with printed delivery notes and invoices for the delivery of E-Bikes and Cargo Bikes by land freight within the EU.

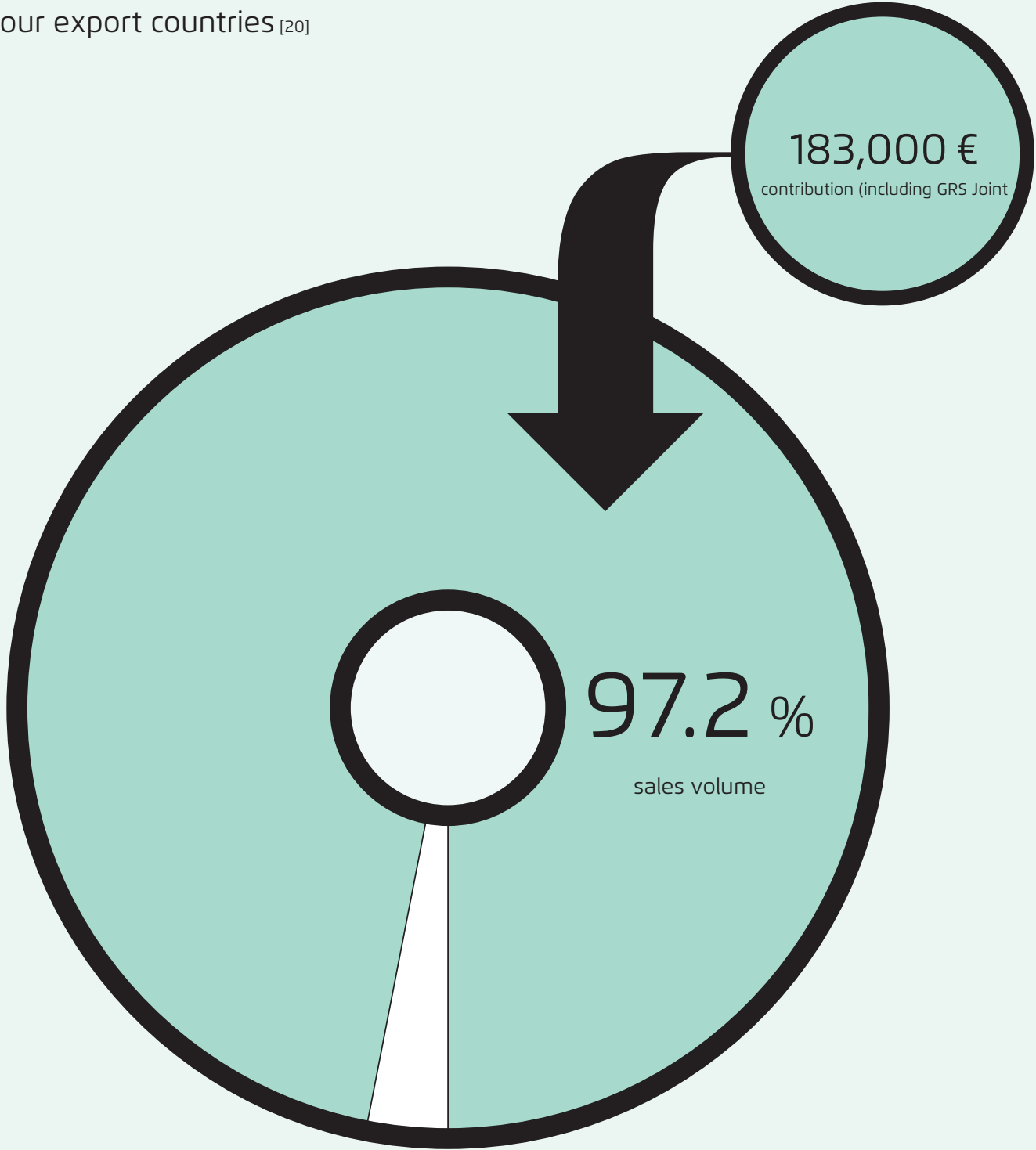
Where original documents continue to be required for customs clearance, we have managed to reduce them as much as possible in cooperation with our logistics partners.

Our dealers can still access their documents digitally via the my Riese & Müller dealer platform.

In future, we will save at least two sheets of paper per packaged bicycle, which equates to savings of over 1 tonne of paper each season. We only use 100 % recycled paper.



Support for battery return systems in Germany and in our export countries [20]



*“Batteries have to be returned at the end of their lives to prevent harm to the environment – worldwide. That’s important to us.”*

*Catrin Vollhardt, International Strategy*

## Return Systems for Used Batteries

The motor and its battery are the beating heart of an E-Bike. After use, at the end of its battery life, it needs to be returned to a recycling system to prevent it from harming the environment.

In export countries where return systems exist, they are supported as far as possible by Riese & Müller. Each system represents an individual solution for the standardised and nationwide return of used batteries. These nationwide systems are the only way of ensuring the comprehensive collection of used batteries, increasing the recycling quota of batteries. Batteries are either returned to dealers, municipalities or commercial businesses.

In Germany, we are involved with the GRS Foundation (Joint Battery Return System), which guarantees the systematic and nationwide return of used batteries. Out of our 40 export countries, we also support return systems in 23 countries, sometimes voluntarily, together making up 97.2 % of our sales volume.

In the past financial year, we have invested around €183,000 in total battery returns. We also proactively inform our dealers about the system in their respective countries and assist them in meeting the requirements.



## Zero Emissions

We also set ourselves the objective of reducing our CO<sub>2</sub> emissions ("zero emissions") in 2020, as part of our stated aim of becoming the most sustainable company in the E-Bike sector. As with our waste management, we have also examined our internal production processes and external supply chains in detail, identified the current status of our emissions and evaluated potential savings.

On this basis, together with our employees and suppliers, we put in place key prerequisites last year and initiated projects to avoid and reduce our CO<sub>2</sub> emissions. We will continue to systematically pursue and expand them in the coming years.



Facts and figures in the 2019 / 2020 business year

**100 %** climate-neutral site in Mühltal

**31 %** of employees come to work by bike every day

**100 %** climate-neutral logistics

CO<sub>2</sub>savings compared to pure air freight through alternative modes of transport:

- Over **50 %** by sea & air transport
- **90 %** by rail

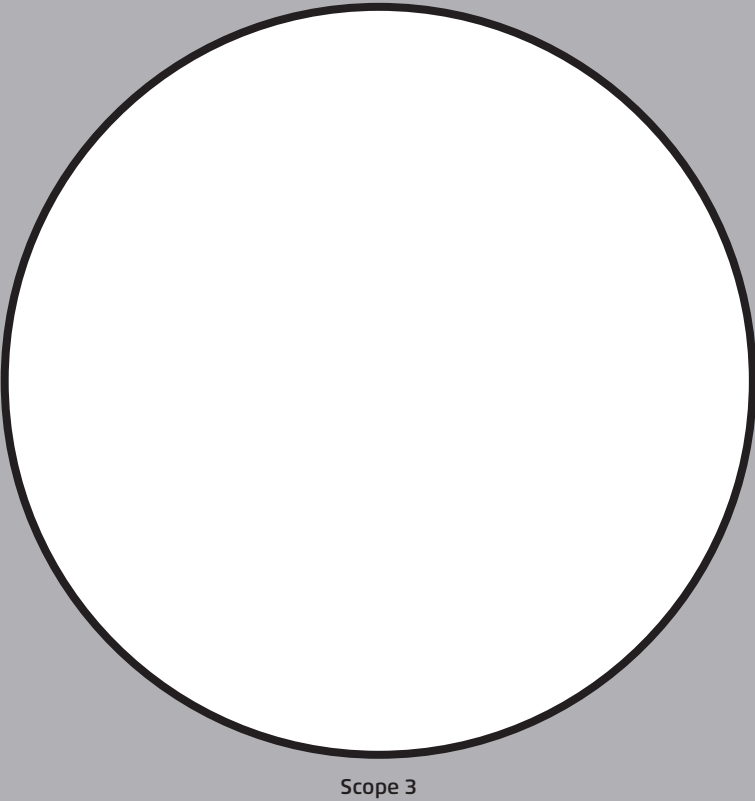
**3,330.69 tonnes of Co<sub>2</sub>e emissions by business operations** – fully compensated for by investment in a climate protection project <sup>+</sup>

<sup>+</sup> **Emissions offsetting by investment in a climate protection project with myclimate.** Riese & Müller has offset greenhouse gas emissions of all three scopes by investing in a climate protection project run by the myclimate Foundation. The climate protection project is certified (Gold Standard certification by the Gold Standard Foundation non-profit organisation). It contributes to reducing greenhouse gas emissions, as well as making a contribution to sustainable development in local regions in accordance with the United Nations Sustainable Development Goals.

Zero measurement: Climate Audit – Corporate Carbon Footprint

  
Scope 1

  
Scope 2



  
Savings

**Scope 1: 179.70 t CO<sub>2</sub>e**  
Direct emissions from the burning of fossil fuels on site and by our company fleet of vehicles, as well as process emissions and evaporations.

**Scope 2: 168.40 t CO<sub>2</sub>e**  
Indirect emissions from the generation of electricity, heat or steam bought in.

**Scope 3: 3,578.36 t CO<sub>2</sub>e**  
Other indirect embedded emissions from the value chain.

**\*Emissions saved: -595.77 t CO<sub>2</sub>e**  
Through the use of a photovoltaic system and the purchase of green electricity and gas.

**\*Gross emissions: 3,926.46 t CO<sub>2</sub>e**  
**\*Nett emissions: 3,330.69 t CO<sub>2</sub>e**



\* **Gross emissions** are all emissions reported in accordance with the Greenhouse Gas Protocol (GHG). The GHG is an international standard for accounting for a company's greenhouse gas emissions. Electricity and gas consumption is also included in gross emissions. Riese & Müller buys certified green electricity and green gas. We also feed the excess electricity from our photovoltaic system into the national power grid when we generate too much electricity in good weather, avoiding third-party greenhouse gases as well.

By purchasing certified green electricity and green gas and feeding in our photovoltaic electricity, we are able to **deduct the emissions saved** from our gross emissions to arrive at our so-called **net emissions** – the emissions that we actually emitted in the 2019 / 2020 business year (calculated by KlimAktiv gGmbH).

We will be unable to avoid all emissions even if we continue to work to optimise our business processes to avoid CO<sub>2</sub> emissions. The individual components of our bikes, as well as the finished product, need to be delivered logistically and sometimes need to travel long distances to reach their destination. We therefore offset emissions that are currently unavoidable by investing in a climate protection project. Our site and logistics are fully CO<sub>2</sub>-neutral. This includes our buildings, business trips, employees' travel to work, our fleet, the climatic effects of our waste on site and our entire delivery logistics systems.

## Distribution of CO<sub>2</sub>e emissions by category

### Scope 1: Direct emissions (t CO<sub>2</sub>e) 179,70

Stationary combustion	94.28
Mobile combustion	85.42

### Scope 2: Indirect emissions from energy provided (t CO<sub>2</sub>e) 168.40

From purchased and consumed electricity	168.40
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### Scope 3: Weitere indirekte Emissionen (t CO<sub>2</sub>e)

3,578.36

Fuel and energy-related emissions (not included in Scope 1 and 2 )	230.38
Transport and distribution (upstream)	2,452.16
Waste	27.22
Business travel (including greenhouse gas effect of air travel of 27.07 t CO <sub>2</sub> e)	51.16
Employee commuting	817.44

# Climate Audit – Corporate Carbon Footprint

We have produced a Climate Audit, also known as the "Corporate Carbon Footprint" (CCF), in conjunction with the KlimAktiv climate protection consultancy as the basis for all our emission-related measures. The CCF considers all seven greenhouse gases.

Apart from carbon dioxide (CO<sub>2</sub>), they include methane, nitrous oxide and hydrofluorocarbons. These different greenhouse gases are converted into CO<sub>2</sub> equivalents\*, abbreviated to CO<sub>2</sub>e, to compare their impact on the climate.

Emissions are categorised into three groups, so-called "Scopes".

Scope 1 includes all direct emissions, Scope 2 includes all indirect emissions from energy and Scope 3 includes all other indirect emissions from the value chain, including the company's entire logistics system.

Producing a Climate Audit has enabled us to precisely identify our potential for reducing emissions. We proceed according to the principle of "Avoid – Reduce – Compensate" when planning and implementing the individual measures.

Our primary goal is always avoidance. This means, in concrete terms, that if possible, we want to prevent emissions from occurring at all – whether at our site, in our employees' commuting behaviour or in logistics. We are working to reduce emissions as much as possible when they cannot be avoided completely. To do this, we need to rethink our actions, find new solutions and encourage others to work with us to find new ways. This is not always easy in everyday life, because often processes are well-established and habits are not easy to break. However, in the knowledge that even small changes can have a big impact, we do not wish to stop here, but rather continuously set ourselves new challenges to further improve our CO<sub>2</sub> footprint.

\* CO<sub>2</sub> equivalents (CO<sub>2</sub>e) indicate the different climate gases and their impact on the environment and climate. They are given in relation to the same volume of pure CO<sub>2</sub> over a defined period of generally 100 years. According to the Kyoto Protocol, there are several greenhouse gases: carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O), as well as the fluorinated greenhouse gases (F gases) – hydrofluorocarbons (HFCs) containing hydrogen, perfluorocarbons (PFCs) and sulphur hexafluoride (SF<sub>6</sub>). The United Nations has defined this index to enable the different greenhouse gas emissions to be compared. It is indicated by the small "e" behind the formula for carbon dioxide: CO<sub>2</sub>e.



## Commuting Behaviour of Riese & Müller Employees

We actively encourage our employees to cycle and have created the best possible framework condition for this through advice and financing offers, as well as the necessary infrastructure on the Campus so that they can ride their bikes to work in a climate-neutral manner. Out of our 550 employees, around 35 % use their bike for their daily commute to work in summer and around 28 % in winter (an average of 31 % per year). We are therefore well above the average – according to the General German Cycling Club (ADFC), only about 10 % of the working population in Germany rides to work by bike. We also have our own sharing scheme for employees on our Campus. The scheme enables employees to simply hire Cargo Bikes and E-Bikes free of charge. [21]

### Employee commuting [21]

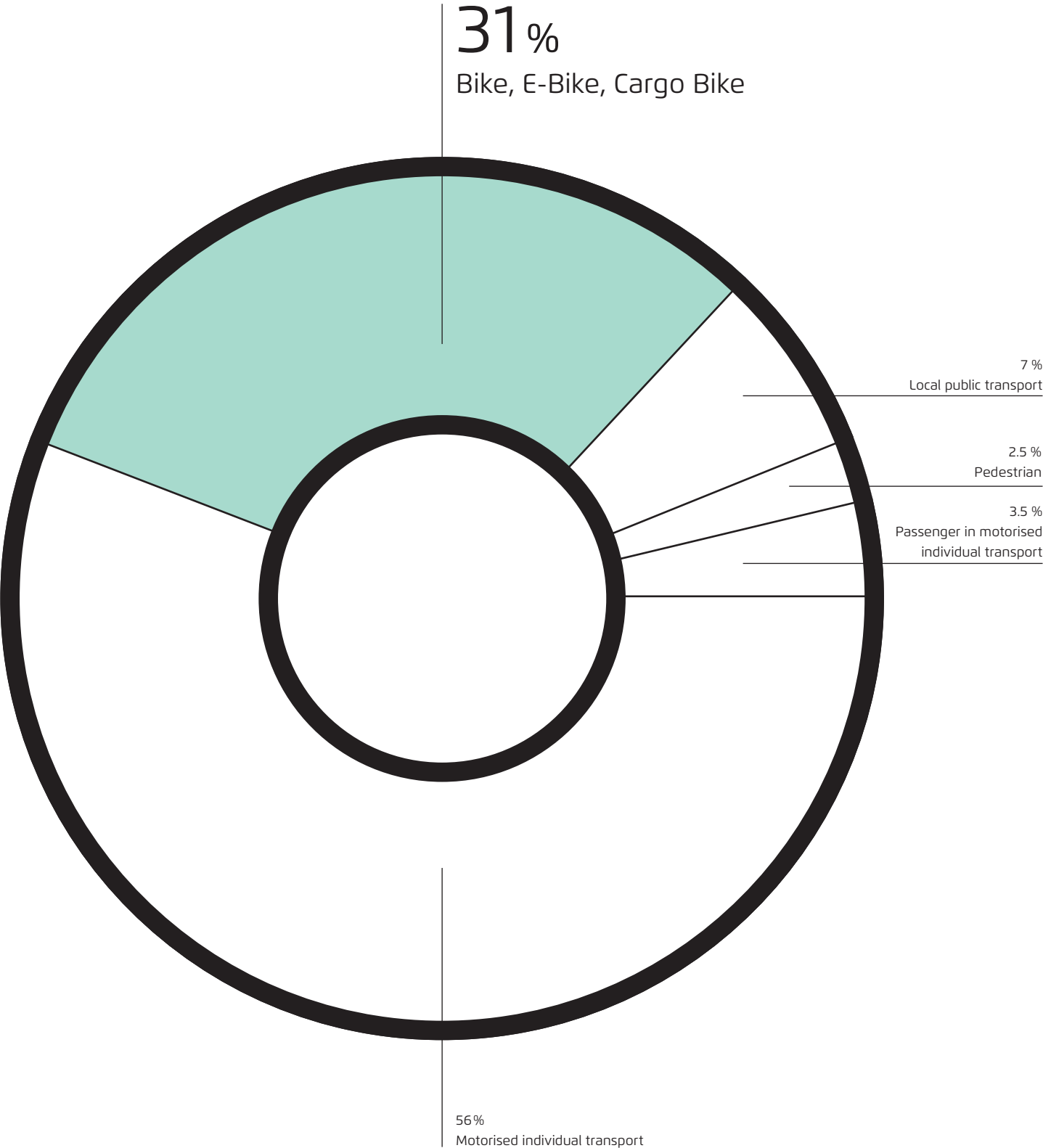
Distance (kilometre/year \*)

<b>Total</b>	<b>2,776,100</b>
MIV	2,102,430
ÖPNV	165,686
Fahrrad	479,866
Fußgänger	28,118

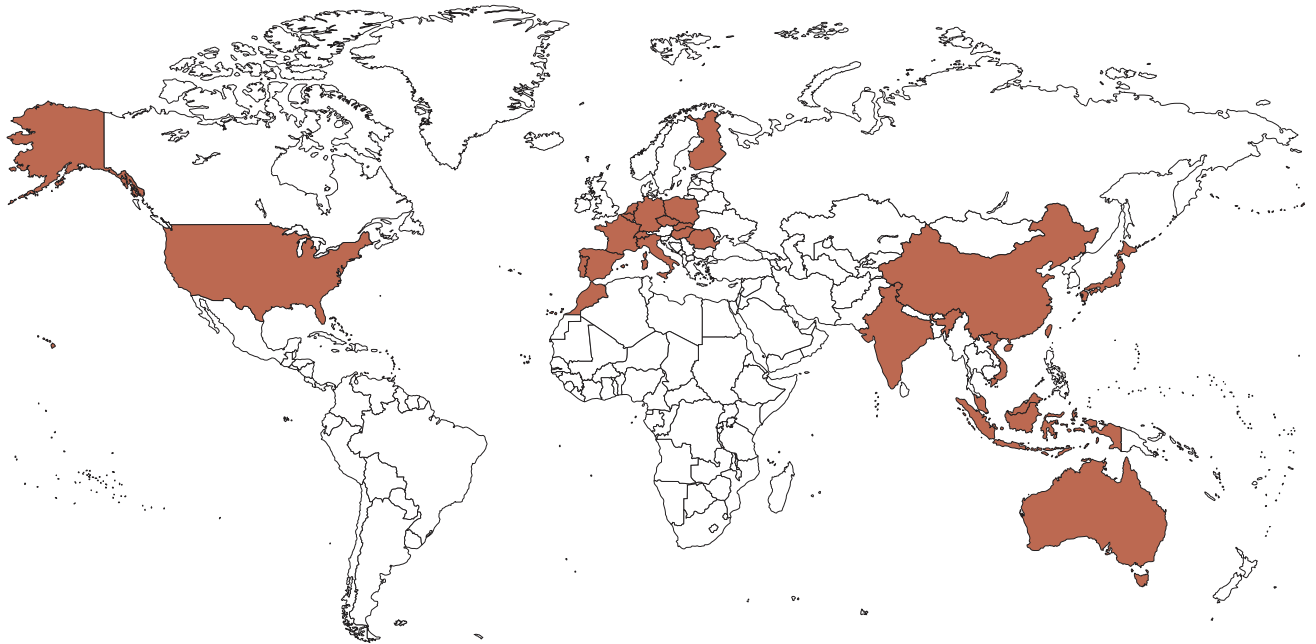
Emissionen (t CO<sub>2</sub>e)

Scope 3: Employee commuting	817.44
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\* Distance (kilometres) with an average of 500 employees and 230 working days in the 2019 / 2020 business year

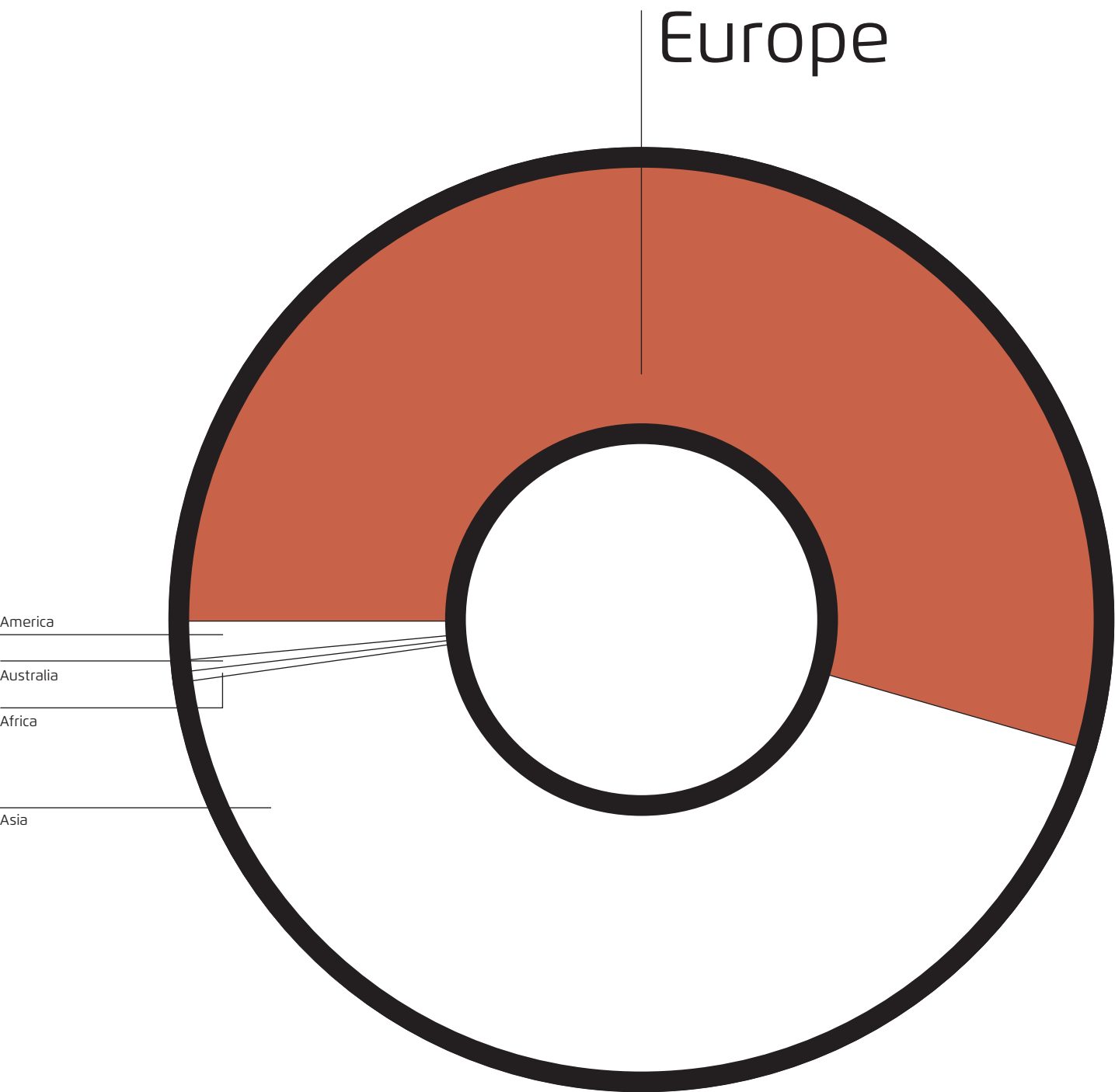


## 177 suppliers



## Global Suppliers

Our long-term goal is to achieve shorter logistics distances. At the same time, we rely on long-term supplier relationships with our suppliers and are seeking joint solutions for alternative transport routes with them. Our evaluation criteria focuses on close and trusting cooperation as well as excellent quality products and reliability.







Bosch eBike Systems is one of the partners that is embarking on this journey with us to create a more sustainable industry. Bosch motors are fitted to all our Cargo Bikes and E-Bikes. During 2020, Bosch succeeded in converting its polystyrene packaging to cardboard packaging – an important signal for environmentally-friendly packaging. Cardboard packaging can then be recycled with paper.

## Dialogue with Suppliers

We have been in a dialogue with 25 of our major suppliers since 2019 to bring them on board with us and to work together on solutions. In 2020, we also focused here on “zero waste” and “zero emissions”, specifically on packaging and transport routes. We therefore reviewed all deliveries in terms of their sustainability in accordance with a comprehensive catalogue of criteria – delivery cycles, truck utilisation, packaging volumes and the packaging materials used. We discussed the potential for improvement with them and developed and implemented new ways of working.

Through this mutual exchange, we succeeded in combining deliveries and saving logistics journeys, reducing packaging and testing alternative packaging materials. We also inspired our suppliers to become more sustainable in their own businesses, thereby sending out an important signal to their entire sector.

Examples of successfully completed projects with suppliers include reduced frame packaging and the introduction of reusable packaging systems.

This will be followed in 2021 by a Code of Conduct for cooperation with suppliers to achieve greater transparency and commitment in the supply chain.

# *“Packaging has enormous potential for reducing waste.”*

*Hannah Müßener, Sustainability Management*

## Reduced frame packaging

Our frames were previously delivered to us packaged in several layers of plastic film, foam, corrugated cardboard, plastic bags and bubble wrap. To reduce the volume of waste this generates, we have carried out several trial runs together with our frame suppliers using reduced packaging and all modes of transport.

Packaging the frames with a single layer of bubble wrap was insufficient to protect the goods from scratches in the first trial due to the long distances and repeated handling of the goods. However, the second trial run with additional foam padding on the fork ends, motor bracket and on the head tube brought the required success. **Reducing our frame packaging means that we save 23 % of the required packaging material (film, corrugated cardboard, polythene bag and cable ties) when delivering frames. This equates to a reduction in packaging material of over 70,000 m<sup>2</sup> for the current business year.** It also makes the frames easier to handle when unpacking them.

## Reusable packaging systems

The sustainability of a reusable packaging system depends on how far the empty reusable packaging needs to be transported to be refilled. As a rule of thumb: a reusable packaging system can be considered where a supplier's site is no more than 500 kilometres away.

We were able to test and successfully implement reusable packaging with our Belgian spoke supplier. Whereas the spokes were previously delivered in cardboard with plastic inner packaging, they are now packed in fixed reusable transport boxes, which are returned to the supplier after use.

**As we fit 27,200 spokes each day, this means that we save over 4,100 boxes each year.**

### Flagship supplier: Schwalbe

One example of an exemplary flagship company is the tire manufacturer Ralf Bohle GmbH, which produces the Schwalbe tire brand, from whom we purchase all bike inner tubes and tires. The company is a German family-run business based in Reichshof. **The company's headquarters have been built in accordance with the Cradle-to-Cradle principle and solely from recyclable materials – Schwalbe also sets great store by the responsible production of its products and goes one step further with its Green Compound and Fair Rubber products.**

The Schwalbe team has set up a recycling process and provides the necessary infrastructure to transport old inner tubes to a recycling partner. Since the start of the recycling programme, the company has succeeded in collecting and recycling over five million inner tubes.

## Alternative Transport Logistics

We are increasingly using alternative transport routes from Asia by sea & air transport and rail for import logistics to reduce emissions generated by pure air freight.

With sea & air transport, goods from Asia are delivered by ship to the transshipment port in Dubai and then distributed there by air freight. This ensures that we reduce the time needed for pure sea freight and the cost of pure air freight, but can also reduce the CO<sub>2</sub> emissions of our long-distance transport by more than 50 % compared to pure air freight.

Alternatively, we are increasingly using rail transport for imports from Asia. Traditional trade routes, such as the Silk Road, are also used to transport goods to Europe quickly and reliably. Rail transport helps us save 90 % of CO<sub>2</sub> emissions compared to air freight and we receive the ordered goods much faster than by comparable transport by sea freight.

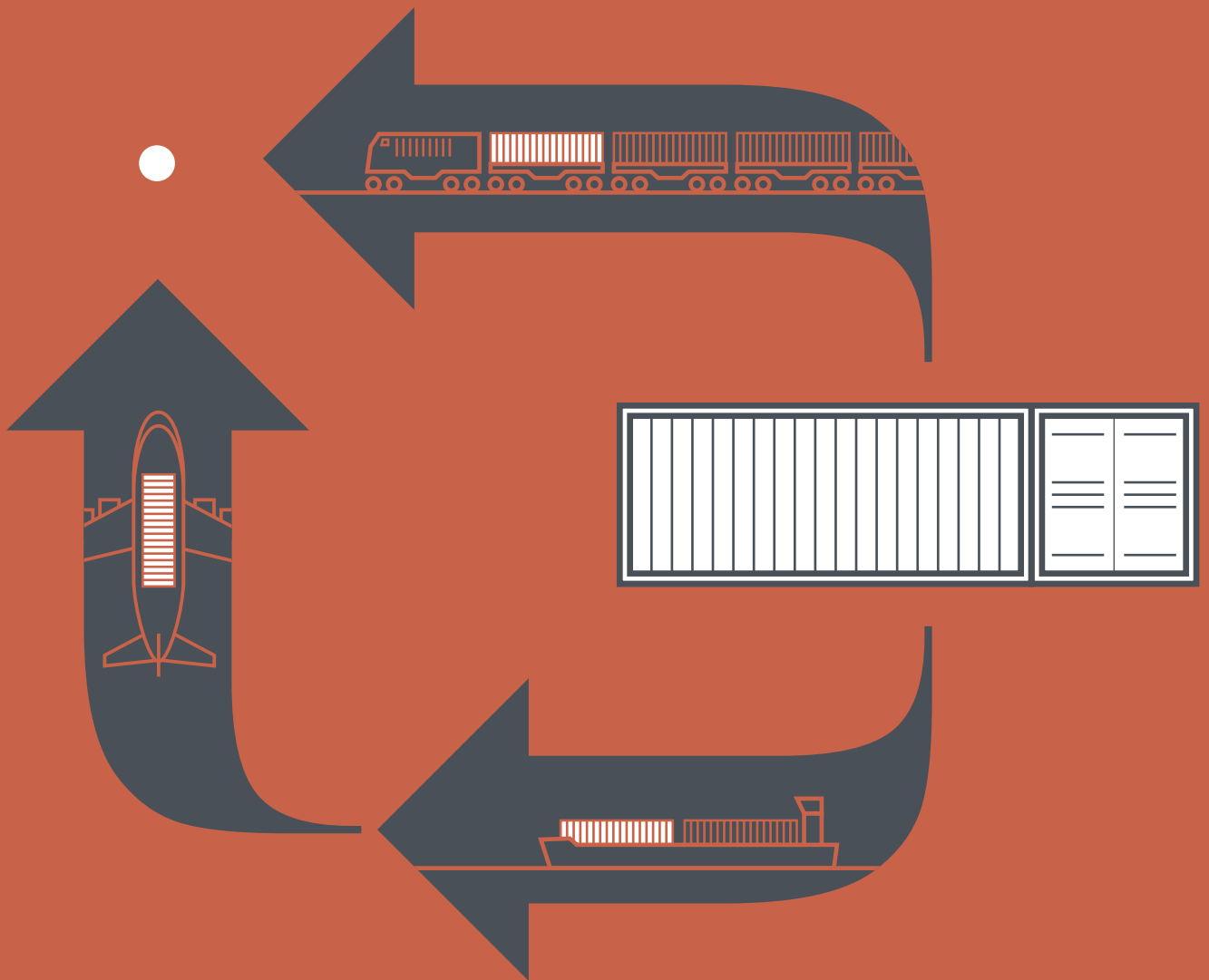
In the current financial year, we will continue to expand our import logistics by sea & air transport and by rail to reduce emissions by pure air freight.

### **Benefits of the sea & air combination [22]**

- 50 % faster than sea freight
- 50 % lower air freight emissions

### **Benefits of rail transport [22]**

- 90 % lower CO<sub>2</sub> emissions compared to air freight
- Shorter transit times compared to sea freight



Alternative modes  
of transport by rail or  
sea & air logistics



## Sharing Economy

Sharing is an essential building block of a more sustainable society. After all, anyone who is willing to share consumes fewer resources themselves – leaving more for everyone. This is exemplified by the Swiss company carvelo2go, which is the world's first and largest sharing platform for electric Cargo Bikes: there are now over 330 Cargo Bikes available in 75 Swiss towns and cities for the transport of goods and children, making cars essentially redundant for many trips in town and in the countryside. The platform is operated by the Mobility Academy of the Touring Club Suisse (TCS). We have enriched the sharing concept with our knowledge, expertise and experience and supply the bikes. carvelo2go is a concept that promotes community spirit in districts, and our products are treated with care by this community as they contribute to the common good.

Our aim of producing durable and high-quality Cargo Bikes goes hand in hand with our partner's expectations.

Corporate partnerships are a strategic tool for Riese & Müller to actively shape the new mobility. Another fleet of 270 bikes is used, for example, by our partner Nordsee E-Mobility GmbH. The company provides E-Bike and Cargo Bike sharing for the car-free exploration of the North Sea islands of Norderney and Juist. In the coming years, we will be expanding our commitment to the sharing segment through further partnerships.

Since 2020 we have had a business unit and a rental model for businesses to meet the importance of sharing and fleet business.

*"Cargo bike sharing and zero waste are a perfect fit."*

*Tara Welschinger, owner of the FOIFI zero waste shop and café*

## Waste Avoidance

Tara Welschinger runs the first zero-waste store and café in Zurich: "FOIFI". As a carvelo2go partner, she hosts three Packster 60 Cargo Bikes – the predecessor to the Packster 70 – which city residents can hire for a fee. In the interview, Tara explains how sharing and recycling connects urban people.

**Tara, you set up FOIFI, the first zero-waste store and café in Zurich and are still running it today. How did you become so committed to zero waste?**

Once upon a time, I was simply a normal hedonistic, consumer-orientated, urban woman, for whom continued education took me to the Executive Board of a large agency. However, on one of my last trips through South East Asia, I suddenly noticed how much waste ends up in the environment. Mountains of waste in the sea, on mountains, just lying around everywhere where there is dense tourism and Western advertising has a serious impact. On my trip to Africa, I saw piles of old clothes – six football fields worth of them – and I became deeply aware of the impact my consumption, my wasted resources and the cycle in which we find ourselves is having on the world and our habitats. So I found myself wondering: how can I change my lifestyle to conserve resources? Because I wanted to integrate this into my everyday life. I'm not the type to completely drop-out of society. I've therefore adjusted my daily life to zero waste one bit at a time. In doing so, you become aware of the waste that you are causing. You pay more attention to ingredients and ensure that packaging is plastic-free and reusable. I started with food, which is the simplest, and gradually the zero-waste approach spread to my entire consumption. Of course, the switchover was extremely time-consuming.

**How did the people in your life respond to your challenge?**

I noticed that something always resonated with the people I told about my solutions – for instance, beeswax wraps for packing fresh food. The idea behind the FOIFI store and café is therefore about more than just providing plastic-free and natural basic products. At the same time, it is a meeting place for zero waste, where guests can sit down and exchange ideas. You can really absorb the atmosphere here and immerse yourself in the issue. "FOIFI" is the Swiss German word for "FIVE" and is inspired by the "5Rs": Reuse, Refuse, Reduce, Recycle and Redesign.

**How does the partnership with carvelo2go fit into the picture?**

We would like to work climate-neutrally and have done away with our car. It was obvious that we needed to build up this kind of partnership. We became aware through a plumbing company of the possibility of using a Cargo Bike to transport goods. Over the course of a few weeks, the team visited us in the café and we discussed CO<sub>2</sub> reduction and logistics using a Cargo Bike.

As a result, we applied to become a host for carvelo2go. Being a store and café, we have the benefit of being open every day for ten to twelve hours and can flexibly deal with the rental and return of the Packsters during these hours.

Sharing and zero waste are a perfect fit for each other, particularly in our restricted space in Zurich.

**Can you tell me a little more about the people who rent bikes from you?**

In my experience, they are urban, bike-friendly people who like to cycle a lot. They include many families who want to go on trips, or even people who would like to transport bulkier objects. A father immediately comes to mind who regularly picks up his children from school on the cargo bike. He buys jelly babies in the store while he is arranging to rent the bike. Then he takes the children on a little trip and brings the bike back after two hours or so. These are super-cool experiences for the children, whizzing this fast around the place. And the dad can ride further and make as many stops as he wants to. It's simply stress-free for him.

My partner and I have also managed without a car for five years. Apart from the three Riese & Müller carvelo2go bikes, which we can use for free for 25 hours each month, we also have our own private Cargo Bike. We use whatever is there.

**How do you rate the infrastructure for Cargo Bikes in Zurich?**

Every cyclist finds Zurich a difficult city in which to cycle. Unfortunately, the city focuses on cars. Alternatively, there is a very well-developed public transport network. The most recent votes in the city have revealed that residents wish to improve the cycle routes. Many of the cycle routes are too narrow especially for a cargo bike. Nevertheless, there are an incredible number of people riding their bikes. And more and more people are taking up cycling.





Trollstigen, Norway





## Product Climate Audit

Our E-Bikes and Cargo Bikes are the key to a positive transport revolution and are part of many of our end customers' sustainable lifestyles. This makes it all the more important that we also take a close look at our products in terms of their Product Carbon Footprint.



*“From the outset, we recognised the potential of Cargo Bikes to replace cars for the majority of their everyday uses.”*

*Markus Riese and Heiko Müller, Founders and CEOs*

## Product Carbon Footprint

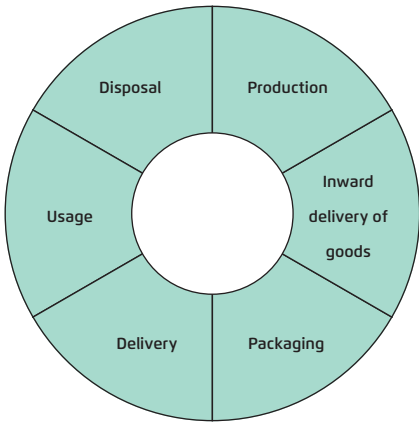
What impact do our bikes have on the climate? To determine this, we produced a Product Carbon Footprint (based on our Load 75 Cargo Bike) together with the myclimate Foundation, a non-profit organisation. This shows the climate impact caused along the value chain – from the extraction of the raw material, to logistics, assembly, usage and disposal.

This calculation is part of our zero emission strategy. The following generally applies: the longer a bike is used, the smaller is the user's carbon footprint. This is why the durability of our bikes, thanks to their high-quality components and timeless designs, is an essential part of our development vision.

We have calculated the carbon footprint of the Load 75 featuring extensive children's equipment. This model is most likely to replace a car and is one of the most popular model versions ordered. This gives us a good basis for comparing the carbon footprints of both methods of transport.



The six value creation phases



Methodology and Result

All greenhouse gas emissions in the value chain of a product are added together to arrive at the Product Carbon Footprint. Each product life cycle is different for each user depending on the period of use and the intensity of use, so average assumptions are made. However, the extraction of raw materials, production and logistics routes are identical or similar.

A product life cycle typically consists of six value creation phases. This includes the manufacturing phase, which also includes the extraction of raw materials, inward delivery, packaging, delivery, usage and finally the disposal phase.

As with the Climate Audit, a Product Carbon Footprint converts all climate gases, such as methane and hydrofluorocarbons, into CO<sub>2</sub>e-equivalents, so that all greenhouse gas emissions are taken into account.

The result is as follows: The highest emission value occurs in the production phase, i.e. in the extraction of raw materials and the production of components. The value for the metals is crucial here. The second highest emission value occurs during the usage phase – the more gently and longer a bike is ridden, the more environmentally friendly it is. Of course, the electricity mix in the respective country also plays a role here. The electricity mix has lower emissions when it includes a high proportion of renewable energies and a low proportion of coal-fired electricity.

Production

Breakdown of components into material categories (metals, plastics, textiles and electronics) and identification of the individual component weights.

Inward delivery of goods

Value of the incoming goods logistics for all individual components based on the country of origin and the type of freight (air, sea or truck logistics).

Packaging

Identification of the packaging materials, the weight of the component packaging and the end customer packaging of the cargo bike.

Delivery

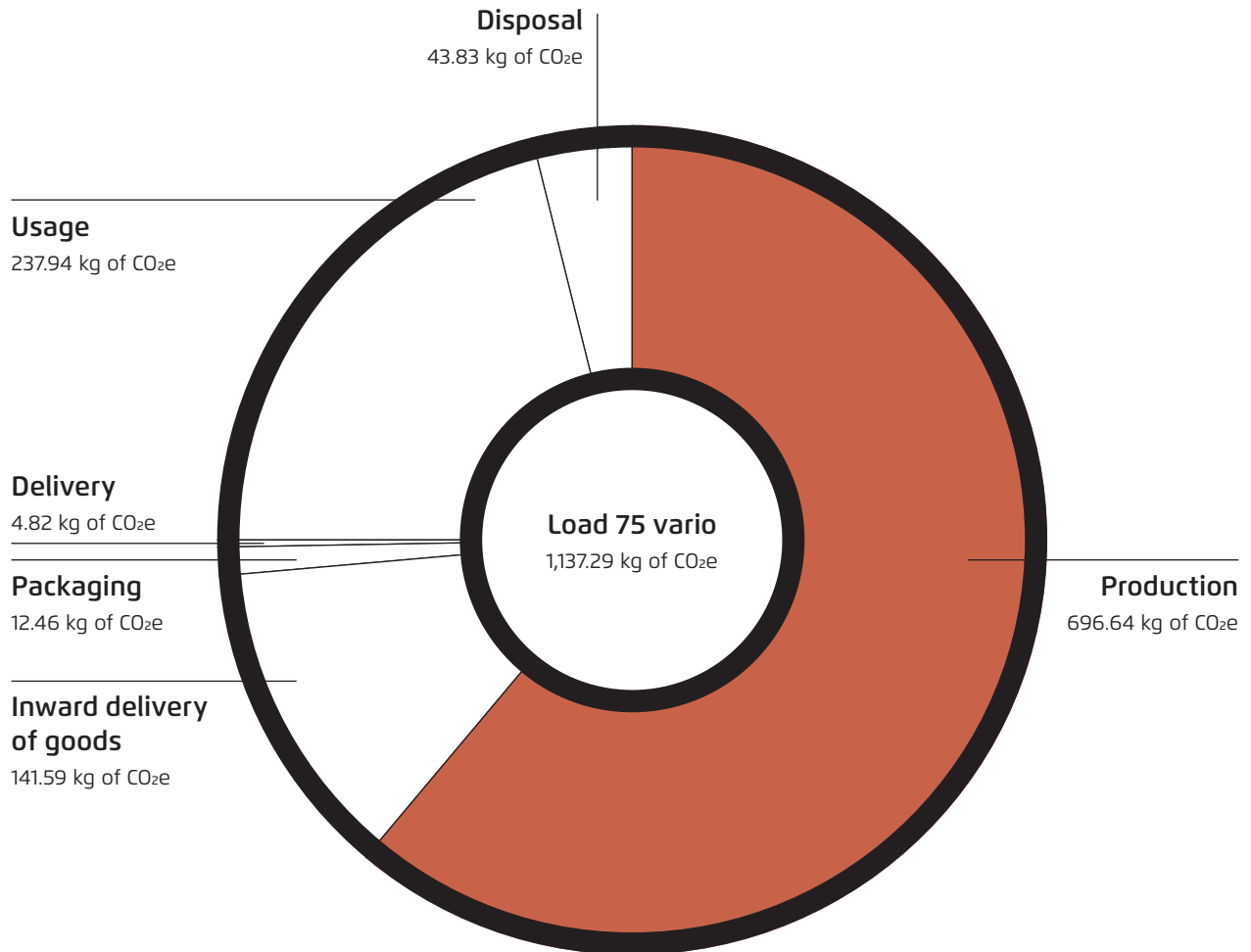
Value of the delivery logistics based on the average sales values of the Load 75 in the 2019 / 2020 business year.

Usage

Assumption of an average riding style with a Load service life of around 45,000 kilometres.

Disposal

Identification of the disposal processes for the individual material categories, including the average distances of the disposal facilities.



### The bike used for calculation purposes

#### Load 75 vario

Whether camping equipment, the weekly shop, transporting children, or tools and materials for customers who use the Load 75 for business purposes: virtually everything can be fitted in. And nothing disrupts the safe and agile riding experience.

The low centre of gravity, a permitted total weight of up to 200 kg, the many individual cargo equipment options and the sophisticated Control Technology make the Load 75 perfectly configurable for all requirements.



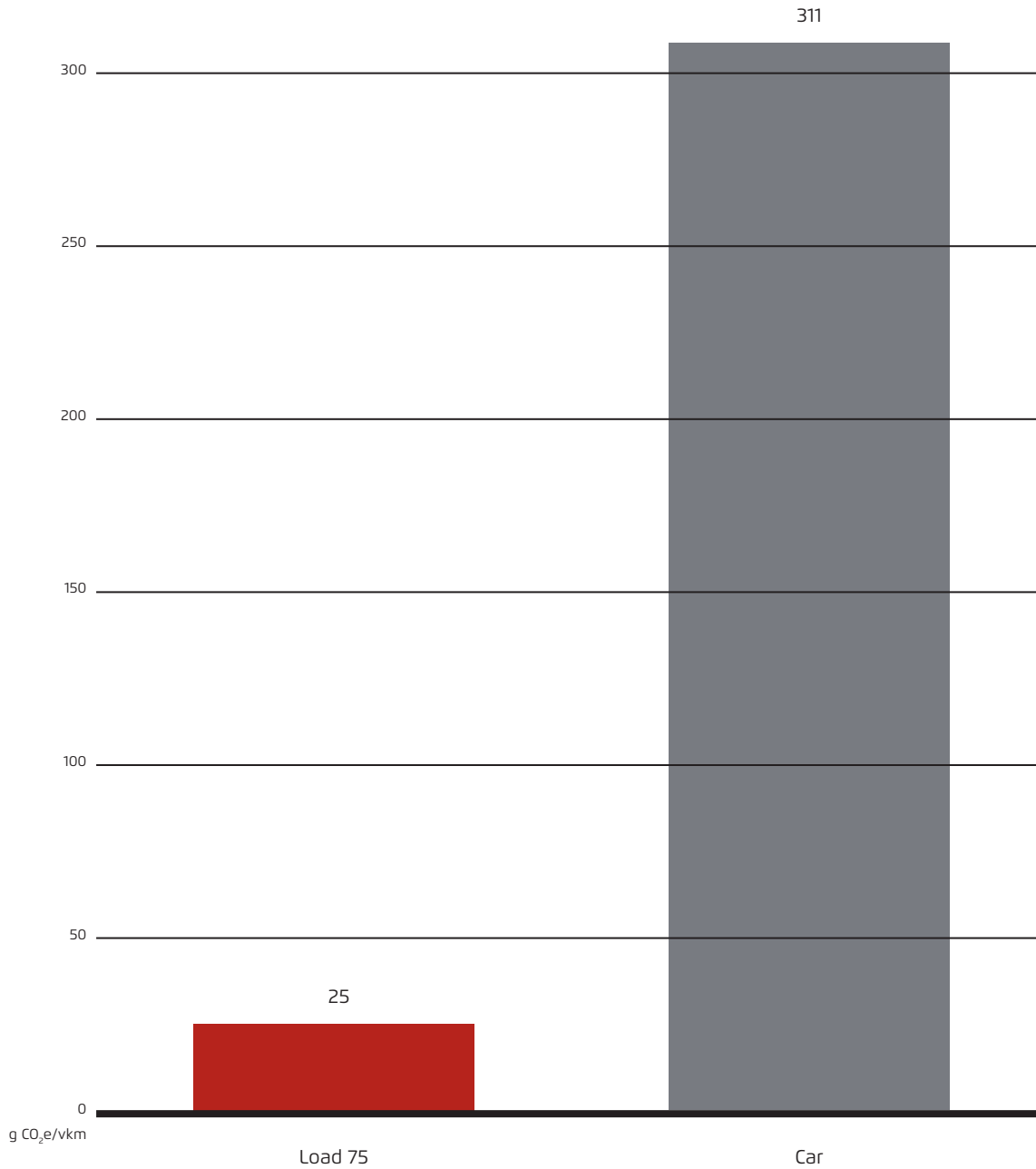




## Load Cargo Bike Compared to a Car

What emissions does a Cargo Bike and average car produce?

We have compared the emissions produced in the value chain and the average commuting emissions.

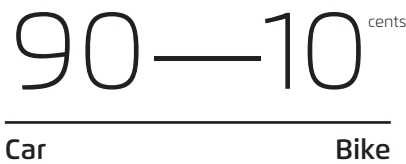


Comparing the climate emissions of a passenger car and those of the Load 75 on the basis of their value chains (production, maintenance, disposal and usage), a Load 75 cargo bike produces a total of 25 g of CO<sub>2</sub>e/vkm\* or 8 % compared to a car that emits 311 g of CO<sub>2</sub>e/vkm. We have compared here the lifetime emissions with the lifetime kilometres.

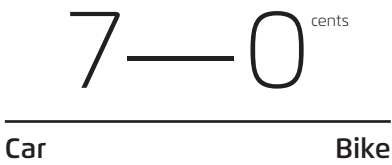
\* "vkm" is the abbreviation for vehicle kilometres, i.e. the distance in kilometres travelled by the specific vehicle, in this case the Load cargo bike or the passenger car.

Handprint [24]

Cityscape	Space	A bike requires less space in urban areas and makes the construction of new parking spaces and car parks unnecessary.
		A lot of space in urban areas is not used to enhance the quality of life of the residents due to flowing traffic, but especially due to stationary traffic.
Health	Fitness	Cycling reduces blood pressure and the risk of secondary disease such as cardiovascular diseases or diabetes while also improving a person's well-being.
	Risk of accidents	The health benefits of additional exercise far outweigh the risk of an accident.
	Noise	Bikes reduce the noise level in towns and cities, preventing damage to health (e.g. increased risk of a heart attack, sleep disorders).
	Emissions	Road traffic is a driver of climate gases. Riding a bike can lower greenhouse gas emissions in the transport sector.
Cost	Upkeep	The cost of using and keeping a bicycle is far below the cost of a car.
	External costs	The external costs of transport result from environmental impacts, such as air pollution, noise, emissions of climate gases and encroachment of nature and the landscape. These costs are not borne by road users, but by society. Bikes reduce these costs.



Cost of use and upkeep per kilometre travelled – cycling kit, extra bike components, such as lights and locks included



A car causes average environmental costs per kilometre travelled, while cycling does not cause any relevant external environmental costs.

Handprint

What are the positive effects of E-Bikes on people, society and our environment?

The handprint is an appropriate tool for answering this question. The method of calculating the Product Carbon Footprint is reversed: The footprint – that is the environmental footprint – focuses on the negative impact on the climate. The handprint – the socio-ecological handprint – collects all the small and large steps on the way to improving the climate.

The Federal Environment Agency highlights some aspects positively influenced by bikes.

2,685,661<sup>Auto</sup>

—

87,253<sup>Fahrrad</sup>

Road traffic accidents by car compared to  
road traffic accidents by bike (2019) [25]

7.6 — 1.2<sup>m²</sup>

Car [26]

Bike

Traffic area\*

\* Traffic area here means the area given over to stationary or flowing traffic, the usable area of the vehicle. With the bike, we measured it at its widest point for the calculation (handlebar width x length).



## Quality is not a Luxury.

We build bikes that are intended for everyday use. That is why they need particularly high-quality and durable components. This attitude is incorporated in development, from the initial idea to the final bike. We want to guarantee maximum riding enjoyment and durability. For this reason, the longer a part lasts, the less new production has to be done and the more we reduce the burden on the environment. The Tinker by Pierre Lars Zander, which is actually designed for short distances, is a good example of this objective.



*“COVID most certainly did play a role in why I’ve been cycling so much.”*

Pierre Lars Zander

## The Supercommuter

30,000 kilometres: that’s the distance Pierre Lars Zander covered with the compact, reliable and robust Tinker within one year. At this rate, he will have cycled far enough to have circumnavigated the world by January 2021.

The 56-year-old master electrician Pierre Lars Zander commutes from Frankfurt am Main to his workplace in Wiesbaden. That makes around 90 kilometres covered a day, and on three days a week, he also travels from Frankfurt to Mannheim. Such long distances really add up. As of October 2020, that makes exactly 32,464 kilometres, almost the distance needed to circumnavigate the globe in a straight line.

### The COVID boost

On his Tinker in “orange metallic” with its matching, self-adapted top box secured with a lashing strap on the carrier attachment, Pierre Lars Zander makes a striking appearance on the cycling path. You wouldn’t think of him as the Supercommuter at first glance. But if you look more closely, you notice his weathered-tanned face. And his calm, stoic pedalling that has supplanted walking as his natural form of movement.

“COVID most certainly did play a role in why I’ve been cycling so much”, the E-Biker concedes. “I really enjoyed getting exercise in the fresh air and not being dependent on public transport. This seems to have added up to a few more kilometres than usual.”

### The Tinker: “Compact, robust and high-quality.”

At the start of the 2020 model year, the cycling aficionado Pierre Lars Zander opted for the Tinker vario from Riese & Müller, with its Cargo carrier and 500 Wh battery. He also always carries two extra 500 Wh batteries in his orange top box. “The bike is compact and I can also pick it up.” This way, he can also take it with him on the train. Nonetheless, it is very robust, made to a high standard and well-equipped. This is paying off: despite the considerable mileage, there have been no defects to speak of. Only components that wear – such as the brake pads – have had to be replaced.

Another reason for opting for the compact bike lies in the cycling infrastructure: “My favourite route to Mannheim is blocked by bollards in some places. Improvements are needed here, especially for cargo bikes or large trailers.”

The technically skilled E-Bike enthusiast of course knows how to maintain and care for his Tinker. He knows how to get the most out of the components. He says simple, practical action is often all that’s needed. For example, he recommends always keeping the Gates belt tensioned. This prevents wear to the belt teeth. He also suggests applying a bit of water to the belt to get it flexible again when dust makes it creak on dry days.

### Driven by inner calm

When asked how he got into cycling, he grins. “I learned to cycle on my grandmother’s bike. Balancing on it came automatically, because you need quite a bit of starting momentum to get such a huge bike moving. Besides that, I was overweight as a child. By the time I turned 12, I weighed 104 kilos. Once I reached puberty, I started exercising a lot, and cycling was my activity of choice.” That hasn’t changed. At the age of 18, he discovered the pleasure of long cycling tours. “They really help me unwind. And with an E-Bike, it’s even easier. I manage to concentrate wholeheartedly on nature.”

The Supercommuter’s longest tour so far hasn’t even been a commute. It was an outing from Frankfurt am Main to Strasbourg, France – in one and a half days, along 460 “leisurely cycled” kilometres. The only reason he took accommodation was to charge his batteries.





Isle of Tiree, Scotland





## Outlook

In the coming year, we will increasingly consider the outside world and look at the transparency of our supply chain. However, a host of exciting projects also await us on our Campus in Mühlthal and for our end customers.

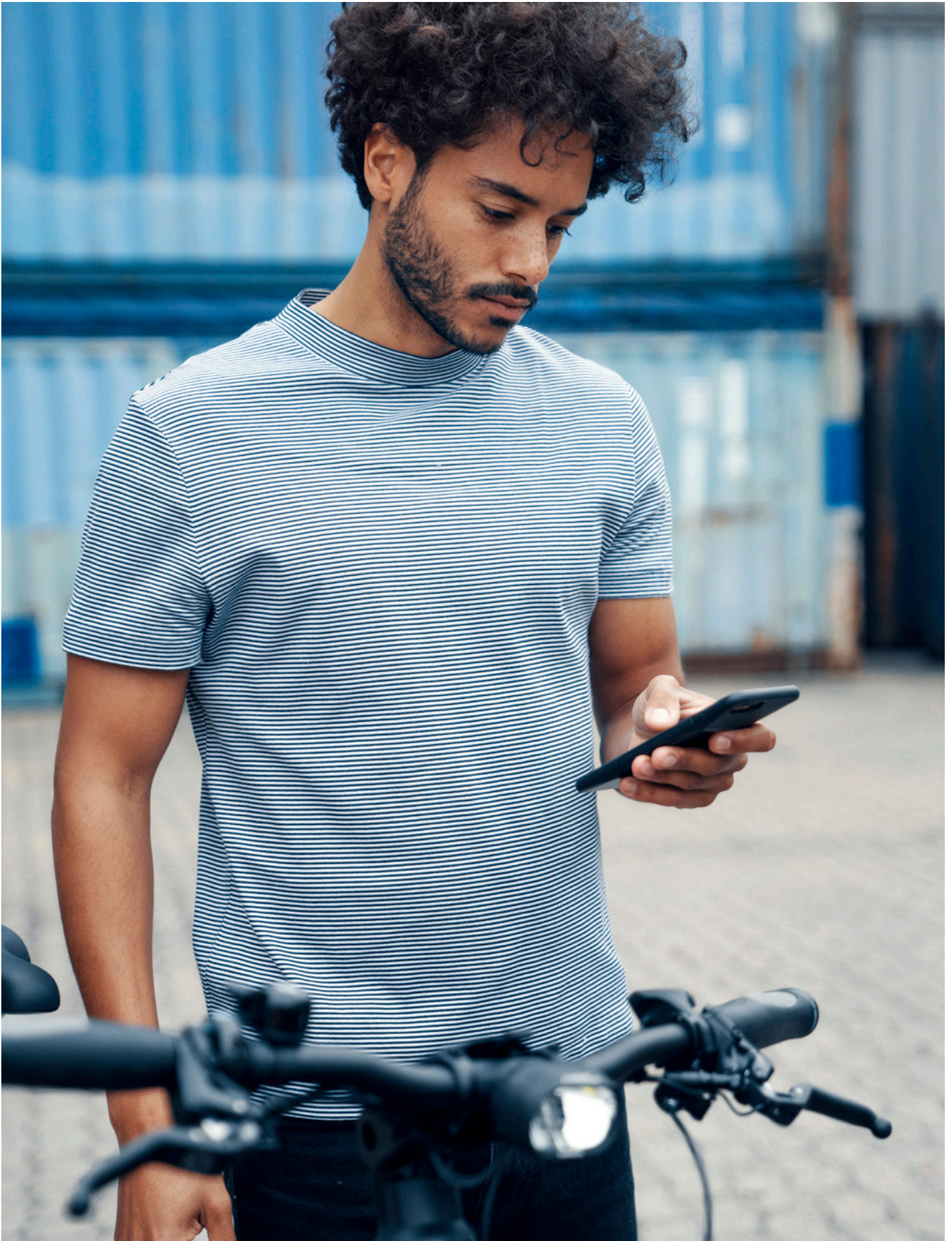


*“Speed and courage  
are crucial to the success of  
sustainability strategies.”*

Dr. Sandra Wolf, CEO

## Future Issues

1. The cycling boom will continue and E-Bikes will play an increasingly central role in inner-city mobility. It is one of the keys to the transport revolution.
2. A positive result of the crisis is that bikes will have a firm, emotional place in the mobility of the future and will therefore be more anchored in society than before the crisis.
3. People want to know where the products they use come from, and how they can make a transparent assessment of whether their consumption protects human rights and the environment.
4. Companies will only survive in the long term if they are resilient, adaptable and flexible – in other words, are able to constantly reinvent themselves in the ongoing crisis.
5. There is an “open window” for big changes. Speed, courage and a “now-or-never” mentality are crucial to success.





# Research and Teaching

## **Cycling Foundation Professorship; Frankfurt University of Applied Sciences**

With our mission to be creators of tomorrow's mobility, we also want to drive forward infrastructural changes as a prerequisite for more widespread cycling. That is why Riese & Müller is supporting one of seven new Cycling Foundation Professorships, this one at Frankfurt University of Applied Sciences (FUAS). By doing so, we are supporting important scientific work to make mobility sustainable and future-proof. The new Foundation Professorship was set up in the winter semester of 2020 / 2021 and is funded by the German Federal Ministry of Transport and Digital Infrastructure (BMVI). The aim of the funding is to expand teaching in cycle traffic and firmly anchor bicycles in the mobility mix of the future.

Prof. Dr. Dennis Knese accepted the offer from the FUAS. "I am very much looking forward to continuing to teach, conduct research in this field and develop a special focus on cycling," comments the native of Frankfurt on his new position.

"I will strongly interweave teaching, practical research and applications. This interdisciplinary approach is of great importance across the department and university. Combining engineering, economic and social science perspectives is crucial for sustainable transport and urban development."

The newly created courses also include a Master's degree course on "Sustainable Mobility", which will culminate with a degree focussing on cycling as a mode of transport. Overall, there needs to be a greater focus on cycling as an independent mode of transport, and this new course is intended to enable planners to design good cycling infrastructure in municipalities and the regions.

The German Federal Ministry of Transport launched the "Cycling Foundation Professorships" funding programme within the framework of the National Cycling Plan (NRVP) 2020 and is funding a total of seven cycling professorships throughout Germany. "As a German premium manufacturer of E-Bikes and Cargo Bikes, we are very pleased that the Cycling Foundation Professorship will intensify research and teaching in cycling at Frankfurt University of Applied Sciences," emphasises Dr. Sandra Wolf, CEO at Riese & Müller. "That is why we are happy to support applied research in this field by providing 50 % of the funding for a research fellow."

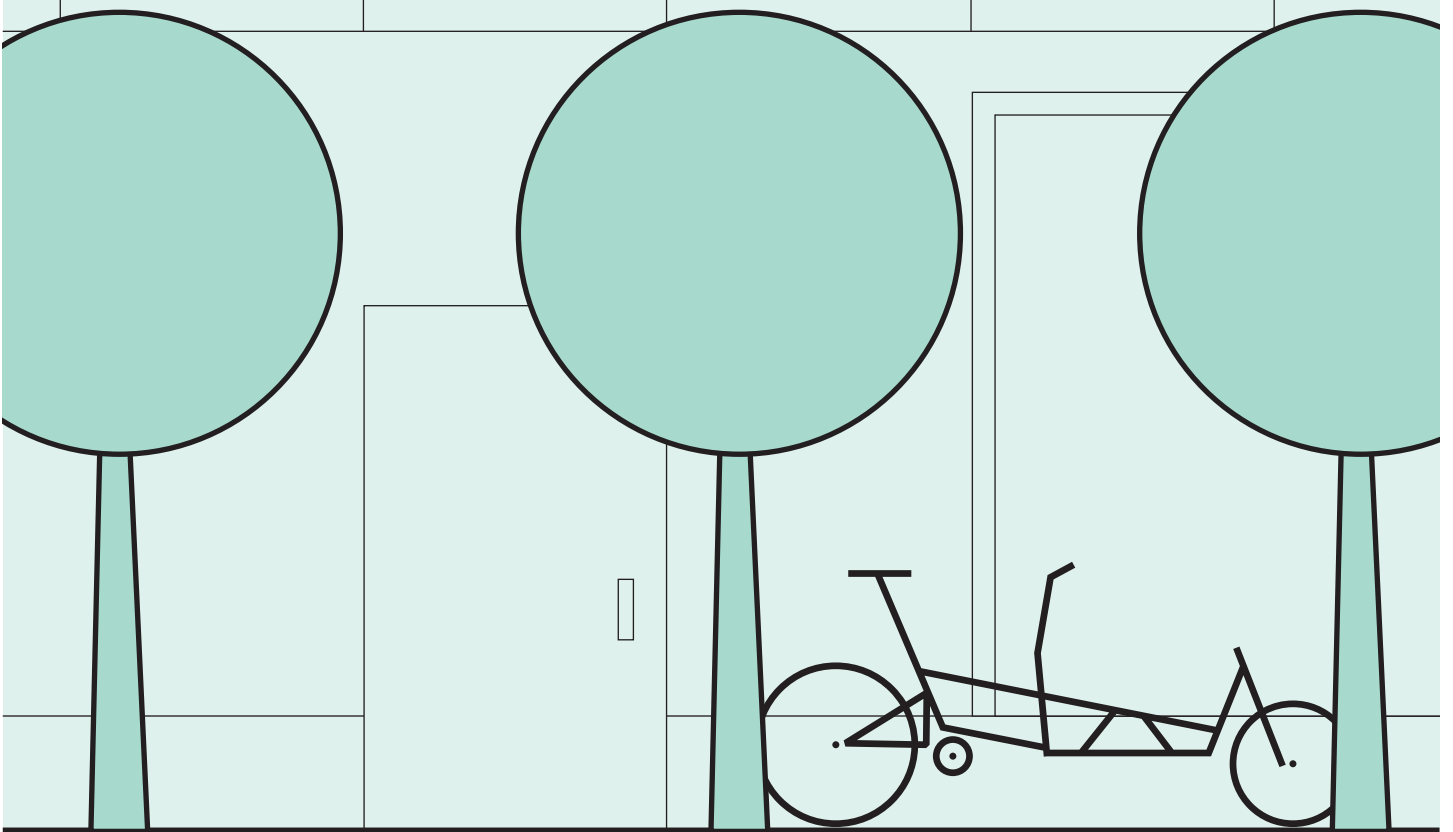
## **Practical partnership with the Alanus University**

An integrated educational idea is being pursued at the Alanus University of Art and Social Sciences. In addition to in-depth professional training, the university attaches great importance to the personal development of students and to ensuring that each and every one of them understands their impact on society.

In this sense, the educational concept of the Alanus University focuses on the total person. In doing so, the University of Alanus is invoking the humanistic ideal of Schiller and Humboldt, while at the same time taking up the idea of Rudolf Steiner's anthroposophical perspective of "forming whole human beings". Since 2020 we have been a practical partner of the Alanus University in the degree course "Rethinking business with professional practice."

*"We are creators of  
tomorrow's mobility."*

*Riese & Müller Mission*





*"The three Riese & Müller Load 60 Cargo Bikes give us the opportunity to act as multipliers and to embrace and pass on new ways of thinking."*

*Ralf Zickler, Senior Teacher, Peter Behrens Secondary School*





## Bike School

Sustainable mobility also means getting the next generations fit and ready for the road – on bikes, E-Bikes or Cargo Bikes. They need to feel safe on their bikes in traffic and off-road for this to succeed.

The Peter Behrens Secondary School (PBS) and the Erasmus Kittler School in Darmstadt have set up a bike school for this purpose. It regularly offers bike tours and safety training to the students of the vocational school centre. In the bike school, students become familiar with cycling as an urban mode of transport and a natural form of getting around. The young people are also taught technical bike skills in the affiliated workshop.

The Bike School has expanded its project programme with three Load 60 Cargo Bikes in cooperation with Riese & Müller.

### Bike Ability

Cycling and safety training form an integral part of the Bike School lessons. Following initial training within the school grounds, students are then taken out onto the road and into the countryside. The Load 60 has to transport traffic cones, ropes, cardboard stands and other exercise elements for the mobile exercise area. This enables the material to be swapped flexibly and in a climate-friendly manner between different learning sites. The Load also acts as a service bike for multi-day tours.

### Mobile Slow Food Studio

This service is aimed at interested school classes in the Darmstadt region who want to get to know slow food cuisine. The focus is on an introduction to an enjoyable and healthy diet with the help of the project team of students from the PBS Hotel Technical College who are training to work in the catering industry. Food, kitchen utensils and equipment are transported to the respective school on a Load 60. Another idea involves a street food format on a Cargo Bike.

### Mobile Social Carpentry

The PBS carpentry classes regularly apply their craft to non-profit and sustainable purposes, such as the “Menschenkinder” children’s and youth programme in Kranichstein, the German Nature Conservation Society (NABU) in Seeheim, or the forest educational project in the Hessenforst forest. The Load 60 transports all the tools and building materials that were previously carried on foot by the 14 students involved to their place of work. The Cargo Bike is in its element here: unlike a car, it is also permitted on forest trails, bringing the trainees into direct contact with nature.

*"We are looking forward to the next stage."*

Markus Riese, Heiko Müller, Dr. Sandra Wolf – Riese & Müller CEOs



*“Mobility needs to be  
made possible for everyone.”*

*Dr. Stefan Carsten, Futurologist*

## Outlook 2021

We have set ourselves the goal in 2021 of being more outward looking. On the one hand, we will continue and improve our ongoing focus on zero waste and zero emissions. On the other, we will look more closely at our supply chain. Our planned milestones for 2021 are as follows:

- Development and signing of a Code of Conduct tailored to Riese & Müller with reference the United Nations Guiding Principles for Business and Human Rights and the United Nations Global Compact.
- Drafting of a Code of Conduct for cooperation with our global suppliers based on the supplier discussions begun in 2019 and our expectations with regard to our suppliers' sustainability strategy. Where possible, continuation of our on-site audits of our suppliers' factories.

- Joint work in associations and working groups on the basic principles of supply chain legislation that is workable for mid-sized companies.
- Start of joint sustainability projects with selected suppliers, on general topics as well as on components.

We will also continue to focus on the political advancement of the transport revolution and address these issues in associations.





#### **Lars Schneider**

Hamburg photographer Lars Schneider has been living in Norway with his family since the summer of 2019. Winter there lasts around six months – and yet he has opted for a Cargo Bike, our Load 60, as his vehicle of choice for everyday life. When he is not out on the road as a contract photographer for renowned outdoor brands, he uses his new home to do the things he previously had to travel for: ski touring, trail running, trekking, fishing and cycle racing. His photos and films have shaped the style of the Riese & Müller brand since 2019.

## Legal information

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### Photography

Lars Schneider

Wir prüfen jedes Kommunikationselement auf seine Passung zu unserer Marken- und Nachhaltigkeitsstrategie. Seit 2019 verzichten wir deshalb weitestgehend auf gedruckte Kommunikation und vollständig auf unnötige Give-aways.

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Luskentyre, Isle of Harris, Scotland







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