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PRESS RELEASE



ACCELL PARTICIPATES IN SECTOR INITIATIVE TO STIMULATE SUSTAINABILITY AMONG SUPPLIERS

Heerenveen, the Netherlands - Accell Group (Accell) has invited all its suppliers to participate in a free Climate Action Training course designed for the cycling industry, aiming to reduce greenhouse gas emissions across the industry's global supply chains.

Eight leading cycling companies – Accell, Canyon, Quality Bicycle Products, Rose, Schindelhauer, Schwalbe, Scott, and Trek – are participating in this initiative, co-facilitated by Shift Cycling Culture and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The goal is to create a blueprint for future collaborative projects within the industry.

The majority of a cycling company's environmental footprint, often up to 95%, arises from its supply chain. This includes emissions generated during the extraction, sourcing, and production of bicycle materials and components. To address these emissions and support their business partners, these companies have united to develop a Climate Action Training course. The training provides foundational knowledge on measuring and reporting greenhouse gas emissions, setting reduction targets, monitoring progress, as well as relevant case studies that showcase potential solutions to decrease emissions.

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

The training has been developed with support from the German Federal Ministry for Economic Cooperation and Development (BMZ) as part of their efforts to help companies in fulfilling their due diligence obligations for fair supply chains, in line with the principles of Just Transition. More about the training can be found on <https://www.shiftcyclingculture.com/cat>.

ABOUT ACCELL GROUP

Accell Group is the European market leader in e-bikes and second largest in bicycle parts and accessories. Our employees work closely together with tens of thousands of local dealers throughout Europe. By combining our sense of caring with our people, our products and leadership in innovation and sustainability we are helping cities to meet some of the many challenges they face.

NOTES TO THE EDITOR, NOT FOR PUBLICATION

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