

# PLANET BIKE 2022



## SUSTAINABILITY REPORT



In November of 1996, Planet Bike was founded in Madison, Wisconsin. In many ways, Planet Bike began as a social experiment that dedicated itself to doing business in a different way. Instead of being just another company that develops and sells products with profit as its end goal, Planet Bike wanted to help bring about positive change for people, their communities, and the environment.

Despite being a simple machine, we have always believed that the bicycle has great potential to help improve the world and the lives of the people in it. From the start, we have embraced an alternative corporate purpose which seeks to help get more people on bicycles by making our communities friendlier places for the self-propelled. By donating time, resources, and profits to causes that promote and facilitate bicycle usage, we hope we are making an impact.

Social experiments aside, Planet Bike was born from the heart of a cyclist and our goal is to make innovative, high quality, and practical bicycle accessories. Simply put, we strive to design and develop the best bicycle products in the world.

As our company has grown and matured, so has our dedication to the principles of social and environmental responsibility. Since 1996 our donation of over 2.5 million dollars to the grassroots bicycle movement has helped make America a friendlier place for cyclists.

BETTER PRODUCTS  
BETTER WORLD™





We believe the bicycle  
has the power to make  
people, communities,  
and the planet  
healthier.





## SUSTAINABILITY



Enviromental Impact  
Product Design  
Bike Friendly Business

## SOCIAL RESPONSIBILITY



Community Impact  
Code of Conduct  
Equality Diversity & Inclusion

## VISION FOR THE FUTURE



Carbon Footprint Impact  
Product/Materials Impact

## ENVIRONMENTAL IMPACT



For two centuries, bicycles have been cleanly, quietly and efficiently moving people all over the place. This lesson of environmental sustainability informs our company culture and pulses throughout our business practices. We run our headquarters entirely on solar and wind power. We use minimal and easily recyclable paper packaging. Further, we make products that are built to last and designed to help make cycling a daily part of people's lives.





## SOLAR



Our 10 kilowatt solar power system atop our headquarters was installed in 2008. To date, we have generated 12,000 kWh per year allowing us to reduce our annual carbon footprint by 135 tons of carbon dioxide.

## RECYCLING



We reuse and recycle all cardboard in our production facility. We also recycle any product parts that can be recycled when we receive product returns, including batteries, plastics, and metals.

## COMPOST



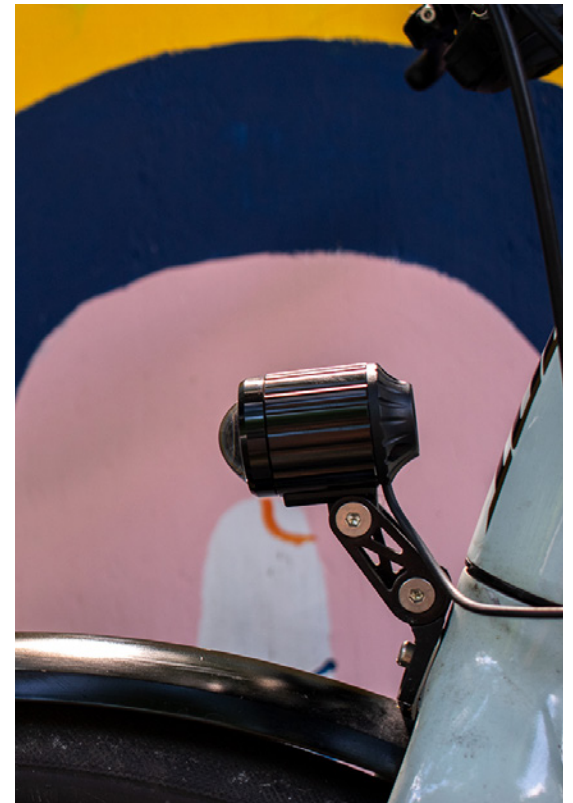
Our warehouse and corporate offices have onsite composting for all food waste, coffee grounds and other compostable materials. Our packaging is also made of recycled materials and printed with soy based ink to ensure it is compost safe.



## PRODUCT SUSTAINABILITY



We believe that life is better by bike and that's why we are dedicated to building great products that encourage more people to embrace self-propelled transportation. Since 1997, we have been making better bicycle products that are built to last, fairly priced and backed by our Good Gear Guarantee. From the Pow! Blink, Blink, Blink of the Superflash tail light to a pair of our full coverage fenders, Planet Bike accessories give you the flexibility to use your bike day or night through the rain, snow or shine.





## PRODUCT DESIGN



We don't cut corners when we produce Planet Bike products. To assure you of top performance in all conditions, we use only the best materials and subcomponents. Everything we make is factory and rider tested for quality. Our lights are tested to the FL1 standard for lumen outputs, run times and charge times. We also use the IP test standards for dust and water to make sure our lights will keep working in the elements.

## REFURBISH NOT RUBBISH



Our design ethos is to build products that have a long and useful life. Nevertheless, we realize that pieces and parts can wear out over time. Because we're committed to keeping our products on the road and out of the landfill, we have designed them to be easily rebuildable and we offer a comprehensive catalog of replacement parts to help extend the life of our products.

## PACKAGING



All of our cardboard based packing is produced from 100% recycled material and is fully recyclable. We use soy-based inks to make sure that all our printed packaging is 100% compostable.





## BIKE FRIENDLY BUSINESS



As a certified League of American Bicyclists Platinum level bicycle friendly business, we support our staff to commute by bike by providing amenities such as shower facilities, on-site bike workshop and indoor bike parking. We love the days when there's not a car in the parking lot but the bike rack in the office is full.

**“ We congratulate Planet Bike for recognizing that one of the oldest and easiest forms of transportation still generates significant economic and societal rewards today.”**

*– Bill Nesper  
Executive Director, League of  
American Bicyclists*







1% for the Planet® is an alliance of businesses that are financially committed to creating a healthy planet. As a member, Planet Bike contributes 1% of our annual sales to organizations working to benefit the natural environment. This commitment aligns with our mission, values and belief that the bicycle provides powerful solutions for creating a healthier planet.

**“This is not philanthropy. This should be a cost of doing business.**

**It’s paying rent for our use of the planet.”**

**- YVON CHOUINARD**  
*Founder of Patagonia and  
1% for the Planet*



## COMMUNITY IMPACT



In addition to our bicycle-infused company culture, our corporate mission is to give back. As a proud member of 1% for the Planet, we pledge time, resources and profits that amount to 1% of our annual sales. Our support ranges from welcoming new and diverse people to the national bike family, strengthening local cycling and funding national nonprofits who are engaging in important policy work to make our country more bicycle friendly.







## ACTION



Since our founding, we have awarded over \$2.5 million dollars plus over 47,000 items to domestic and international bicycle advocacy groups who are making a difference in their local communities.



## ADVOCACY



We support bicycle organizations who are working to attract people to cycling through policy and infrastructure projects that move bicycling forward across the country.



## COMMUNITY PARTNERS



### League of American Bicyclists

We support the Bicycle Friendly America program to create a road map to safer roads, stronger communities and share best practices in creating bicycle friendly communities.



### Bike Federation of Wisconsin

Funding helps bicycle related community outreach, educational programming and legislative initiatives within the state of Wisconsin.



### NICA

Our support helps youth seize the opportunity to build strong bodies, minds and character through regional cycling leagues.



### Radical Adventure Riders

Funding supports the SJ Brooks Scholarships that seeks to increase access, reduce barriers and amplify voices specifically for BIPOC cyclists.



### Free Bikes 4 Kidz - Madison

Funding supports helping all kids ride into a happier healthier childhood in underserved populations in Dane County, WI.



### Black Girls Do Bike

Funding supports the creation of Bike Girl Magic video series geared at highlighting inspirational stories of women who ride unapologetically.



### Get Women Cycling

Funding and product support for personalized service, education, and support to elevate and sustain female bicycle ridership in the New York City.





## CODE OF CONDUCT



Planet Bike is committed to the continual improvement of the welfare of workers and the environment throughout our supply chain. We expect that our suppliers uphold the Planet Bike Code of Conduct so that workers thrive in safe and healthy workplaces and environmental impacts are minimized as we produce useful and high-quality bicycle accessories.



## DIVERSITY



We live, work and play in rich and culturally diverse communities. As a result, we believe that it is important that we run our company and promote the Planet Bike brand in a way that honors our collective and diverse backgrounds and experiences. In all ways, we are committed to being a company that welcomes and promotes diversity and inclusivity.





## MARKETING INCLUSIVITY



We believe our community and the outdoor industry is strongest when all feel represented and identified as active participants. We work to include people of all religion, color, gender, age, disability, nationality, sexual orientation, political opinion, social group and ethnic origin in our marketing materials.

## RECOGNIZING CULTURAL APPROPRIATION



We work to actively monitor our product names, copy, marketing and social media to ensure broad outreach without inappropriately encroaching upon other heritages, designs, and beliefs that are culturally meaningful.

## COPY INCLUSIVITY



We recognize the need to include language in our copy that does not negatively impact underrepresented groups. We work to only use positive reinforcement of our words, considering both the intention and impact, in marketing copy.



A photograph of three cyclists riding away on a paved path through a dense forest. The image is overlaid with a semi-transparent red filter. The cyclist in the foreground is wearing a grey t-shirt and a helmet. The middle cyclist is wearing a dark shirt and a helmet. The third cyclist is further ahead, wearing a light-colored shirt. The path is flanked by lush green trees and foliage.

**For 2022, Planet Bike is focused on reducing its environmental impact in the following ways.**



## PRODUCT / MATERIALS IMPACT REDUCTION



### **Reduce Poly Bag usage within our supply chain**

Over the last 15 years, we have eliminated nearly all plastic from our product packaging. Our next step is to remove poly bag plastic from our supply chain. Currently, 45% of our SKUs are shipped in poly bags. As a result, we are exploring more sustainable alternatives that will protect products in transit and purge this unwanted plastic from our supply chain.

### **Outbound shipping with 100% recyclable materials**

Plastic mailers have become a common way to ship small parcel shipments. Beginning in 2021, we have replaced these mailers with 100% recyclable materials for all outbound consumer orders.

### **Integrating post-consumer plastics into new or current products**

Plastics are found in many of our products. As a result, we are partnering with our suppliers to explore and implement ways to replace virgin plastics with post-consumer recycled plastic. Our commitment is to use recycled plastics as a first option whenever it is available.

### **Implement end of life recycling instructions for all product categories**

We create bicycle products that are designed to have a long and useful life. We even offer a comprehensive catalog of replacement parts to help extend the life of our products. Nevertheless, we understand that a product's usefulness will eventually come to an end. That is why we will focus our attention on creating end of life instructions for current and future products so our customers can dispose or recycle our product in an environmentally safe way.

## COMMITMENTS TO SOCIAL RESPONSIBILITY



### **Diversify our advocacy giving to better support inclusion**

Since our founding, we have donated over 2.5 million dollars to help make our communities friendly places to bike. In 2022, we will look to further diversify our advocacy giving with the goal of bringing greater diversity, equity and inclusion to the North American bicycle riding community.





## REDUCING CARBON FOOTPRINT IMPACT



### **Create a baseline for Planet Bike's Carbon Footprint**

As the first step in reducing our environmental impact, we will begin work to better understand the full scope of our company's carbon footprint using an internationally recognized format such as the Greenhouse Gas Protocol (GHG) or the UN Carbon offset program.

### **Continuing our strong commitment to environmental responsibility as a small company**

For years, our employees have taken large and small actions to limit Planet Bike's impact on the natural world. For instance, our operations are powered by 100% renewable energy, we properly recycle e-waste and we limit our corporate travel. Perhaps most importantly, we have always promoted the power of the bicycle as a transformative transportation solution. It's central to our corporate mission. Moving forward, we remain committed to honest self-evaluation as we implement even more earth-friendly practices.





COME RIDE WITH US

