



2025 中華自行車永續聯盟協會(BAS)ESG全球倡議論壇  
2025 Bicycling Alliance for Sustainability (BAS) ESG Global Initiative Forum

Environmental Sustainability Initiatives in the U.S. Bicycle Industry

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PeopleForBikes & eCycleElectric  
March 27<sup>th</sup>, 2005

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Introduction to the PeopleForBikes  
SWG and Key Projects

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Examples from Industry





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# PFB Sustainability Working Group Achievements

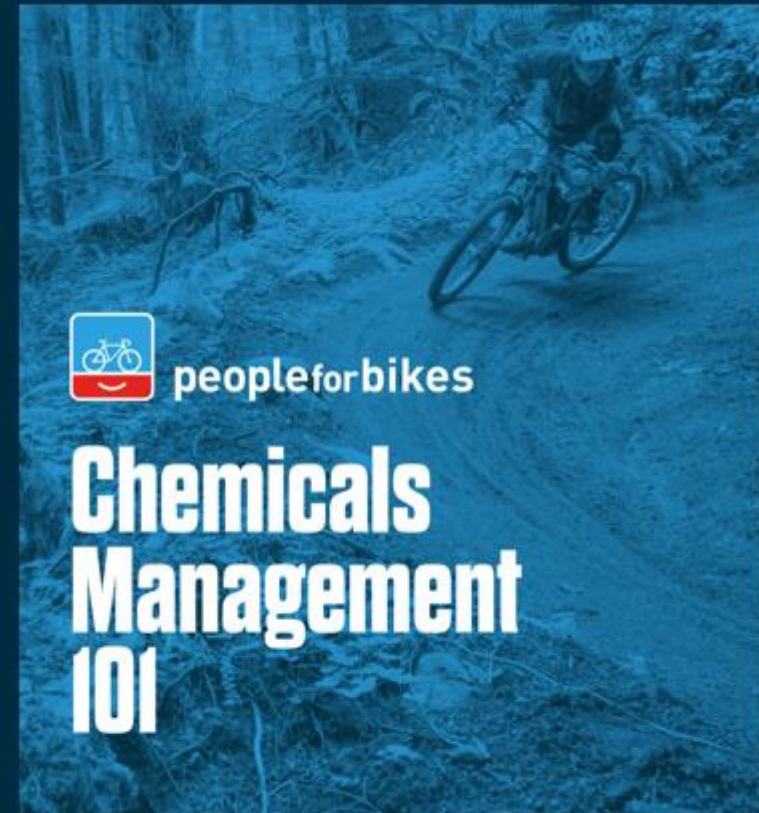
- Published Chemicals Management 101
- Sustainable Packaging Guide for the Bike Industry
- Battery Recycling Program
- Signed onto WBIA's Supply Chain Principles.
- Released Tire and Tube Task Force Blueprint

## Industry Contributors



# Chemicals Management 101

- An overview on information regarding chemical regulations
- Provides insight on how to approach sustainable options.





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# Battery Recycling

→ Partnership initially established in 2021 between PeopleForBikes, Call2Recycle, and several bike brands.



**RECYCLE  
TRASH  
YOUR E-BIKE  
BATTERIES**

**2,200+**

**DROP OFF  
LOCATIONS**

**e-bike  
battery recycling**

powered by Call2Recycle | endorsed by PeopleForBikes

The graphic features a map of the United States filled with a yellow and white checkered pattern. Several black location pins with yellow lightning bolts are scattered across the map. In the foreground, a person wearing a green helmet and a blue backpack is riding a bicycle. Attached to the back of the bicycle is a green trailer filled with a large pile of black e-bike batteries. The text 'RECYCLE TRASH YOUR E-BIKE BATTERIES' is written in bold, black, uppercase letters at the top. Below it, '2,200+' is written in a large, blue, stylized font, followed by 'DROP OFF LOCATIONS' in bold, black, uppercase letters. At the bottom, there is a logo for 'e-bike battery recycling' and a small line of text: 'powered by Call2Recycle | endorsed by PeopleForBikes'.

# Battery Recycling

- 63 Participating brands throughout U.S.
- 2,200 collection sites (mostly Bike dealers)
- 110,000 lbs of e-bike batteries collected through end of 2024
- [www.call2recycle.org/e-bikes](http://www.call2recycle.org/e-bikes)



## Industry Support & Participation

**63** Participating Brands

### E-Bike Battery Collection & Recycling Network



**More Than 2,200**  
fully trained e-bike battery  
collection sites



**65% of the Population**  
lives within 10 miles of an  
e-bike battery collection site



**More Than 1,200**  
**Lithium Ion Battery**  
**Incident Kits**  
distributed to e-bike  
collection sites



**95,500 E-Bike**  
collection site locator searches



**9,348 Recycling Kits**  
sent to e-bike battery collection sites

### Program Impact

**32% Increase**  
in e-bike battery collections  
(Year over year 2023-2024)



**More Than**  
**110,000 lbs**  
of e-bike batteries  
collected & recycled  
through 2024





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# Sustainable Packaging Guide

- A collection of principles and resources to help further sustainable practices in the bike industry using packaging as a focal point.
- These lessons can be applied to various aspects of your business, using the shift to sustainable packaging as a roadmap for future sustainability efforts.





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# SHIFT Cycling Culture Climate Manufacturing Training

- Collaboration between several European and U.S. companies
- gives you a solid foundation in understanding and managing greenhouse gas (GHG) emissions.
- By the end of this course, you will be able to measure and report on your company's GHG emissions, set reduction targets to lower emissions, and monitor progress.

**Climate Action Training Course**  
FOR THE CYCLING INDUSTRY

This Climate Action Training Course is co-developed by:

ACCELL GROUP   CANYON     ROSE     SCHWALBE®     TREK

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH   IGS INITIATIVE FOR GLOBAL SOLIDARITY     Leadership & Sustainability  







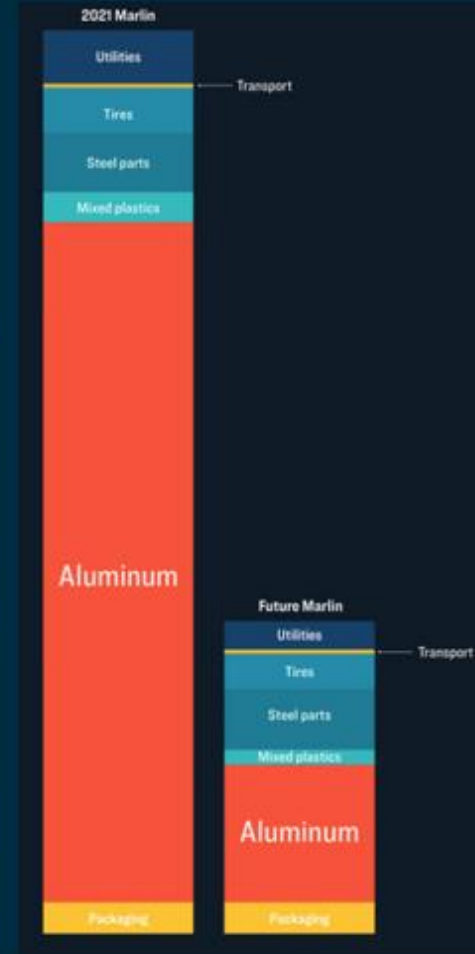
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# Trek Bicycles

- 2024 Sustainability Report focuses attention on reducing Trek's largest GHG source: Scope 3 emissions from Aluminum production

## In pursuit of the world's lowest-impact aluminum bike

We're moving away from fossil fuel-powered suppliers to a better process for alloy bikes and parts — and it's putting us on the path to reduce the emissions created by a single bike by up to 70%.





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# Trek Bicycles

- Free tire recycling at select Trek retail stores keeps tires out of landfill.
- Partnered with Liberty Tire Recycling to reuse, recycle, and re-purpose into secondary rubber products



## Quality Bicycle Products (QBP)

- A 46% reduction in plastic void fill in 2023, keeping us on track to reach an 80% total reduction in plastic void fill (compared to our 2021 benchmark)
- 1,282 hours of paid volunteer time from Q employees that supported local communities and bicycle-related initiatives



# Feedback Sports

- Biolevers made with a non petroleum based biopolymer.
- 1st step on road to requiring more suppliers to integrate bio-materials into raw materials





Thank You



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**peopleforbikes**

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**March 27th, 2025**