



# SUSTAINABILITY 2021

# REPORT

Ride More Protection

September 30<sup>th</sup>, 2021

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# Environment matters

Ride More Protection is a company focused on outdoor sports. Our mission is to bring more people to the streets, parks and skateparks. From this perspective the outdoor environment, or broader - nature - is our most trusted and most important partner. It provides our customers with healthy and green space, where people can relax, work out and realize their full sport potential.

As a company we are responsible towards our customers and towards the planet. We want to ensure that our commercial activities do not damage natural environment, so from day 1 we have committed to adopt best de-carbonization practices from retail and production industries. In this first Ride More Sustainability Report we are happy to share our sustainability commitments and our progress towards meeting them: including both successes stories and challenges we face in this journey. From this report you can learn what is our take on the sustainable e-commerce, how did we define our internal green objectives and what works we have done to achieve them in the last 12 months.

## Ride More approach

From day 1 of Ride More Protection sustainability was a common theme across all our business activities: manufacturing, shipping, sales, even advertising. We decided not to drive “sustainability” as a separate process, but instead to embed it as a **rudimentary criteria** for decision making across the areas we operate in.

12 months ago we established our Sustainable Rules of Engagement:

**RULE1: Work towards sustainable products:** *our definition of sustainable product goes beyond fabrics that were used for its manufacturing. We look into entire product life cycle, to provide riders with equipment that is safe for them and for the environment, lasts long and does not wear off easily.*

**RULE2: Take end-to-end responsibility:** *we commit to review not only products, but entire processes to properly capture the impact of our business activities on the environment. We evaluate from the sustainability perspective how our products are packaged, transported, stored and shipped to the final customer. We look into how much fuel, plastic, paper packaging and scrap materials are generated across these processes and work to minimize them.*

**RULE3: Think long term:** *sustainability is a way of operating our business, not a seasonal trend. We invest in activities that bring an actual, long-term change, that support maintaining biodiversity and fight against climate change. We say no to greenwashing and short term solutions.*

*“Nature is our most important partner  
in the sport business.”*

## Ride More sustainability goal

First months of our operations in the sports industry have exposed multiple opportunities to implement sustainable practices. They all point to the same direction: making Ride More Protection a carbon neutral company. We stand up to this challenge. We are a young company, so we have an unique opportunity to design from the scratch and set up processes in a balanced and sustainable way. We are committed to grow and build a sustainable business for Ride More employees, customers, and communities. We plan to partner up with our contractors, suppliers and business associates to work towards this vision together.

*“Our long term goal is to be a carbon-neutral company.”*

Ride More Protection has set The Climate Pledge as a reference point for the ecommerce sustainability standard. This means we work to reach net zero carbon emissions by 2040—10 years ahead of the Paris Agreement. We commit to:

- ▶ Measure and report greenhouse gas emissions on a regular basis;
- ▶ Implement decarbonization strategies in line with the Paris Agreement through real business changes and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies;
- ▶ Neutralize any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net zero annual carbon emissions by 2040.

We want to achieve net carbon-neutral footprint through manufacturing sustainable products and running sustainable processes.

From the **product** perspective it means:

- ▶ Using sustainable raw materials.
- ▶ Embedding recycled and biodegradable fabrics into the product design.
- ▶ Expanding product lifespan.
- ▶ Waste management and recycling of the product packaging.

From **process** perspective it means:

- ▶ Reliance on the renewable energy in the manufacturing process.
- ▶ Reduction of shipments (measured as reduction of lead distances between our factories, warehouses and final customers).
- ▶ Moving towards Net Zero Carbon shipments with our logistics partners.
- ▶ Zero scrap.

## Goal: sustainable product

In the last 12 months Ride More Protection has launched products across 4 categories: long bike gloves, short bike gloves, sneaker socks and hard-shell protectors.

### *Raw materials*

During each product launch we review on a granular level raw materials used for the production. The goal is to secure compliance with EU regulations related to **quality** and **safety**, but also to look for opportunities to **use sustainable materials**, without compromising on durability and riding comfort. We go against fast fashion and aim to provide riders with reliable and **long-lasting products**, that they don't need to replace after every session.

### *Packaging*

We follow the idea that the most sustainable packaging is no packaging. In such case there is no carbon footprint related to production, transportation and then utilization of plastic bags or paper wrappers. However, in the area of ecommerce packaging we are restricted by the regulations from both EU and our partner ecommerce networks (specifically: requirement for plastic packaging of all ecommerce products). To minimize negative effects associated with it - we have been working to secure efficient **waste management** and **recycling** of our paper and plastic packaging in the countries and regions where our products are used.

Ride More highlights from 2021:

- ▶ All our products have been tested for durability, to **maximise usage time** and reduce riders' need to replace equipment multiple times during the season. Hence 6 months guarantee for all the products in the online store.
- ▶ We have ensured our products are made from fabrics with **OEKO Tex certification Standard 100** – this way we confirmed the human-ecological safety of textile components from the earliest stages of production.
- ▶ We **reduce usage of paper** through reducing the number of flyers and inserts, and moving advertising communication 100% online.

Sustainable  
packaging  
means  
no packaging!

- ▶ We have contracted **sustainable packaging suppliers** (including Packhelp) for all our paper boxes and giftboxes.
- ▶ We have embedded recycling information on the packaging of all our products, including information about packaging material type and suggested recycling methods.
- ▶ We have established cooperation with **local waste management** companies (including Veolia) to ensure proper recycling of paper and plastic packaging in the areas where our products are sold.



Every kilometer matters!

## Goal: sustainable processes

We are reviewing Ride More carbon footprint not only from the viewpoint of manufacturing and manufacturing materials, but using broader perspective of all the processes in the company. During the last 12 months we focused our efforts on 2 processes that account for 55% of our direct and indirect emissions:

### *Transportation*

Globalisation and easily accessible ship- and air-transportation poses a challenge when working towards a sustainable supply chain. On a global level both transportation methods are visibly contributing to the climate change. As calculated by Time for Change (2011)<sup>1</sup>, one tonne of freight transported 1km by a modern ship emits between 10 - 40g of CO<sub>2</sub>, while one tonne of freight transported 1km as air cargo emits ~500g of CO<sub>2</sub>. Conclusion for Ride More –the way to reduce our carbon footprint in this area is to shorten the distances between factory, warehouse and customer. As a step one, we have **committed to reduce the lead time and lead distances**, and thus reduce pollution related to transportation.

### *Customer returns*

Each customer return realized online is generating additional carbon footprint related to product transportation, potential scrap and product liquidation. We aim to provide each rider with a perfect product. Manufacturing and shipping a product that does not meet customer's expectation generates not only bad customer experience, but also an additional carbon footprint. We listen carefully to the customers' feedback, analyse the return rootcauses and accommodate these through product alterations. The aim is to **bring online customer returns to zero**.

Ride More progress in 2021:

- ▶ **Reduction of lead distances** (in km) by 40% between Aug'20 and Aug'21
- ▶ **Reduction of customer returns** by 11 percentage points
- ▶ Participation in the **donation program** for the returned products in France and UK

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<sup>1</sup>Time for Change, 2011. CO<sub>2</sub> emissions for shipping of goods. Accessed Aug 2020  
<https://timeforchange.org/co2-emissions-for-shipping-of-goods/>

# Our engagements

Ride More Protection grows thanks to the ongoing support of the local BMX, Scooter and MTB community. In the area of sustainability we also do not operate in vacuum – aside from in-house initiatives we partner up with the community organizers and join local initiatives.

## *Education*

We share and exchange ideas on recycling, upcycling and carbon footprint reduction with other companies from sports and fashion industries. We propagate the best practices through our social media and blog posts.

## *Inclusion*

At Ride More Protection we stand for diversity and inclusion. We believe these values are good for the business and - more fundamentally – they are simply right. We **support events and projects** that build inclusive riders' communities.

## *Focus on the long term impact*

We have selected reforestation as one of the best, in our view, long-term opportunities to mitigate carbon emissions outside of our value chain. However, we intentionally do not engage in this topic in a short term manner, ie. through one-off social media campaigns that promise click-based reforestations (“plant a tree for a like/ subscription”). We are setting up a framework to partner with an organization that **executes re-forestation in a sustainable way**, supporting local biodiversity, instead of creating a mono-culture forest for marketing purposes.

Ride More engagements from 2021:

- ▶ Kicked-off a series of **educational articles** “Skatepark guides”. Aside from technical tips for skaters we address the environmental aspects of using an outdoor space in a sustainable and environment-friendly way.
- ▶ Engaged in **sustainable fashion** events as a representative of the sport fashion industry (ie. Meet Zebras / Sustainable fashion by Luxembourg Creative Industries Cluster).
- ▶ Started a sponsorship program for **local heroes** – we support community organizers who leverage sports to bring people from different backgrounds together (one-wheel community in Italy, BMX communities in Germany and Luxembourg, scooter community in Luxembourg).

Partnering  
up with  
experts and  
locals



## *Support us in going carbon-neutral!*

We realize that there are still multiple opportunities to improve our carbon footprint and optimize processes from a sustainability perspective. At Ride More, we continue to put efforts into implementing them.

If you have ideas, suggestions or tools that can help us on our journey to net zero carbon do not hesitate to reach out to us on green (at) ridemoreprotection.com.

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