

Swapfiets



Sustainability Report



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Introduction.

01.

Swapfiets is the world's first 'bicycle as a service' company.

Founded in 2014 in the Netherlands, the scale-up quickly developed, being one of the leading micro-mobility providers in Europe.

Swapfiets has 270,000 members in the Netherlands, Germany, Belgium, Denmark, France, Spain, Austria and the UK. The concept of Swapfiets is quite simple: For a monthly subscription fee, Swapfiets members receive a high quality bike or e-mobility solution for their own use. When needed, Swapfiets will swap your two-wheeler within 10 minutes in-store or directly swap it for another one at no additional cost.

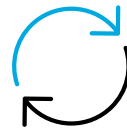
Welcome to worry-free biking.



You may have noticed that this report is much shorter than our last.

That's not because we've done less, but we wanted to cut out the waffle and get straight to our activities, which are making our purpose-driven mission—leading the movement to more liveable cities—a reality.

Our sustainability goals.



100% Circular Product

Our products are made to last. We aim to build, maintain, and recycle zero-waste products using renewable resources.



Climate-neutral company

We aim to operate a business with—at least—no negative climate impact. This means we must shift to sustainable travel, transport, and energy resources.



Sustainable mindset in everything we do

We believe that sustainability should be shared across the organisation. With this mindset, we aim to ensure we are positively impacting our workforce, members, and suppliers.

Goals we set ourselves for 2023 in our 2022 report.

Circularity



We will out-phase unwanted materials in our products.

Out-phasing all the unwanted materials was a bit ambitious, but we kick-started this process by identifying these materials, researching alternative materials and talking to our suppliers about change.



We will analyse and improve the value hill opportunities per part - to extend our product lifetime.



We will create a mock-up for the 100% circular bike to get us one step closer to our goal.

This is a work in progress, but we've got some exciting things on the way, so keep an eye out on our channels as we've got more to come.



We will implement our partnership for our engine repairs, just like we have with our batteries.

Unfortunately, we didn't complete this project in 2023, but we are still working on it and hope to have it done in 2024.

Climate



Start using a climate software to increase our accuracy and efficiency with our emissions reduction plans.



Set up an energy efficiency project to reduce our electricity and gas consumption to as low as possible.



Develop Ethical Purchasing, Ethical Marketing, Procurement, Transportation, and Clothing policies to help us reduce the impact of our purchases and activities.

Social



Repair and donate 260 bicycles to partner organisations in Senegal and Ukraine.



Inspire more people to cycle to work and use our voice to raise awareness for more (and better) infrastructure for cyclists.



Conduct an extended measurement of Diversity & Equity Inclusion.



We will create a mock-up for the 100% circular bike to get us one step closer to our goal.

This is a work in progress, but we've got some exciting things on the way, so keep an eye out on our channels as we've got more to come.



Train our Management, Leadership, and Talent Acquisition teams on best practices for DE&I.

B Corp.

020

We are proud to be a B Corp. But, huh? What does that mean?

B Corp is a global community of businesses on a mission to make the world a better place.

That's right. They're all about putting the environment and society front and centre, so when you support us, you're backing a force for good!

We've been boosting our B Corp score since joining the movement in 2022 and consider it **one of our core business goals.**

As a service company, we thrive when our people thrive. So, in 2023, we prioritised health and safety, diversity, equity, and inclusion, using the B Corp framework to guide us.

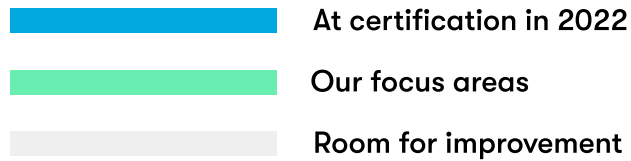
Certified



®

Corporation

**A score between 1 and 200 evaluates
your performance across **five pillars**:**



Circularity.

03.

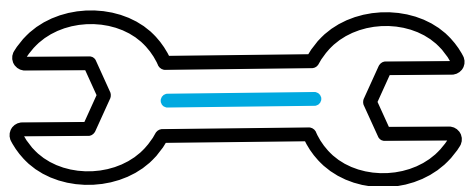
**We're not in
the business
to sell bikes,
we're all
about service.**

Since sustainability is at the heart of what we do, we design our bikes to last.

CIRCULARITY

CIR

Keeping
the bikes
on the road
means **lots**
of repairs.



In 2023

We did

545,218

repairs by

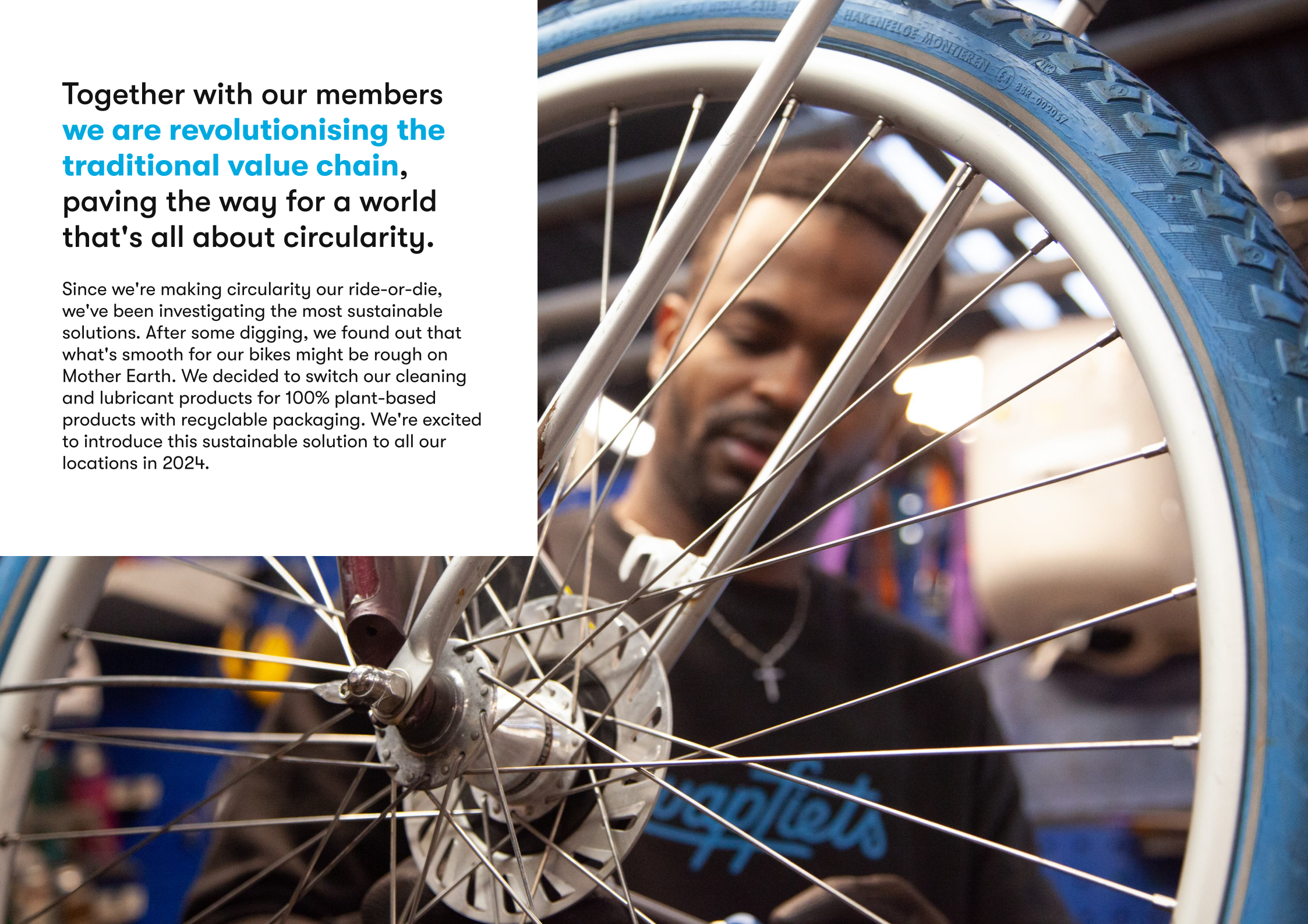
314 & 557

Mechanics

Swappers

Together with our members
**we are revolutionising the
traditional value chain,**
paving the way for a world
that's all about circularity.

Since we're making circularity our ride-or-die, we've been investigating the most sustainable solutions. After some digging, we found out that what's smooth for our bikes might be rough on Mother Earth. We decided to switch our cleaning and lubricant products for 100% plant-based products with recyclable packaging. We're excited to introduce this sustainable solution to all our locations in 2024.



Circular design principles we live by.

01

Modular Design: Design products with interchangeable parts to facilitate repair and customisation.

02

Design for Durability: Create products that are built to last, reducing the need for frequent replacement.

03

Keeping it simple: we try to use parts that are mono-material and shared across different bike models.

04

Designing for repair: we design our bikes for our users; that isn't just the people riding the bikes but our mechanics too.

We use these principles to **make our e-Bikes more circular!**





Circular Tires

Together with our partner Vittoria, we're sharing the responsibility to create long-lasting tires. Returning rented tires to the supplier is part of a unique collaboration, ensuring that our suppliers receive performance data to help them continuously improve.



Circular Plastic

We're shifting towards greener solutions, we're replacing virgin plastics with recycled ones in our parts! And when our parts hit the end of its road, our manufacturer swoops in, ready to breathe new life into them again and again!



Recycled Metal

We're cranking up the recycled metal content in our parts, bidding farewell to more virgin metals and opting for greener, more sustainable rides.

Our latest
e-Bike is

17%
more
circular
than our first.

Waste.

We reuse and repair as much as possible, but eventually, a part can no longer be used, so where does it go? Let's take one of our E-bikes as an example; what can we do with the parts when we can no longer use them?*

9%

of the materials
are returned to
the manufacturer

66%

get recycled by
local partners

25%

do not have a
solution yet



*note this is in the ideal situation; it doesn't account for parts being lost or put in the wrong bins

We aim to have a **zero waste bike** by 2025.

Why are we not zero waste?

01

Some parts are fused together,
we cannot separate these.

02

Some materials cannot be recycled
with our current partners.

03

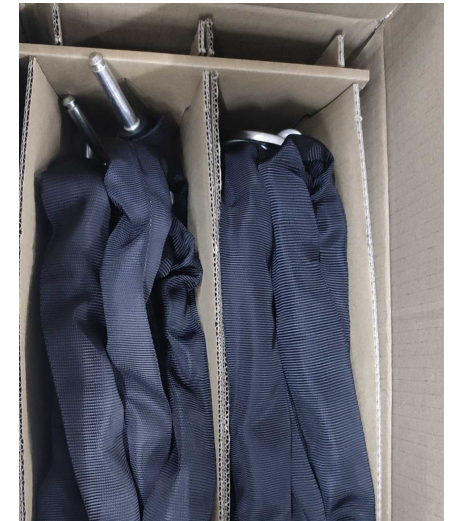
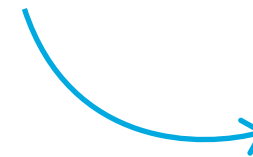
Complex operations required.



Before



After



We've already reduced our packaging quite a lot, but our spare parts still contain some packaging. So, in 2023, we launched a project to change that. You can see one of our successes above. As we've got quite some parts, it's a long road to ensure they are all up to our packaging standards, so watch this space.

Climate.

04to

Climate

In 2023 we implemented a fancy new climate tool called Sweep. This nifty tool means less time crunching the numbers and more time taking action.

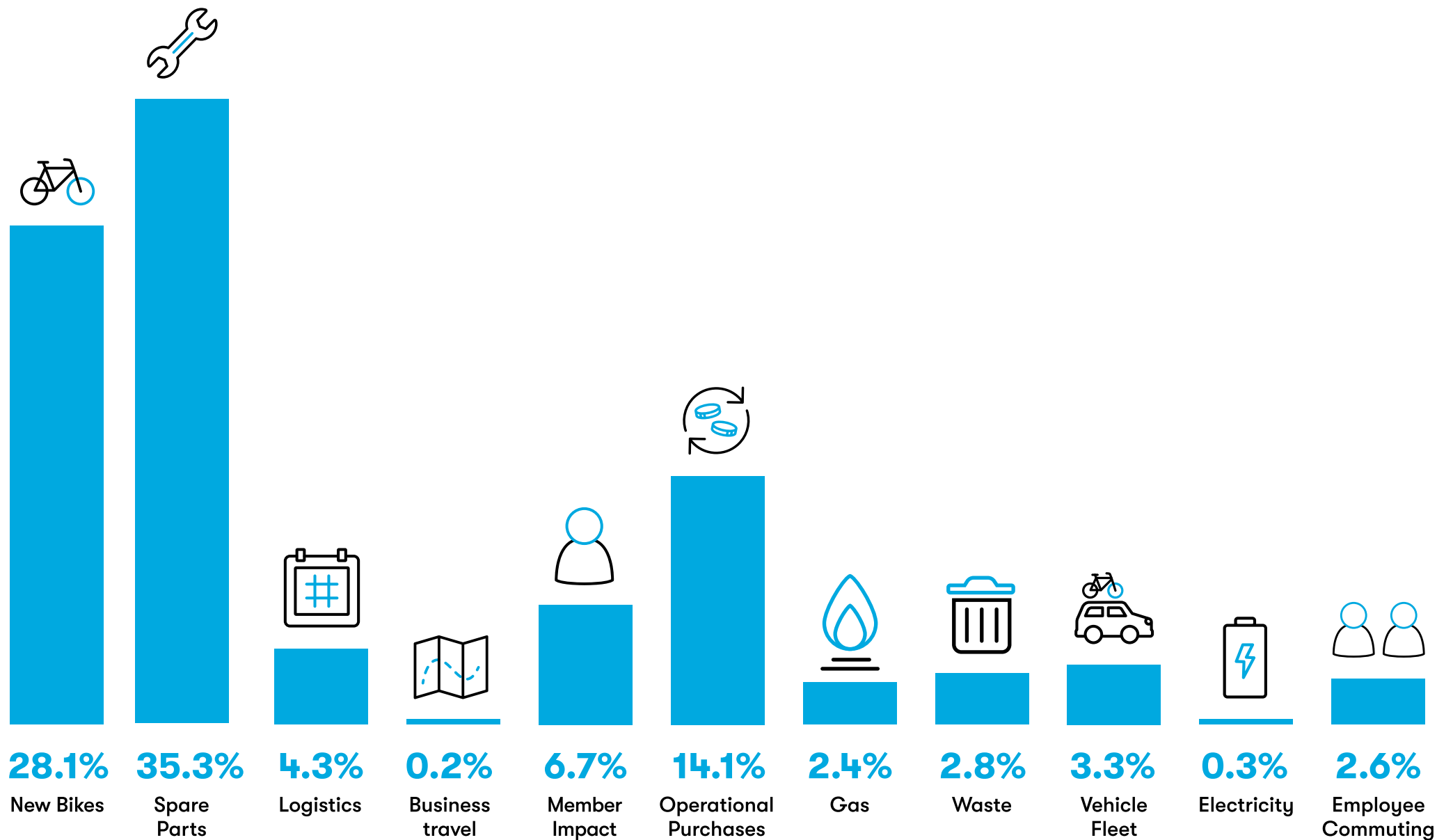
We did some recalculating! Using more accurate emission factors we can now calculate our impact a bit more precisely. In 2022 and 2023, we introduced new impact areas for better future reporting but omitted 2021 data from the report to avoid inaccurate comparisons due to changes in our emissions calculation method.

13.34K

GHG Emissions (tCO₂e)

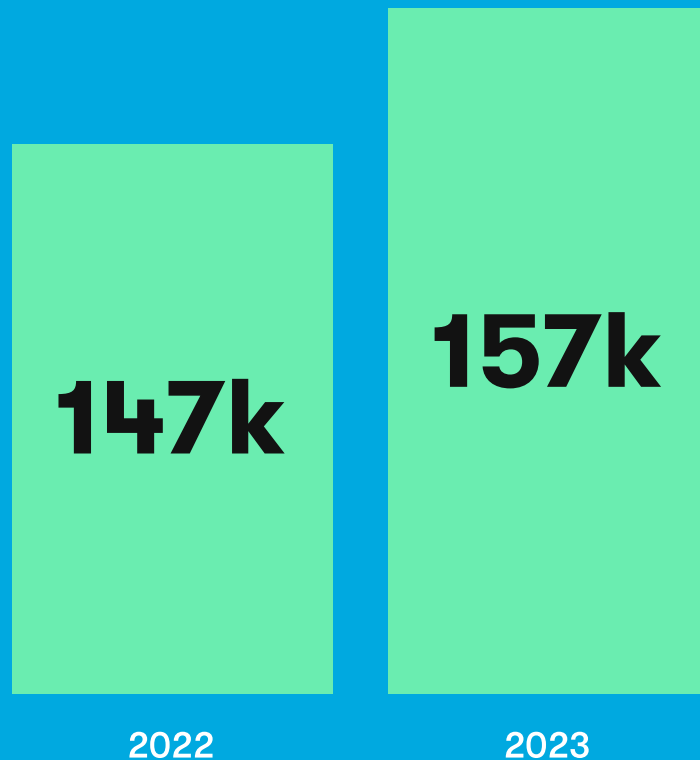


Emission per GHG category.



Climate Impact Comparison 2022 vs 2023.

2022 vs 2023 (tCO₂eq/revenue)



In the graph above, you can see our impact in 2023 compared to 2022, per unit revenue. We are proud we managed to reduce business travel and vehicle fleet emissions, that we achieved through policy changes and tech optimisations, we still observed an increase, driven by several factors: more spare parts being ordered and a rise in emissions from an increase in e-Bike subscriptions.



Climate insights



01

We reduced our business travel GHG emissions (tCO₂e) by 49.7% from 2022 to 2023.

Our business travel emissions were high in 2022, so we made changes. With new travel requirements, we cut business travel emissions by 49.7% from 2022 to 2023!

02

We reduced our vehicle consumption GHG emissions (tCO₂e) in The Netherlands by 34.5% from 2022 to 2023.

We data nerds and our tech team have been busy crunching the numbers and optimising routes for our swap fleet so that you can get your bike delivered at a smaller environmental cost. This means less emissions per field swap! Introduced in The Netherlands in 2023, route optimisation is already reducing emissions, so keep your eyes peeled as we roll it out in more of our operating countries in 2024!

03

GHG emissions from new bikes and spare parts increased by 33.2% from 2022 to 2023.

Our main environmental impact is from purchasing new spare parts and bikes for our stores and warehouses. The increase in emissions is due to spare part orders, as new bike orders have decreased. We aim to reuse as much as possible and keep bikes on the road longer. New spare parts help us achieve this and prevent the production of entirely new bikes (which is a lot of new emissions!). With that said, we still sometimes need new bikes to keep you on the road worry-free.

Social Impact.

05.

At Swapfiets, we're all about having a sustainable mindset in everything we do.

It's super important to us to make a positive social impact and connect with three key stakeholder groups: communities, health & wellbeing enthusiasts, and those looking to change how they move around cities. We thought you might enjoy checking out some awesome photos from this year. Take a look!

We advocated for bringing back a monthly car-free day. We sent a letter to the Dutch municipality and used AI to show what car-free days in cities could look like (they look lowkey amazing, trust!) and how they increase the quality of life.



We launched a free cycling school in London to help give people confidence on the roads.



We called for old, no-longer-functioning bicycles to be returned and 'swapped' for a bicycle subscription.



We repaired and donated 160 bikes for high school students in Senegal and 100 bikes for Ukraine refugees.

Our People.

But without our people, none of our goals would be possible.

As a great artist once said, “If you want to make the world a better place, take a look at yourself and make that change!” So, we equip our employees with the necessary skills and ensure they feel safe and included while doing so.

In 2023, we gave diversity, equity and inclusion (DE&I) the attention that it's due.

01

Set up a project group to focus on DE&I

02

Provided unconscious bias training for our people & culture and leadership team

03

Conducted our first full survey for all employees on DE&I

04

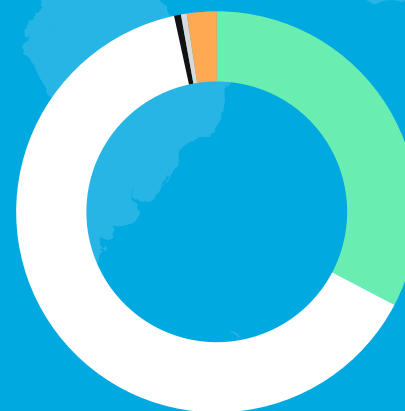
Expanded our Trust advisor network

1140

employees

63

nationalities



Employees



Leadership



Our Supply Chain.

To deliver our service, we rely on bikes, parts, and people to bring it to life. But our mission goes beyond just improving our cities.

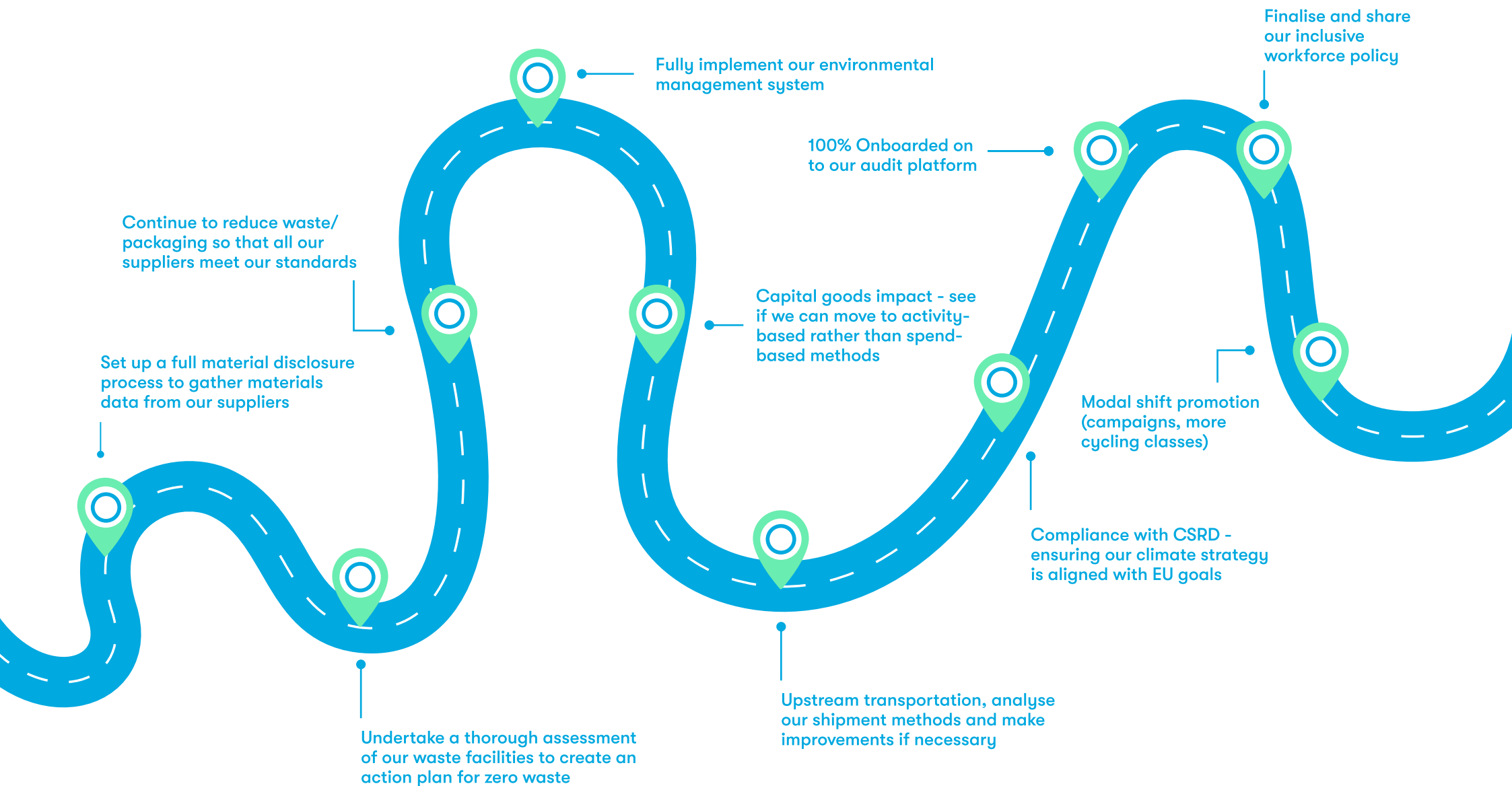
We've got to consider everything else, too. So, it's crucial that everyone on board is safe and sound while we're at it!

That's why we're involved in a project alongside other bike brands. Through collaboration, we're collectively striving to achieve our circularity goals. We're pushing boundaries and forging a sustainable path forward in the biking industry.

The Sustainabill platform helps businesses and suppliers to create transparency along their supply chains, meet due diligence obligations and assess their environmental impact. Currently, 60% of Swapfiets suppliers are onboarded on Sustainabill, with more to come in 2024!



Our 2024 goals.



So that's a wrap on our Sustainability Report.

If you've read this far; congratulations. We love that you're as invested in our mission as we are. But for now we've got to go.... we've got a movement to more liveable cities to lead!

