



peopleforbikes™

2021 ANNUAL PROGRESS REPORT FOR

PEOPLEFORBIKES



AS A MEMBER OF THE OIA CLIMATE ACTION CORPS, OUR COMPANY COMMITS TO
MEASURE our entire GHG footprint, **PLAN** by setting targets, **REDUCE** emissions over time and **SHARE**
progress publicly each year through this annual progress report.

WHAT IS THE OIA CLIMATE ACTION CORPS?

Climate Action Corps is the outdoor industry's collaborative model to lead on climate action to reduce industry-wide greenhouse gas (GHG) emissions in line with science. To learn more, visit outdoorindustry.org/climateaction.

**OUTDOOR
INDUSTRY**
ASSOCIATION

MEASURE.

MEASUREMENT OF SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☐ Completed
- ☒ In Progress
- ☐ Initial Estimate
- ☐ Not Yet Started

MEASUREMENT OF SCOPE 3 EMISSIONS:

- ☐ Completed
- ☒ In Progress
- ☐ Initial Estimate
- ☐ Not Yet Started

REGARDING VERIFICATION OF OUR COMPANY'S GHG EMISSIONS MEASUREMENT:

- ☐ Were verified by an independent party
- ☐ Will be verified by an independent party
- ☐ Are considering verification
- ☒ Are not considering verification

THIS GHG FOOTPRINT WAS CALCULATED USING AN INTERNATIONALLY RECOGNIZED GHG ACCOUNTING STANDARD:

- ☒ Yes

Greenhouse Gas Protocol
- ☐ No



QUANTITATIVE REDUCTION TARGETS SET FOR SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☐ Completed
- ☒ In Progress
- ☐ Not Yet Started

QUANTITATIVE REDUCTION TARGETS SET FOR SCOPE 3 EMISSIONS:

- ☐ Completed
- ☒ In Progress
- ☐ Not Yet Started



REDUCE.

REDUCTION STRATEGY FOR SCOPE 1 AND SCOPE 2 EMISSIONS:

- ☐ Completed and taking actions
- ☒ In Progress and building a strategy
- ☐ Not Yet Started

REDUCING SCOPE 2 EMISSIONS THROUGH RENEWABLE ELECTRICITY FOR OUR U.S. OWNED/OPERATED LOCATIONS:

- ☐ Sourcing 100% renewable electricity
- ☐ Sourcing some renewable electricity
- ☒ Not sourcing any renewable electricity
- ☐ Not applicable — do not own/operate locations in the U.S.

REDUCING SCOPE 2 EMISSIONS THROUGH RENEWABLE ELECTRICITY FOR OUR GLOBALLY OWNED/OPERATED LOCATIONS:

- ☐ Sourcing 100% renewable electricity
- ☐ Sourcing some renewable electricity
- ☐ Not sourcing any renewable electricity
- ☒ Not applicable — do not own/operate locations outside the U.S.

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 1 AND SCOPE 2 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS:

- ☐ Improved energy efficiency at our owned/operated facilities
- ☐ Produced or procured renewable electricity (and/or renewable energy credits) for our owned/operated facilities
- ☐ Reduced fuel consumption of company-owned vehicles by choosing electric vehicles or other alternatives
- ☐ Reduced onsite use of fuels through electrification or other energy sources for our owned/operated facilities
- ☐ Procured renewable fuels (e.g. biogas) for onsite use at our owned/operated facilities
- ☐ Adopted the use of refrigerants with low Global Warming Potential (GWP) at our owned/operated facilities
- ☒ None (we have not taken actions yet)
- ☐ Other: (please specify)

REDUCE.

REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS:

- ☐ Completed and taking actions
- ☒ In Progress and building a strategy
- ☐ Not Yet Started

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS:

- ☐ Engaged with our suppliers about energy efficiency
- ☐ Engaged with our suppliers about renewable energy
- ☐ Engaged with our suppliers about cleaner thermal processes (e.g. electrification, biomass)
- ☐ Engaged with our suppliers about measuring their GHG emissions
- ☐ Changed our company's products and materials to alternatives with lower-GHG footprint
- ☐ Designed our products to be more energy efficient during use
- ☐ Implemented company policies to reduce impacts of business travel
- ☐ Reduced impacts of upstream distribution (transportation modes, logistics, packing density)
- ☐ Reduced impacts of downstream distribution (transportation modes, logistics, packing density)
- ☐ None (we have not taken actions yet)
- ☒ Other: (please specify)

We've switched to lower-GHG footprint mailers and lower-GHG footprint snacks for the office. We're also incentivizing our employees to bike more and drive less through our bike benefits program.

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS ON LOW-CARBON MATERIALS (MEASURED IN TOTAL MATERIALS VOLUME BY SPEND):

- ☐ Commitment to source low-carbon materials for more than 50% of total materials
- ☐ Commitment to source low-carbon materials for less than 50% of total materials
- ☒ No commitment to source low-carbon materials
- ☐ Does not apply
- ☐ Did not disclose

REDUCE.

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE ENGAGING TIER 1 AND TIER 2 SUPPLIERS TO MEASURE FACILITY-LEVEL GHG EMISSIONS, SET TARGETS, AND/OR BUILD ACTION PLANS:

	0%	1-25%	26-50%	51-75%	76-100%
Tier 1 Suppliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tier 2 Suppliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Does not apply					
<input type="checkbox"/> Did not disclose					

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE ENGAGING TIER 1 AND TIER 2 SUPPLIERS TO IMPLEMENT DECARBONIZATION ACTIONS (E.G., ENERGY EFFICIENCY IMPROVEMENTS, RENEWABLE ENERGY):

	0%	1-25%	26-50%	51-75%	76-100%
Tier 1 Suppliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tier 2 Suppliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Does not apply					
<input type="checkbox"/> Did not disclose					

REGARDING OUR REDUCTION STRATEGY FOR SCOPE 3 EMISSIONS, WE ARE TAKING (OR HAVE TAKEN) THE FOLLOWING ACTIONS TO DECOUPLE BUSINESS GROWTH FROM RESOURCE CONSUMPTION AND EMISSIONS:

- ☐ Designing products for repair-ability and offering repair services
- ☐ Buying back used products and re-selling them
- ☐ Offering product leasing/renting programs
- ☒ None (we have not taken actions yet)
- ☐ Other (please specify)

REMOVE.

REGARDING CARBON (CLIMATE) NEUTRALITY, OUR COMPANY:

- ☐ Purchases carbon offsets to achieve carbon (climate) neutrality for scope 1 and scope 2
- ☐ Purchases carbon offsets to achieve carbon (climate) neutrality for scope 3
- ☐ Directly invests in carbon removal or sequestration
- ☐ Is Climate Neutral Certified
- ☒ Other

Our organization is not Climate Neutral Certified.

REGARDING NATURE-BASED CARBON REMOVALS FOR REMAINING GREENHOUSE GAS EMISSIONS, OUR COMPANY:

- ☐ Has a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions
- ☐ Is planning to make a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions
- ☒ Has not yet considered a commitment to invest in nature-based carbon removal or offset programs to compensate for remaining GHG emissions



ADVOCATE + ENGAGE.

ADVOCACY ACTIONS WE HAVE TAKEN:

- ☒ Endorsed a climate solutions campaign or sign-on letter
- ☒ Corresponded directly with U.S. Congress and administration officials
- ☒ Participated in a government meeting (e.g. OIA's virtual D.C. fly-in events)
- ☐ Provided customers with opportunities to advocate
- ☐ No advocacy actions taken yet
- ☐ Other

ENGAGEMENT ACTIONS WE HAVE TAKEN:

- ☒ Empowered consumers to take action on climate
- ☐ Recognized and rewarded climate leading actions with our vendors
- ☐ No engagement actions taken yet
- ☐ Other



REGARDING PUBLIC DISCLOSURE, OUR COMPANY HAS MADE THE FOLLOWING PUBLICLY AVAILABLE (OPTIONAL):

- ☐ Company GHG measurement
- ☐ Company reduction targets
- ☐ Company reduction strategy
- ☐ Company progress against targets
- ☐ Company quantified reduction achievements

LINKS TO PUBLICLY AVAILABLE INFORMATION (OPTIONAL):

Company did not provide information to this question.

OUR COMPANY'S MOST RECENT QUANTIFIED GHG MEASUREMENT (FOOTPRINT, IN tCO₂e) (OPTIONAL):

Scope 1 emissions:

Scope 2 emissions:

Scope 3 emissions:

THE REPORTING YEAR FOR OUR COMPANY'S MOST RECENT GHG MEASUREMENT (OPTIONAL):

FROM
Date

00/00/0000

TO
Date

00/00/0000

OUR COMPANY'S QUANTITATIVE GHG REDUCTION TARGETS ARE (OPTIONAL):

Company did not provide information to this question.

OUR COMPANY CAN DEMONSTRATE MEASURABLE REDUCTIONS IN EMISSIONS OVER A SPECIFIED TIME PERIOD:

☐ Yes

☒ Not yet

OUR COMPANY'S DESCRIPTION OF ADDITIONAL QUANTIFIED GHG REDUCTION ACHIEVEMENTS (OPTIONAL):

Company did not provide information to this question.

ADDITIONAL DETAILS ABOUT OUR COMPANY'S EFFORTS TO ADDRESS CLIMATE CHANGE (OPTIONAL):

Company did not provide information to this question.

TO ACCESS ALL CLIMATE ACTION CORPS MEMBERS' INDIVIDUAL REPORTS AND OUR COLLECTIVE IMPACT REPORT, PLEASE VISIT: [OUTDOORINDUSTRY.ORG/CLIMATEACTION](https://outdoorindustry.org/climateaction)