

## Selle Royal Group publishes its first Sustainability Report

*Pozzoleone (VI, Italy)* – Selle Royal Group publishes its first consolidated Sustainability Report, covering the three-year period 2021-2023.

In addition to presenting the main info about the Group—from the history to the values, governance and business model—the document outlines its brand new sustainability strategy and a concrete action plan, starting with an analysis of material themes and the main impacts that the company activities have on the external environment and on the organization itself.

At the heart of the document are three chapters—People, Planet and Participation—which contain data, initiatives and areas of focus related to Selle Royal Group's performance when it comes to environmental protection, employees wellbeing and impact on the local and global communities. The content is also bolstered by a series of interviews with managers and stakeholders, aimed at creating an ongoing dialogue to improve our company and industry as a whole.

The bicycle industry is considered sustainable by nature. However, there's still a long way to go, as shown by the Shift Cycling Industry Climate Commitment, a pledge by the CEOs of the sector's main companies to acknowledge their responsibility in the current climate emergency and to act together to meet the targets of the Paris Climate Agreement. Selle Royal Group's President Barbara Bigolin is one of the first signatories of the Commitment, which establishes that companies should monitor Scope 1 and Scope 2 greenhouse gas emissions and reduce direct and indirect emissions by 55% within 2030.

The report also tells about concrete initiatives that Selle Royal Group has put into place in the past three years to improve its sustainability performance. One of them is the Life Cycle Assessment, a parametric system used to calculate the impact of products throughout their life cycle, which allowed the R&D team to add impact reduction targets to new product briefs. Another one is Born Again, an industrial patent that allows the company to reintroduce production waste into the foaming of new saddles, thus reducing end-of-life impacts. Other examples are the support offered to Team Amani, an international project aimed at creating opportunities for African cyclists, and a series of measures taken by the company's Italian headquarters—as well as by its Brazilian and Chinese branches—to promote bicycle use among the employees and in the neighbouring communities.

The 2021-23 Report is introduced by the photo feature *There's no calm after the storm*. Matteo de Mayda's images document the long-term consequences of Storm Vaia, which in October 2018 hit northeastern Italy, the region in which Selle Royal Group's headquarters are located. The purpose of supporting and giving visibility to this project and its author is twofold: firstly, to raise awareness of the themes discussed in the 2030 Agenda, and secondly, to connect the company with the current social and environmental context, in order to gain a more complex and less self-referential perspective on sustainability.