

# SPECIALIZED BICYCLE COMPONENTS AND OUR SUSTAINABILITY PROGRAM



**By Susan Leonard,**  
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Susan Leonard is the Racing Division's Finance + Logistics Manager at Specialized. Susan began at Specialized in 2000, first with the pro MTB team, then working in-house with founder Mike Sinyard, then back to Global Sports Marketing with the road racing teams. Susan has an MSc in Sustainability from the University of Sussex. Susan lived in California, Belgium, Spain, Italy, and is now based in the UK. She enjoys cycling, sea swimming, sustainability, and languages.

*Our people and products make the world a better place. One of our slogans at Specialized is to PEDAL THE PLANET FORWARD, and it is a key element in our sustainability program. The bicycle industry faces unique challenges: although cycling is “green,” our industry must urgently act to reduce emissions and be responsible for the entire life cycle of our products. PEDAL THE PLANET FORWARD means we consider the future in all we do, to care for people and the planet, while delivering a material difference to all stakeholders. Sustainability is now an integral part of our corporate mission and we are committed to being responsible and sustainable industry leaders.*

## 2030 GUIDING ASPIRATIONS:

- Reduce our environmental footprint
- Halve the negative impact of our operations
- Double the positive impact of our products
- Have a positive impact on our communities
- Advance inclusion and diversity
- Eliminate injuries and improve the quality of life for our employees and their families

## Reduce Environmental Footprint and Halve Negative Impact of Our Operations

To be a net-positive company, our handprint (the positive impacts of our people and products) must be larger than our footprint (the negative impacts). We're proud of our progress in shrinking the negative impact of our global operations, but we must do more.

In some cases, we don't yet know exactly how we are going to achieve these goals. Significant creativity and

innovation are required. We depend on our employees, suppliers, customers, external experts, and public policy makers to succeed.

CO2: Reduce GHG emissions from our operations by half. Our target has been validated and approved by the Science Based Targets initiative.

- Switch to 100% renewable electricity
- Reduce emissions from our processes, improve energy efficiency, and move away from fossil fuels
- Cut emissions of VOCs and fine particulate matter in half
- Cut in half the amount of local water supplies where scientific methods indicate water quantity/quality is limited
- Send zero waste to landfill by cutting in half the amount of waste we generate and recycling the rest. Become “waste-positive” (use more waste in our products/processes than we create).
- Develop biodiversity goals. Assess the full impact of our operations on biodiversity by 2025.



OUR PURPOSE

# Pedal the Planet Forward



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### Double the Positive Impact of Our Products

Product Handprint Aspiration: Offer the most recognized and preferred products for sustainability.

Reducing the negative impacts of our operations is critical, but not enough. With the company's purpose in mind, we define sustainability as meeting the needs of the present while leaving the world a better place for the future.

Our products help others meet their own sustainability goals. Bicycles are negative carbon offset when used for transportation and utility. We are also shifting to a circular economy for a sustainable future. This concept influences our aspirations and approach to sustainability.

Circular Economy Aspiration: Every raw material used for our products/processes remains in the economy indefinitely.

- Offer quality products that meet customers' needs
- Design our products with the entire life cycle in mind, from raw materials to recycling
- Establish a viable circular economy business model with customers, suppliers, academics, policy makers, government entities, and other organizations
- Reduce GHG emissions in tandem with our suppliers by 30%
- Increase recycled/renewable content and decrease virgin raw materials in our products

### Have a Positive Impact on Our Communities

Expand our social handprint: Net-positive means more than working for a healthy planet. Our aspiration also drives our work to support healthy people and thriving communities. We recognize that with growth comes responsibility, and as a global company, we are positioned to be a force for good for the people who are touched by our company.

Community Aspiration: All of our employees are actively engaged in their communities, volunteering time and talent across the globe. The Outride Foundation supports, encourages, and recognizes youth education in cycling. It's a way to develop a future generation of cyclists.



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### **Advance Inclusion and Diversity**

We are committed to being an inclusive workplace as we remove barriers and empower all employees to unlock their full potential. We seek to attract and develop the industry's best talent. Our aspiration inspires us to meaningfully measure and continuously improve recruitment, retention, training and development, mentorship and sponsorship, professional growth, and employee engagement.

- Ensure pay equity through periodic third-party reviews and ongoing internal analytics
- Build and support diverse workforce and leadership teams that reflect the communities in which we live, work, and serve
- Increase internal succession with an emphasis on expanding the number of female candidates, underrepresented minorities, and representation of cultures from around the world

### **Eliminate Injuries and Improve the Quality of Life for Employees and their Families**

**Wellness Aspiration:** We aspire to eliminate all lifestyle-induced disease and enable the best possible quality of life – where people are healthier because they work for Specialized. The progress-challenge of the U.S. Healthy People 2030 and WHO Global Action Plan are our guides. **Safety Aspiration:** To eliminate all employee injuries and occupational illnesses at work and at home. Because of our long-standing commitment to this aspiration, Specialized is among the safest companies in the world.

**Call to Action:** Sustainability is no longer a choice for businesses – it's a must. The impacts of climate change are already being felt throughout the world and urgent action is needed to limit its negative effects. The industry must lead and collaboration is vital. ■

### **Become an active member JOIN FORCES WITH THE WORLD'S BIGGEST BRANDS TO MAKE A DIFFERENCE**

The WFSGI is working across both the CR Committee and Cycling Committee towards a greater importance on Sustainability for cycling brands. To get involved in the Cycling Sustainability Working Group please contact the Head of Cycling.

**Interested in  
finding out how  
the WFSGI can  
help your  
company's  
sustainability  
initiatives?**