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Sustainability Track – Discussing a Sustainable Industry

At Eurobike, our program and actions focus on sustainability

Frankfurt am Main – As part of the environment-friendly transport network, e-bikes, bicycles and other future mobility solutions stand for sustainable action. Sustainability also plays an increasingly important role in the commercial processes behind the products. To live up to this new self-image of the industry, Eurobike 2023 is dedicating a whole day to this group of topics. The Sustainability Track will take place on Friday, June 23, as part of the leading trade show. The team is also taking various measures for the large-scale event.

In the morning of the trade show Friday, Eurobike will bring together important stakeholders of the bicycle industry. The Zweirad-Industrieverband (two-wheeler industry association, ZIV), the Verbund Service und Fahrrad (VSF) association, Zukunft Fahrrad and the BikeBrainPool will present their guidelines on the German Sustainability Code. The VeloLab innovation platform team as well as the Cycling Industries Europe (CIE) and Conebi associations from Europe are also part of the agenda from 10 a.m. to 1 p.m. On Friday afternoon, a whole range of other workshops and presentations on the topic of sustainability will round off the day in the Future Mobility Forum in Hall 8. Project manager Katja Richarz from the Eurobike team explains: "The events we are planning are diverse – they show how multifaceted the effects of sustainability on the bicycle industry can be. Our speakers will present and discuss topical ques-

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tions while offering practical information at the same time. Sustainability will play a major role as a cross-sectional topic on all trade fair days; there has never been such an intensive presence at Eurobike."

Organizers focus on sustainability initiatives

Apart from the content-related highlights, the Eurobike organizers have taken a whole series of measures to reduce the carbon footprint of the event. For example, the use of energy is compensated via certificates from the provider Atmosfair, carpets have been dispensed with wherever possible and, above all, public transport is used for the arrival and departure of speakers and employees. In the run-up to Eurobike 2023, for the first time, all exhibitors were provided with tips and recommendations for the most sustainable participation in the fair (<https://www.eurobike.com/en/meta/aussteller/aussteller-service/nachhaltiger-messeauftritt/>).

Messe Frankfurt with a comprehensive set of measures

As an operator of the premises for EUROBIKE, Messe Frankfurt has been a member of the United Nations Global Compact since 2010 already and has since put all its processes to the test in terms of social and environmental sustainability. The supply of renewable energies and material management were optimized. In addition, Accente, the main caterer, obtains its products from regional producers and tries to avoid waste. More information at: <https://www.messefrankfurt.com/frankfurt/en/company/sustainability.html>

Rail and public transport partnerships encourage environment-friendly travel

When traveling to and from Frankfurt and the trade fair grounds, visitors and exhibitors can benefit once more from Eurobike's cooperation with Deutsche Bahn and the Rhein-Main-Verkehrsverbund Transport Association. Together with their tickets, all trade visitors and exhibitors will

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receive free day passes for public transport. The DB event ticket provides for a discounted allotment of tickets for long-distance travel. For Deutsche Bahn's DB Call a Bike bike-sharing offer, visitors and exhibitors have a credit balance of 15 and 30 euros, respectively. Visitors with their own bikes will find guarded bicycle parking lots at the entrances. The SteigUm.de platform helps visitors choose the most sustainable means of transport and calculates the CO2 emissions, microplastics and money that can be saved by switching to the bicycle for their journey. The integrated navigation app Biketour.Guide also shows the best routes to the trade show.

The 31st Eurobike will open from Wednesday, June 21 to Sunday, June 25, 2023 from 9 a.m. to 6 p.m. Festival Days: Saturday and Sunday. For more information visit: www.eurobike.com.

About Eurobike:

Eurobike is the central platform of the cycling and future mobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and future mobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, light electric mobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength

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and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.