



**SCHWALBE** 


***We are recyclists***  
**CSR REPORT 2023**

## SCHWALBE AT A GLANCE 2023




**5**  
children's aid projects started

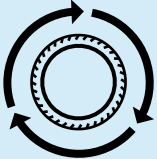
**76%**  
of turnover generated with ecofriendly products



**35%**  
reduction since 2018



**800<sup>t</sup>**  
CO<sub>2</sub>eq Savings from Green Marathon


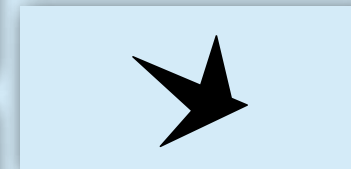


**550<sup>k</sup>**  
recycled bicycle tires

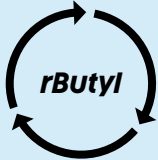
**2 mil**  
recycled bicycle inner tubes worldwide



**280**  
employees Schwalbe Group

**5,683<sup>t</sup>**  
CO<sub>2</sub>eq savings through the use of rButyl from inner tube recycling



**70**  
countries with brand presence



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***AS LEADING SPECIALISTS FOR BICYCLE TIRES AND INNER TUBES, SCHWALBE HAS BEEN SETTING STANDARDS WITH ITS INNOVATIVE PRODUCTS AND SOLUTIONS FOR OVER 50 YEARS.***

### **Pioneering bicycle mobility with a social and ecological focus**

As a manufacturer to the bicycle industry, we aim to lead when it comes to Corporate Social Responsibility (CSR) and to achieve a full circular economy.

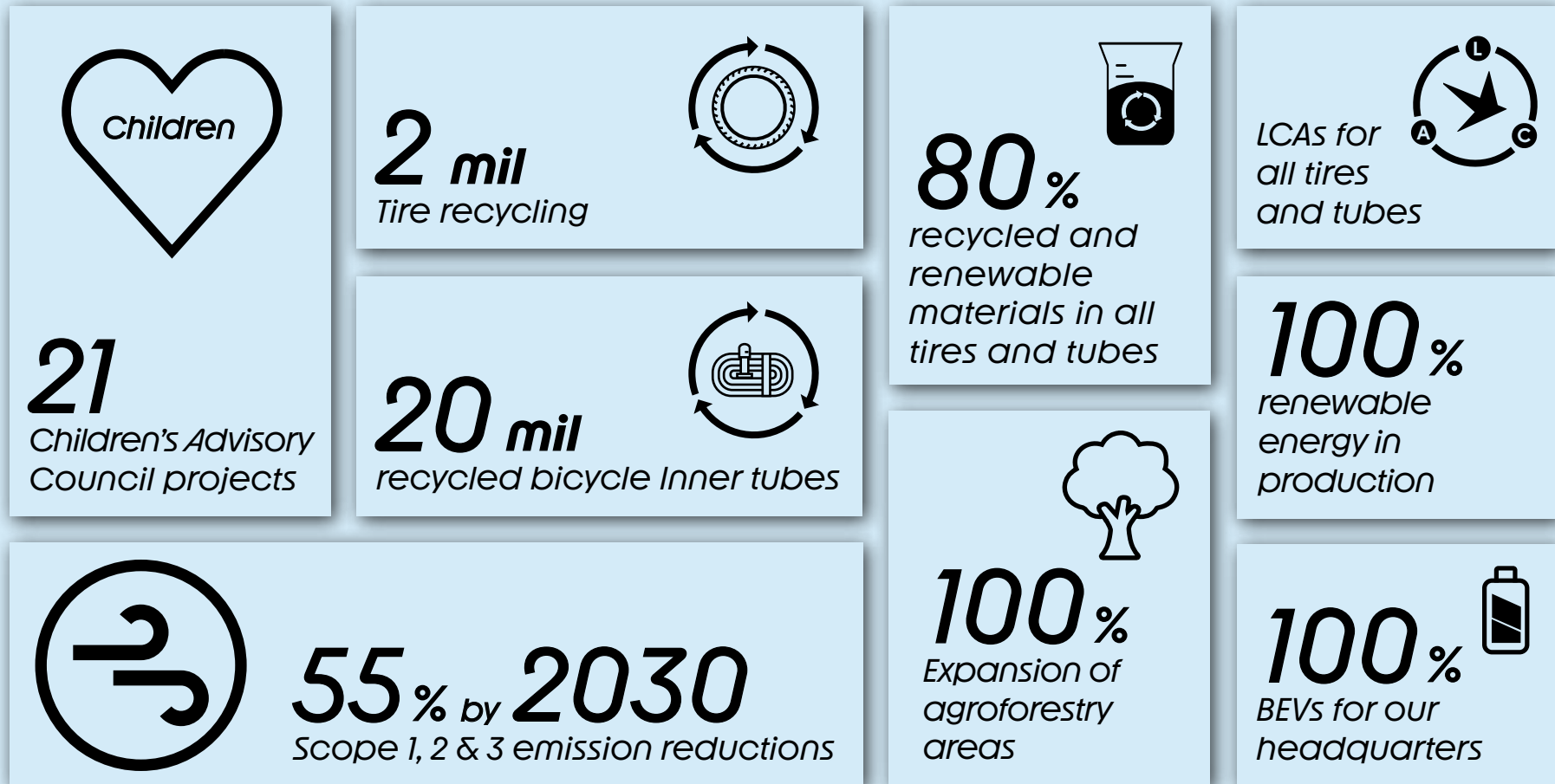
As a family business, designing bicycles that are both socially beneficial and ecologically sound is especially important to us. Our CSR strategy promotes ecofriendly, healthy, and emission-free cycling mobility. We base our actions on the cradle-to-cradle design so that all materials in our products can be reused at the end of their life cycle.

We will continue to expand our recycling system, introduce new circular products, increase transparency in the supply chain and further cut emissions.

We never cease to improve in all that we do while continuing to indulge our pioneering spirit. We aim to not only act 'less harmful' but to also make a positive contribution to the protection of the environment. We want to leave behind a planet that future generations can comfortably inhabit.



## SCHWALBE'S KEY CSR TARGETS BY 2025/2030\*



\*All targets apply to 2025, except BEV target for 2026, recycled and renewable materials in all tires and tubes and emissions reduction by 2030.



***ONE KEY POINT OF OUR CSR STRATEGY IS TO  
REDUCE OUR DEPENDENCY ON FOSSIL-BASED  
RAW MATERIALS AND CUT OUR CO<sub>2</sub> EMISSIONS  
THROUGHOUT THE ENTIRE VALUE CHAIN.***

**FRANK BOHLE**

Part of the company since 1990, CEO since 2000





## **DEAR READERS,**

We are delighted to present you with our third CSR report. With this issue, we'd like to give you an insight into our commitment to CSR and the progress we've made so far. We also outline our plans for the future and would like to inspire you.

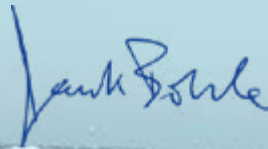
In 2023 we further intensified our commitment to CSR. We're especially proud of the launch of our Green Marathon, the first tire with a closed product loop that's made of recycled material from the Schwalbe Recycling System. This product is setting new standards in tire development and embodies our pioneering spirit and our will to innovate. The overwhelming interest both within and outside our industry strengthens us in our endeavour to act according to the cradle-to-cradle design while handling our precious resources with care.

As pioneers of the circular economy, we want to steadily increase the percentage of ecofriendly attributes of our products. In 2023 no less than 76% of our annual turnover was generated by products made of Fair Rubber, recycled and/or renewable raw materials. By moving over to a circular economy, we aim to continuously reduce our impact on the environment and actively promote the bicycle as an ecologically friendly means of transport for the future.

As an employer, business partner and supplier of products and services in the bicycle industry, we understand ourselves to be a part of our global society. We are deeply convinced that we need to assume responsibility to help create a better world for generations to come.

We pursue all our goals with passion and a pioneering spirit. Thank you for the interest and support you have shown in our commitment.

Warmest regards, Frank Bohle







***The current report not only serves to create transparency but also acts as a guideline for our future measures.***

## **INTERVIEW WITH FRANK BOHLE**

Frank Bohle, son of company founder Ralf Bohle and the current CEO, has been intricately linked to the Schwalbe brand since childhood. In his role as CEO, together with Prof. Dr. Michael Braungart, he has been largely responsible for promoting and further developing Corporate Social Responsibility at Schwalbe.

**Schwalbe has now published its third CSR report. What significance does Corporate Social Responsibility (CSR) hold for your company and which role does the current report play in this?**

CSR is of prime importance to Schwalbe. Our responsibility to the environment and society is deeply anchored in our corporate philosophy. The current report is already the third in our history and shows how seriously we take this topic.

It not only serves to create transparency, but also acts as a guideline for our future measures and strategies. With each report, we want to document our progress and at the same time set new goals to continuously improve our ecological and social contribution.

**Looking back on 2023, how would you describe the challenges and developments in the bicycle industry?**

2023 was riddled with challenges for the bicycle industry. Assuming growth would continue was unrealistic and the sector had to quickly adjust to changes in market conditions.

Many stakeholders in the bicycle industry had not reckoned with the economic downturn that meant adapting their business strategies. Despite these difficulties, the cycling industry has proved that it is flexible and adaptable.





For the future, it is essential that the industry continues to innovate, focus on quality and find environmentally friendly, resource-saving solutions to meet the changing requirements of the market and stay successful in the long term.

**And what impact did 2023 have on Schwalbe?**

The tough economic situation in 2023 also had a major effect on us. We were forced to acknowledge that the drop in demand for bicycles and bicycle parts also had a major impact on our turnover and profits. We thus adjusted our production capacities and managed to save costs by boosting efficiency and optimising processes to ensure our profitability.

Overall, we've managed to retain our position on the market despite the unfavourable general conditions and are well prepared to meet future challenges.



**Please explain which key aspects define Schwalbe's CSR strategy and how these are implemented?**

One key aspect of our CSR strategy is the consistent reduction of our dependence on fossil-based raw materials.

We are increasingly relying on recycled and renewable raw materials to replace conventional materials based on petroleum. Our focus here is to cut our emissions throughout the entire value chain - from production to logistics to our suppliers.

By specifically using ecofriendly materials and technologies, we can reduce our impact on the environment and at the same time boost the efficiency of our production processes.

Our goal is clear and ambitious: by 2030 we want to cut our total emissions by 55 % and thus continually reduce our ecological footprint.



***By specifically using ecofriendly materials and technologies, we can reduce our impact on the environment and at the same time boost the efficiency of our production processes.***

**In the last five years Schwalbe has managed to cut emissions in production despite an increase in the overall number of products produced. Please tell us about the measures you have taken here.**

Although our production capacities have significantly increased over the last five years, except for last year, we have managed to considerably cut emissions in production. This process, known as decoupling, means that our economic growth is separated from the generation of additional emissions. Our climate strategy is thus having an effect: we can grow economically without increasing our emissions.

One impressive example of this is the Green Marathon, with which significant cuts in emissions have been generated. Another example is the introduction of energy-efficient production plants that have helped to reduce our energy consumption. These measures are part of a comprehensive approach that aims to reduce our impact on the environment while increasing productivity.

**How important is transparency to you in your climate strategy and how do you implement this in your company?**

Transparency is a top priority for us. We not only openly report on our CSR measures and progress in-house but also externally. Future reports will continue to be more transparent to increase the trust of our customers and partners. By openly communicating our successes and challenges, we promote honest dialogue and develop innovative solutions together.



**When you look back on 2023, which projects and developments at Schwalbe were especially remarkable for you and why?**

Schwalbe saw a number of important developments in 2023. One that deserves a special mention here is the successful launch of the Green Marathon which symbolises our pioneering work in the development of environmentally friendly products.

We also made considerable progress in the reduction of our CO<sub>2</sub> emissions through our close cooperation with our long-term partner Hung-A and their preliminary suppliers. Another milestone was the important groundwork we did to set up the charitable Schwalbe Foundation which will be officially established in 2024 and will significantly strengthen our commitment and responsibility to society by promoting greater mobility justice.

**How do you see Schwalbe's future and which plans and visions do you have for the coming years?**

We look to the future with optimism. We will continue to focus on innovation and ecofriendly development so that we can explore new avenues and broaden the boundaries of possibility. With the official establishment of the Schwalbe Foundation in 2024, we will strengthen our commitment to environmentally friendly, social mobility.

We want to take on a leading role in the mobility sector and actively help to make the world more ecologically friendly and socially just. Our long-term mission is to leave behind a planet that future generations can also comfortably inhabit.





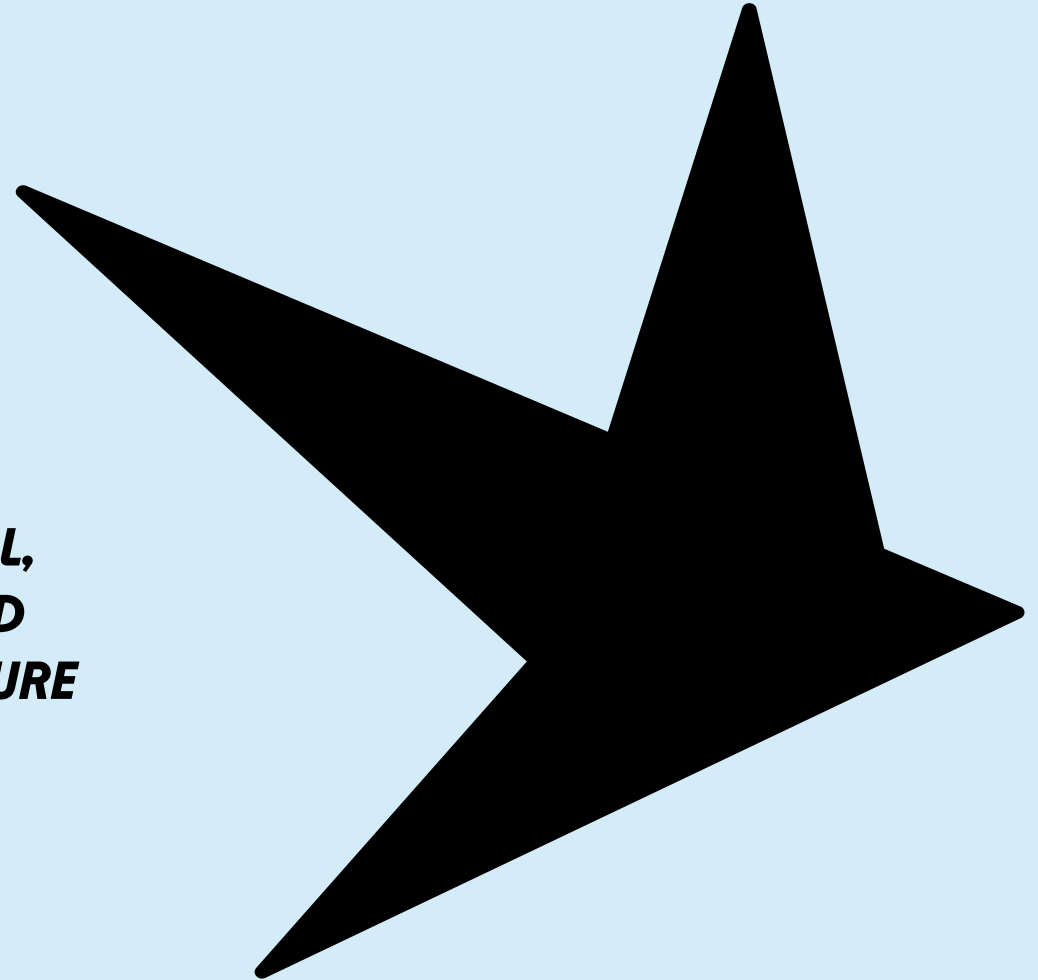
***Our Green Marathon sets new standards  
through recycled and renewable raw materials.***



# *CSR STRATEGY AND MANAGEMENT*



***FOR US, CSR MEANS CREATING SOCIAL,  
ECOLOGICAL, AND ECONOMIC ADDED  
VALUE – FOR OURSELVES AND FOR FUTURE  
GENERATIONS.***







From left to right **JENS TIMMERBEIL** - CSR-Manager, **SEBASTIAN KLEESE** - Chemist | Material Assessment, **MARCUS LAMBERTZ** - Product Safety and Environment, **SEBASTIAN BOGDAHN** - Environmental R&D Manager, **FELIX JAHN** - Head of CSR

## CSR IN SCHWALBE MANAGEMENT

*In our corporate culture, Corporate Social Responsibility determines how we think and act. It is our vision at all levels of the company – both within and outside it.*

### CSR at the heart of our corporate governance

Corporate Social Responsibility is a key element in our system of corporate governance. It is a central component of our corporate strategy and consistent with our overarching goals and values. CSR serves as an evaluation criterion and guideline in decisions made at all levels of our company.

Our CSR activities cover various fields, such as the circular economy, environmentally friendly product development, compliance, corporate climate protection, environmental protection, social equality, and employee well-being. We actively encourage the responsible use of resources, apply energy-efficient production methods, reduce waste, encourage recycling, and protect ecosystems. We also support diversity, equality and inclusion and advocate fair pay and working conditions throughout our supply chain.

### Cooperation with stakeholders

To reach our CSR targets, we work closely with internal and external stakeholders. Our company founder Ralf Bohle also realised how important it is for the success of the firm to listen to cyclists and offer them products that meet their needs. During our CSR activities, we apply this approach to our entire dialogue with stakeholder groups. We listen to them carefully, take their needs and concerns into consideration and include them in our decision-making processes. Transparency and open communication are of foremost importance here, both inside and outside the company. We report on a yearly basis on our CSR measures in our CSR reports. By holistically integrating CSR into our system of corporate governance, we aim to not only generate long-term value for our company but also for our employees, customers, groups of business partners and the environment.

**CSR department directly assigned to the management.**

Responsibilities for the many issues concerning CSR are pooled in our CSR unit which works across all departments. This allows us to ensure that the principles of CSR and our CSR measures are integrated into all sections of the company. Our CSR team closely cooperates with other departments to ensure that CSR is implemented holistically in our business processes.

Schwalbe’s CSR department directly reports to the management board. It is tasked with coordinating and further promoting the implementation of our CSR strategy. This includes supervision of our CSR reporting process, chemicals management, materials science, supply chain responsibility, risk management and compliance, calculation of product carbon footprints and the climate protection measures associated with these as well as the funding of social projects. The department develops and manages our recycling systems and coordinates the consideration of CSR in product development. It also pursues the aim of further expanding the integration of CSR into all key decision-making processes and our IT setup.

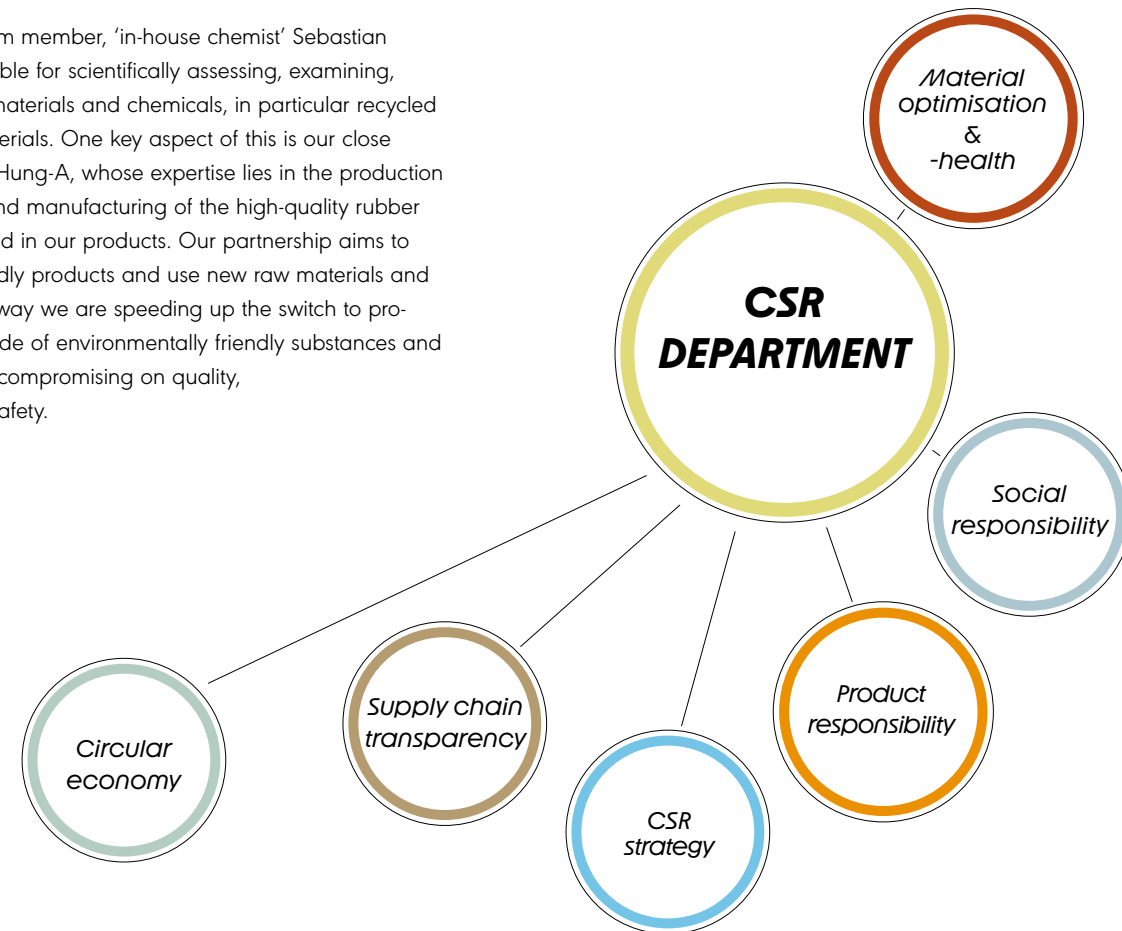
**Extension of our CSR department**

In 2023, we further extended the tasks and responsibilities assigned to our CSR department to include the issue of chemicals. This entails optimising the material composition of our tires and inner tubes and performing analyses to improve the environmental friendliness of our rubber compounds and further minimise the direct and indirect ecological impact of our products and production processes.

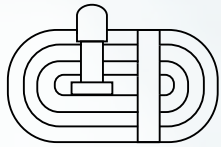
This extension of our CSR department is the result of our cooperation with the Environmental Protection Encouragement Agency (EPEA). We aim to continuously improve the quality and performance of our products and replace harmful substances with pollutant-free alternatives.



Our new CSR team member, ‘in-house chemist’ Sebastian Kleese, is responsible for scientifically assessing, examining, and testing new materials and chemicals, in particular recycled or renewable materials. One key aspect of this is our close cooperation with Hung-A, whose expertise lies in the production of our products and manufacturing of the high-quality rubber compounds utilized in our products. Our partnership aims to generate ecofriendly products and use new raw materials and processes. In this way we are speeding up the switch to products that are made of environmentally friendly substances and materials without compromising on quality, performance, or safety.

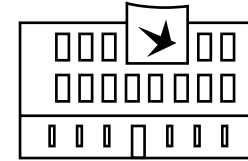


# OUR MISSION



## Products

- Circular economy**
  - Schwalbe Recycling System
  - Inner tube recycling
  - Tire recycling
  - Life Cycle Assessment for core products
  - Recovered Carbon Black (rCB) in core products
- Customer orientation**  Long-lasting quality products e.g. Marathon quality
- Material optimisation**  Material screening accordance with C2C (constituents, renewable materials, detoxing)
- Product innovations**
  - Green Marathon (first closed loop tire) with 80 % recycled or renewable materials
  - Aerothan (TPU material, sustainable high-end product)
  - Green Guard (first puncture protection made of 33 % recycled materials)
  - Green Compound (rubber compound made exclusively of renewable and recycled materials)
- Waste minimisation and packaging**  Resource-conserving, 100 % recyclable packaging

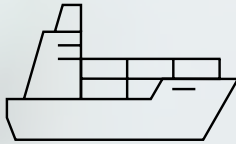


## Company

- Employees**  Extensive support and encouragement (further training, bike leasing, etc.)
- Company headquarters**  New HQ materials 70 % fully recyclable and 28 % downcyclable
- Energy concept**  100 % electricity from renewable sources
- Mobility**  Sustainable mobility (cycle-friendly employer, switch to e-mobility)
- Responsible procurement**  Highest standards applied to purchasing
- Organisational anchoring of CSR**
  - Schwalbe CSR team
  - Schwalbe CSR reporting
- Climate Protection**  Support for climate and environmental protection projects SBTi membership (net zero)



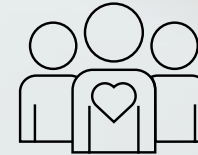
## Supply chain



- Fair trade**
  - Partnership with the Fair Rubber Association for the fair trade of natural rubber, higher wages and better working conditions
- Global Energy concept in Production**
  - Use of organic waste instead of coal, expansion of renewable energies
- Logistics**
  - Selection according to CSR criteria Supplier Code of Conduct
  - Efficient logistics: short and environmentally friendly transportation routes, cooperation with suppliers in the area of emission reduction
- Supplier audits**
  - Confirmation and auditing Code of Conduct for suppliers and upstream suppliers
- Biodiversity**
  - Borneo Orangutan Survival Foundation
  - Agroforestry project in the rubber supply chain
  - Support for smallholder farming in Asia

## SCHWALBE'S FOUR PILLARS OF RESPONSIBILITY

### Socials



- Schwalbe Foundation**  Mobility justice
- Inclusion**
  - Promotion of the wheelchair sector (extensive portfolio for everyday life, sport)
  - Sponsorship in parasport
- Social engagement**
  - Chancenwerk
  - World Bicycle Relief
  - Children for a better world
  - Children's Advisory Council
- Sports funding**
  - Promotion of regional sporting activities, sponsoring of athletes, regional commitment (VfL Gummersbach, TTC Bergneustadt)
- Arts sponsorship**
  - Bergneustadt Theatre
- Mobility revolution**
  - Promotion of a cycling culture

## OUR MISSION – SCHWALBE'S FOUR PILLARS OF RESPONSIBILITY

*Within the global bicycle tire industry, we are leaders in Corporate Social Responsibility.*

### The Schwalbe approach to CSR

For us, CSR means creating social, ecological, and economic added value – for ourselves and for future generations. Our approach to CSR goes beyond our own products and production sites; we also try to make a positive contribution to and minimise the negative impact in the value chains up- and downstream of us. We are motivated to continuously improve our processes and question the status quo to be able to act responsibly in the long term. Our vision is to act as pioneers in CSR by exploring new avenues that redefine the boundaries of possibility.

### Our four pillars of responsibility

Schwalbe's four pillars of responsibility form the foundations of our mission and allow us to take a holistic view of our diverse spectrum of business activities. They reflect our character and are based on our obligation to act in an environmentally friendly and social manner.

### Our strategic fields of action

With Schwalbe's four pillars of responsibility, we have defined four strategic fields of action in our CSR policy: products, the company, our supply chain, and social commitment. These fields of action are an integral part of our company's commitment, designed to ensure our success in the long term and create added value for all our stakeholders. We believe in circular, environmentally friendly product development, responsible corporate governance, fair and transparent supply chains and social responsibility and inclusion. Through constant innovation and continuous improvement, we aim to meet the highest standards in each of these areas.

### CSR targets

Our CSR targets are based on Schwalbe's four strategic fields of action. Our CSR targets are ambitious, yet we are determined to achieve these and continuously drive positive change by introducing new initiatives. Here, we attach significant importance to close cooperation with our partners and stakeholders in order to develop innovative solutions together. Our measures and targets not only serve to emphasise our corporate responsibility but also our aim to give coming generations a future worth living in.



**Schwalbe's four pillars of responsibility embody our mission to act in an environmentally friendly manner and with great awareness and ambition.**



**A PLACE  
WHERE  
WINNING  
MATTERS**

**MTB RACE**



# OUR CSR TARGETS BY 2040

OUR GOAL: TO REDUCE SCHWALBE'S IMPACT ON THE ENVIRONMENT TO NET ZERO BY 2040.

## 2024

## 2025

## 2030

# 2040

Reduction of business-related emissions to net zero in accordance with SBTi



**PRODUCT**

Extension of rCB use to 70 % of Schwalbe tires

Life Cycle Assessment (LCA) for all tires and inner tubes  
 Extension of Marathon / CSR attributes to other products  
 CONEBI / CIE Sustainable Packaging Commitment  
 2 million recycled tires  
 20 million recycled inner tubes



**COMPANY**

Expansion of our commitment to climate protection funding/ development projects

100 % renewable energy  
 100 % BEVs (Battery Electric Vehicles) for HQ\*  
 Green canteen certification

Climate goal for the Schwalbe-Group: to reduce scope 1, 2 and scope 3 emissions by at least 55 %

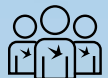
\*BEV target applies to the year 2026



**SUPPLY CHAIN**

Application of the code of conduct to all preliminary suppliers and suppliers of accessories

Additional external auditing of the code of conduct  
 100% renewable energy in production  
 Biodiversity: 100% expansion of agroforestry in the rubber supply chain



**SOCIALS**

Launch of the Schwalbe Foundation with the first projects on inclusion and mobility

21 Children's Advisory Council projects  
 Expansion of engagement Schwalbe Foundation for Fair Mobility

25% cycle mobility share of all commuting





### Our contribution to Agenda 2030

The 17 Sustainable Development Goals (SDGs) set by the United Nations provide a comprehensive framework in which to tackle social, economic, and ecological challenges worldwide. We have pledged to make a positive contribution to these goals and integrate them into our corporate strategy.

To maximise our contribution, we have intensively examined the question as to which of the 17 SDGs can be best supported by Schwalbe and which best tie in with our company mission and core areas of expertise. Our analysis has revealed that we as a company can have the greatest impact by focusing on certain areas that are of especial relevance to us.

## AGENDA 2030

*We are committed to the Agenda 2030 goals set by the United Nations (UN). Our activities aim to realise the visions of its Sustainable Development Goals to create a better future for the world.*



Affordable and clean energy. We are continuously working to make our production setup more energy efficient and increase the use of renewable energies.



Decent work and economic growth. We promote fair working conditions and support long-term economic growth both within our company and throughout our supply chain.



Industry, innovation, and infrastructure. We invest in innovative technologies and ecofriendly infrastructure to make our processes more efficient and more environmentally friendly.



Responsible consumption and production. We believe in supporting a circular economy and recycling in order to minimise our use of resources and encourage environmentally friendly, socially acceptable methods of production.



Climate action. We are taking measures to cut our CO<sub>2</sub> emissions and actively support climate protection.



Life on land. We actively support the protection of biodiversity and promote the gentle and responsible use of our ecosystems to preserve and regenerate the variety of species.

Our analysis has revealed that we as a company can make the biggest contribution by focussing on certain areas over which we have the largest influence.

### International climate funding

We are astutely aware of the fact that the production of our bicycle tires and inner tubes and our global supply chain have an impact on the environment. This is why we are determined to minimise this impact and at the same time bring about positive social and ecological change. As a company in the bicycle industry, we are part of the solution working towards an environmentally friendly mobility revolution – and we take this responsibility seriously.

Instead of concentrating on the illusion of climate neutrality, we make contributions in the sense of international climate funding that aim to have a positive and regenerative impact on our planet and society. In this way, we want to create a future worth living in for the next generations. This means that we do not only strive to minimise our negative environmental impact but also take active measures to regenerate and strengthen the environment and society.

This includes investing in projects aimed at reforestation, regenerative farming, the promotion of biodiversity and those designed to protect communities, ways of life that are at particular risk from drastic climate change and increasingly extreme weather events.





## ***MATERIALITY ANALYSIS UPDATE***

*The new stakeholder survey conducted with the intention of updating our materiality analysis gives us the clarity we need regarding our CSR strategy. The current update largely confirmed our results of the analysis for 2021.*

### **We examined two perspectives during our analysis:**

#### **Inside-out**

Which positive and negative impact do Schwalbe's business activities have on the economy, environment and society?

#### **Outside-in**

To what extent do the defined sustainability issues affect Schwalbe's course of business, operating results and its situation?

### **Our updated materiality analysis**

Our materiality matrix outlines the most critical issues for Schwalbe and the impact these have on the economy, environment and society. Our current materiality matrix used to identify the topics most relevant to us is based on an update of our materiality analysis performed in the fourth quarter of 2023. This is based on the results of an online stakeholder analysis. The survey was aimed at employees in the Schwalbe corporate group including all subsidiaries. Stakeholders in the supply chain, among them Hung-A, and numerous non-governmental organisations (NGOs), associations and various customer groups were also included. The update showed that the results of the previous materiality analysis were largely confirmed.

### **High priority and new dimensions**

The topics of innovation, research and development were again given the highest rating. What is new is that promotion of a cycling culture achieved a similarly high score. This shows our strengthened commitment to actively supporting and promoting a cycling culture. Another key new topic is stakeholder dialogue, while the promotion of public welfare achieved a lower materiality rating and is thus no longer included in the matrix.

### **Improvements in the supply chain and process safety**

The key issue of environmental standards in the supply chain expanded to include the element of biodiversity. This underlines our continuous striving to not only adhere to environmental standards but also make an active contribution to the preservation of biodiversity. Furthermore, the subject of occupational health and safety broadened to include process safety, again further heightening our efforts to provide a safe and healthy working environment.

### **Method and assessment**

We identified and assessed a total of 13 topics. To this end, we first ran a document analysis, in which we determined the most important effects of current sustainability trends on Schwalbe. We then assessed the impact of these on our Sustainable Development Goals (SDGs). Here, we rated the contribution of Schwalbe's business activities to the global sustainability goals of the United Nations.

# MATERIALITY MATRIX

List of key issues

Pillar of CSR	Key issue
Product	Material optimisation
	Innovation, R&D
	Customer concerns
Company	Compliance
	Promotion of public welfare
	Basic and further training
	Working conditions and diversity
	Occupational health and safety
Supply chain	Energy and emissions
	Social standards in the supply chain
	Environmental standards in the supply chain, Biodiversity
Socials	Promotion of a cycling culture
	Good corporate governance





## INTERVIEW WITH FELIX JAHN

*Felix Jahn is the grandson of company founder Ralf Bohle and has been Head of CSR at Schwalbe since 2021, where he is responsible for the development and implementation of corporate strategy regarding Corporate Social Responsibility.*

### **Which strategic measures did you take at Schwalbe in 2023 to safeguard and drive your CSR targets in the long term?**

We have ambitious goals. By 2030 we want to cut our scope 1, 2 and 3 emissions by at least 55 % and will reduce Schwalbe's environmental impact to zero (net zero) by 2040. Our entire strategy is based on our superordinate goal: to leave behind a planet that future generations can comfortably inhabit.

In order to achieve these goals, we have greatly intensified our cooperation with our partners – from rubber farmers to cycling associations. These partnerships are at the heart of our endeavours to minimise our impact on the environment and promote social equality.

### **How do you integrate CSR into your supply chain and which challenges do you face in doing so?**

We believe in personal exchange and the human element to inspire and heighten awareness among our suppliers. Integrating CSR into the supply chain means facing the challenges of our day and age together and building up trust. It would not be credible if we ourselves didn't take action to fulfil our responsibility. The challenges are real – from sensitising people to our high standards to converting to renewable energies to ensuring compliance.



**Which role does innovation play in the development of CSR-orientated products at Schwalbe? Can you give us an inspiring example?**

Innovation is the driving force behind our commitment to CSR and characterizes every new Schwalbe product. One particularly inspiring example is our Green Marathon tire. With its high proportion of recycled and renewable materials, this tire is setting new standards in environmentally friendly product development without compromising on quality or performance. This innovation shows that we can achieve remarkable things and at the same time reduce our ecological footprint.

**Which steps are you taking to reduce your carbon footprint and how do you measure the success of these initiatives?**

Our first Life Cycle Assessments (LCA) show that two-thirds of our product emissions stem from the substances and materials we use. We are thus making a rigorous switch from fossil-based materials to those that are recycled and renewable. Already in 2024, 70% of our tires will be made with recovered carbon black (rCB) from our own recycling program instead of with industrial or virgin carbon black – a milestone when it comes to saving resources and cutting emissions. We're also switching our production setup over to renewable energies and energy-efficient machines. Our long-term goal is to remove more CO<sub>2</sub> from the atmosphere than we emit.

**How do you encourage bicycle mobility, and which special role does Schwalbe play in this?**

We see the bicycle not only as a means of transport but also as a symbol of freedom and environmentally friendly mobility. Schwalbe is passionately involved in various associations and campaigns to promote bicycle use and improve infrastructure. The future Schwalbe Foundation will intensively encourage bicycle mobility and social equality. Our brand stands for the transition to a more ecofriendly and healthier society. We are proud to be part of this movement and to inspire people to make the bicycle their daily companion.

**What are you doing to heighten awareness for CSR among your employees and customers?**

CSR is firmly anchored in our corporate culture. We want every single employee to be proud to be part of Schwalbe. Through constant communication on various channels such as social media, the Intranet, personal talks, and conferences, we are raising awareness for our efforts regarding CSR. The Schwalbe Recycling System has been met with great response in our external communication. Our annual CSR report is not merely a document but a testament to our commitment and an incentive to carry on.

**What's your long-term vision regarding CSR and which concrete steps are you planning in order to realise this vision?**

Our vision at Schwalbe is to be a beacon when it comes to CSR. We provide innovative and reliable solutions and build up trust and optimism through these. Our commitment to the community creates integrity and underlines the human aspect of our company. Driven by our pioneering spirit, we repeatedly explore new avenues and push the boundaries of what is possible.

As a family business, we know it's essential to act in an environmentally conscious manner. We aim to not only minimise our influence on the world of nature but to also make a positive contribution to our environment. As already mentioned, our task is clear: we want to leave future generations a planet that is worth living in.



***Our long-term goal is to remove more CO<sub>2</sub> from the atmosphere than we emit.***

## STAKEHOLDER COMMITMENT AND DIALOGUE

*Dialogue and exchange with our stakeholders is a key element in the continuous improvement of our commitment to CSR.*

### Active dialogue with stakeholder groups

We maintain an active dialogue with our stakeholder groups who are integrally involved in our economic, social and ecological activities. This exchange enables us to gain valuable insights that help us to optimise our decision-making processes and further develop our CSR strategies.

### Trade fairs and other events

We engage with our stakeholders in many different ways: at regular meetings, through correspondence, at trade fairs and various special events. The Eurobike exhibition in Frankfurt am Main, Germany, is always a major platform for us where we can enter into dialogue with our stakeholders. This was also the case in the reporting year. This trade fair provided us with the perfect platform at which to present the new Green Marathon to the international public and receive direct feedback from visitors to the exhibition and other stakeholder groups.



**Through constant communication on various channels such as social media, the Intranet, personal talks, and conferences, we're raising awareness for our efforts regarding CSR.**

### Forms of dialogue and issues of stakeholder commitment

Stakeholdergroup	Form of dialog	Issues
Customers	Personal address and contact at trade fairs, sports events, functions, workshops, dialogue through the service center, customer hotline and factory tours	Products, new materials, technical advice, customer concerns and suggestions, sustainability and recycling system
Employees	Annual appraisals, employee magazine, open-door policy, joint events	Working conditions, further training, occupational health and safety, plans and projects, sustainability program, recycling system
Specialist trade	Personal interaction at annual product presentations and various specialist conferences and trade fairs, trade magazines, hotline and support	Products and product innovations, recycling system, customer innovations
Suppliers	Supplier talks and audits for new product developments and innovations	Production conditions and product quality, transport routes, sustainability requirements, contractual terms, plans and projects
Local neighbourhoods	Personal talks, personal contact during sponsoring events and funding measures, open days	Regional economic development, bicycle mobility, commitment to social issues, sports and education.
Politicians and associations	Personal talks and written correspondence, participation in events and consultations	Environmental protection, circular economy, promotion of a cycling culture
Science	Research community with Cologne Technical University, courses of study (Fraunhofer Institute)	Recycling system and material optimisation
Media	Address through corporate communications and marketing, interviews, podcasts/videos, press conferences and press releases	Schwalbe Recycling System, products, social commitment, training
Charitable organisations and NGOs	Personal talks, participation in events and consultations	Support for social projects, training, sport promotion, biodiversity

## VALUE-BASED COMPLIANCE

### Review and further development

Ecological, economic, and social requirements change on a regular basis. Companies like Schwalbe must therefore constantly review and adapt their business models. One important aspect of this is compliance, i.e. adherence to laws and internal guidelines by the company, its personnel, and partners.

As a family business in its third generation, maintaining compliance is in full keeping with our deepest convictions and values. We act across cultural boundaries and see innovation as one of our greatest strengths. At the same time, we attach great value to acting responsibly and in an environmentally conscious manner. We therefore find it important to build up trusting relations with our employees, customers, business partners and other stakeholders. They in turn trust that Schwalbe is a partner who abides by the law. We have set up a complaints office that can be reached at [compliance@schwalbe.com](mailto:compliance@schwalbe.com).

### Corporate Digital Responsibility

In addition to our traditional compliance philosophy, we also take our digital responsibility seriously. Corporate Digital Responsibility (CDR) encompasses the responsible use of digital technologies and data. Schwalbe pledges to uphold the highest standards regarding data protection and data security and to comply with ethical principles during digital transformation. We strive to establish fair and transparent digital practices that strengthen the trust of our stakeholder groups and make a positive contribution to our digital society.



***The values upheld by our family business form the basis for our ethical and responsible actions and our system of compliance.***



## ACTIVE SUPPLY CHAIN RESPONSIBILITY

*The values upheld by our family business form the basis for our ethical and responsible actions and our system of compliance.*



**The number of members of the Fair Rubber cooperative rose from 277 in 2020 to 2,855 in 2023.**



### Code of conduct for suppliers

Our supplier code of conduct issued in 2022 is a key instrument used to ensure our values and can be viewed on our website. We aim to have all our relevant accessory and preliminary suppliers (tiers 1 and 2) sign our code of conduct by the end of 2024. In 2023, 73 % of all relevant suppliers signed the code.

### RSI audit

In 2023 an audit of our key production plant in Vietnam was completed. The result confirms our good cooperation with family business Hung-A in production. The audit was performed according to the strict standards of the Responsible Sport Initiative (RSI), with the focus on human rights, labour legislation and environmental practices. The above-average salaries for personnel in production and the high safety standards were rated as being especially positive.

### Supply chain transparency

Transparency in our supply chain reflects our values as a family business. This transparency helps us to ensure that our products and business practices are in accord with our principles and obligations.

The Verso cloud platform (formerly sustainabill) helps us to create transparency regarding purchasing and CSR in all phases of the supply chain. It allows us to identify CSR risks in good time, observe our duties of care and reach our supply chain targets. All necessary data is automatically collected from our suppliers and assessed, measures are communicated, and the implementation thereof is monitored.

### Cooperation with the Fair Rubber Association

In the 2023 reporting year, Schwalbe significantly increased the percentage of Fair Rubber used in its products. The number of tire models produced using fair trade natural rubber increased sixfold. Our certified natural rubber from Indonesia comes from what are known as jungle plantations. This form of cultivation guarantees that the high level of biodiversity in the rainforest is preserved – as opposed to monocultures.

In cooperation with the Fair Rubber Association, we promote the fair trade of natural rubber and actively support the improvement of living and working conditions for rubber tappers. Sadly, rubber farmers continue to suffer from exceptionally low world market prices for this commodity. We are trying to actively combat this together with the Fair Rubber Association.

Felix Jahn is deputy chairperson of the association and to date Schwalbe is the only tire manufacturer that is a member of the Fair Rubber Association – despite 70 % of natural rubber traded worldwide being used in the tire industry. Schwalbe is a key rubber purchaser and the Fair Rubber Association's second-largest customer worldwide. We aim to gradually increase the quantities of Fair Rubber used to 100 %.

The number of members of the Fair Rubber cooperative rose from 277 in 2020 to 2,855 in 2023. To maintain the transparency of fair trade, we are carefully increasing the amount of certified rubber sourced, with the clear aim of only procuring Fair Rubber in the future.

### Improving living conditions

For us, being a member of the Fair Rubber Association not only means ensuring responsible procurement of natural rubber but also providing funding for social projects and assistance for local rubber tappers. The cooperative we support is working to improve living conditions in the various communities by providing access to education, health care and fair working conditions. Through our close cooperation with the Fair Rubber Association and regular exchange with local rubber tappers, we ensure that our measures are effective and meet the needs of the communities there.

### Fairtrade Premium

As part of our cooperation with the Fair Rubber Association, we at Schwalbe pay an additional Fairtrade Premium of €0.50 per kilogramme of natural rubber (dry goods). This amounts to an additional wage of 50 to 100%, depending on the region and plantation. This financial support helps to effectively improve living and working conditions for rubber tappers and promotes fair trade practices. One of the main principles of Fair Rubber is that farmers are free to decide how they use this premium. This constitutes a major difference to other campaigns where the people directly affected are not included in the decision-making process.

### Economic stability

The Fairtrade Premium enables rubber tappers to invest in their communities and implement projects that improve their quality of life. This includes the renovation of schools, improvements to medical care and the creation of safe and fair jobs. The premium means that not only can rubber tappers improve their immediate living conditions but also secure their economic stability in the long term.

### Establishment of a second fair supply chain in Sumatra

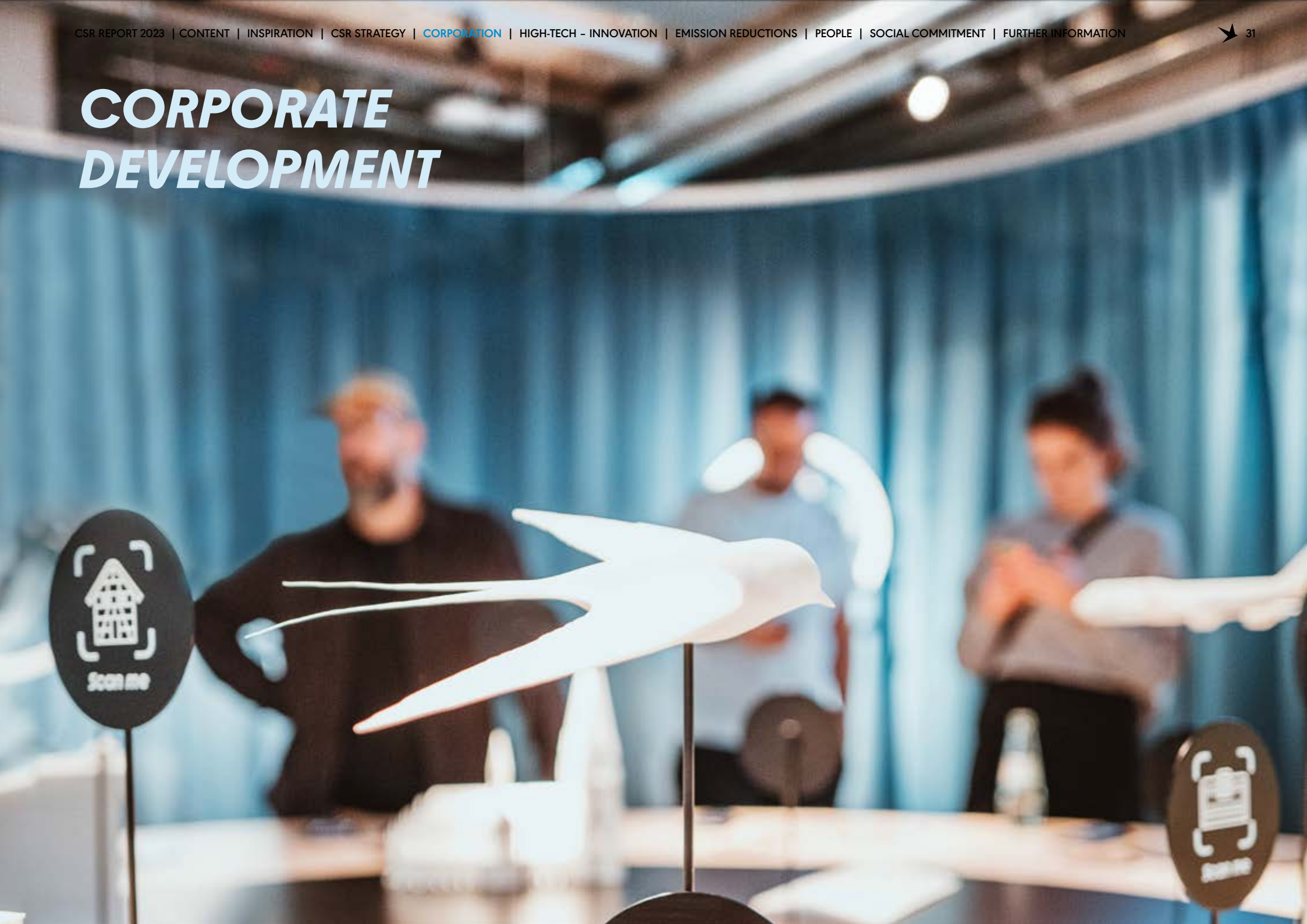
In 2023, we were able to establish a second fair supply chain for natural rubber in Sumatra. We will start out with small quantities so that we can carefully build up the system and gradually optimise it. This allows us to observe processes in detail and continuously improve them before we increase amounts in the future.

This undertaking brings us one step closer to our long-term goal of only procuring 100% Fair Rubber in the future. By setting up this supply chain in Sumatra, we are supporting the local communities there and promoting fair trade and fair working conditions.



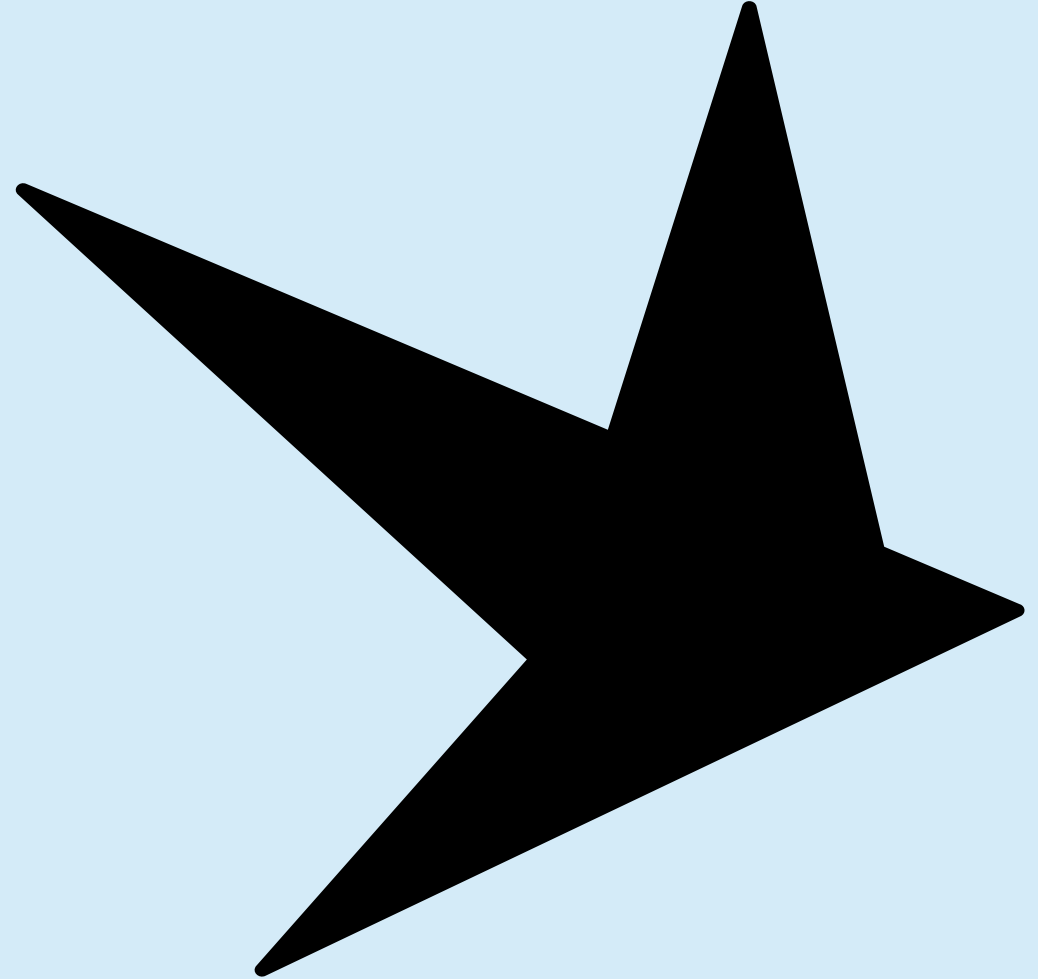


# CORPORATE DEVELOPMENT





***OUR LONG-TERM PARTNERSHIPS AND  
OUR COMMITMENT TO INNOVATION  
AND RESPONSIBLE ACTION ARE THE  
KEY TO OUR SUCCESS.***



## MARKET ENVIRONMENT AND STRATEGIC NEW ALIGNMENT

### Challenging market environment for Schwalbe in 2023



#### Sales development in 2023

In 2023, Schwalbe saw a 30% drop in turnover to €237 million in total. The reasons for this lie in the general economic situation, the poor consumer buying mood and high inventory levels at all levels of the bicycle trade. However, our turnover in 2023 was much higher than our pre-corona level in 2019.

The overall market development last year had a major impact on us regarding our business relations with industry and the replacement market. External factors caused a clear decline in demand, which had a number of consequences following considerable industry-wide expansions in capacity.

Overall, we are confident, however, that we can continue our positive development at Schwalbe and on the bicycle market in the medium term.

In this context and contrary to the general trend, our gravel portfolio demonstrated a positive development and continued growth compared to the previous year. We have been a pioneer in this segment for about nine years now, with our tire models proving immensely popular.

#### High sales share for green attribute products

In the 2023 reporting year, we were able to use more Fair Rubber and more recycled and renewable materials (green attributes\*) in our core products. The total share of green attribute products amounted to 76% of our annual sales for 2023.

\* "Green attributes" is defined in the glossary.

## NEW STRATEGIC ALIGNMENT

In the course of 2023, we decided to strategically realign our production setup and in future to manufacture all tires and inner tubes exclusively at our joint-venture site in Vietnam. With its pooled production facilities, this ultramodern plant gives all our customers benefits in quantity and logistics. Mould construction, mixed operation, research and development and administration will remain at our joint-venture location in Indonesia.

Owing to developments and the tense situation in the bicycle industry, where practically all orders are placed spontaneously, needs-based forward planning at two parallel joint-venture production sites is no longer possible. This is why we are pooling our strengths in Vietnam where we have made huge investments over the last few years.

With new factory buildings and machines, the joint-venture plant in Vietnam is a state-of-the-art tire and inner tube production facility. Furthermore, our customers can also be directly supplied with a perfectly coordinated range of products.

We consider ourselves to be an ecologically and socially responsible company, with many new jobs created at our joint-venture sites in the past years. We thus deeply regret that the number of personnel in Indonesia has had to be reduced - even if the team in Vietnam was able to be further expanded. Our decision is the result of in-depth analyses of present developments and the current situation.

We are convinced that this restructure could not be avoided. We are leaving our options open when it comes to resuming production in Indonesia in the future but are for now consciously concentrating on our production facility in Vietnam, with which we are excellently positioned for the future.







## INTERVIEW WITH NICO SIMONS

*Nico Simons, CSO at Schwalbe, joined Ralf Bohle GmbH at the youthful age of 20 and is now responsible for the strategic alignment of worldwide sales.*

**How is Schwalbe's Corporate Social Responsibility commitment being perceived by manufacturers, B2B partners and specialist retailers?**

Our commitment to CSR is being positively perceived. Specialist retailers recognise and appreciate our efforts for greater ecological and social responsibility.

This forges a strong bond with and creates loyalty for our brand and makes working with new and existing B2B partners easier.

**What is the response to your new brand image like?**

The reaction to our new brand image has been generally positive, although full implementation and acceptance will take time. Our new brand identity and the traditional and redefined values this conveys underline our pioneering goals and strengthen Schwalbe's image as an innovative and responsible company.

**And how does your "get there" philosophy support this development of Schwalbe's commitment to CSR?**

Our "get there" philosophy is the claim that motivates the entire Schwalbe team to actively work together to achieve our set objectives. These include, in particular, a product portfolio that's gentle on resources and the environment. What's more, this claim reflects our determination to give all groups of customers worldwide easy access to Schwalbe products. Here, our "get there" philosophy supports our commitment to CSR by stressing that all cyclists, regardless of their destination, can get to exactly where they want to be with Schwalbe products and in doing so can help implement social and ecological targets together with Schwalbe.

**How do your end customers perceive Schwalbe's commitment to CSR?**

Our end customers see our commitment to CSR as an integral part of our brand. Strengthened by our transparency and communication of our CSR policy, which in turn results in greater customer loyalty and a stronger brand allegiance.

**How is CSR integrated into sales and what actions are being taken to promote CSR values in sales?**

CSR is actively incorporated into our sales strategy. We train our sales team in various CSR issues on a regular basis to ensure that they can communicate the significance and benefits of our CSR initiatives effectively. This heightens awareness and encourages the application of our CSR values throughout all sales channels.

**Which sales channels are particularly suitable for supporting your CSR initiatives and how are these channels used by Schwalbe?**

Digital platforms, social media and direct marketing are especially effective channels that support our CSR initiatives. These channels allow us to communicate directly with our customers and share interactive content that meets our responsibility to inform and educate and emphasises the significance and impact of our efforts towards more CSR. One particularly suitable sales channel that supports our CSR campaigns is the stationary retail trade. We see immense potential here, especially when it comes to tire recycling at the point of sale (POS). Consumers who consciously buy sustainably prefer to make their purchases at their local specialist store.

**How far do Schwalbe's international activities go with respect to CSR?**

On an international scale, we are aiming to expand our CSR initiatives across the globe. This includes entering partnerships with local and international organisations, implementing recycling programs and encouraging regenerative and ecofriendly practices at all our plants and with our partners worldwide.

**What is your outlook and which future areas of focus will CSR support sales with?**

We plan to expand and further develop our commitment to CSR in the future. We will increasingly rely on recycled and renewable materials and environmentally friendly processes and are planning on intensifying our educational work. The aim is to not only set an example as to what successful, integrated CSR can look like in our sector but also throughout the whole of industry.

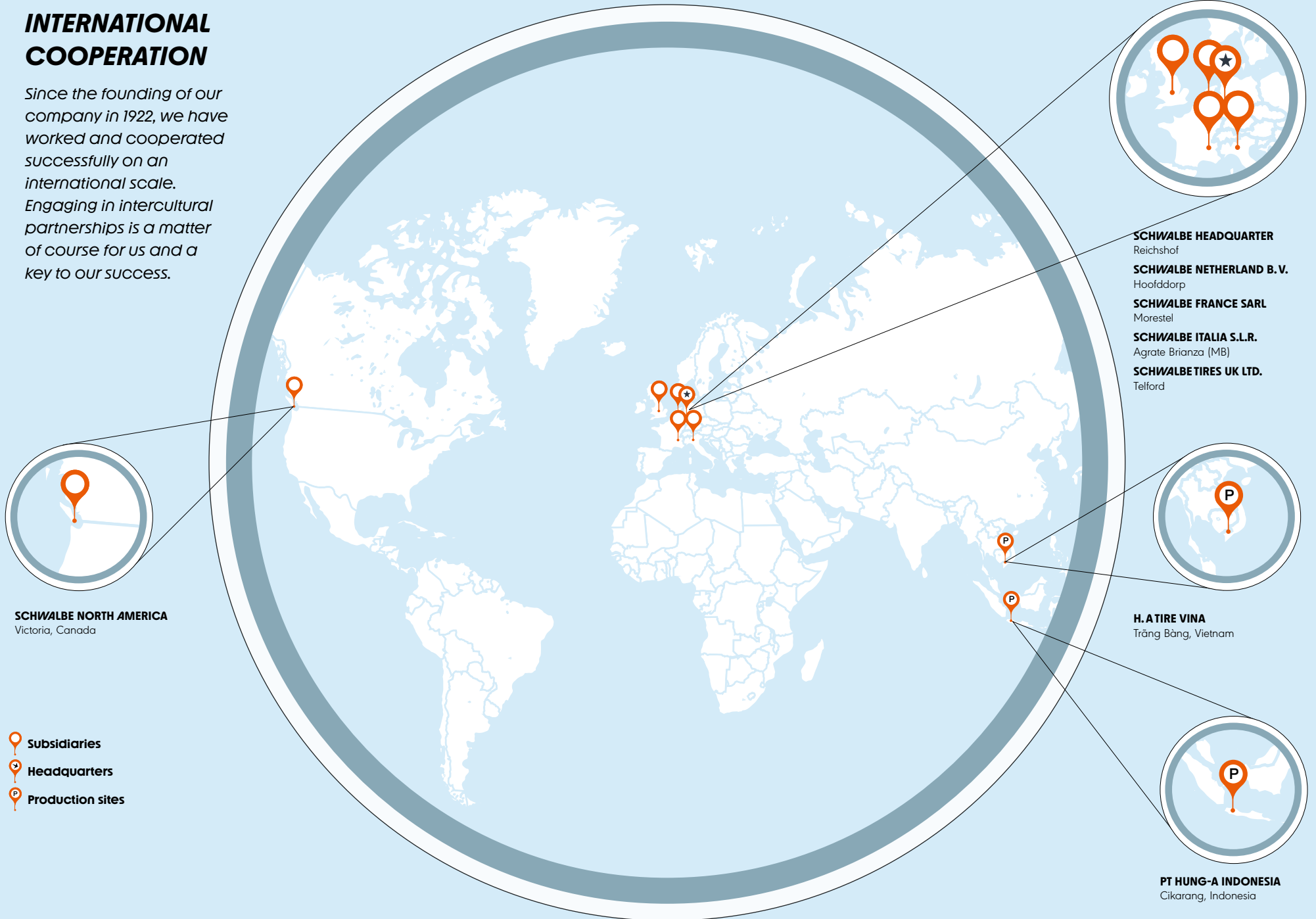
This will support sales by increasing the demand for responsible products and strengthening our position as a leading environmentally friendly brand.






***We will increasingly rely on recycled and renewable materials and environmentally friendly processes and are planning on intensifying our educational work.***

## INTERNATIONAL COOPERATION

Since the founding of our company in 1922, we have worked and cooperated successfully on an international scale. Engaging in intercultural partnerships is a matter of course for us and a key to our success.



**SCHWALBE NORTH AMERICA**  
Victoria, Canada

-  Subsidiaries
-  Headquarters
-  Production sites

- SCHWALBE HEADQUARTER**  
Reichshof
- SCHWALBE NETHERLAND B. V.**  
Hoofddorp
- SCHWALBE FRANCE SARL**  
Morestel
- SCHWALBE ITALIA S.L.R.**  
Agrate Brianza (MB)
- SCHWALBE TIRES UK LTD.**  
Telford

**H. A TIRE VINA**  
Trảng Bàng, Vietnam

**PT HUNG-A INDONESIA**  
Cikarang, Indonesia



## SCHWALBE'S HISTORY

*What was once a regional family firm has since become a leading, internationally networked stakeholder in the bicycle industry.*

### The origins of our company

In 1922 two brothers, Eugen and Willy Bohle, started the Bohle company in Bergneustadt, Germany. At the start, the business focused on the export of bicycle parts to Asia. In 1955 Ralf Bohle, Eugen Bohle's son, joined the firm. The early years were quite a challenge, from the 1960s bicycle parts from Germany could not compete on the international market owing to their inferior quality.

### Birth of the Schwalbe brand

In 1970, Ralf Bohle began exploiting his extensive knowledge of the Asian market and importing bicycle parts from East Asia for German bicycle manufacturers. In 1973 our partnership with Korean family business Hung-A was launched, a move which resulted in the birth of the Schwalbe brand and caused the company to start specialising in bicycle tires. Right from the very beginning, our partnership has been marked by trust, loyalty, and continuous exchange. Hung-A is also our joint-venture partner for the development and production of our Schwalbe products.

### Dynamism and innovation

In 1989, we set up our first international sales company and in 1994 production started in Indonesia. 1995 saw the company move from Bergneustadt to its new headquarters in Reichshof. In 2012, a dedicated sales company was founded in the USA. Two years later, the new production site in Vietnam began production in cooperation with Hung-A. In 2021 we moved into the new Schwalbe building complex at our headquarters that stands for growth, innovation, technical dynamism, creativity, and a responsible use of resources. In 2022, we presented our Schwalbe Recycling System at Eurobike and published our first Schwalbe CSR report. In the same year we joined the Science-Based Targets initiative (SBTi) to cut emissions. In 2023, the first closed-loop tire - our Green Marathon - was presented to the global public, again at Eurobike. In 2024, we plan to launch the Schwalbe Foundation which will focus on promoting mobility equity and climate protection.

### Brand World

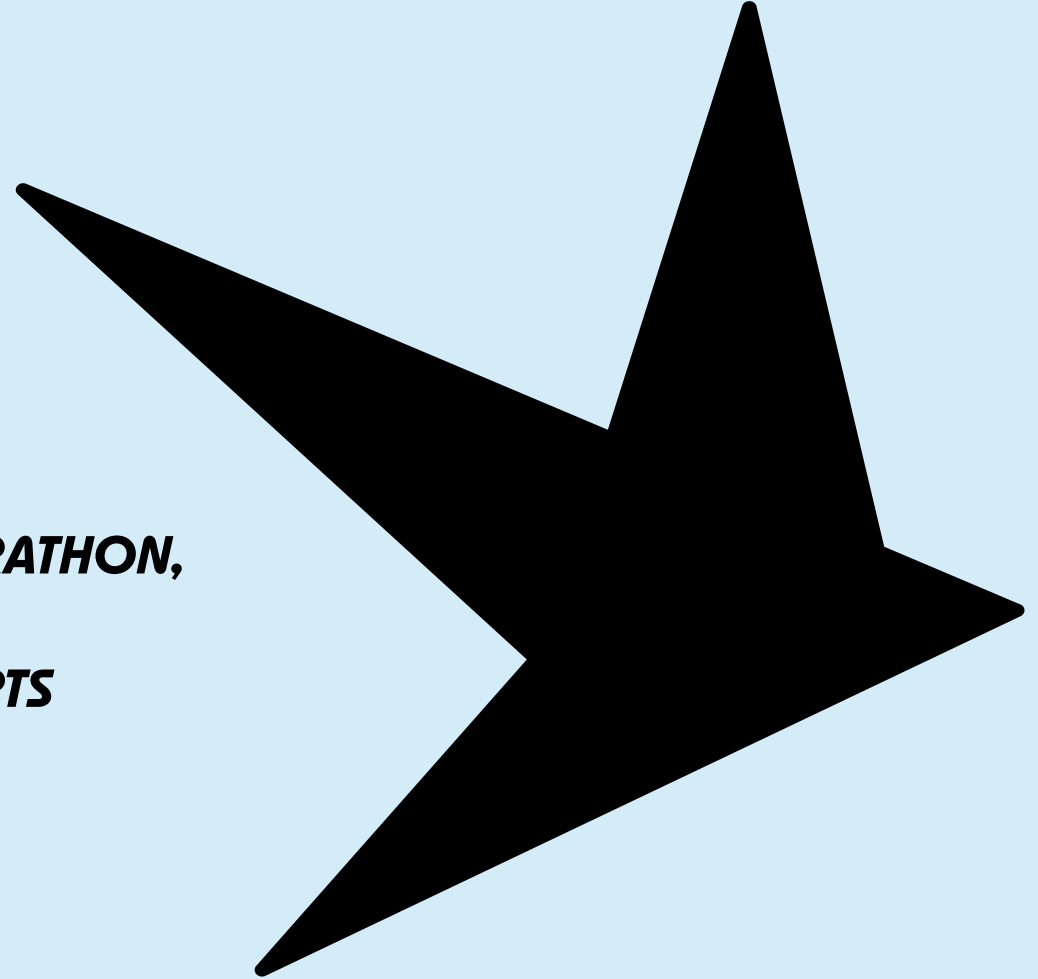
In opening our Brand World in 2023, we have reached a major milestone. At our new company headquarters, customers, athletes, the press, and experts can now explore our company history and see how our tires are manufactured in Asia.



# ***HIGH-TECH AND INNOVATION FOR THE CIRCULAR ECONOMY***



***WITH PRODUCTS LIKE THE GREEN MARATHON,  
WE ARE PROVING THAT ECOFRIENDLY  
MATERIALS AND INNOVATIVE CONCEPTS  
CAN SHAPE THE FUTURE OF MOBILITY.***





## RESPONSIBILITY AND TOP PERFORMANCE

*In 2023, we presented the first bicycle tire worldwide made of used old tires: our Green Marathon. The Green Marathon is setting new standards in environmentally friendly tire development as it is made of a particularly high proportion of renewable and recycled material without compromising on quality, puncture protection or mileage.*

*It is the first tire in the world made partly of old tires (from the Schwalbe Recycling System), with the tire manufacturing loop thus closed for the very first time.*

*With this innovative product we are helping to reduce the impact on the environment and at the same time are promoting the bicycle as an ecofriendly means of transport for the future. Our customers can rely on Schwalbe's usual standard of quality. The Green Marathon is a crucial step in our mission to combine ecological responsibility with top performance.*





# SCHWALBE LAB

Every innovation starts with the conviction that even the best can be improved. This requires precise analysis, a vision - and the courage to take up new ideas.

The Schwalbe Lab is the core of our work. This is where ground-breaking innovations such as the Marathon Plus and the Sticky Chair were created - as well as Schwalbe tire recycling.

Am Anfang jeder Innovation steht die Überzeugung. Selbst der beste Reifen lässt sich noch besser werden. Dazu braucht es genaue Analysen, eine Vision - und den Mut, neue Ideen auch anzupacken.

Das Schwalbe Lab ist der Kern unserer Arbeit. Hier entstehen wegweisende Innovationen wie der Marathon Plus, der Sticky Chair und auch das Schwalbe Reifenrecycling.

2023

2020





## INNOVATIVE FOR OVER 50 YEARS

*We have been developing high-quality, innovative products for all cyclists since 1973.*



### Pioneering innovation

The vision and groundbreaking pioneering spirit of our company founder Ralf Bohle have shaped Schwalbe to this very day. Repeatedly we have had the courage to launch innovative projects which has resulted in many achieved milestones, such as the development of the pioneering Marathon and numerous other tire technologies over the past decades. With innovations such as our Schwalbe Recycling System and the introduction of the Green Marathon, we are paving the way towards a closed circular economy. Thanks to our many years of experience and constant striving for top performance, we can develop products that satisfy cyclists' requirements.

### Long-term partnership with Hung-A

Schwalbe's long-term partnership with Hung-A forms the foundation of its successful product developments. Ralf Bohle was particularly skilled in finding and enthusing the right people for each specific task and challenge. Together with our production partner Hung-A in Korea, we have thus established a European/Asian cooperation that has been based on trust and respect right from the very start.

The bond between our two companies is now much more than simply a friendship that has lasted almost 50 years. This cooperation, realised as a joint venture, has been manufacturing tens of millions of tires and inner tubes for many years now. Schwalbe attaches immense importance to everything being produced in house. This means that no tire or inner tube is brought in from any other production sites, with all Schwalbe products fully manufactured within the framework of our joint venture.

### Joint development and production

Our Korean partner, Hung-A, plays a decisive role in the development of our technologies, rubber compounds and in production. All manufacturing stages are completed under one roof, which minimises our dependence on external sub-suppliers. Regular visits and exchanges of information mean that all processes are extremely transparent – from production to occupational health and safety to quality control and the selection of raw material suppliers. Our product development, sales, marketing, supply chain management, quality management and administrative departments are located at the Ralf Bohle GmbH headquarters in Germany.



## CRADLE-TO-CRADLE INSPIRATION

*Working towards the circular economy with innovative solutions.*

### The cradle-to-cradle design

Since 2013, we have been working closely with the Environmental Protection Encouragement Agency (EPEA) to develop our products according to the cradle-to-cradle design. This approach, which harbours the vision of a waste-free economy, is based on designing products so that at the end of their life their materials are either biologically degradable or fully recyclable. Our long-term partnership with EPEA has enabled us to find and implement innovative solutions that provide both ecological and economic benefits.

### Material optimisation

Through our cooperation with EPEA we have not only been able to improve our selection of materials but also optimise our development processes. Here, we use modern, future-proof materials. This is why we are continually investing in the research and development of modern, future-proof materials and recycling options. One key element of this process is material screening, where in cooperation with EPEA we subject all the substances in our products to a thorough analysis. We have developed new material compounds that are not only gentle on the environment but also improve the performance and service lives of our products.

### Transition to the circular economy

We have done pioneering work regarding the circular economy and were the first company in the bicycle industry to develop a rubber compound made entirely of recycled and renewable polymers (Green Compound).

Recycling is a central element in our strategy to switch from a linear to a sustainable circular economy (cradle-to-cradle). We are convinced that the circular economy is the future. This is why we rely on innovative technologies to reduce our dependency on fossil resources and minimise our ecological footprint. We are replacing incineration, the conventional means of disposal for our products, with recycling and thus preventing the loss of valuable secondary raw materials, plus we are significantly cutting CO<sub>2</sub>eq emissions.

### New Schwalbe headquarters in Reichshof

In 2021, Schwalbe opened its new headquarters in Reichshof, Germany, that was built according to the cradle-to-cradle principle. The building is also described as a 'recycling depot', as the materials used are up to 97% recyclable. It also acts as a source of energy thanks to the use of solar cells and an efficient system of energy management that generates excess energy. With its new headquarters, Schwalbe has set major standards in ecological construction.

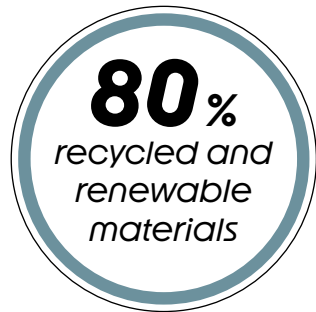
### EPEA services

- Identification of problematic substances
- Scientific advice on the substitution of problematic substances
- Research into modern, future-proof materials and recycling options
- Research for new product ideas
- Networking throughout the entire value chain

### Benefits

- Material optimisation
- Butyl inner tubes are 100% recyclable
- Using 20% recycled butyl rubber in new inner tubes saves 97% CO<sub>2</sub>eq and 80% energy
- Free take-back system with increasing recycling rates introduced
- Development of a full recycling capacity





The Green Marathon won the Eurobike GREEN AWARD in 2023 and the Design & Innovation Award.

## THE WORLD'S FIRST: THE GREEN MARATHON

*The Green Marathon is the first bicycle tire worldwide with a closed product loop.*

### Presentation of the new Green Marathon tire at Eurobike 2023

The idea for the Green Marathon originated several years ago and development officially began in autumn 2019. We wanted to create a new benchmark in environmentally friendly products without compromising on either performance or quality. The Green Marathon was to provide the durability, everyday suitability and puncture protection of the classic Marathon tire while setting new ecological standards.

Under the supervision of Felix Jahn and Stefan Franken, and with the support of former product manager René Marks, the Green Marathon was developed and presented at Eurobike in 2023. No tire in Schwalbe's history has undergone more rigorous testing than the Green Marathon.

It consists of 80% recycled and renewable materials, including recycled nylon from fishing nets (Seawastex), recovered carbon black (rCB) from the Schwalbe Recycling System, recycled steel and rubber, natural rubber from fair trade and further ecofriendly components. The tire uses no new synthetic rubber based on petroleum which saves considerably on resources.

The Green Marathon is over 99% free of harmful substances and sets new standards in environmentally friendly tire development. Its presentation at Eurobike was met with great interest and earned Schwalbe positive feedback from experts and consumers alike.

The development of the Green Marathon faced numerous technological challenges that we were able to successfully master. One key milestone was eliminating over 99% of all harmful substances which we achieved working together with the EPEA environment institute.

The difficulty was to achieve this goal without compromising the tire's durability. Moreover, the use of 100% Fair Rubber was an important requirement in development. Our aim was to use the most ecofriendly materials currently available and to reduce the consumption of untapped resources in order to promote the idea of the circular economy.

### Cooperation with Hung-A

Our cooperation with Hung-A was a key factor in the development of the Green Marathon. Over the course of its development, countless prototypes and versions were manufactured, whose various parameters were assessed both in the lab and in practice.

This venture has resulted in a more intensive cooperation between Hung-A and its suppliers - which was necessary as new substances and materials had to be found and evaluated. Our development partnership with Hung-A has helped to set new standards in the development of rubber compounds, resulting in our ADDIX ECO compound.

### High standards

Our many years of collaboration with Hung-A have also allowed us to ensure high standards in the development and production processes in relation to working conditions, human rights, environmental protection and quality at the production sites. Furthermore, production in Asia provides us with decades of outstanding expertise in rubber processing and tire production which helps us to manufacture high-quality, ecofriendly products.

### Springboard for further innovation

For us, the Green Marathon is the starting point for further environmentally friendly innovations. The experience we have gained in its development enables us to apply its green attributes to other Schwalbe products.

We aim to do away with conventional virgin carbon black entirely in the future. Instead, by 2024, we want to manufacture 70% of our tire portfolio using recovered carbon black (rCB).

This will also make our high-quality racing bike, gravel, MTB and touring tires much more ecologically friendly; cyclists can also use green attribute products in these categories, too, and actively help to save resources and protect the environment.







**0,49 kg**  
*Production*

**PCF  
Green  
Marathon  
CO<sub>2</sub> eq**

**0,06 kg**  
*Logistics*

**0,9 kg**  
*Raw  
Materials*

## THE FIRST GREEN MARATHON PCF

The first detailed product carbon footprint for the Green Marathon impressively documents the positive impact this is already having on the environment.

### Product carbon footprint for the new Green Marathon

With a product carbon footprint of 1.43 kg CO<sub>2</sub> equivalents (CO<sub>2</sub>eq), the Green Marathon saves 41% CO<sub>2</sub>eq compared to its predecessor model. This considerable reduction in CO<sub>2</sub>eq emissions was brought about by the consistent use of recycled and renewable materials. Besides rCB, the full elimination of new synthetic rubber through the use of recycled rubber and a high proportion of Fair Rubber should be mentioned here. Synthetic rubber is very resource intensive as it uses petroleum. In addition, Seawastex is used as the carcass material; this is recycled nylon made of fishing nets which generates 49% fewer CO<sub>2</sub>eq emissions than conventional nylon.

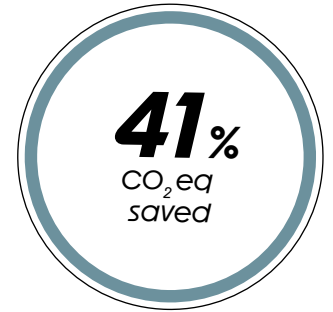
### Very low transport emissions

The carbon footprint shows that a good two thirds of these emissions stem from the extraction of raw materials, followed by the energy needed for production. Logistics and transport emissions for the Green Marathon account for a very low percentage of around 3%. These results stress the importance of our continuous research and development with respect to material optimisation. By using recovered carbon black, fair trade natural rubber and other environmentally friendly materials, we are setting new standards when it comes to reducing our impact on the environment.

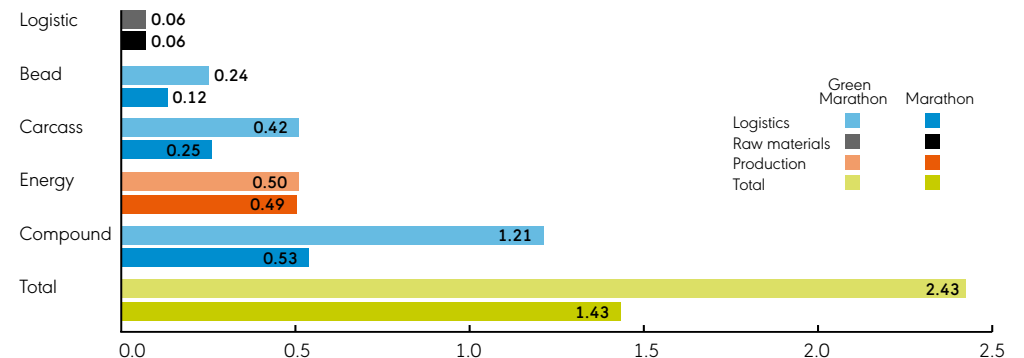
### Carbon footprints for our product portfolio from 2025

We aim to draw up extensive carbon footprints for all our tires and inner tubes by 2025 and further minimise the environmental impact of our entire product portfolio. We want to fully document the entire life cycle of our products and account for all aspects thereof – from raw material extraction to use to recycling. This will help us to manufacture products that save even more resources and are even more environmentally friendly.

Our product carbon footprints are computed according to strict scientific criteria and international standards. These include ISO norms 14040, 14044 and 14067 that ensure that our calculations are both transparent and plausible. The data we collect along with our suppliers and partners permits us to precisely calculate and continuously improve our products' carbon footprints.



Product Carbon Footprint (PCF) Marathon-Green Marathon\*



\* The calculation is based on the best-selling tire size (40-622 with a weight of 810 grams for both models), the exact value varies for other tire sizes.



## THE SCHWALBE RECYCLING SYSTEM

*We are the first bicycle tire manufacturer worldwide to have introduced an innovative, holistic process for tire recycling.*

### Launch of an innovative tire recycling process

As a manufacturer, we are responsible for the products we make – also after their end of life. The Schwalbe Recycling System encourages cyclists to return used tires and inner tubes so that they can be recycled, thus preventing unnecessary waste and the loss of valuable resources. The aim is to use the recovered material in the production of new goods without any loss of quality and to further increase the amount of recycle contained therein. This is an important move towards the circular economy.

Schwalbe is the first bicycle tire manufacturer worldwide that has managed to develop an extensive and innovative tire recycling process together with its partners. In cooperation with Pyrum Innovations AG and Cologne Technical University, a process was developed that enables all brands of used tire to be recycled. This is a big step with respect to the protection of the environment. The process cuts CO<sub>2</sub>eq emissions, that would otherwise be generated by incineration of the tires, by 80%.

During the recycling process, the tires are first shredded in a four stages process, with the tires separated into rubber granulate, textile fibres and steel.

During pyrolysis, the rubber granulate is broken down at a temperature of 700°C without the addition of oxygen. Gas, oil, and pyrolysis coke are produced during the recycling process. The gas is used to power the plant, making the entire process self-sufficient in its energy supply, the oil is sent to BASF for additional processing and the pyrolysis coke is further processed to form recovered carbon black (rCB).

The Schwalbe Recycling System won the Eurobike INNOVATOR'S PRIZE in 2022.

### Extensive network

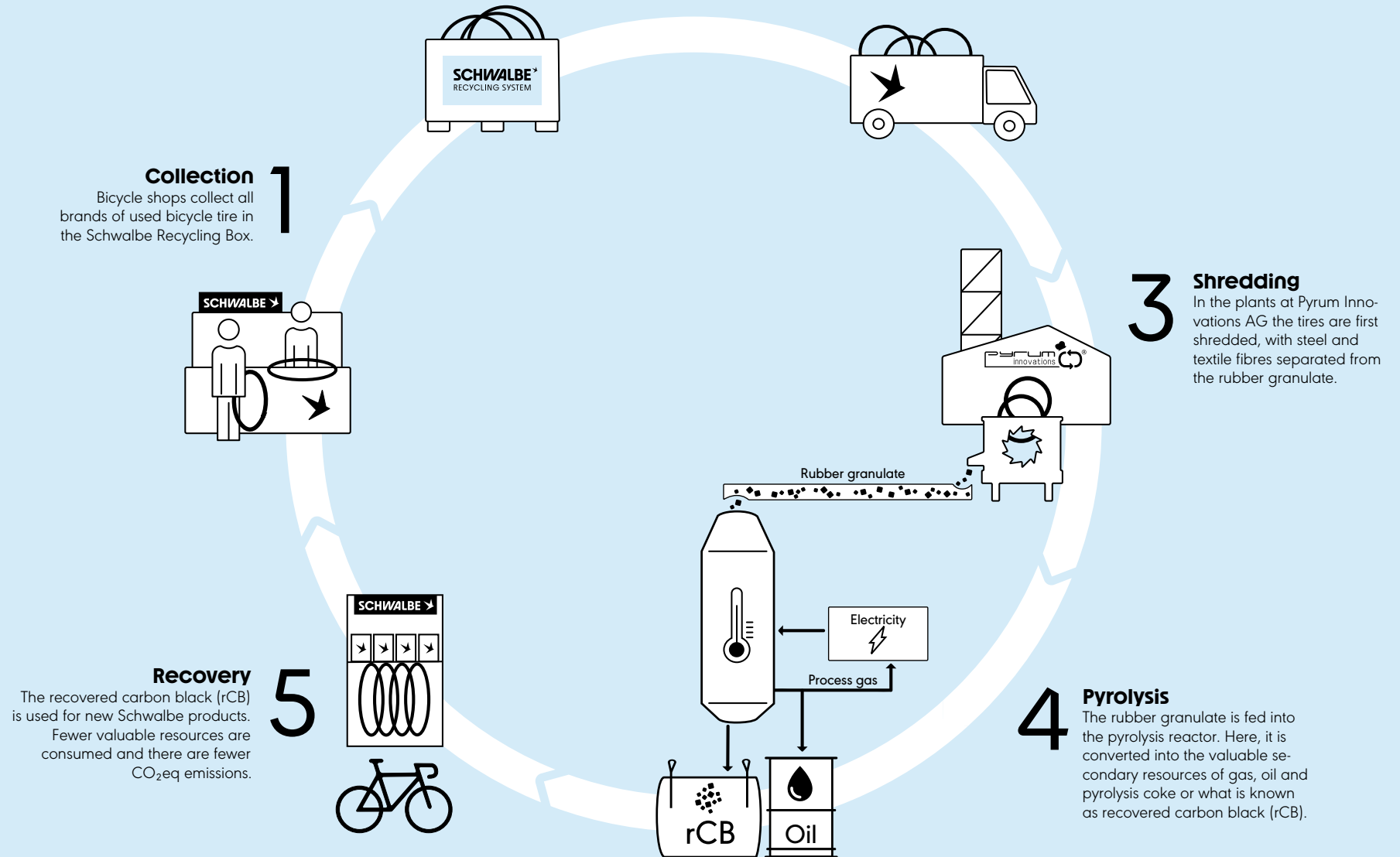
Our recycling program goes way beyond simple collection and recycling, however. We have built up an extensive network that makes it easier for retailers and consumers to return their used tires. This system ensures that materials that would otherwise end up as waste are reused. This results in a much smaller ecological footprint.

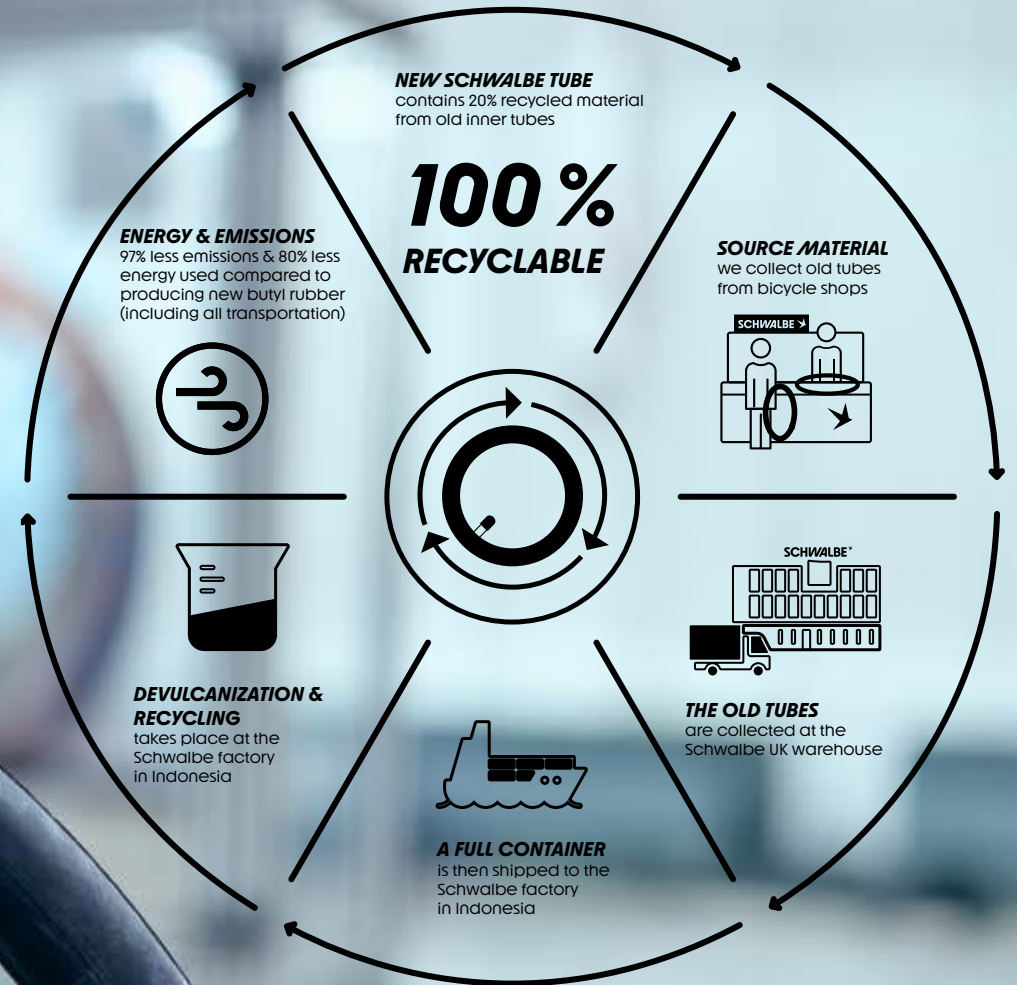




# SCHWALBE Recycling System

## The process





# INNER TUBE RECYCLING

*We have been recycling bicycle inner tubes since 2015 and use the recycled material in the production of new tubes without any loss of quality.*

## Successful recycling campaign since 2015

Our inner tube recycling program is a core element of our CSR strategy and one of the most successful recycling campaigns in the bicycle industry. Old inner tubes are systematically collected, cleaned, and turned into new products in a special process.

Through Schwalbe's inner tube recycling process customers can now return their used bicycle inner tubes to specialist retail outlets; the tubes are then transported to the Schwalbe plant in Indonesia and recycled in a special devulcanisation process.

The amount of recycled material in a new Schwalbe standard inner tube now already amounts to about 20%. Continuously increasing the proportion of material reused is a major target, as is maintaining the quality of all new inner tubes.

Compared to the conventional manufacturing process, an 80% reduction in energy consumption can be achieved through the recycling process. The fact that transport routes are also included in the energy footprint deserves acknowledgement here.

## Life Cycle Assessment (LCA) for inner tube recycling

A comprehensive LCA study shows that using recycled butyl (rButyl) from the Schwalbe inner tube recycling program to replace new (fossil-based) butyl enables a 97% CO<sub>2</sub>eq reduction. The study was carried out according to ISO 14040, 14044 and 14067 guidelines and modelled with the Sphera LCA For Experts software.

In 2023 Schwalbe saved over 5,683 tons of CO<sub>2</sub>eq by using rButyl from the Schwalbe inner tube recycling program as a substitute for fossil-based new butyl.

## Over ten million recycled inner tubes

Since the launch of the program in 2015, over ten million inner tubes have been recycled. In extending it to France and Italy, our inner tube recycling drive is now active in eleven countries which also include Germany, Austria, Great Britain, Belgium, the Netherlands, Luxembourg, Liechtenstein, Switzerland and the USA. It is expected that other nations will follow.

Schwalbe's inner tube recycling system has won the Eurobike 2015 GREEN AWARD, the 2020 GREEN CONCEPT AWARD and the 2021 German Sustainability Award.



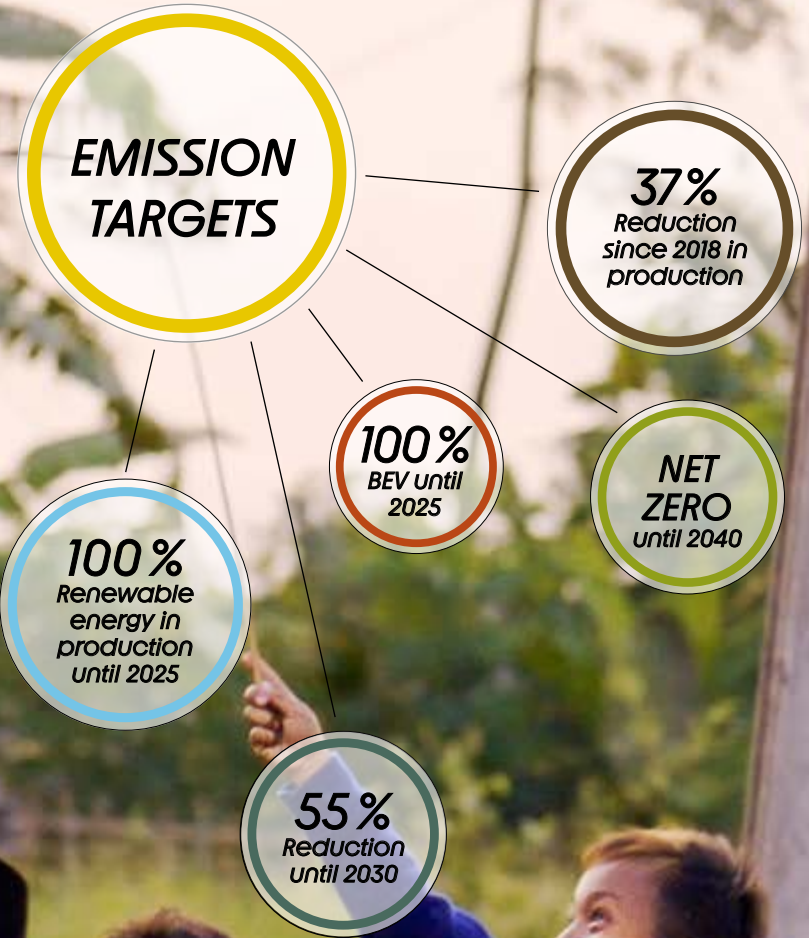
**DRIVEN BY OUR  
PIONEERING SPIRIT,  
WE REPEATEDLY  
EXPLORE NEW  
AVENUES AND  
BROADEN THE  
BOUNDARIES  
OF POSSIBILITY.**



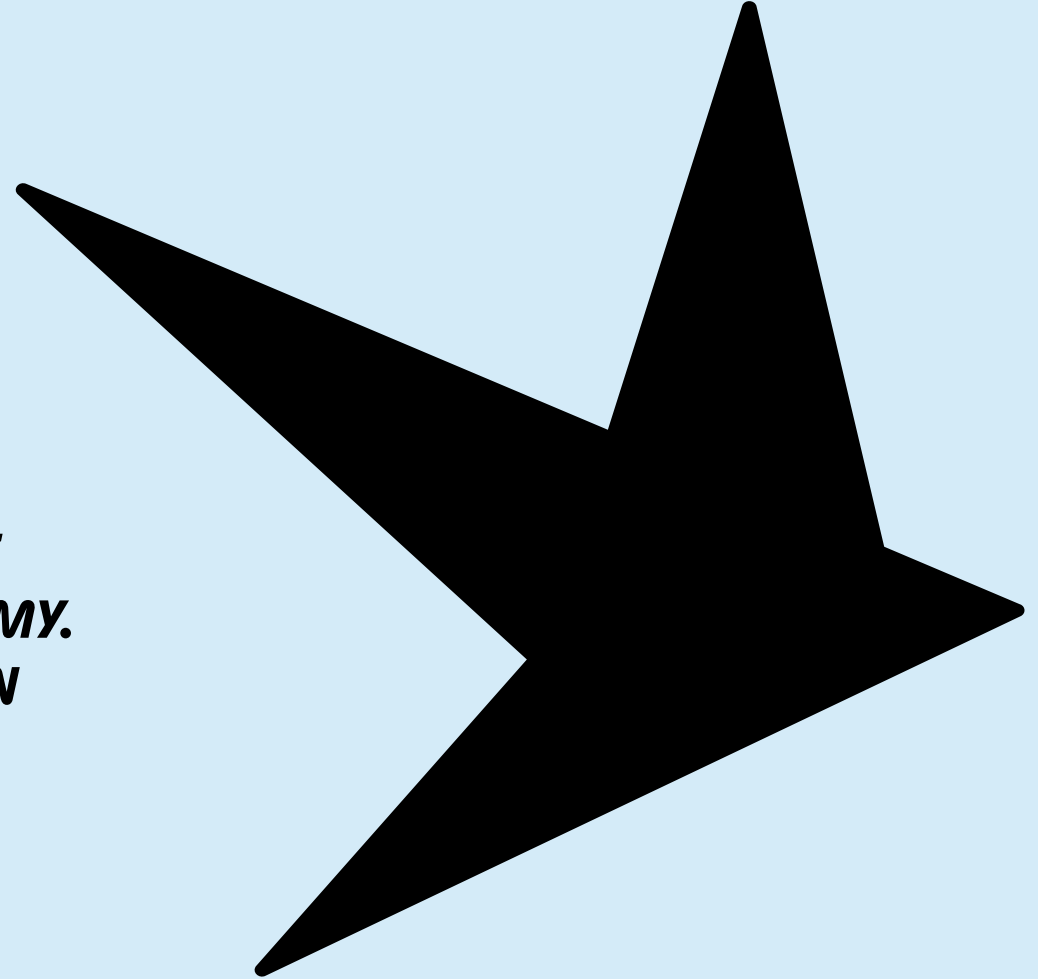
\* The study was evaluated using the current IPCC AR6 characterization model in the climate change impact category with a GWP 100 impact indicator (global warming potential of 100 years) which is quantified in units of CO<sub>2</sub>e. Biogenic CO<sub>2</sub> was not included in the evaluation of the results.



# EMISSION REDUCTIONS AND CLIMATE PROTECTION

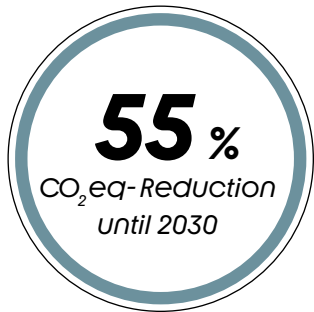


***WE FULLY BELIEVE IN PROTECTING THE  
CLIMATE AND THE CIRCULAR ECONOMY.  
OUR FOCUS LIES IN THE OPTIMISATION  
OF OUR PRODUCT AND CORPORATE  
CARBON FOOTPRINTS.***

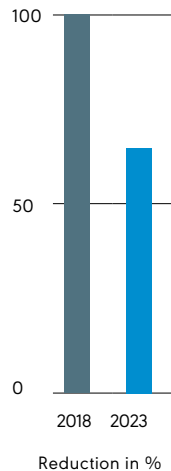


## NEW STANDARDS IN CLIMATE PROTECTION

*For us, it goes without saying that we aim to minimise the negative impact of our actions on nature and the climate. We are taking this one step further, however, and will make additional positive contributions for the good of our climate and environment.*



**Total emission  
Schwalbe Group  
scope 1, 2, 3,**



### Combatting global warming

Since the early 1990s, Schwalbe has continuously examined its ecological footprint and analysed its business activities regarding environmental compatibility, efficiency, social impact, and safety. To structure our commitment, our CSR team coordinates the collection of environmental data and reporting.

As leaders in our industry, we support the goal of the international community to limit global warming to well below 2°C. To this end, we are working on extensive concepts designed to optimise our energy consumption and actively save on resources. One important module in this respect is the planned switch over to 100% renewable energies – also at our subsidiaries and production joint venture. As of 2026, we want to do without fossil fuels completely. At our headquarters in Reichshof we have already achieved 65% of this target, motivating us to ambitiously continue working to bring about a full change.

### New consolidation group for climate data

Starting with reporting year 2023, our emissions data will be presented for the entire Schwalbe Group. The base year is 2018. Accordingly, our specified climate goals apply to all emissions of the Schwalbe Group.

### Emission targets for 2030 now include scopes 1, 2 and 3

Starting with the 2023 reporting year, our emission targets for 2030 now include not only scope 1 and 2 but also scope 3 emissions. Our continuing aim is to cut our emissions – now also including scope 3 – by at least 55% by 2030 compared to 2018. This means that alongside the direct emissions from our operating processes and indirect emissions from our energy consumption, we now also take the greenhouse gas emissions generated during the manufacture and transportation of our products into consideration. In 2023 we managed to reduce our scope 1, 2 and 3 emissions by 35% compared to 2018.

### Science-Based Targets Initiative (SBTi)

In 2022, we joined the Science-Based Targets initiative (SBTi) to cut our business-relevant scope 1, 2 and 3 emissions to net zero by 2040 in relation to base year 2018 – in addition to our short- and medium-term reduction target of -55%. This means that Schwalbe will no longer pollute the atmosphere with its emissions. In this context, net zero means that the total assignable emissions then still generated in a business year are completely removed from the atmosphere by reduction measures.





## TOTAL EMISSIONS AND ENERGY CONSUMPTION

*The Schwalbe Group's entire scope 1, 2 and 3 emissions have been cut by 35% since 2018.*

### The Schwalbe Group's greenhouse gas emissions

In 2023, the Schwalbe Group's emissions amounted to 574.3 metric tons of CO<sub>2</sub>eq in scope 1, 70.9 tons of CO<sub>2</sub>eq in scope 2 and 14,439.4 tons of CO<sub>2</sub>eq in scope 3. This equals a total emission of 15,084.6 tons of CO<sub>2</sub>eq. In 2023, 3.8% of the Group's total greenhouse gas emissions were thus attributed to scope 1, 0.5% to scope 2 and 95.7% to scope 3. The total emissions generated by the Schwalbe Group in the base year ran to 23,061.8 metric tons of CO<sub>2</sub>eq. This results in a reduction target of 55% and 10,377.3 tons of CO<sub>2</sub>eq for 2030. Compared to base year 2018, the Schwalbe Group has thus managed to cut its total emissions by 35%.

### Electricity and heating consumption

In 2023 737,660 kWh of electricity were used at the facility in Reichshof, with 69,610 kWh of this self-generated from renewable energy sources. In addition, 668,050 kWh of electricity from renewable energies were procured externally.

At our Reichshof headquarters a total of 523,690 kWh of gas were used for heating in 2023. In addition, 106,786 litres of fuel were consumed at the same location in the reporting year.

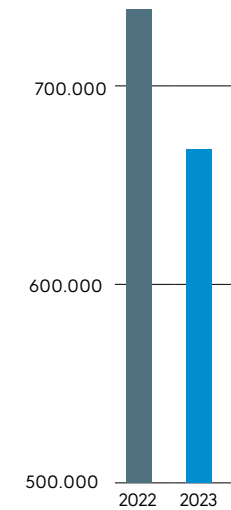
### Reduction measures and residual emissions

In order to achieve our emissions targets, we aim to optimise our production processes, use more environmentally friendly substances and materials, improve our energy efficiency, procure renewable sources of energy and promote sustainable transportation solutions. Yet even when all possible ways of avoiding and reducing emissions have been exploited, some processes, such as the extraction of raw materials or logistics, will continue to generate (residual) emissions. We will cut these remaining emissions by financing special climate protection and development projects. The chief aim thereof is to permanently remove emissions from the atmosphere and store them (Carbon Dioxide Removal or CDR).

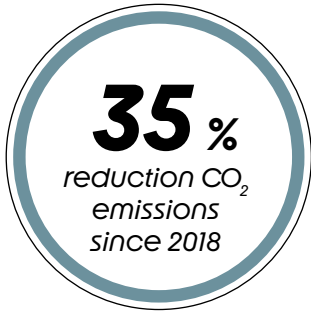
### Positive contributions for our climate and natural surroundings

Our ambitions stem from the objectives of and our close adherence to the cradle-to-cradle principle - namely to not only reduce the negative impact throughout and beyond our own value chain but to also make positive holistic contributions aimed at restoring ecosystems and protecting them in the long term, for example. To this end, Schwalbe supports the SBTi's Beyond Value Chain Mitigation (BVCM) concept.

**Third-party electricity from renewable sources**



Absolute energy consumption in kWh



## DEVELOPMENT IN EMISSIONS SINCE 2018

The climate footprint covers the entire Schwalbe Group including its subsidiaries and is referenced to base year 2018.

### Third-party electricity from renewable sources

in tonnes CO <sub>2</sub> eq	2018	2023
<b>Headquarter Germany</b>		
Scope 1	385.31	350.01
Scope 2	297.04	-
Scope 3	18,358.32	7,795.18
Total	19,040.68	8,145.19
Our goal for 2030 is a reduction of 55%		<b>8,568.31</b>
<b>Subsidiaries</b>		
Scope 1	227.62	224.33
Scope 2	62.80	70.86
Scope 3	3,730.70	6,644.21
Gesamt	4,021.12	6,939.41
Our goal for 2030 is a reduction of 55%		<b>1,809.50</b>
<b>Headquarter Germany &amp; Subsidiaries</b>		
Scope 1	612.94	574.34
Scope 2	359.84	70.86
Scope 3	22,089.02	14,439.39
Gesamt	23,061.80	15,084.60
Our goal for 2030 is a reduction of 55%		<b>10,377.31</b>

### Significant cut in emissions since 2018

The greenhouse gas emissions generated by the Schwalbe Group including its international subsidiaries are split into three categories for 2018 and 2023: scope 1 (direct emissions), scope 2 (indirect emissions from purchased energy) and scope 3 (all other indirect emissions).

In summary, scope 1 emissions at Schwalbe's German headquarters and its subsidiaries sank from 612.9 metric tons of CO<sub>2</sub>eq in 2018 to 574.3 tons of CO<sub>2</sub>eq in 2023. Scope 2 emissions dropped from 359.8 tons of CO<sub>2</sub>eq in 2018 to 70.9 tons of CO<sub>2</sub>eq in 2023. Scope 3 emissions fell from 22,089.0 tons of CO<sub>2</sub>eq in 2018 to 14,439.4 tons of CO<sub>2</sub>eq in 2023. Total emissions were thus reduced from 23,061.8 tons of CO<sub>2</sub>eq in 2018 to 15,084.6 tons of CO<sub>2</sub>eq in 2023.

Overall, a significant cut in total emissions has been made since 2018 both at Schwalbe's German headquarters and its subsidiaries, especially in the scope 3 category.

**Definition of the three scopes**

**Scope 1**

Scope 1 covers all direct processes, procedures and services executed by a company's own employees, machines, or vehicles at its own facilities, such as the consumption of fuel for heating or for operation of the company's vehicle fleet.

**Scope 2**

Scope 2 exclusively records the sources from which electricity, steam, heating, and cooling are procured.

**Scope 3**

Scope 3 logs all other indirect emissions generated by the manufacture of raw materials, products, or services along the upstream and downstream value chains.



***WE ALREADY USE 100 % GREEN ELECTRICITY  
AT OUR HEADQUARTERS.***



## THE SCHWALBE GROUP'S GREENHOUSE GAS BALANCE

Greenhouse gas emissions for the Schwalbe Group are uniformly identified for scopes 1, 2 and 3.

### GHG Protocol Standard

2023's greenhouse gas emission balance for the Schwalbe Group is based on the internationally recognised GHG Protocol: A Corporate Accounting and Reporting Standard and encompasses all climate-relevant greenhouse gases that fall under the 'operative control' of the company. The data for these calculations is based on ecoinvent 3.9.1 and the IPCC AR6 assessment method (GWP 100). From reporting year 2023 we will be drawing up our greenhouse gas balance together with the ClimateSeed platform as our partner.

### Scope 1, 2 & 3 Schwalbe Group, all values in metric tons CO<sub>2</sub>eq.

		DE	FR	IT	NA	NL	UK	Grand Total
Scope 1	Direct Emissions							
	1-1 Direct Emissions from Stationary Combustion Sources	94.57		1.54	87.77	24.81		208.69
	1-2 Direct Emissions from Mobile Combustion Sources	255.44		6.66	12.46	24.64	61.86	361.05
	1-4 Direct Fugitive Emissions			0.82		3.77		4.60
Scope 1 Total		350.01		9.02	100.23	53.22	61.86	574.34
Scope 2	Indirect Emissions							
	2-1 Direct Emissions from Stationary Combustion Sources		0.21		19.04	34.57	17.04	70.86
Scope 2 Total			0.21		19.04	34.57	17.04	70.86
Scope 3	Other Indirect Downstream GHG emissions							
	3-1 Purchased Goods and Services	375.79	8.01	3.28	29.10	50.28	1.43	467.90
	3-2 Capital Goods		4.81	0.53	0.20			5.53
	3-3 Fuel and Energy-Related Activities	3,151.66	59.75	44.81	29.87	507.98	238.99	4,032.93
	3-4 Upstream transportation and distribution	10.30	34.82	4.22	29.59	386.89	1.05	467.01
	3-5 Waste generated in Operations	17.31	0.09	0.06	8.06	9.35	6.61	41.48
	3-6 Business Travel	3,237.34		0.01	72.68	266.55	4,569.03	8,145.60
	3-7 Employee Commuting	35.80	0.08	0.06	0.34	1.21	0.25	37.73
	3-9 Downstream Transportation and Distribution	761.84	5.83	5.54	31.61	3.93	43.00	851.76
	3-11 Use of Sold Products	205.14	-	2.62	20.09	21.44	15.49	264.77
	3-12 End-of-Life of Sold Products				124.68			124.68
Scope 3 Total		7,795.18	113.37	61.13	346.23	1,247.63	4,875.86	14,439.39
<b>Grand Total</b>		<b>8,145.19</b>	<b>113.58</b>	<b>70.14</b>	<b>465.50</b>	<b>1,335.42</b>	<b>4,954.76</b>	<b>15,084.60</b>

## GREENHOUSE GAS BALANCE IN PRODUCTION

The climate footprint of our joint venture is based on The GHG Protocol: A Corporate Accounting and Reporting Standard.

### Scope 1, 2 & 3 Production, all values in metric tons CO<sub>2</sub>eq

		Vietnam	Indonesia	Grand Total
Scope 1	Direct Emissions			
	1-1 Direct Emissions from Stationary Combustion Sources	3,965.29	6,029.62	9,994.92
	1-2 Direct Emissions from Mobile Combustion Sources	121.76	155.58	277.34
	1-4 Direct Fugitive Emissions	40.30	62.98	103.28
Scope 1 Total		4,127.36	6,248.18	10,375.54
Scope 2	Indirect Emissions			
	2-1 Direct Emissions from Stationary Combustion Sources	22,178.54	22,383.51	44,562.06
Scope 2 Total		22,178.54	22,383.51	44,562.06
Scope 3	Other Indirect Downstream GHG emissions			
	3-1 Purchased Goods and Services		29,683.42	29,683.42
	3-2 Capital Goods	10.75	3.09	13.84
	3-3 Fuel and Energy-Related Activities	2,577.90	3,015.79	5,593.69
	3-4 Upstream transportation and distribution	85.73	9.07	94.80
	3-5 Waste generated in Operations	29.45	23.57	53.02
	3-6 Business Travel			
	3-7 Employee Commuting			
	3-9 Downstream Transportation and Distribution			
	3-11 Use of Sold Products			
	3-12 End-of-Life of Sold Products			
Scope 3 Total		2,703.83	32,734.94	35,438.77
Gesamt		<b>29,009.73</b>	<b>61,366.64</b>	<b>90,376.37</b>

### Joint venture greenhouse gas emissions

In 2023, emissions for Schwalbe's joint ventures amounted to 10,375.5 metric tons of CO<sub>2</sub>eq in scope 1, 44,562.1 tons of CO<sub>2</sub>eq in scope 2 and 35,438.8 tons of CO<sub>2</sub>eq in scope 3. This equals a total emission of 90,376.4 tons of CO<sub>2</sub>eq. In 2023, 11.5 % of the joint ventures' total greenhouse gas emissions were thus attributed to scope 1, 49.3 % to scope 2 and 39.2 % to scope 3.

The total emissions generated by the joint ventures in base year 2018 ran to 167,163.49 metric tons of CO<sub>2</sub>eq. This results in a reduction target of 55 % and 75,223.57 tons of CO<sub>2</sub>eq for 2030. Compared to base year 2018, the joint ventures have thus managed to cut their total emissions by 46 %.

The emissions for the joint venture's locations in Indonesia and Vietnam are allocated to Scope 3 of the Schwalbe Group: For the current report, we are starting with selected Scope 3 categories. In the future, additional categories will be included.

## CLIMATE PROTECTION IN THE VALUE CHAIN

*We implement targeted measures in the value chain for effective climate protection.*



### Responsibility in the value chain

Schwalbe is well aware of the huge significance of the value chain for climate protection and the responsibility associated with this. Starting with the CSR report for 2023, this topic will be given a stronger focus in reporting, with the 2023 edition a first step towards documenting these measures in a more transparent fashion.

We want to describe the many campaigns that Schwalbe has initiated together with Hung-A, at its subsidiaries and in logistics to reduce its ecological footprint. In production in Indonesia and Vietnam, Schwalbe relies on state-of-the-art technologies and renewable energies to cut emissions and use resources more efficiently. In the 2023 reporting year, it has successfully employed Seawastex yarn (recycled nylon from old fishing nets) in its Green Marathon and other models. Logistics also plays a central role: Schwalbe believes in using environmentally friendly transport solutions and optimised supply chains to significantly further reduce its CO<sub>2</sub>eq emissions.

These measures underline Schwalbe's commitment to the protection of our climate and the responsibility the company assumes throughout the entire value chain. The CSR report for 2023 marks the beginning of a more intensive analysis of this critical issue and lays the foundations for future transparency and further developments, with us presenting select projects throughout our supply chain in this report.



**Successful emission cuts in production**

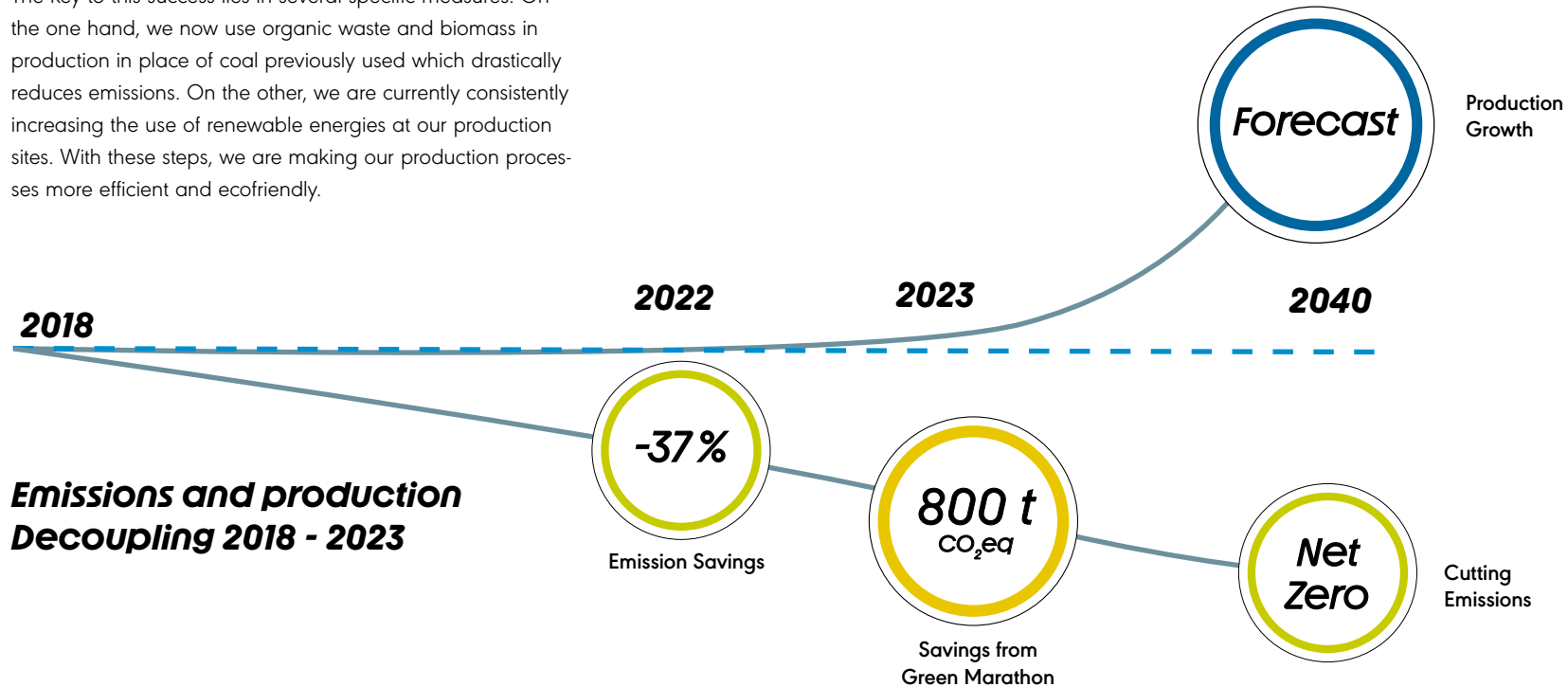
Despite the strong economic growth of the last few years, we have been able to significantly cut our emissions in production – a 46 % reduction in 2023 compared to 2018. This process, known as decoupling, means that we have managed to separate our production growth from the generation of additional emissions.

The key to this success lies in several specific measures. On the one hand, we now use organic waste and biomass in production in place of coal previously used which drastically reduces emissions. On the other, we are currently consistently increasing the use of renewable energies at our production sites. With these steps, we are making our production processes more efficient and ecofriendly.

Overall, our climate strategy is having an effect: we can grow economically without increasing our emissions. One impressive example of this are the savings yielded by the Green Marathon, with which we cut emissions by approximately 800 tons of CO<sub>2</sub>eq in 2023 alone. These results show that our concept of emissions reduction and economic growth functions within planetary boundaries.



**OUR SUCCESS IN DECOUPLING SHOWS THAT PRODUCTION GROWTH IS POSSIBLE WHILE CUTTING EMISSIONS.**





**By using discarded fishing nets, we have been able to increase the proportion of recycled and renewable materials in the Green Marathon to 80 %.**



Collecting



Sorting



Cleaning



Recycling



New carcass

### Seawastex in the Green Marathon

Seawastex is made from fishing nets that can no longer be used and have been thrown away. These nets are collected and turned into tire carcasses made of recycled nylon that fully replaces petroleum-based nylon. Taiwanese carcass manufacturer Formosa Taffeta produces Seawastex.

The Seawastex carcass makes up around 10% of the weight of the Green Marathon (depending on its size). This has enabled the proportion of recycled and renewable materials in the tire to be further increased from 70% to 80% just six months after launching the Green Marathon at Eurobike. This reduces Schwalbe's dependence on petroleum-based materials and thus cuts CO<sub>2</sub>eq emissions. In the long term, we are planning on increasing the amount of Seawastex used in our product portfolio. This will help to conserve resources, preserve marine life, and keep our oceans cleaner.

The fishing nets are collected in Taiwan, where the nets are cleaned, chemically recycled and spun into new nylon yarn. Formosa Taffeta uses this to weave the new Seawastex yarn that has the same quality characteristics as conventional nylon. As production is local, transport emissions are minimal, with 49% of CO<sub>2</sub>eq emissions saved compared to conventional nylon carcasses.

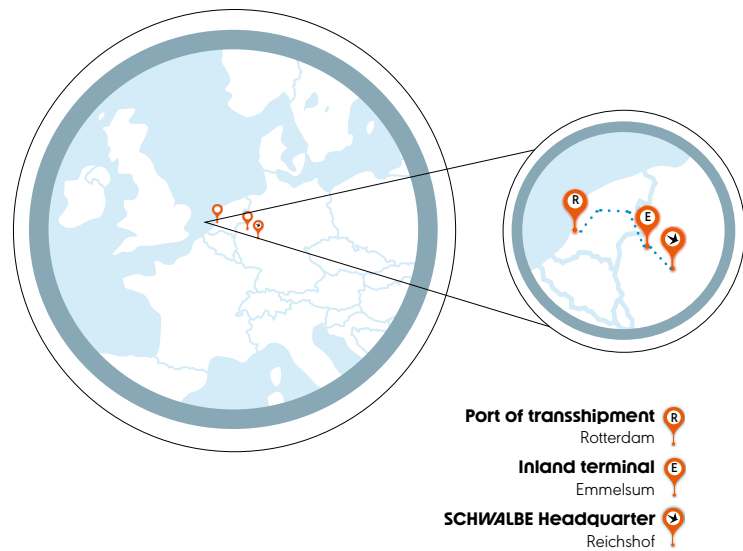


### Ecofriendly logistics at the Emmelsum inland terminal

The Emmelsum inland container terminal plays a vital role in the environmentally friendly logistics of our Schwalbe products. Strategically positioned, just two kilometres from one of our biggest warehouses, the terminal provides an efficient connection to the general cargo hub network in the Ruhr region. Containers carrying Schwalbe products are shipped from Asia to Rotterdam and transported from there to Emmelsum on barges driven by biofuel.

### Electric vehicles for a green future

Following their arrival at the inland port in Emmelsum, the containers are then transported to our warehouse by electric truck. This environmentally friendly mode of transport reduces CO<sub>2</sub>eq emissions and improves air quality. By using electric trucks and directly feeding them into the general cargo hub, we are moving towards future-oriented transportation solutions and supporting the reduction of fossil fuels in the logistics industry.







**10 mil**  
recycled bicycle  
inner tubes since 2015

**5,683 t**  
CO<sub>2</sub>eq savings for  
inner tube recycling

**660 k**  
recycled bicycle tire  
since 2022

**11**  
countries using  
the recycling system

## RECYCLING DATA FORECAST

*We can now forecast the emissions savings for our inner tube recycling program for the first time.*

### Schwalbe Recycling System

Through our bicycle inner tube recycling system, since 2015 we have recycled over ten million or 1,760 metric tons of inner tubes, two million or 320 tons thereof in 2023. Since introducing our bicycle tire recycling program in 2022, more than 650,000 tires have been recycled. In the 2023 reporting year, we expanded our inner tube recycling campaign to also cover France, Italy and the USA. By including these three nations, the number of participating countries has now risen to eleven (Germany, Austria, Great Britain, Belgium, the Netherlands, Luxembourg, Liechtenstein, and Switzerland) – with plans to involve more.

### Greatly increased recycling quotas

Based on the steadily growing number of specialist retailers participating in our recycling system, we are reckoning on a clear increase in recycling quantities. Going by our forecast\* revised in the reporting year, in 2025 we will have recycled around 20 million bicycle inner tubes and over two million bicycle tires.

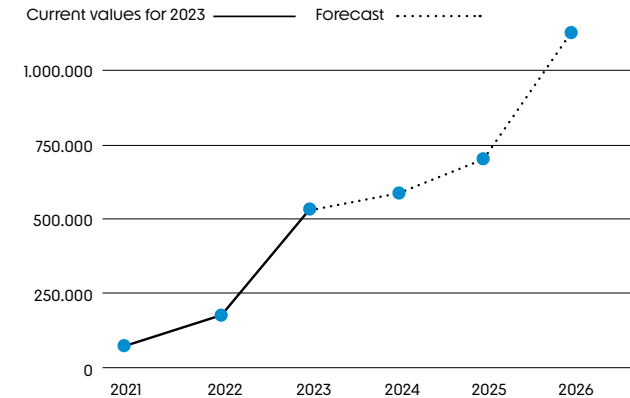
### Forecast extended to include emission savings

Beginning with reporting year 2023, based on our available PCF analyses for inner tube recycling we can also define the quantity of greenhouse gas emissions saved.

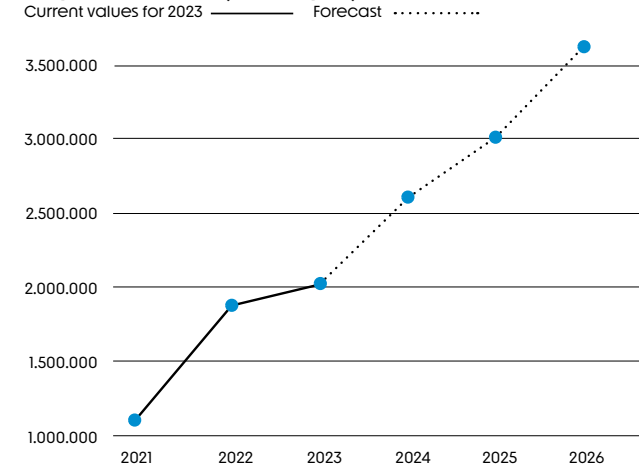
A saving of 5,683 tons of CO<sub>2</sub>eq can be recorded for inner tube recycling for the reporting year\*. By 2026 savings of 15,257 tons of CO<sub>2</sub>eq are forecast for our inner tube recycling program.

\* When calculating the forecast for the 2023 reporting year, lower growth rates were used in the model. The international expansion of our recycling program was also accounted for. This results in slightly lower forecast values for tire recycling and a slightly higher prognosis for inner tube recycling.

**Recycled tires (number/year)**



**Recycled inner tubes (number/year)**



# RESOURCE CONSUMPTION

*We attach immense value to reducing our resource consumption and optimising the efficient use of materials and waste.*

## Waste quantities and water withdrawal

The total amount of waste generated at the Schwalbe's Headquarter in Reichshof in the reporting year amounted to 51.62 metric tons. 0.26 tons of electronic scrap were successfully recycled in 2023. At our headquarters we work closely together with a waste disposal company and a recycling service provider. In 2023 1,053 cubic metres of water were withdrawn at the Reichshof facility, with the amount of wastewater running to 929 cubic metres. In future CSR reports we want to provide a more detailed overview of our water consumption. The organic waste generated at Reichshof is used to produce renewable energy.

### Waste by type

in t	2021	2022	2023
Plastics	5.26	14.61	5.76
Paper/cardboard	-	36.35	26.49
Hazardous waste	0.29	-	-
Electrical waste	2.64	1.19	0.26
Remaining waste	17.15	17.68	19.12

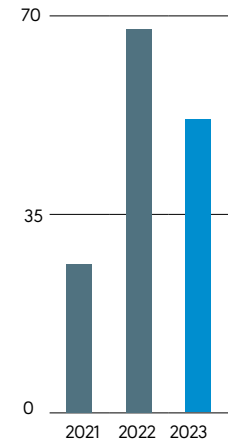
## Recycled packaging material

We use cardboard boxes made of renewable and recycled raw materials to package our after-market products. This helps us to cut down on the use of fossil resources for our packaging materials and guarantees the best-possible recyclability.

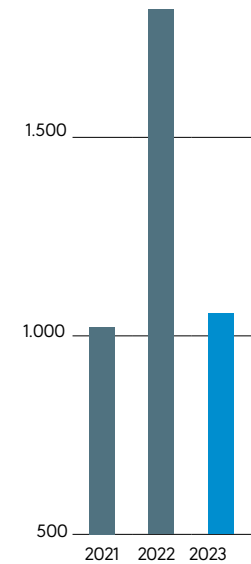
We also only use paper and cardboard from FSC-certified sources for our packaging. The FSC certificate stands for "Forest Stewardship Council" and is an internationally recognised system of certification for responsible forestry.

In the year 2022 we signed up to the industry-wide commitment to reduce packaging waste initiated by the Confederation of the European Bicycle Industry (CONEBI) and Cycling Industries Europe (CIE).

Our aim is to only use 100% recycled materials for all our packaging by 2025 and to drastically reduce the amount of unavoidable packaging.



**Total waste in Reichshof in t**



**Water withdrawal at the Reichshof site in m³**



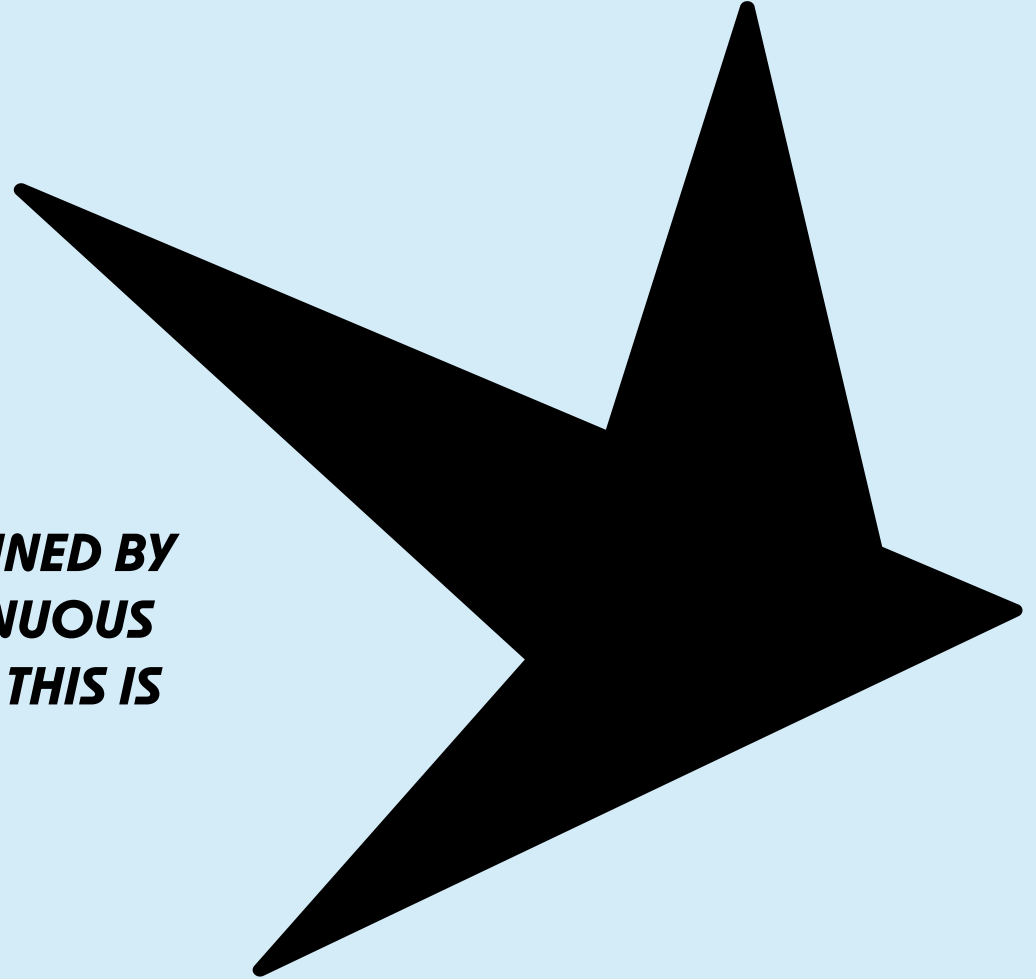
# WELCOME



***PEOPLE – MOTIVATION  
AND PERSPECTIVES***



***OUR WORKING ENVIRONMENT IS DEFINED BY  
DIVERSITY, INTEGRATION, AND CONTINUOUS  
FURTHER TRAINING – FOR SCHWALBE, THIS IS  
A GIVEN.***





Employees in Germany in 2023

**212**  
Employees

**8**  
Apprentices and working students

**0.9%**  
Employee turnover rate

**15**  
New hires

## INTERVIEW WITH GIOVANNA SALVATO

*Giovanna Salvato is Head of Human Resources at Schwalbe.*

*As an authorized signatory she is part of the extended management board.*

### Can you tell us a bit about the corporate culture at Schwalbe and the importance of long-term employee loyalty to the company?

At Schwalbe we nurture a culture of openness and participation that enables our employees to become actively involved and make their own contribution. We greatly appreciate long-term employee loyalty to the company as it indicates stability, and that people are deeply rooted in our company values. Our employees strongly identify with Schwalbe which promotes loyalty and commitment within the team. This is demonstrated among other things at our annual staff party that honours the achievements of our workforce and strengthens our sense of solidarity.

### How does the implementation of Corporate Social Responsibility affect recruiting at Schwalbe and which strategies do you use to attract new employees?

Our CSR initiatives are central to our recruiting strategy. We transparently communicate how our commitment to ecological and social responsibility is integrated into our business practices. This boosts our image as a responsible employer and attracts talented individuals who share our values. We have found that applicants primarily choose Schwalbe because of our CSR activities.

### What significance does diversity hold for Schwalbe?

Diversity is a key element of our corporate culture. We strive to create a working environment that promotes diversity in all its many forms. This includes campaigns to increase gender diversity and integrate personnel from diverse cultural and professional backgrounds.

### What does Schwalbe offer in the way of part-time work, re-entry opportunities and programs for older employees?

We provide various part-time models and flexible work schemes, including flexible annual worktime, to cater for the various stages and needs in the lives of our employees. Re-entry programs and individual campaigns for older staff encourage their long-term loyalty to and productivity within the company.

### How does Schwalbe demonstrate its social commitment and how can employees participate here?

Our commitment to society is manifested in several organised activities such as our social days, where our employees help out with various charitable projects. These campaigns strengthen our team spirit and raise awareness for our social responsibility. We hold a Schwalbe Social Day once a year, for example, when our staff support local charitable organisations together. In 2023, for instance, our trainees built a raised bed garden at a daycare centre together with the children; in the coming year, a project at a retirement home is planned. We also stress the importance of ecological initiatives such as our tree-planting campaign; these not only have a positive impact on the environment but also increase employee awareness of and their commitment to our responsibility to the natural world.

### How does Schwalbe combine further training opportunities with its CSR campaigns to support and promote its employees?

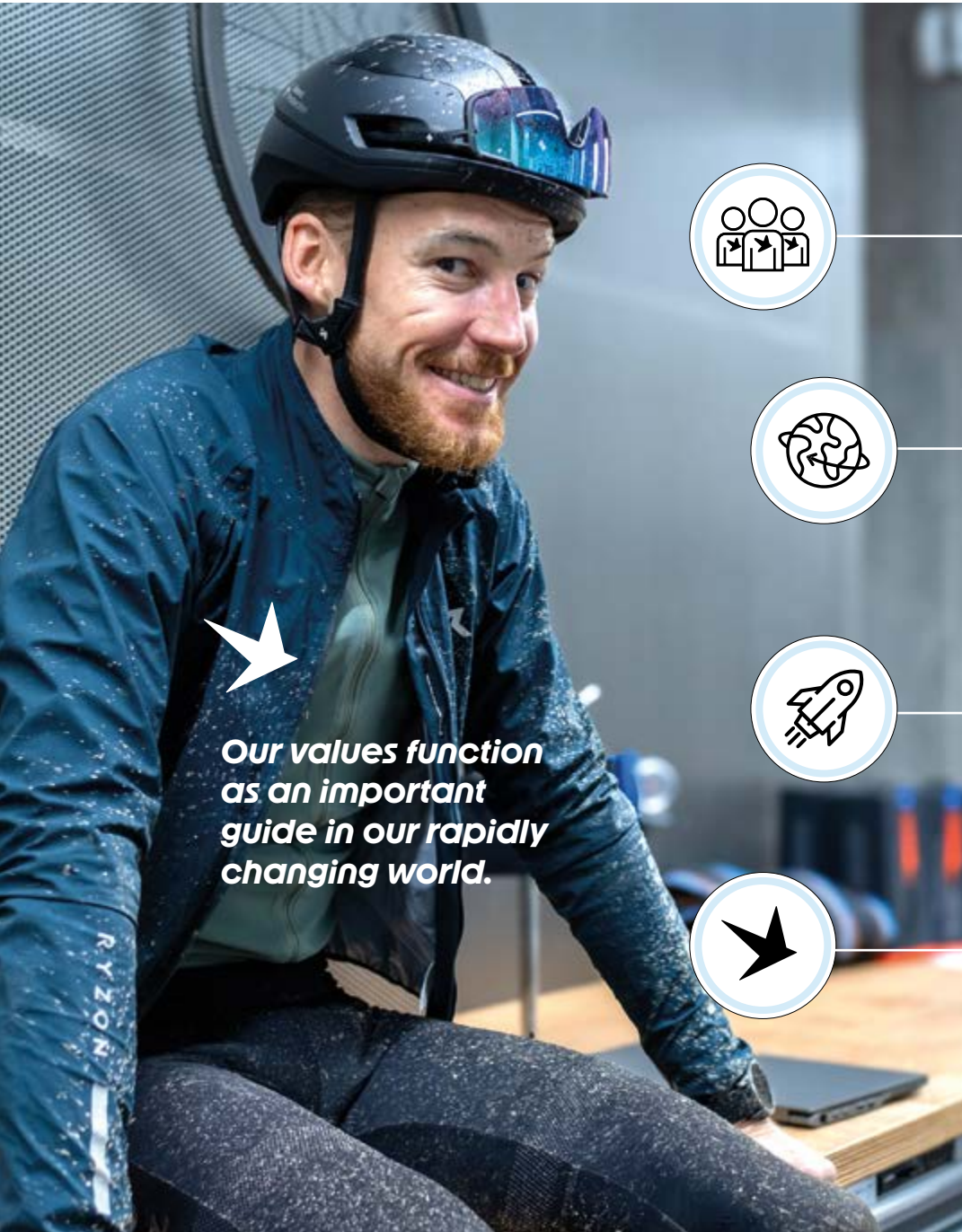
We consider further training to be an integral part of our CSR strategy. Our individual further training programs include both technical courses and seminars on social and ecological topics that help to extensively develop our personnel and prepare them for their various tasks and responsibilities.

### What are your plans for the coming year in relation to CSR and other company initiatives?

In the coming year we will intensify our environmental campaigns here at Schwalbe, in particular by optimising our production processes and increasing the use of environmentally friendly materials. We're planning to digitally transform our employee interviews to boost efficiency and commitment. We will also expand our social initiatives by organising social days for charity projects, for example. Encouraging diversity will remain a key focus, with measures being initiated to increase gender diversity and integrate people from diverse backgrounds. Finally, we'll be further developing our education programs with a view to promoting professional and ecological further training.







***Our values function as an important guide in our rapidly changing world.***



## OUR VALUE-BASED APPROACH

*Our values give us an important sense of direction in our rapidly changing world.*

### Family business

Stirring optimism: we are humane, determined, and pioneering in our work. We achieve our goals by working together as one big family – in flat hierarchies with fairness, honesty, integrity, and respect. #GetThere.

### Cross-cultural

Schwalbe is represented both regionally and internationally. We promote a working culture that is enriched by close cooperation in international teams. These cross-cultural partnerships have been a part of our makeup since our founding in 1922; they are a major chapter in our story of success and guarantee our future development. As an employer, we find it particularly important to give our employees the chance to work in a multicultural environment that nurtures the exchange of ideas and perspectives.

### Innovative

Innovation is the driving force behind our work at Schwalbe. We encourage a corporate culture where creativity and innovative ideas are welcome. Short development cycles and fast decision-making processes are standard at Schwalbe, in order that important lab tests and field trials can be run during the start-up phase and products adapted early on. As an employer we give our personnel the freedom and resources they need to develop innovative solutions and help them put their ideas into practice.

### Responsibility

At Schwalbe we take our responsibility as a family business seriously. Our staff play a pivotal role in our commitment to society and the environment. As an employer we create an environment in which responsibility and environmentally friendly and socially fair action are fostered. We encourage our employees to become actively involved and to make a positive contribution together with us.

## CREATIVITY AND INNOVATION

*Our work environment provides the ideal freedom for creative thinkers and those eager to drive change.*

### Focus on people

At Schwalbe, the focus is on people – for they are the key to our success. Our corporate culture thus expressly emphasises the inestimable value of our employees to the success of the company. We nurture an environment where everyone can feel appreciated and motivated to provide top performance.

### Flat hierarchies and open communication

We are characterized by our flat hierarchies that enable all personnel to actively contribute and be a part of the whole. This creates an open and dynamic working environment where ideas and innovation are encouraged.

We attach immense value to an open corporate culture where every opinion counts and suggestions are taken seriously. Here, transparency and dialogue are core components of our business practice. Examples of this include the Ideas Box in our canteen at Reichshof or the Birdnest (Schwalbe intranet) where staff are regularly asked to give their feedback and make suggestions.

### New headquarters as a place of creativity and innovation

Our headquarters provide space for creativity and innovation. With our open office spaces, modern conference rooms and multipurpose workstations, we encourage cooperation and the exchange of ideas. This helps our teams to develop future-proof solutions and further increase our innovative strength.



### Diversity and integration

Our global alignment means that cultural diversity and international networking are firmly anchored in our company. We consider this to be a great gift and are inspired by the different life experiences, skills, and cultural backgrounds prevalent within our group. As a responsible family business, we treat all people with respect and do not tolerate any form of discrimination. We are absolutely convinced that diversity, cultural variety, and inclusion secure our company for the future and make us an attractive employer. For us, what counts are commitment, quality, personality, and character – and not categories such as age and cultural background. Campaigns such as Girls' Day help to interest more women in technical careers.

### Green canteen and possible daycare centre planned

We are planning to introduce a certified green canteen to further improve the services we offer our staff. The canteen currently operates a system of responsible, regional, and seasonal procurement and is gradually increasing the range of food prepared without meat. In 2023, 44 % of all meals were vegetarian or vegan. For the future we are also planning on setting up our own daycare centre to make it easier for our employees to strike a healthy balance between work and family life.



## DEVELOPMENT AND FURTHER TRAINING

*We are passionately committed to the further development of our personnel.*

### Leadership and further training

We invest in the further training of our managers and employees.

Special management seminars and modular further training programs help to strengthen our teams' skill and expertise.

We promote trainees – the skilled workers and managers of the future. Structured assessment systems and trainee mentor programs ensure extensive supervision and development.

In addition to our management programs, we offer all our staff courses of further training. This is how we ensure that our team can constantly further develop and is always up to date with the relevant technology and methodology.

### Digitalisation in HR

In our Human Resources Department, we are planning to introduce a new system to record and assess feedback from employees and managers. This is to enable development issues and potential to be better identified. A clear guideline for employee interviews is to be developed to facilitate uniform, informative assessments. This is intended to support career development and the identification of further training requirements. Here, digitalisation will improve transparency and plausibility. Employees and managers alike can then better understand the development process and actively help to shape it.

### Apprentices

	2021	2022	2023
Apprentices	3	4	4
Work/study students	0	0	19*

\*Work/study students from one day to longer term

### Students

	2021	2022	2023
Internships	0	0	0
Working students	3	3	4

### Employees on parental leave

	2021	2022	2023
Women	6	8	4
Men	3	5	7



**DIVERSITY IS A KEY ELEMENT OF OUR CORPORATE CULTURE. WE STRIVE TO CREATE A WORKING ENVIRONMENT THAT PROMOTES DIVERSITY IN ALL OF ITS MANY FORMS.**







## COMPANY PENSIONS PLAN AND OCCUPATIONAL HEALTH AND SAFETY

*We place great importance on health and safety.*

### High number of employees signed up to the company pensions plan

As part of our company pensions plan (CPP) we offer attractive employer contributions and help our personnel with deferred compensation schemes and capital accumulation benefits based on how long they have worked for the company. The investment vehicle for our company pensions plan is an ESG-oriented pension fund that supports ecological and social criteria. A total of 89 % of all Schwalbe employees have signed up to the company pensions plan.

Our company pensions plan is a valuable tool in enabling our employees to enjoy a secure, trouble-free future. This also includes attractive benefit plans and extensive offers of information. With our company pensions plan, we want to ensure the long-term security of our staff. This helps to increase the level of satisfaction and loyalty of our teams and bind our staff to the company in the long term.

### Safety culture and modern safety standards

Occupational health and safety have top priority for us. We nurture a safety culture in which all employees assume responsibility for themselves and others. Regular courses and rolling safety measures are a fixed feature of our corporate culture.

We apply up-to-the-minute safety standards and technologies to ensure a safe working environment. Continuous checks and improvements of our safety measures are essential.

We minimise the dangers in the workplace by adopting proactive accident prevention measures and carrying out regular risk assessments. We aim to prevent accidents and protect the health and safety of our personnel.

## BICYCLE MOBILITY AND COMMUTING

*Using their bicycle for their commute has become second nature to our employees.*

### Cycling to work

We encourage cycling to work. Using your bike to get to the office is good for your health and helps to protect the environment. Schwalbe provides its employees with several incentives to use their bikes to commute. One of these is bicycle leasing for all colleagues, with 79 bikes leased in the reporting year. We also make monthly contributions to bike leasing fees. Furthermore, since the expansion of our new headquarters we now have a company-owned bicycle workshop where company, private and test bikes can be serviced. This service is free of charge for all employees. In our bicycle garage all staff can charge their e-bike batteries, park their bikes in a dry area or clean them in our special bike wash.

When people cycle to work, it must of course be ensured that inclement weather conditions do not thwart their good intentions! In the new building at our headquarters, we have thus installed showers and changing rooms so that all those who cycle to work can prepare for the day at the office in a suitable fashion after biking in. A further incentive for our employees is that they can get ready for work during working hours, as time tracking starts from the moment they head to the locker rooms.

### Certification as a bicycle-friendly employer

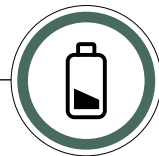
We have been awarded a gold certificate as a bicycle-friendly employer by the ADFC (Allgemeiner Deutscher Fahrrad-Club or German cycling association) and the EU for our cycle-friendly infrastructure and numerous pro-mobility incentives.

### Electromobility

By 2026 we aim to have converted our entire vehicle fleet over to electromobility. For the 2023 reporting year we had already specified that non-electric-battery sources of power were only permitted in exceptional cases, such as for event vehicles. In the reporting year the Schwalbe fleet in Germany (Europe) had a total of 21 (40%) battery electric vehicles (BEV) in use.



Bike leasing for employees 79 Bikes are leased



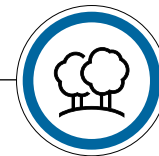
Bicycle garage with charging stations for e-bikes and a bike wash



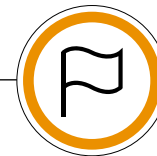
Company-owned bicycle workshop for all employees (servicing and repair)



Certification by the EU and ADFC as a bicycle-friendly employer



Further expansion of low-emission mobility for commuting to work as a target for 2024.



Support for the 25% target share of bicycle mobility in all commuting by 2030





## WORKING FOR SCHWALBE

As of December 31, 2023, the Schwalbe Group employed 280 staff members. This constitutes a change over the previous year (275) of five. With a low fluctuation rate of 0.9%, 15 new employees were hired (28 in the previous year). This is equivalent to a rate of 5.4% for new personnel in 2023. For the data on the workforce in this report, unless otherwise stated, we have also taken our international subsidiaries into account alongside the statistics for our headquarters in Reichshof.

### Structure of the workforce at Schwalbe

	2021	2022	2023
<b>Total number of staff at Schwalbe</b>	<b>260</b>	<b>275</b>	<b>280</b>
of which men	193	206	207
of which women	67	69	73
of which non-binary	0	0	0
of which in Germany	188	203	212
of which in the UK	16	16	16
of which in France	3	3	5
of which in the Netherlands	34	34	28
of which in Italy	3	3	3
of which in the USA	16	16	16
of which elsewhere	0	0	0
of which full-time	223	239	232
of which part-time	37	36	45
of which temporary	3	4	8
of which permanent	257	271	269
Nationalities throughout the group	14	14	14
Average years of company employment	12	10	11,69

### Occupational health and safety

	2021	2022	2023
<b>Workforce (in %) covered by an internal management system</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Number of work-related accidents	2	0	2
of which with serious consequences	0	0	0
of which fatal	0	0	0
Number of work-related illnesses	0	0	0

### Age distribution

	2021	2022	2023
Under 30 years	29	41	37
30-50 years	155	163	165
Over 50 years	76	71	76

### Employee development

	2021	2022	2023
Fluctuation rate	3.4%	2.2%	0.9%
Number of new employees	22	28	15
Rate of new employees	8.5%	10.2%	5.4%

### Diversity

	2021	2022	2023
Women in the highest supervisory body	2	2	2
Men in the highest supervisory body	1	1	1
Women in management	3	3	3
Men in management	10	9	9



# SOCIAL COMMITMENT

## *Organisations we are involved with:*

Allgemeiner Deutscher Fahrrad-Club  
(German cycling association)

Bikebrainpool

Cycling Industries Europe

Confederation of the  
European Bicycle Industry

European Tire and Rim  
Technical Organisation

Innovation Hub Bergisches Rheinland

Unternehmen Fahrrad!

Shift Cycling Culture

Stiftung Allianz für Entwicklung und Klima

Unternehmensnetzwerk Klimaschutz

VeloLab

Verbund Service und Fahrrad g.e.V.

vivavelo Kongress

World Federation of the Sporting  
Goods Industry

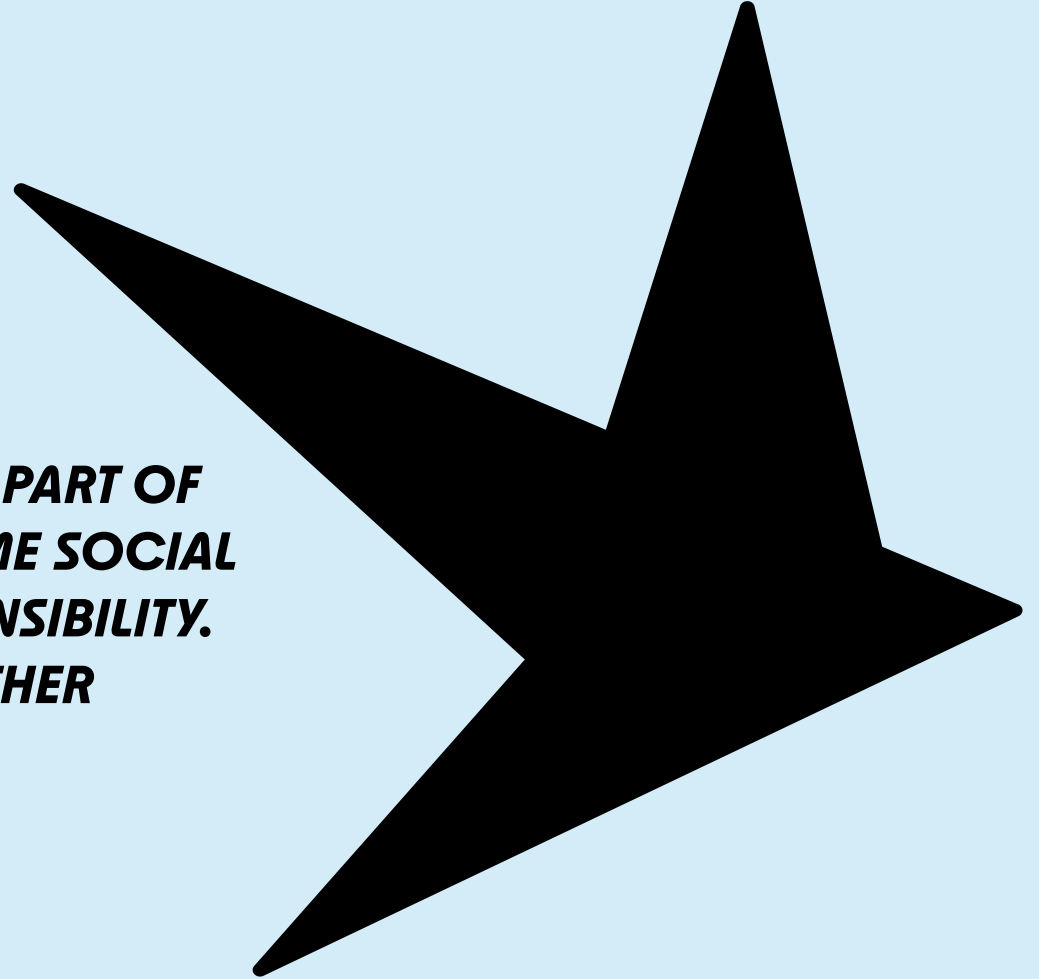
Zweirad Industrie Verband

(bicycle industry association)





***AS A FAMILY-OWNED COMPANY, IT IS PART OF  
OUR FUNDAMENTAL VALUES TO ASSUME SOCIAL  
COMMITMENT AND SOCIETAL RESPONSIBILITY.  
THE SCHWALBE FOUNDATION IS ANOTHER  
SIGNIFICANT STEP IN THIS DIRECTION.***





## SOCIAL RESPONSIBILITY

*We commit ourselves to our responsibility to society in many ways. Sponsoring children and young people are especially important to us.*

### Many forms of commitment

At Schwalbe we take our responsibility to society seriously and are active in various fields to bring about positive change. One focus is on creating opportunities for children and young people. Schwalbe's Children's Advisory Council allows the children of our employees to themselves decide on the funding of various children's aid projects in a democratic process. Both local initiatives and international projects are supported.

Our activities in this respect also centre on the protection of the diversity of species. To preserve and regenerate the natural diversity of our ecosystems, we sponsor environmentally friendly farming methods and support reforestation projects and campaigns aimed at protecting entire ecosystems and endangered species.

We also support the arts, parasports and regional sporting activities. Through various campaigns and sponsorships, we help to give people of all ages access to cultural and sporting activities. We are especially dedicated to the promotion of a cycling culture, for we are absolutely convinced that cycling is not only kind to the environment but also good for your health.

## THE SCHWALBE FOUNDATION

### Charitable Schwalbe Foundation begins its work

Social commitment is part of our DNA. In setting up our charitable Schwalbe Foundation, we are furthering our commitment in this field. The aim of the foundation is to promote mobility equality throughout the whole of Germany.

Mobility affects us all daily and is a prerequisite for participation in both social and economic life. Mobility equality means that every person, regardless of their personal circumstances, has access to safe, affordable, and reliable mobility options. This is crucial for social inclusion, education, work, and quality of life. Unequal access to mobility fosters social isolation, economic disadvantage, and health risks, especially for low-income individuals, the elderly, people with disabilities, and migrant communities.

### Aim of the Schwalbe Foundation

At the time of writing, the subject of mobility equality receives little attention by the public and political parties. We want to change this. Together with partners from civil society, business, politics, and research, we advocate fair, sustainable and inclusive future mobility.

Specifically, this means that the Schwalbe Foundation will promote and initiate projects that support disadvantaged groups to discover new forms of mobility, break down structural barriers and raise public awareness for mobility equality. We ask questions such as: What mobility needs do different population groups have? How do we communicate the issue of mobility, and the dimensions of equality associated with this? What should the fair mobility systems of the future look like to improve the quality of life? Is sustainable mobility at all accessible to certain groups of the population? How can we achieve greater participation and co-determination in the further development of our mobility system?



### The bicycle as the key to more mobility equality

We see the bicycle as a central element of and key to a fair mobility revolution. It significantly helps break down mobility barriers by providing an inexpensive, easy-to-use, space-saving mobility option that is accessible to all population groups - from children and young adults to older people, also those without a driving licence. The bicycle is also climate friendly, good for your health, increases independence and participation in society and adds an element of fun to everyday life!

### Matters close to our heart in our region - the Bergisches Land

In addition to its Germany-wide focus on mobility equality, the Schwalbe Foundation is also increasing its commitment to our local region - the Bergisches Land. With the help of a regional sponsorship fund, as of 2024, initiatives, projects and ideas from our staff and committed members of the public will be supported in our local area.

With the Schwalbe Foundation we want to do our bit for ecofriendly mobility for all - that is our aim for 2024 and beyond.



***In setting up the Schwalbe Foundation, we are taking another decisive step in the drive for ecofriendly bicycle mobility.***





## CHILDREN'S ADVISORY COUNCIL

*Children of Schwalbe employees decide on the sponsorship of five charity projects*

**WITH FIVE NEW MEMBERS HAVING JOINED, SCHWALBE'S CHILDREN'S ADVISORY COUNCIL IS NOW MADE UP OF 18 COMMITTED CHILDREN AND YOUNG PEOPLE.**

### Commitment for the future of children and young people

We at Schwalbe are convinced that children and young people are the future of our society. It is thus our duty to contribute to their well-being and development. We are committed to various causes designed to help young people all over the world.

### Schwalbe's Children's Advisory Council helps children and young people in need

In the 2023 reporting year, Schwalbe's Children's Advisory Council held its second official meeting. Five applications from non-profit organisations were up for decision.

One specific project stood out from the rest and convinced the children in all assessment categories: the Caritas children's hospital in Bethlehem (West Bank, Autonomous Palestinian Territories). The hospital treats up to 50,000 children and young people a year, financed by funds from abroad. The Children's Advisory Council decided to donate €3,000 towards the purchase of heart rate monitors and lab monitors to help further improve medical care.

### Besides the hospital, the Children's Advisory Council is also supporting the following projects:

- Children and young people affected by poverty in the Oberbergischer Kreis district will be given access to sport, music, and art lessons (€2,397).
- Hostel for people who have experienced migration in Frankfurt: €1,000 to purchase instruments for a new youth orchestra.
- €2,000 of financial support for the child independence group at the children's and young person's home Kinderheimat Oberberg, enabling children and young people to train for a life of independence outside the home.
- Janoschs Trauminsel family centre: €1,500 for a gym and climbing wall at the daycare centre sports hall. This allows the children to also engage in sports activities on wet and snowy days.

In 2023, five more children and young people were accepted onto the board of Schwalbe's Children's Advisory Council. This means that the council now has of a total of 18 members aged between 7 and 18.

The children's advisory councils are a program run by the Children for a Better World children's aid organisation which Schwalbe has supported since 2022. The organization aims to give all children and young people in Germany the same chances and opportunities so that they can lead a life of self-determination.

Schwalbe's Children's Advisory Council is one of eleven such advisory councils active throughout Germany.

## OPPORTUNITIES FOR CHILDREN AND YOUNG PEOPLE

*Helping children and young people is an investment in a better future.*

### Chancenwerk – helping children learn

As a company rooted in the Bergisches Land, it is only natural that we advocate the establishment of a regional network for more social responsibility and support a number of local organisations. One outstanding example of this is Chancenwerk e.V. which we support financially. We aim to give school pupils from the Oberbergischer Kreis district help with their learning and in building up their self-confidence through this charitable organisation. We are particularly impressed by their policy of having younger and older students study together and benefit from one another. The project's socio-entrepreneurial concept also has us convinced.

### World Bicycle Relief

In 2023, Schwalbe again supported the Advent campaign staged by the MTB-News, eMTB-News, Rennrad-News und Nimms-Rad portals that benefits the World Bicycle Relief (WBR) aid organisation. Our family business doubled all donations over €25 received – to a total sum of €15,000. Doubling these gifts of money was designed to increase the impact of every donation and give the work performed by World Bicycle Relief extra impetus.







## BIODIVERSITY

*Biodiversity is a key element of our CSR strategy.*

### Projects and campaigns for biodiversity

Protecting biodiversity is a major element of Schwalbe's CSR strategy. We aim to preserve and foster the diversity of the natural world with several projects and campaigns.

One example of this are our various reforestation projects that restore valuable natural habitats and increase the diversity of species in endangered areas. By supporting Fair Rubber, for instance, we not only promote fair working conditions but also help to safeguard biodiversity in the tropical forest. We also support the work of the Borneo Orangutan Survival Foundation (BOSF) to protect and preserve the natural habitat of endangered orangutans. BOSF does far more than just protect orangutans, however; conserving large swathes of rain forest also benefits countless species of animal and plant.

These measures are an expression of our dedication to a world in which humans and nature can live together in harmony.

### Schwalbe launches reforestation project

Schwalbe is supporting reforestation in the direct vicinity of its headquarters in Reichshof-Wehnrath. In view of the devastating effects of bark beetle and drought on our forests, especially in the Bergisches Land, in cooperation with Bündnis Zukunftswald e.V. we have decided to finance the replanting and maintenance of 10,000 m<sup>2</sup> of woodland annihilated by this damage.

In the 2023 reporting year, the family business organised a participatory campaign, in which employees planted over 10% of the area themselves under expert supervision. The project underlines the importance of our forests for the protection of our climate and diversity of species and strengthens the company's pledge to have a positive impact on the local region.

Trees such as the sessile oak, small-leaved linden, sweet chestnut, pine, and wild cherry were planted that suit the regional soil and climate conditions. This will create a climate-resilient mixed woodland that is to be forested in an ecologically friendly manner in the long term.

The project also serves as a test platform and pilot which can form the basis for future climate protection schemes and provide experience regarding negative emissions or Carbon Dioxide Removal (CDR).



## COMMITMENT IN ASIA

### *Agroforestry and partnership with BOSF*

#### The agroforestry project in Java

Biodiversity is essential if our ecosystems and different natural habitats are to function. Reforestation projects are a key contribution in this respect as they protect and conserve our biodiversity.

Schwalbe is the first company in the bicycle industry to have started an agroforestry project with local farmers in Java in 2023. This project is absolutely pioneering in its efficiency and is scientifically supervised by the Indonesian Rubber Association.

Schwalbe sponsors and supports this project together with Fair Rubber. Together with our supplier Fair Rubber and the Indonesian Rubber Association, around eight acres of land have been planted up as 'trial plantations', where a particularly efficient mixture of vegetation and rubber trees is to be used to determine the maximum yield while ensuring a high level of biodiversity. Much of the project has been financed by Schwalbe, with the farmers providing their land for the undertaking.

Environmentally friendly farming methods such as agroforestry help to reduce the risk of deforestation as agricultural areas are used more efficiently and the ecological functions of existing forests are maintained.

#### Schwalbe helps to protect orangutans in Asia

Schwalbe is actively helping to protect orangutans in Asia and supports the Borneo Orangutan Survival Foundation (BOSF). BOSF is dedicated to rescuing and rehabilitating orangutans whose natural habitat is threatened by logging and other human activities. 2,000 animals have already been saved and more than 500 orangutans released back into over one million acres of safe forest.

Through our partnership with BOSF we are helping to create safe habitats for these endangered animals and enable their return to the wild. Our sponsorship entails providing financial support for rescue and rehabilitation programs and the reinstatement and conservation of the orangutans' natural habitats.

This project is part of our extensive effort to promote biodiversity and protect endangered species. Schwalbe is proud to help preserve the unique variety of species in Borneo and ensure the future of the orangutans in the long term.





## GRASSROOTS SPORT AND THE ARTS

*We are especially focused on promoting grassroots sport and the arts.*

### Schwalbe Arena: a centre for sport and culture

In 2013, the state-of-the-art sports and event location Schwalbe Arena was opened in cooperation with the state of North Rhine-Westphalia, the city of Gummersbach and VfL Gummersbach and with the support of Ralf Bohle GmbH and other companies. Top-class sport can be played at the highest international level here and the facility can also be used for amateur and school sports. The arena also stages a wide range of cultural events and is thus an important venue for the entire region.

### Support for Schauspielhaus Bergneustadt: culture for everyone

Promoting the arts is important to us. We support cultural events and artistic projects and institutions that make the arts accessible to a broad public. Schauspielhaus Bergneustadt, one of the best-known theatres in the Bergisches Land, provides entertainment for all ages and has been awarded the renowned theatre prize by the German federal state of North Rhine-Westphalia. Culture and the arts enrich our lives, promote creativity, provide food for thought and encourage diversity and social development.

### Wheelchair basketball: inclusion through sport

We are a premium partner of German wheelchair basketball and support the national teams. As the top wheelchair basketball teams are similar in skill, tiny differences in equipment can make all the difference. We are thus in close contact with the athletes to continuously optimise their technical requirements and thus help ensure their success.

### Table tennis club TTC Schwalbe Bergneustadt: tradition and commitment

Our cooperation with table tennis club TTC Schwalbe Bergneustadt goes back a long way. Ralf Bohle joined the club in 1948 when he was 13 years old and as its chairperson played a defining role until his death in 2010. Many of the club's former top players now work for our company, demonstrating the strong bond between the club and Schwalbe. This bond was further cemented by the Schwalbe Table Tennis Cup introduced in 2023, in which 38 people or 19 teams took part.

### VfL Gummersbach: exclusive partnership and sporting success

Schwalbe is exclusive partner to the VfL Gummersbach sports club that became famous thanks to the success of its first-division handball team. With a total of 30 national and international titles to its name, the team has made history. The traditional club also actively supports grassroots sport and offers a range of sporting activities for sports enthusiasts of all ages. Schwalbe is sponsor to outstanding talent and international Julian Köster.

## PROMOTION OF A CYCLING CULTURE

*Promoting cycling is in our DNA.*

### The bicycle: future-proof mobility solution

Individual mobility on the bicycle is increasingly proving to be an intelligent, future-proof solution. The bicycle not only frees up our cities by causing less traffic and congestion; it also significantly helps to combat the climate and energy crisis. By not using motorised forms of transport, CO<sub>2</sub>eq emissions are cut - which has a positive impact on the environment. At the same time, cycling is good for our health as it is an active way of getting from A to B, thus boosting our physical fitness and general sense of well-being.

### Promoting cycling in cities

Luckily, more cities are recognising the benefits of cycling and actively promoting it. Even if, in our opinion, too few cities are introducing extensive measures to encourage bicycle traffic, the growing awareness for bicycle-friendly habitats is a step in the right direction. Initiatives such as the increase in the number of cycle lanes, the creation of safe cycle parking facilities and the integration of bicycles into public transport systems are examples of how cycling can be made safer and more attractive. These developments contribute to the evolution of sustainable cities that are safe and pleasant to inhabit.

### Promoting alternatives to commuter traffic

We create specific incentives aimed at reducing commuter traffic by introducing internal premium systems for use of the bicycle. We also support cycling facilities at the Bikepark Winterberg and advocate the further expansion of footpaths and cycle lanes in the Oberbergischer Kreis district. We want to function as a role model and show how a cycling culture

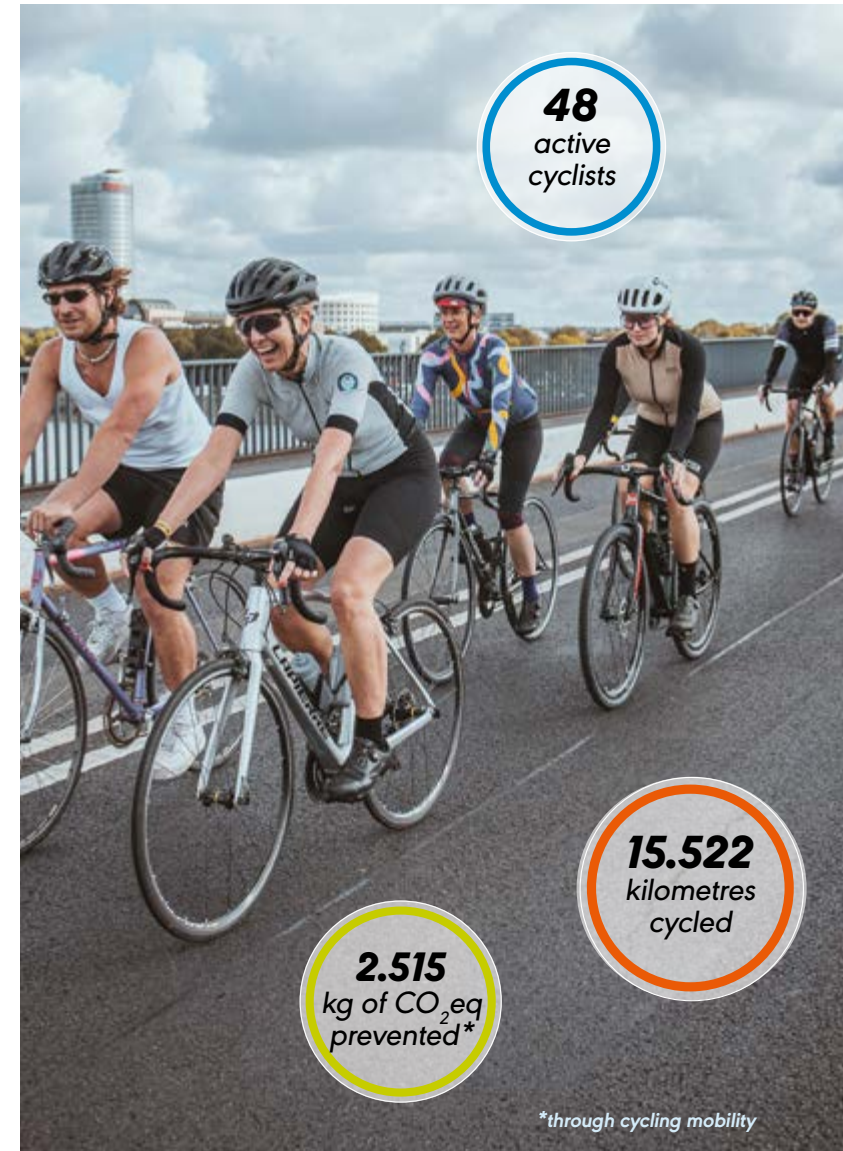
can be promoted within an organisation. In doing so, we see ourselves as drivers and co-creators of the mobility revolution. Even if we have already implemented numerous measures in this respect (see People - motivation and perspectives), we are constantly striving to improve.

### Cooperation for the mobility revolution

We cooperate with numerous initiatives, organisations, NGOs, universities, and associations because we are convinced that commitment and support are crucial in driving the mobility revolution. This applies at both a political and social level. As an active member of various industrial and trade associations and the driving force behind countless sector initiatives and cycling culture projects, we are strongly promoting the mobility revolution.

In the 2023 reporting year, as part of this commitment we helped formulate the content of the German Sustainability Code guidelines for the bicycle industry drawn up by the Zweirad-Industrie-Verband (bicycle industry association or ZIV), among other activities. Furthermore, we became part of an international cycle industry initiative aimed at jointly developing the educational Climate Action Training program for climate protection throughout the value chain which is to reduce greenhouse gas emissions in its supply chains.

This initiative is jointly run by Shift Cycling Culture and the German Society for International Cooperation (GIZ) and is to act as a blueprint for future cooperative projects in the industry.



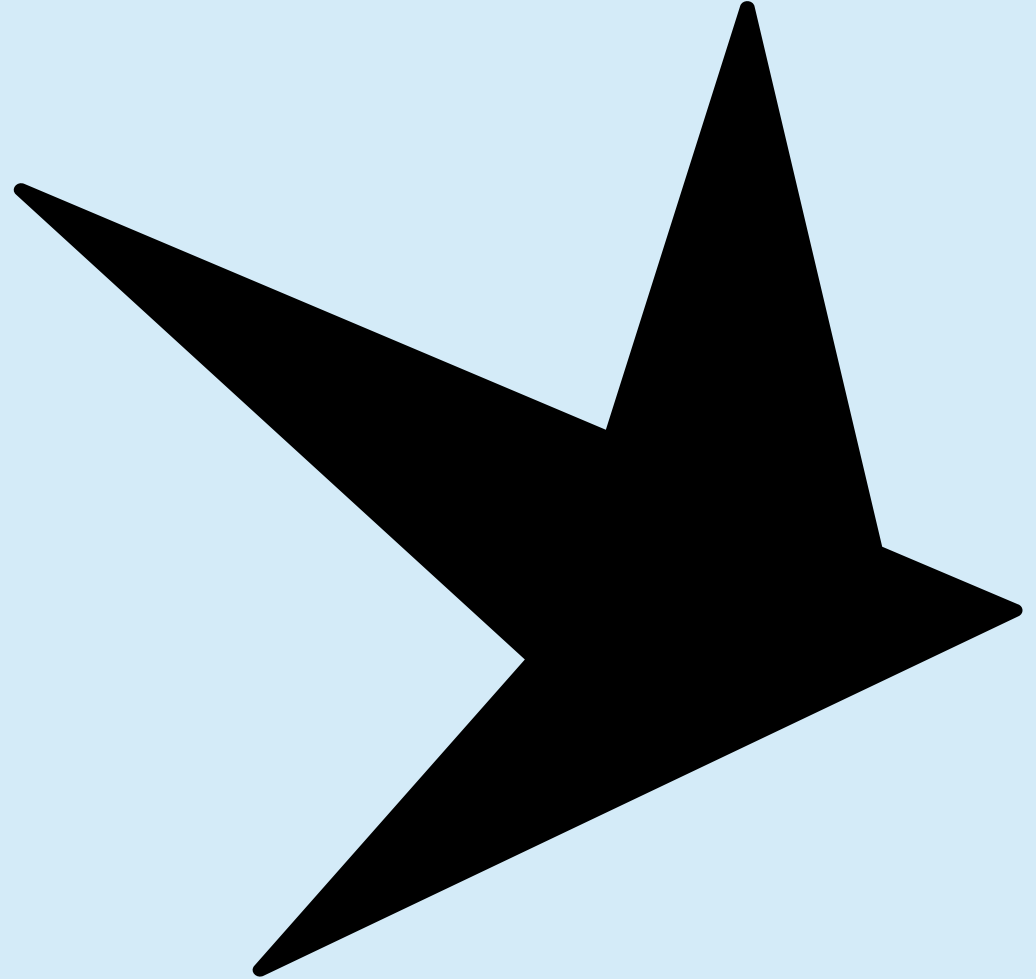
**In 2023 we won first place in the STADTRADELN (city cycling) campaign organised by the community of Reichshof.**



# ***FURTHER INFORMATION***



***FURTHER INFORMATION INCLUDES  
OVERVIEWS OF OUR CSR PROGRAM,  
OUR CONTRIBUTION TO SDGS AND  
OUR GRI INDEX.***



## SDG CONTRIBUTION

*The following summary documents how we are supporting Sustainable Development Goals 7, 8, 9, 12, 13 and 15 with our commitment to CSR.*



### Affordable and clean energy

- Schwalbe products support resource-conserving, energy-efficient mobility
- Use and expansion of renewable energies at our production sites
- Energy efficiency at our headquarters in Reichshof



### Decent work and economic growth

- Wide-ranging support for basic and further training of our employees
- Extensive support for young people taking their first career steps
- Long periods of service to the company and high employee motivation through various interesting professional development opportunities and promotions
- Our operational practice is characterized by the highest level of occupational safety and best possible influence on the health of our employees
- Since the founding of the company, the promotion of equal opportunities and diversity has been an integral part of our corporate practice
- Schwalbe is regionally rooted and significantly contributes to the attractiveness of the Reichshof region, including the creation of attractive new jobs for the local labour market
- High working standards in the supply chain are established within the framework of Schwalbe's four pillars of responsibility
- As a value-oriented family business, Schwalbe focuses on long-term economic growth with consideration for people, the region, customers, business partners, society and the environment





### Industry, innovation and infrastructure

- Schwalbe Recycling System, development of recyclable products such as the Green Marathon
- As a component manufacturer in the bicycle industry, Schwalbe develops innovative solutions for the entire industrial value creation process, cooperating with science and industrial partners
- Modern, environmentally-friendly infrastructure and realisation of high, sustainable, innovative construction standards at the new headquarters in Reichshof



### Responsible consumption and production

- Schwalbe offers durable, quality products for responsible consumption
- Comprehensive product information with a focus on partnership with specialist retailers for confident consumer decisions
- Raising of awareness among specialist dealers and end consumers for resource-saving production as the basis for environmentally-friendly mobility
- Schwalbe is a pioneer in the use of recyclable materials in the bicycle industry



### Climate action

- The Schwalbe energy concept at the headquarters in Reichshof reduces harmful emissions; they will be reduced further by future measures such as our mobility concept
- Measures for employees, such as through our new mobility concept
- Ecological standards have been introduced in the supply chain and are being further expanded
- Funding of climate protection projects in Indonesia and Vietnam



### Life on land

- Schwalbe supports the Borneo Orangutan Survival Foundation (BOSF); the BOSF rescues homeless or orphaned orangutans
- Encouragement of biodiversity at our headquarters by planting a rooftop garden and installing insect hotels
- Reforestation projects on Java and in Reichshof

## GRI INDEX

### *Assignment of key topics and GRI indicators*

<b>Pillar of CSR responsibility</b>	<b>SDG</b>	<b>Wesentliches Thema</b>	<b>GRI-Indikator</b>
Product	7, 9, 12, 13	Materials	GRI 306
		Innovation, R&D	GRI 302, GRI 305, GRI 306
		Customer concerns	GRI 416
Company	7, 8, 9, 12, 13, 15	Good corporate governance	GRI 2
		Compliance	GRI 2
		Basic and further training	GRI 401, GRI 404
		Working conditions and diversity	GRI 401, GRI 405
		Occupational health and safety incl. process safety	GRI 403
		Energy and emissions	GRI 302, GRI 305
Supply chain	7, 8, 9, 12, 13, 15	Social standards in the supply chain	GRI 204, GRI 308, GRI 414
		Environmental standards in the supply chain, Biodiversity	GRI 302, GRI 305, GRI 306
Socials	8, 12, 13, 15	Promotion of a cycling culture	GRI 416
		Promotion of public welfare	GRI 203, GRI 401, GRI 404

<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>GRI 1:</b>	<b>Foundation 2021</b>	Ralf Bohle GmbH has reported the information cited in this GRI content index for the period January 1 to December 31, 2023, with reference to the GRI Standards.	
<b>GRI 2:</b>	<b>General Disclosures 2021</b>		
	<b>The organisation and its reporting practices</b>		
GRI 2-1	Organisational details		43
GRI 2-2	Entities included in the organisation's sustainability reporting		101
GRI 2-3	Reporting period, frequency and contact point	January 1–December 31, 2022, once a year CSR team/Felix Jahn, csr@schwalbe.com	
GRI 2-4	Restatements of information	Forecast variables Recycling data, extension of emissions targets to Scope 3	55, 65
GRI 2-5	External assurance	The CSR report has not been externally reviewed.	
	<b>Activities and employees</b>		
GRI 2-6	Activities, value chain and other business relationships	Strategic realignment for Schwalbe production at the end of 2023	33, 43
GRI 2-7	Employees		78



<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>
	<b>Corporate governance</b>	
GRI 2-9	Governance structure and composition	The corporate bodies comprise the management and the board of shareholders. The operative governance structure of the management is split into the divisions marketing, CSR, development, technology, finance and sales.
GRI 2-10	Nomination and selection of the highest governance body	The board of shareholders consists of members of the owner family.
GRI 2-11	Chair of the highest governance body	Frank Bohle is managing partner (CEO); further members of the board of shareholders do not conduct any operational business.
GRI 2-12	Role of the highest governance body in overseeing the management of impacts	All of the company's key CSR issues and CSR targets are adopted jointly by the management and the board of shareholders.
GRI 2-13	Delegation of responsibility for managing impacts	Overall responsibility for CSR is delegated to the spokesperson for the management (CEO).
GRI 2-14	Role of the highest governance body in sustainability reporting	CSR reporting is reviewed and approved by the management and board of shareholders.
GRI 2-15	Conflicts of interest	Conflicts of interest are avoided by the basic principles of the management.
GRI 2-16	Communication of critical concerns	There were no critical concerns in the reporting period.
GRI 2-17	Collective knowledge of the highest governance body	The management informs and exchanges information with the board of shareholders on a regular basis on the current state of development of CSR in the company.

<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>Corporate governance</b>			
GRI 2-18	Evaluation of the performance of the highest governance body	No evaluation is made.	
GRI 2-19	Remuneration policies	This is not published according to the annual financial statement pursuant to Section 286 IV HBG.	
GRI 2-20	Process to determine remuneration	Is not published.	
GRI 2-21	Annual total compensation ratio	Is not published.	
<b>Strategy, guidelines and practices</b>			
GRI 2-22	Statement on sustainable development strategy		7
GRI 2-23	Policy commitments		29
GRI 2-24	Embedding policy commitments		28
GRI 2-25	Processes to remediate negative impacts	Use of own risk management system (annual financial statement)	
GRI 2-26	Mechanisms for seeking advice and raising concerns	Concerns are raised with the complaints office at <a href="mailto:compliance@schwalbe.com">compliance@schwalbe.com</a> . There were no incidents during the reporting period.	
GRI 2-27	Compliance with laws and regulations	Ralf Bohle GmbH complies with the laws and regulations within and outside Germany.	
GRI 2-28	Membership associations		79
GRI 2-29	Approach to stakeholder engagement		27
GRI 2-30	Collective bargaining agreements	The company's in-house wage tariff applies.	

<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>GRI 3:</b>	<b>Material Topics 2021</b>		
GRI 3-1	Process to determine material topics	Updates to the materiality analysis and adaptation of the list of topics	23
GRI 3-2	List of material topics	New: Occupational health and safety incl. process safety, environmental standards in the supply chain incl. biodiversity, stakeholder dialog, no longer applicable: Promotion of public welfare, waste	24
GRI 3-3	Management of material topics		14
<b>GRI 201</b>	<b>Economic Performance 2016</b>		
GRI 201-1	Direct economic value generated and distributed	Annual Report 2023	
<b>GRI 203</b>	<b>Indirect Economic Impacts 2016</b>		
GRI 203-1	Infrastructure investments and services supported		30, 86
<b>GRI 205</b>	<b>Anti-corruption 2016</b>		
GRI 205-3	Confirmed incidents of corruption and actions taken	No known incidents	



<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>GRI 302</b>	<b>Energy 2016</b>		
GRI 302-1	Energy consumption within the organisation		56
GRI 302-4	Reduction of energy consumption		56
<b>GRI 303</b>	<b>Water and Effluents 2018</b>		
GRI 303-3	Water withdrawal		66
<b>GRI 305</b>	<b>Emissions 2016</b>		
GRI 305-1	Direct (Scope 1) GHG emissions		57
GRI 305-2	Indirekte energiebedingte THG-Emissionen (Scope 2)		57
GRI 305-3	Other indirect (Scope 3) GHG emissions		57
GRI 305-5	Reduction of GHG emissions		55, 56
<b>GRI 306</b>	<b>Waste 2020</b>		
GRI 306-1	Waste generation and significant waste-related impacts		66
GRI 306-2	Management of significant waste-related impacts		66
GRI 306-3	Waste generated		66
GRI 306-4	Waste diverted from disposal		66
<b>GRI 308</b>	<b>Supplier Environmental Assessment 2016</b>		
GRI 308-1	New suppliers that were screened using environmental criteria	New suppliers are audited on the basis of the supplier code of conduct.	

<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>GRI 401</b>	<b>Employment 2016</b>		
GRI 401-1	New employee hires and employee turnover		78
<b>GRI 403</b>	<b>Occupational Health and Safety 2018</b>		
GRI 403-1	Occupational health and safety management system		75
GRI 403-2	Hazard identification, risk assessment and incident investigation		75
GRI 403-3	Occupational health services		75
GRI 403-4	Worker participation, consultation and communication on occupational health and safety		75
GRI 403-5	Worker training on occupational health and safety		75
GRI 403-6	Promotion of worker health		75
GRI 403-8	Workers covered by an occupational health and safety management system		76
GRI 403-9	Work-related injuries		78
<b>GRI 404</b>	<b>Training and Education 2016</b>		
GRI 404-2	Programs for upgrading employee skills and transition assistance programs		73

<b>GRI indicator</b>	<b>Disclosure</b>	<b>Comments &amp; references</b>	<b>Pages</b>
<b>GRI 404</b>	<b>Training and Education 2016</b>		
GRI 404-2	Programs for upgrading employee skills and transition assistance programs		73
<b>GRI 405</b>	<b>Diversity and Equal Opportunity 2016</b>		
GRI 405-1	Diversity of governance bodies and employees		78
<b>GRI 406</b>	<b>Non-discrimination 2016</b>		
GRI 406-1	Incidents of discrimination and corrective actions taken	No incidents of discrimination in the reporting period.	
<b>GRI 414</b>	<b>Supplier Social Assessment 2016</b>		
GRI 414-1	New suppliers that were screened using social criteria	New suppliers are audited on the basis of the supplier code of conduct.	
<b>GRI 416</b>	<b>Customer Health and Safety 2016</b>		
GRI 416-1	Assessment of the health and safety impacts of product and service categories		43, 44



## ***ABOUT THIS REPORT***

The current report constitutes the third Schwalbe CSR report. It describes Ralf Bohle GmbH's corporate responsibility, associated vision and CSR targets and activities in the year 2023. With this report we continue to include the international subsidiaries of the Schwalbe Group in our CSR reporting. This applies in particular to the issues of emissions and employment. Where reporting refers to our headquarters in Reichshof, this is specifically stated. This CSR report was published in September 2024 and is available in digital form on our company website at <https://www.schwalbe.com/csr>.

Our CSR report for 2023 is available in English and German.

This CSR report has been created with reference to the GRI Standards. The relevant report topics were defined by our current materiality analysis conducted in the spring of 2023. The information for the reporting period January 1 to December 31, 2023, was not externally reviewed. Information contained in the 2023 CSR report that relates to the future is based on the assumptions and plans valid at the time of the editorial deadline; actual results and developments may deviate from this.

The report is also available in a printed version. This printed version of the Schwalbe CSR Report 2023 has been certified according to the Cradle to Cradle Certified® product standard and contains only materials that do not pose a health risk and is 100% recyclable. Only green electricity was used for printing.



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### PHOTOS

Ralf Bohle GmbH  
p. 62 Seawastex  
p. 63 Freepix  
p. 83 World Bicycle Relief gGmbH  
p. 85 BOSF/BPI

## GLOSSARY

### CSR: Corporate Social Responsibility

CSR is the responsibility of a company for the impact of its actions on society. This includes various social, ecological and economic aspects. Companies commonly use the terms “CSR” and “sustainability” interchangeably.

### SDG

In 2015 the member states of the United Nations adopted their Agenda 2030. This centres on a catalogue of 17 Sustainable Development Goals (SDGs).

The 17 SDGs take the three dimensions of sustainability into account: social issues, the environment and the economy. These are structured around five core areas (the five Ps) as guiding principles for action: people, planet, prosperity, peace and partnership.

### Global Reporting Initiative

The Global Reporting Initiative develops guidelines for sustainability reports. The first draft was created over 20 years ago. In 2021 the GRI again revised its global sustainability reporting standards, publishing the updated guidelines as Standards 2021. The GRI Standards aim to enable better comparability of and create more transparency regarding companies’ CSR activities. Participation is voluntary. The GRI guidelines are the most frequently used framework for CSR reporting by companies worldwide.

### Sustainability

In the most frequently referenced definition (Brundtland, 1987), sustainability is a state that “meets the needs of the present without compromising the ability of future generations to meet their own needs.” This encompasses in particular various ecological, social and economic aspects.

### Scope 1, 2 and 3 emissions

This is the categorisation of greenhouse gas emissions according to their place of origin in a value chain.

Scope 1 refers to all direct processes, procedures and services performed by a company’s own employees, machines or vehicles at its own facilities, such as the consumption of fuel for heating or for operation of the company’s vehicle fleet.

Scope 2 exclusively records the sources from which electricity, steam, heating and cooling are procured.

Finally, scope 3 comprises all other indirect emissions arising from the production of raw materials and products or provision of services in the upstream and downstream value chain.

### Green Attribute products

These products are characterized by the use of social-ecological materials. Examples for these type of materials include fairly-traded natural rubber, which is sourced from certified supply chains of Fair Rubber e.V. In addition, recycled materials such as recycled carbon black (rCB) from the Schwalbe recycling system and recycled nylon from old fishing nets are used. Recycled rubber and old inner tubes as well as renewable raw materials such as silica from rice husk ash and soybean oil are also used in production, which are environmentally friendly alternatives to energy-intensive materials in tire production.



## GLOSSARY

### Life-Cycle Assessment (LCA)

Life Cycle Assessment (LCA) is a process used to evaluate the potential environmental impact of a product throughout its entire service life or life cycle. Products subject to assessment can be any goods or service. According to DIN EN ISO 14040, an LCA has four phases: 1) definition of the exact goal and selected scope of the LCA, 2) an inventory analysis, in which all inputs and outputs (product, material or energy flows) of the product in question are listed and quantified, 3) an impact assessment that considers the potential impact on the environment, and 4) evaluation and assessment of the results. In general, LCA studies can be taken as a basis for analysis and appraisal of the environmental impact of products and processes and used to derive suitable optimisation measures.

### Cradle-to-Cradle

Cradle-to-cradle® (C2C) is a holistic design approach and a school of thought developed in the 1990s by Prof. Dr. Michael Braungart, William McDonough and EPEA Hamburg. It describes the potentially infinite circulation of materials and nutrients in cycles. All constituents are chemically harmless and recyclable or circular. Waste in the present sense of the word, as produced by the current take-make-waste model, no longer exists; instead, there are only useable nutrients.

### rCB: recovered Carbon Black, Schwalbe Recycling System

Used tires are first returned to participating specialist traders. The contents of the Schwalbe Recycling Boxes are collected and transported to Pyrum Innovations AG, where the old tires are first shredded and separated into rubber granulate, steel and textile fibres. In the ensuing pyrolysis process the rubber granulate is then broken down at a temperature of 600–700°C into the valuable secondary raw materials of coke, oil and gas. The recovered pyrolysis coke is processed to form rCB (recovered carbon black) and reused in new Schwalbe products. The oil is used by chemical company BASF as a substitute for crude oil to manufacture textile fibres, for example. The gas powers the pyrolysis plant with electricity, making it completely self-sufficient in its energy supply.

### Product Carbon Footprint (PCF)

The Product Carbon Footprint (PCF) describes the sum of the greenhouse gases emitted throughout a product's life cycle, measured in units of CO<sub>2</sub> equivalents or CO<sub>2</sub>eq. A PCF is computed on the basis of an LCA on application of one impact model only, namely its Global Warming Potential or GWP.

### Tier 1 and tier 2

Tier 1 and tier 2 suppliers are terms frequently used in practical supply chain management to describe the various levels of relations with suppliers. Tier 1 suppliers supply directly to the company, while tier 2 subcontractors are direct suppliers to a company's tier 1 suppliers.

**SCHWALBE** 

*Get there*

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