

FOR IMMEDIATE RELEASE

Green Wheels Launches with First Sustainable Bike Stores in Database

Link to photos and video -

<https://drive.google.com/drive/folders/1TW62ZIWk7t48mcohDWdAQssCCBIYuzU6>

Sydney, NSW, 21/06/2024 – Green Wheels is thrilled to announce the successful media launch of its initiative, aimed at promoting sustainability in the cycling industry. The launch event, held on the morning of Friday 21st of June 2024, garnered significant media attention and positive feedback, marking a major milestone for the program.

Green Wheels is an ambitious project dedicated to transforming the cycling industry by promoting sustainable practices and reducing the environmental impact of bike stores. The initiative includes providing audits to bike stores, launching an accreditation program, creating industry-approved criteria, launching an online database, and hosting events.

Since the launch, Green Wheels has made remarkable progress, with over 20 stores already signing up to the Green Wheels database. These stores are now on the path to achieving accreditation, demonstrating their commitment to sustainability and environmental responsibility.

“We are incredibly pleased with the response we have received since our media launch,” said Guido Verbist CEO of Revolve ReCYCLING the organisation that is leading the program funded by the NSW Environment Protection Authority (EPA). “The fact that more than 20 stores have already signed up is a testament to the cycling community’s dedication to sustainable practices. We are excited to support these stores in their journey towards a greener future.”

Alexandra Geddes, Executive Director at the NSW EPA, said the program will play an important role in the transition to a circular economy. “This grant is a fantastic opportunity to drive real change within the cycling industry. By supporting initiatives like Green Wheels, we can promote sustainable practices that not only benefit businesses but also contribute to broader environmental goals.”

The Green Wheels database serves as a comprehensive resource for bike riders and shoppers, providing guidelines, best practices, and support to help them meet the criteria for accreditation which is done in partnership with Bike Industries Australia (BIA) and their Sustainability Playbook. The program's success relies on the collaboration and participation of bike stores nationwide, and the initial response has been overwhelmingly positive.

Green Wheels is committed to fostering a sustainable cycling culture and invites more stores to join the movement. By participating, stores will not only contribute to environmental conservation but also benefit from the recognition and support that comes with Green Wheels accreditation.

Quotes from the event

“Like bikers, bike shop owners are largely environmentally-minded individuals who want to do the right thing but do not always have this opportunity because the options are not there. Thanks to the EPA bin trim program we are now not only able to audit their waste – which has never been done before - but indeed also to offer sustainable solutions to the bike shops for their waste streams which are dominated by cardboard, plastic rubber, metal and batteries. So far 100 bike shops have been audited and of those we have been able to offer an advanced level of waste separation 75% have either already implemented it or are in the process of doing so.” - Guido Verbist, CEO Revolve Recycling.

“For our stores to be listed as a Green Wheels sustainable bike shop, I’m really excited for the future and hope that this drives other bike stores to continue with these initiatives to take on the support from the team and really start working towards a more sustainable future for our industry.” Michelle Mordike, State Manager 99 Bikes

“I am by no means an expert, but I understand the importance of our industry taking steps to become more sustainable. I have seen the waste we can generate both while competing and now on the other side of the sport. I am eager to learn from the team at Green Wheels alongside others in the industry.” - Chloe Hosking, Olympian and Hosking Bikes Owner

“It’s important in this day and age that every industry is moving forward on its sustainability goals, whether that be manufacturers, retailer or consumers, but it can be overwhelming to even start. As the owner of a cycling apparel brand, Muze Women, I am on a steep learning curve, but we’re going to do our best to become a sustainable cycling brand one step at a time and we can’t do that without bike shop’s help Establishing something simple like Green Wheels as a start for bike shops on their sustainability journey is a good first step.” Nicole Stanners, Founder Muze Women Cycling Apparel

About Green Wheels

Green Wheels is funded by the NSW EPA as part of the \$6 million Bin Trim Networks program focused on reducing waste by supporting up to 4,000 businesses in NSW. Revolve ReCYCLING is promoting sustainability within the cycling industry by providing audits, launching an accreditation program, creating industry-approved criteria, and maintaining an online database. Green Wheels aims to support bike stores in adopting sustainable practices and reducing their environmental impact.

For more information about Green Wheels and how to join the initiative, please visit <https://revolverecycling.net/green-wheels-bikestores/>

Contact:

Jessie Alice
Program Manager
greenwheels@revolverecycling.net.au