



**SUSTAINABILITY
AT RETAIL**
PLAYBOOK

INTRODUCTION ABOUT BIA

Bicycle Industries Australia (BIA) aims to foster the interests of the industry, through the promotion of sound and ethical trading and business practices, and has become the leading industry voice on issues directly affecting the industry including regulation, standards, taxation and trade.

Established in 2000, Bicycle Industries Australia is an independent not-for-profit incorporated membership organisation representing bicycle industry importers, manufacturers, retailers and suppliers. Affiliated with peak industry organisations around the world, BIA is leading the development of the industry in Australia.

As part of the commitment of the BIA to supporting the industry, the BIA has increased its focus on sustainable practices within the industry, looking to support businesses to;

- Reduce the amount of virgin material in the development of products,
- Re-home products to extend their life,
- Re-purpose products into new opportunities,
- Recycle products to give them a whole new life,
- Reduce the impact of logistics, transport and retail.

WHY A PLAYBOOK?

As members of the cycling industry, we are fortunate to contribute to one of the most environmentally friendly modes of transportation worldwide. Brands and suppliers need to continually strive to develop and deliver products that will reduce their carbon footprint, whilst at retail we also need to play our part in reducing our impact on the planet.

All industry members, both personally and through our customers, see first hand the impacts of climate change. On any given day a rider somewhere around the world is affected by either a heatwave, drought, flood, storm or bushfire. These weather events are increasing in size and frequency and having devastating effects on people, infrastructure and ecosystems.

The cycling industry relies heavily on a stable and temperate environment for people to keep buying bikes and experience the joy of riding.

The cycling industry has a responsibility to protect our planet so riders can keep riding for years to come. Every business can play their part in climate action.

Many within the industry want to improve the way we do business, but it is often seen as time consuming, inconvenient, another business cost or just 'too hard'.

The BIA 'Sustainability at Retail' Playbook has been developed to guide and assist each retail business as they review or explore opportunities to improve sustainability and often reduce costs.

HOW TO USE THIS PLAYBOOK

This is a guide to help bike stores to reduce their waste and repurpose waste materials, as well as increase awareness around the role of energy and how we can all take part in reducing our impact on the environment.

The list of resources within this document is not exhaustive and we welcome feedback to increase the capacity of this Playbook and our collective action as an industry.

WHAT IS IN THIS PLAYBOOK

P03 RECYCLING

- ▶ Cardboard
- ▶ Electronic and Battery
- ▶ Rubber
- ▶ Chemical
- ▶ Metal

P09 SINGLE-USE MATERIAL MANAGEMENT

P10 SETTING UP YOUR WASTE MANAGEMENT SYSTEM

P12 RENEWABLE ENERGY

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RECYCLING & RE-USE

Recycling is the most common way for stores to cut down on waste. While it can be tough for stores to reduce the amount of packaging they receive with products, what they do with that packaging matters a lot. Properly managing and recycling it is a crucial step for stores to minimize waste.

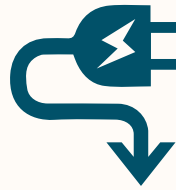


WHY RECYCLE?



REDUCE POLLUTION

Collecting, refining and processing raw materials contributes to air and water pollution. Recycling minimises these processes, reducing pollution.



LOWER ENERGY USAGE

Recycling reduces the amount of energy expenditure that is required for the extraction, refinement, transportation and processing of raw materials into products.



REDUCE LANDFILL

Waste that would normally be sent to the tip is reused, resulting in less space required for landfill and less need for more waste disposal facilities.



PROTECT ANIMALS AND THEIR HABITATS

Recycling reduces the number of raw materials being extracted from the environment. The extraction of these resources often results in the destruction of natural habitats. Recycling also reduces the amount of waste that leaks into our waterways.

WISH-CYCLING

Make sure you are aware of your council's recycling rules as good intentions don't always correlate to good outcomes through a practice called **WISH-CYCLING**.

WISH-CYCLING is the practice of including items that cannot be recycled with your 'recyclables'. It stems from the best intentions. You wish or hope that something you've bought or use regularly can be recycled. Instead, your good intentions end up costing recycling companies more time and money. Worse, it can impact recycling at a later processing point.

To avoid this, make sure you are familiar with your local council's recycling rules and guidelines!

CARDBOARD RECYCLING

WHAT IS IT?

Mostly bike boxes, and other packaging boxes.

ABOUT PAPER & CARDBOARD RECYCLING

- ▶ Paper and cardboard can be recycled into other products such as packaging, toilet paper and egg cartons.
- ▶ Every year around 3.5 million tonnes of paper and cardboard is used in Australia. This is enough to fill 160,000 large semi trailers (Visy Recycling).
- ▶ The act of flattening cardboard and paper means it will move through the sorting station in the best way.
- ▶ Why is it important to re-use or recycle cardboard?
 - When paper/cardboard is disposed of in landfill rather than recycled, it creates methane as it breaks down. Methane is a major greenhouse gas that contributes to global warming with a life span 21 times longer than carbon dioxide (Visy Recycling).

DID YOU KNOW?

- ▶ Natural fibre for paper and cardboard is predominately sourced from trees. The production of paper and cardboard involves mechanical and/or chemical means to pulp a natural resource into a useable product.
- ▶ To produce 1 tonne of paper approximately 20 fully-grown trees are required.
- ▶ Producing 1 tonne of paper uses over 90,000 litres of water.
- ▶ Manufacturing 1 tonne of paper produces 1.46 tonnes of greenhouse gases.
- ▶ 1.9 million tonnes of paper ends up in landfill each year.

BEST PRACTICES

- ❑ Remove contaminants such as staples and glue if possible.
- ❑ Flatten and pack down cardboard boxes where possible. This helps the cardboard move through the sorting station, and also saves space when storing it!
- ❑ Look at the viability of getting a cardboard bailer to reduce mass.
- ❑ Resell to customers, promote that they can be used when traveling.
- ❑ Speak to suppliers about reducing the amount of cardboard they are sending you, and if they can offer a takeback program.
- ❑ Send unwanted cardboard to a recycling centre.

ACTION

- Research the following links to find local cardboard recyclers near you:
 - [Visy Free Paper and Cardboard Drop-Off](#)
 - [Cleanaway - One Bin Packaging Waste Solution](#)
 - [Planet Ark - Directory](#)
 - [Sustainability Victoria](#)
 - [NSW - Local Council Directory](#)
 - [EPA NSW](#)

E-WASTE & BATTERY RECYCLING

WHAT IS IT?

E-waste, short for “electronic waste,” refers to discarded or obsolete electronic devices and electrical equipment. These items can range from small gadgets such as bike computers and smartphones to larger appliances such as refrigerators and washing machines. E-waste includes any electronic or electrical device that has reached the end of its useful life or is no longer in use.

Batteries includes all single use and rechargeable batteries, including e-bike and button batteries.

DID YOU KNOW?

- ▶ According to the UN, Australia is one of the world’s top producers of e-waste, ranking fifth with 21.7kg of waste per person reported in 2019. Our e-waste output is growing 3 x times faster than our general waste output. Every year, 88 percent of the 4 million computers and 3 million televisions purchased in Australia end up in landfill, contributing to over 140,000 tonnes of electronic waste.

Source: <https://www.cos.net.au/c/cospedia/problem-of-e-waste-in-australia>

ABOUT E-WASTE & BATTERY RECYCLING

- ▶ Recycling e-waste is just as important as recycling any other waste stream. If properly managed, 90-95 percent of e-waste components can be easily recycled.
- ▶ A national recycling program offers recycling solutions for small batteries. These batteries can be conveniently dropped off at collection sites, which are commonly found at various locations including most Bunnings, Coles, and Woolworths stores.
- ▶ BIA is currently developing a national e-bike battery recycling scheme and look forward to releasing it in the future.
- ▶ eBike batteries are considered dangerous goods, so safe storage processes are critical until collection for recycling.

ACTION

- Install e-waste recycling options and a separate system for batteries including the correct storage vessels. Find your local Officeworks store to recycle your e-waste and domestic single use or rechargeable batteries (AA, AAA, C, D, 9V, laptop, mobile phone and camera batteries).
- Ask your bike wholesaler if they recycle batteries on your behalf?
- Review this list of battery recycling services for options that suit you:

[Envirostream](#)

[Ecobatt](#)

[B-cycle](#)

BEST PRACTICES

- ❑ Have a secure, appropriately-rated fireproof battery storage box.
- ❑ Ensure the box is appropriately vented and away from flammable goods.
- ❑ Store all batteries of unknown history in the box.
- ❑ Don't charge any batteries that have visible signs of damage or 'change'.
- ❑ Follow further standard operating procedures listed on the BIA website.

RUBBER RECYCLING

WHAT IS IT?

Any brand of bicycle tyre and inner tubes.

ABOUT TYRE RECYCLING

- Currently we don't have a national solution for rubber recycling, however there are a few services and rubber processing plants that exist across our states and territories (see list on BIA website).

DID YOU KNOW?

- A staggering 44,000 tonnes of bicycle tyres and inner tubes end up in landfill each year, discarded by cyclists all over the world.

BEST PRACTICES

- Here are some ideas for upcycling tyres and tubes:
 - Use of tubes for tie-downs or straps.
 - Use bicycle tyres for swings and other play structures.
 - Weave a doormat, or make a belt or wallet.
 - Patch your new tubes.
- Sell patch kits that are made from upcycled bike tubes: www.ohsiss.com.au
- Provide education to customers on how they can extend the life of their tyres and tubes
- Suggest tubeless options (if sealant is eco-friendly!)

ACTION

- Check out the list on the BIA website: www.bikeoz.org

CHEMICAL WASTE

WHAT IS IT?

Cleaning chemicals, brake fluid and other corrosives that cannot be tipped down the sink.

ABOUT CHEMICAL WASTE RECYCLING

- Household and business chemical waste and hazardous materials need to be kept out of your waste, recycling bin and not tipped down the sink:
 - General cleaners
 - Lubricants
 - Degreasers
 - Oils
 - Automotive products
 - Paints
 - Thinners
 - Adhesives

DID YOU KNOW?

- If chemical waste is not handled correctly, it can have a serious impact on the environment. Chemicals used in a workshop should be disposed of responsibly through specialised recycling and safe disposal services.

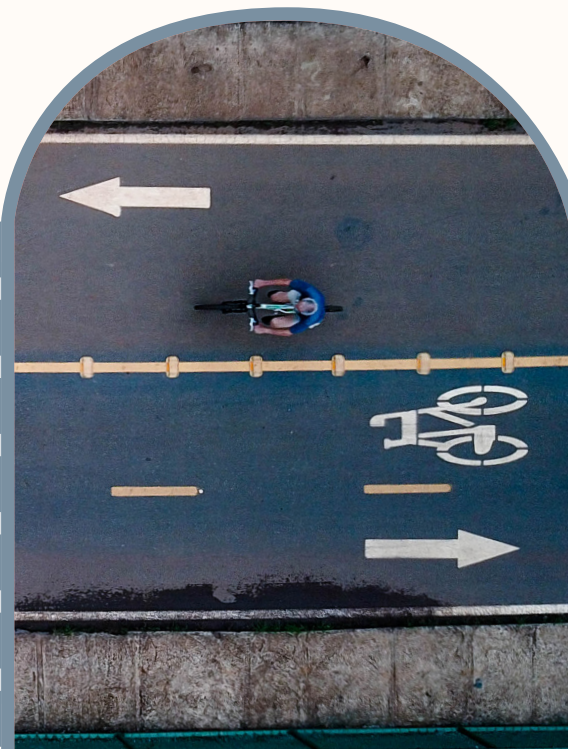
ACTION

- Contact your local council on how best to manage your chemical waste.
- Consider installing an eco-washer, one brand available includes

[Eco-safe Washer](#)

BEST PRACTICES

- Most councils will accept these items at designated collection points, however, it may vary. Please check with your council beforehand to find out what items can be taken to their listed depot or chemical clean-up day.
- Consider eco-friendly chemicals.
- Consider getting a wash bay installed that is plumbed to filter and manage the dirty water.



METAL RECYCLING

WHAT IS IT?

In this context, metal refers to any old, damaged, scrap metal, motors, steel bike frames etc that are able to be recycled. Scrap metals include a number of materials such as aluminium, brass, copper, stainless steel, cast iron, lead, zinc and nickel.

DID YOU KNOW?

- ▶ Over 50% of the world's steel production uses recycled scrap metal, making it one of the world's most recycled materials.
- ▶ By collecting and processing scrap metal, we reduce the ecological impacts of mining raw materials from the ground and reduce up to 97% of mining wastes.
- ▶ Making items from recycled aluminium uses just 5% of the energy as making the same item from raw materials.
- ▶ You can make money from recycling scrap metals!!

Source: www.recyclingnearyou.com.au/scrap-metals/

ABOUT PAPER & CARDBOARD RECYCLING

- ▶ Scrap metal can be collected by commercial recyclers or delivered to scrap metal dealers.
- ▶ Bicycles do not need to be stripped to be able to be recycled

ACTION

- Research local scrap metal recyclers near you by typing in 'scrap metal recyclers near me' into Google! And get ready to make some money!
- Below are some that may be in your area:

STATE	REGION	NAME	PHONE	ADDRESS	WEBSITE
NSW	North Shore	Brookvale Metal Recyclers	(02) 9905 6435	26 Dale St, Brookvale, 2100	N/A
	Sydney Sth	Mr Metal Recycling	(02) 9521 2430	3/461 The Boulevard, Kirrawee, 2232	www.mrmetalrecycling.com.au
	Illawarra	Infrabuild Recycling	(02) 4271 8300	5/243 Berkeley Rd, Unanderra, 2526	www.infrabuild.com/branch-locator
	Coffs Harbour	Sell & Parker	(02) 6652 9999	313-317 Pacific Hwy, Coffs Harbour, 2450	www.sellparker.com.au/locations
QLD	Brisbane	United Scrap Metals	(07) 3890 2637	913 Lytton Rd, Murarrie, 4172	www.unitedmetals.com.au
	Brisbane	Brisbane Scrap Recyclers	(07) 3208 5166	51 Rowland St, Slacks Creek, 4127	www.brisbanemetalmarket.com.au/recycling
	Gold Coast	SIMS Metal	(07) 5502 0400	5 Lawson St, Nerang, 4211	www.simsmm.com.au/locations/nerang-queensland
VIC	Melbourne	Melbourne Metal Recycling	(03) 95876937	245 Governor Road, Braeside, 3195	www.melbournemetalrecycling.com.au
WA	Perth	Auscon Metals	(08) 9497 1340	1 Langar Way, Landsdale, 6065	www.ausmetals.com.au
	Perth	Auscon Metals	(08) 9497 1340	26 Keates RD, Armadale, 6112	www.ausmetals.com.au
	Forrestfield	Dodd Scrap Metal Recycling	(08) 6117 3720	Gate 1, 521 Dundas Rd, Forrestfield, 6058	www.recyclers.com.au

SINGLE-USE MATERIAL MANAGEMENT

WHAT IS IT?



DID YOU KNOW?

- ▶ Australians use 1.8 billion single-use, hot beverage cups every year. This means the coffee cups and lids used annually in Victoria could fill 203 trams.
- ▶ According to recent statistics, people in Australia dispose of 50,000 coffee cups every 30 minutes.

BEST PRACTICES

- ❑ Encourage reusable coffee cups, water bottles and food containers for staff
- ❑ Switch from paper towels in the workshop and bathrooms to reusable cleaning rags and towels
- ❑ Speak to suppliers and ask them to consider reducing their packaging on single-use items



ACTION

- Encourage all staff and your cycling community to use reusable coffee cups, water bottles and reusable containers
- Explore the option of using reusable gloves, and upcycled cleaning rags
- Consider reusing existing packaging in boxes for new orders
- Look into the possibility of using reusable bike pricing display holders (don't resort to single-use zip ties)
- Suggest electronic receipts to customers, and going paperless in the workshop for service slips

SETTING UP YOUR IN-STORE WASTE MANAGEMENT SYSTEM

- ▶ Keep clean and tidy
- ▶ Clear signage on each bin, colour coding if possible
- ▶ Consider small bins stationed at each mechanics workspace for metal, rubber, e-waste and recyclable packaging

An example of how a **WASTE MANAGEMENT** area can be set up



CO-MINGLED
RECYCLING

FOOD WASTE
RECYCLING

E-WASTE & BATTERY
RECYCLING

METAL
RECYCLING

**RENEWABLE
ENERGY**

**CARBON FRAME
MANAGEMENT**



So, you're cutting waste and recycling. What other steps can you take to continue making a positive impact on the environment?

**CASE STUDY
OMAFIETS**

**ETHICAL INVESTING
/ SUPERANNUATION**

RENEWABLE ENERGY

WHAT IS IT?

Renewable energy is energy derived from natural sources that are replenished at a higher rate than they are consumed.

ABOUT RENEWABLE ENERGY

- Renewable energy is produced using natural resources that are constantly replaced and never run out.
- Just as there are many natural sources of energy, there are many renewable energy technologies.
- Common technologies include: Solar, Windpower and Hydropower.

DID YOU KNOW?

In Australia, electricity is the largest source of Greenhouse Gas (GHG) emissions and businesses consume 70% of Australia's overall use.

ACTION

- Download the [WorkforClimate Renewable Energy Playbook](#)
- Refer to the [Greenpeace Green Electricity Guide](#)



CARBON FRAME MANAGEMENT

WHAT IS IT?

Carbon fibre proved to be a miracle material. It is ultralight, stiff and super strong, and when it comes to bicycle frame constructions, it's something hard to beat. Everybody wants carbon fibre.

This space-age material, which once used to be produced exclusively by professionals, has become sought after by millions of cyclists since the price dropped after the number of carbon-fibre manufacturers grew substantially.

Carbon fibre is also easy to form into desired shapes. Moreover, it lasts forever unless something makes it crumble into pieces.

There is currently no viable solution for carbon bike frame recycling in Australia.

DID YOU KNOW?

- ▶ Bike brands are working with local universities to explore recycling / management solutions.
- ▶ Carbon fibre frames and components can be assessed for integrity through brands including Luescher Teknik and Bike Doctor to extend their life.



BEST PRACTICES

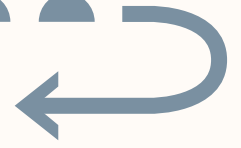
- ❑ Speak to your suppliers about exploring carbon frame recycling.
- ❑ Ask your suppliers if they can stockpile old carbon frame recycling.
- ❑ If disposing of carbon frames, wear a mask and eye protection as carbon splinters. Be sure to completely break the frame to ensure that the frame can not be picked up at a later stage and potentially ridden and pose danger to the rider.

ACTION

- Check out this interesting article on [Flow](#)



ETHICAL INVESTING / SUPERANNUATION



Employer **superannuation** funds have a big problem:

They are fuelling the climate crisis by investing trillions of dollars in fossil fuels, deforestation, and other high-emitting industries that aren't actively decarbonizing and,

There are several funds that only invest in 'green' projects. Businesses should look for quality funds that invest in the your retirement and a sustainable future.

WorkforClimate have developed a very helpful Playbook on the background and the benefits of switching to a more ethical **superannuation** fund.

You can encourage your employees to review their **superannuation** fund and consider switching investments to ethical institutions to achieve benefits for the planet, the business, yourself and future generations.

[You can download the playbook here](#)

CASE STUDY OMAFIETS

Omafiets opened its first store in Marrickville in 2011 and is now located in Alexandria, NSW. Owner Chris has always been committed to incorporating sustainability as much as possible, but the recycling initiatives in the bike industry haven't responded as swiftly.



The Alexandria store's fit-out includes solar panels on the roof, and in 2023, Chris enlisted the help of Revolve Recycling for e-waste, metal, and rubber recycling bins.

Before installing the bins, metal, tyre, and inner tube rubber waste were piling up at the back of the store with no solution for e-waste.

What began as good intentions became a burden in terms of labor, space, and a lack of procedures due to the changing nature without a set system.

By utilising green power through solar and outsourcing the bike waste bin system, Chris and his team have saved time, space, and haven't blown the waste budget.

'Every bike shop should make sure it's taking care of the product lifecycle' - **Chris Moore**, Omafiets.

SOME FINAL THOUGHTS

We often see sustainability as a cost, but let's recognise that we are investing in the future of our business and the generations of riders that will come through the doors.

Remember, small actions collectively make a big difference in protecting the environment!

RESOURCES

Bin Trim Rebates (EPA)

Recycling Behaviours Report 2023 by Cleanaway Australia

What is and isn't Recyclable

WHERE TO RECYCLE YOUR BIKES

Check out the list of secondhand charities and community groups accepting donations on the BIA website.

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