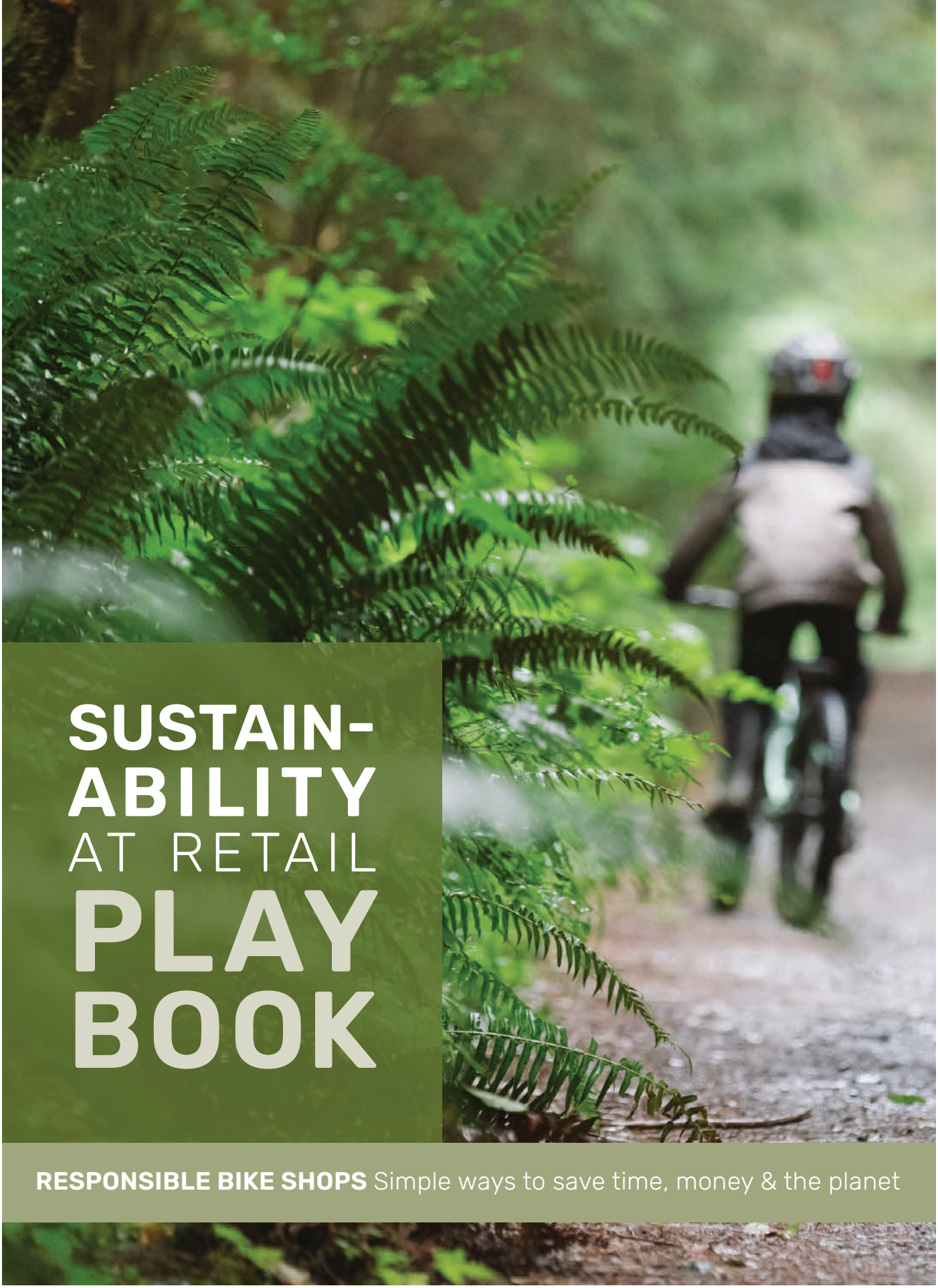


SUSTAIN-ABILITY AT RETAIL PLAY BOOK

RESPONSIBLE BIKE SHOPS Simple ways to save time, money & the planet

GREEN WHEELS

CYCLE & SUSTAIN
Australia's Bicycle Sustainability Action Network

BIA
BICYCLE INDUSTRIES AUSTRALIA

REVOLVE RECYCLING

INTRO-DUCTION ABOUT BIA & GREEN WHEELS

Bicycle Industries Australia (BIA) is the leading industry voice representing importers, manufacturers, retailers and suppliers. Established in 2000 as an independent not-for-profit membership organisation, BIA fosters the interests of the cycling industry through the promotion of sound and ethical business practices, and provides leadership on issues including regulation, standards, taxation and trade.

To strengthen this commitment, **BIA has partnered with Revolve Recycling**. Revolve Recycling operates **Green Wheels**, an initiative proudly presented by the N**SW Environment Protection Authority (EPA).**

Green Wheels is both an **accreditation program** and an **online directory** for bike stores that are taking practical steps to reduce waste and cut costs. By showcasing stores that are implementing smarter waste solutions, the program supports the industry to improve sustainability while protecting the bottom line.

Through this partnership, BIA and Green Wheels are focused on helping businesses:

- Reduce costs by cutting waste disposal bills by up to 30% through effective recycling.
- Reduce the amount of virgin material in the development of products, lowering input costs.
- Re-home products to extend their life and keep customers engaged through affordable options.
- Re-purpose products into new opportunities, opening additional revenue streams.
- Recycle products to give them a whole new life while reducing landfill fees.
- Reduce the impact of logistics, transport and retail, saving both money and resources.

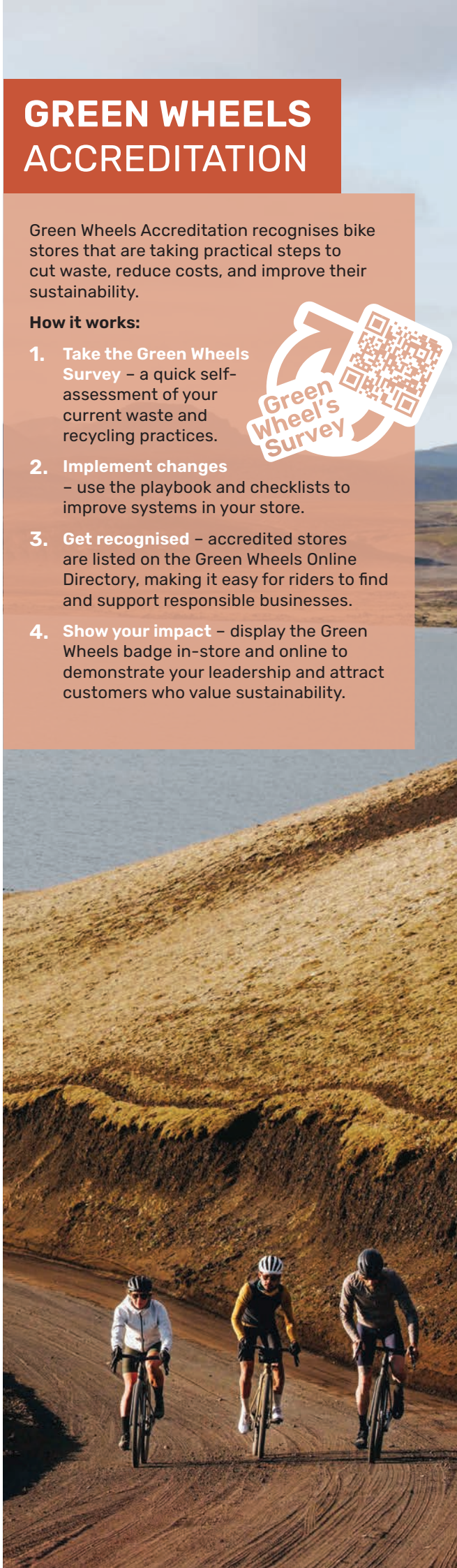
By embedding the practices outlined in this playbook, bike stores can protect their bottom line, build resilience, and future-proof their businesses in an increasingly competitive environment.

GREEN WHEELS ACCREDITATION

Green Wheels Accreditation recognises bike stores that are taking practical steps to cut waste, reduce costs, and improve their sustainability.

How it works:

1. **Take the Green Wheels Survey** – a quick self-assessment of your current waste and recycling practices.
2. **Implement changes** – use the playbook and checklists to improve systems in your store.
3. **Get recognised** – accredited stores are listed on the Green Wheels Online Directory, making it easy for riders to find and support responsible businesses.
4. **Show your impact** – display the Green Wheels badge in-store and online to demonstrate your leadership and attract customers who value sustainability.



WHAT IS IN THIS PLAY-BOOK

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WHY A PLAY-BOOK

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, we 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. And every job, 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 PLAY-BOOK

This playbook is designed to help bike stores take practical steps towards sustainability while protecting their bottom line. Each Sustainability Action is supported by a fact-sheet that includes:

- What is the Problem- outlining the challenge and why it matters.
- Did You Know- key facts and figures to build awareness.
- Case Study from Industry– real examples of what's working in practice.
- Retail Checklist– simple, actionable steps that stores can immediately apply to improve their sustainability and add efficiencies to daily operations.

By working through these actions, stores can cut unnecessary costs, reduce waste, and strengthen their business resilience, while contributing to a more sustainable industry.
The list of Sustainability Actions in this document is not exhaustive, and we welcome feedback to expand the capacity of this Playbook and drive collective action across the sector.

RETHINK WASTE:

THE HIERARCHY OF ACTIONS

Not all sustainability actions are equal. In the cycling industry, the best outcomes come from tackling waste at its source first, then working down the chain of options.

AVOID

The most effective solution is prevention, avoid waste before it's created. For example, ordering in bulk to reduce packaging, or choosing products with minimal single-use materials.

REUSE

Give items a second life in their current form. Bike boxes can be reused for packaging, storage, made available to customers for their own needs (gardening, travel), or even in-store displays instead of being sent straight to recycling.

UPCYCLE

Transform waste into something of higher or different value. This could mean re-purposing old bike parts into shop furniture, incorporating refurbished bikes into your product range, or using creative promotions such as customer giveaways. Upcycling not only reduces disposal costs but also adds innovation and character to your business.

RECYCLE

When reuse or upcycling isn't possible, recycling ensures materials are broken down and processed into new products. In many cases this is 'downcycling', shredding materials into a lower-value use, but still diverting them from landfill. Recycling is critical, but it should come after avoidance, reuse, and upcycling.

WHY IT MATTERS

- Reduce costs: Effective resource management can cut waste disposal bills by up to 30%.
- Protect profit margins: Less waste means fewer disposal fees and more efficient operations.
- Build customer trust: Riders increasingly value businesses that show leadership in sustainability.

AVOID WISH-CYCLING

Good intentions don't always equal good outcomes. Wish-cycling is the practice of putting items into recycling streams that don't belong there, hoping they can be processed. Instead, it costs recyclers more time and money- and can even contaminate whole batches of recycling.

To avoid this:

- Check your local council's recycling rules if they apply in your area. Where they don't, use our Resource Hub to find suppliers who specialise in managing bike industry waste.
- Educate staff on what can and cannot be recycled to avoid costly mistakes.
- Use the Retail Checklists in this playbook to put best practices into action straight away.

CARD-BOARD

WHAT IS THE PROBLEM?

Cardboard is the biggest waste stream for most bike businesses, making up over half of store waste.

If it ends up in landfill, cardboard creates methane, a greenhouse gas 21 times more harmful than CO_2.

Unflattened or poorly managed boxes also fill bins quickly, which means more collections and higher bills.

DID YOU KNOW?

- Across Australia, businesses generate over 3.5 million tonnes of cardboard and paper waste each year.
- Making new cardboard uses huge resources, around 20 trees and 90,000 litres of water per tonne.
- Recycling cardboard avoids around 0.63 tonnes of CO_2 for every tonne recycled.
- 1.9 million tonnes of cardboard and paper still end up in landfill every year.
- Bike stores that flatten and recycle cardboard can cut waste disposal costs by up to 30%.

CASE STUDY

99 BIKES NATIONAL

99 Bikes tackled one of its biggest waste streams by rolling out cardboard recycling across all stores. By 2023, cardboard accounted for 60% of in-store waste, with over 1,000 tonnes recycled annually.

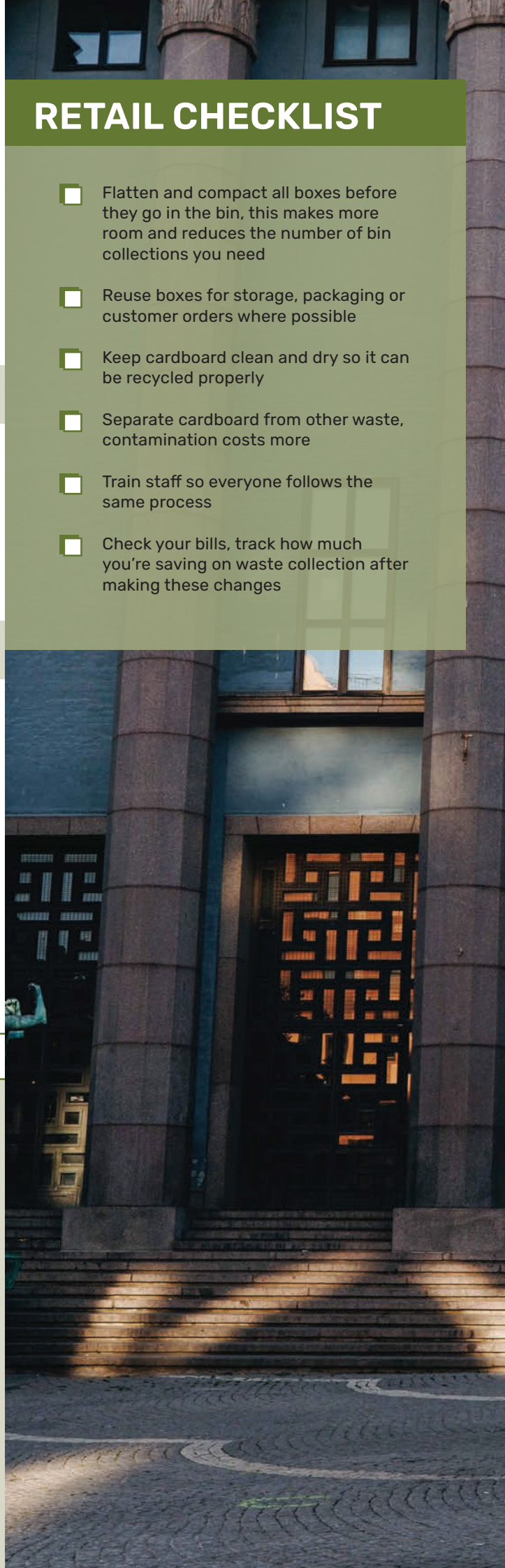
The main challenge was staff training and consistency, making sure everyone knew to flatten and separate boxes. Once in place, it became one of the easiest sustainability practices to manage.

Impact for the business:

- Over 630 tonnes of CO_2 saved each year
- On average, cardboard recycling is about 80% cheaper per m^3 than general waste (currently pays around $4/$m^3$ for cardboard recycling compared to $22/$m^3$ for general waste)
- Nationally, the program avoided over 1,600 tonnes of CO_2 emissions in 2023

RETAIL CHECKLIST

- [ ] Flatten and compact all boxes before they go in the bin, this makes more room and reduces the number of bin collections you need
- [ ] Reuse boxes for storage, packaging or customer orders where possible
- [ ] Keep cardboard clean and dry so it can be recycled properly
- [ ] Separate cardboard from other waste, contamination costs more
- [ ] Train staff so everyone follows the same process
- [ ] Check your bills, track how much you're saving on waste collection after making these changes



E-WASTE

RETAIL CHECKLIST

- [ ] Set up a small, clearly marked e-waste collection tub or bin in the staff area.
- [ ] Keep e-waste separate from general waste and recycling bins, to avoid contamination.
- [ ] Educate staff on what counts as e-waste (bike lights, GPS units, chargers, computers, POS gear) and what doesn't.
- [ ] Promote your e-waste collection internally, so staff and mechanics know where items go.
- [ ] Track how much you are collecting, and check waste invoices to see if fewer general waste collections are needed.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business e-waste.

WHAT IS THE PROBLEM?

E-waste (discarded electronics and electrical equipment) is one of the fastest-growing waste streams in Australia. In a bike business, this can include old lighting systems, GPS units, electronic bike accessories, and obsolete computers or point-of-sale equipment.

When e-waste is sent to landfill it leaks hazardous materials such as lead and mercury, which contaminate soil and water. At the same time, valuable resources like copper, aluminium and rare earth elements are lost. For businesses, this often means paying more for general waste collection when these items could be recovered through proper channels.

DID YOU KNOW?

- Australia is one of the world's highest producers of e-waste per capita, generating over 500,000 tonnes each year.
- E-waste is growing three times faster than general waste.
- Around 90–95% of e-waste materials (including metals and plastics) can be recycled when processed correctly.
- Businesses that separate e-waste from general bins save on disposal costs by reducing contamination and making more room in their regular waste streams.

Green Wheel's Resource Hub

BATTERIES

WHAT IS THE PROBLEM?

Batteries power e-bikes, lights, GPS units, computers, and other store and customer products. However, most used batteries in Australia still end up in landfill or general waste. This creates fire risks, leaches toxic materials into soil and water, and wastes valuable metals like lithium, cobalt, and nickel that could be recovered and reused.

For bike businesses, improper battery disposal can increase waste bills and create risks in store. Educating staff and customers on the right drop-off options is key to reducing costs and protecting safety.

DID YOU KNOW?

- Before the launch of B-cycle, Australia's national battery stewardship scheme, only about 7% of batteries were recycled. That number has now doubled to 14% but there is still a long way to go.
- 63% of Australians admit to throwing used batteries into rubbish or recycling bins.
- Demand for battery materials is expected to grow more than 500% by 2050.
- Recycling batteries recovers valuable materials that reduce the need for new mining and protect supply chains.

CASE STUDY

GIANT BICYCLES AU

Giant Bicycles Australia partnered with B-cycle to roll out a national battery recycling program across its retailer network. By providing clear guidance and resources, Giant was able to educate customers on how to recycle batteries safely and direct them to local drop-off points.

For Giant, the benefits included reducing in-store storage of used batteries, lowering fire risk, and showing leadership on sustainability. Staff engagement was critical at the start, but once processes were in place, the system became easy to manage and well received by customers.

RETAIL CHECKLIST

- [ ] Educate staff on what counts as a battery and why it should not go in general bins.
- [ ] Explain to customers that e-bike and other batteries should be dropped off at official B-cycle collection points.
- [ ] Promote B-cycle as the safe, free and accessible option for battery recycling.
- [ ] Display simple signage in-store reminding staff and customers not to throw batteries into general waste.
- [ ] Track how much battery waste is leaving your store to highlight the cost savings from fewer general waste collections.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business batteries.

RUBBER

RETAIL CHECKLIST

- [ ] Educate staff to direct customers on how to correctly recycle tyres and tubes.
- [ ] Encourage customers not to leave tubes on the roadside or put them in general bins, but to place them in correct recycling bins.
- [ ] Promote the reuse of inner tubes in-store, such as for tie-downs, straps or patches, and explain these options to customers.
- [ ] In some cases, you can improve the recyclability of inner tubes by removing the valves.
- [ ] Cut up the tubes and tyres to take up less room in the bin, making them compact for storing separately from other waste to save bin space and reduce disposal costs.
- [ ] Communicate recycling fees clearly to customers if costs are passed on.
- [ ] Track collection volumes and check invoices to understand savings on general waste.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business rubber.

WHAT IS THE PROBLEM?

Tyres and inner tubes are one of the most common waste streams for bike businesses, but they are often overlooked. Around 44,000 tonnes of bicycle tyres and tubes end up in landfill each year worldwide. Rubber is synthetic, petroleum-based, and non-biodegradable, so when it goes to landfill it takes decades to break down while releasing harmful emissions.

For businesses, tyres and tubes take up space in bins, increase disposal costs, and create frustration when there is no clear solution. Educating both staff and customers on how to collect and recycle rubber is essential.

DID YOU KNOW?

- In 2021/22, more than 4.3 million tyres and 6.5 million tubes were imported into Australia.
- Recycling 1 tonne of rubber (about 1,915 tyres) avoids around 1.07 tonnes of CO_2 emissions.
- Tyres and tubes can be repurposed into new products such as floor matting, playground surfaces, and industrial rubber products. In Australia, used tyres are not typically burned as fuel in open fires, but instead are processed into Tyre Derived Fuel (TDF) or converted into other products like biofuel or materials for cement kilns and industrial boilers.
- Encouraging customers not to throw tubes in general bins (or on the roadside when riding) is a simple way stores can help keep rubber in circulation.

CASE STUDY

VELO CYCLES VIC

Velo Cycles in Carlton North began recycling tyres and tubes in 2019. Since then, they have diverted more than 2,700 tyres and 5,600 tubes from landfill, equal to around 2.5 tonnes of rubber.

The business introduced a small recycling fee of $2.00 per tyre and $0.70 per tube to cover costs. Customers accepted this without complaint, and the store found it to be an easy conversation starter about sustainability.

Disclaimer: Rates and charges will vary by business and location. These figures were accurate at the time of submission.

CHEMICAL WASTE

WHAT IS THE PROBLEM?

Chemical waste in bike businesses comes from cleaners, lubricants, degreasers, oils, adhesives and paints. These can't be tipped down the sink or sent to general waste without serious environmental and financial consequences. Improper disposal contaminates water, harms ecosystems, and can damage plumbing systems leading to expensive repairs.

DID YOU KNOW?

- Just one litre of oil can contaminate one million litres of water.
- Oil and grease buildup in pipes can lead to costly blockages and damage.
- Some eco-friendly alternatives (solvent-free cleaners, biodegradable degreasers) are now commercially available for workshops.

RETAIL CHECKLIST

- [ ] Separate all chemical waste and cleaning rags from general bins.
- [ ] Keep chemicals in clearly marked, sealed containers until collected.
- [ ] Switch to eco-friendly cleaning products where possible to reduce hazardous waste.
- [ ] If your workshop has a bike wash bay, ensure it is plumbed to filter and manage dirty water.
- [ ] Look into grants and rebates (such as NSW Bin Trim) that may support equipment like interceptors or eco-wash systems.
- [ ] Use the Resource Hub below to find eco-friendly cleaning products, local processors and collection services suitable for business chemical waste.

BIKE WASH **RUNOFF**

RETAIL CHECKLIST

- [ ] Review your bike wash facility and check if drainage goes through an interceptor.
- [ ] Schedule regular cleaning and maintenance to prevent blockages.
- [ ] Consider investing in a solvent and oil interceptor system, supported by funding programs like NSW Bin Trim.
- [ ] Switch to eco-friendly cleaners to reduce the hazardous content of wash water.
- [ ] Track wastewater costs over time to see the savings from efficient systems.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business bike wash waste.

WHAT IS THE PROBLEM?

Bike wash facilities help workshops save time on servicing, but wastewater often contains oils, greases, and cleaning chemicals. If this runoff goes directly into drains, it contaminates waterways and increases trade waste costs.

DID YOU KNOW?

- One litre of oil can contaminate up to one million litres of water.
- Proper wash bay systems with interceptors prevent grease and oil from entering sewers, reducing the risk of fines or cleanup costs.
- Recycling dirty wash water reduces long-term disposal costs and lowers a store's environmental impact.

Green Wheel's Resource Hub

METAL

WHAT IS THE PROBLEM?

Bike businesses generate scrap metal through old frames, chains, cassettes, wheels, and other components. When metal ends up in landfill, valuable resources are lost, and businesses pay higher general waste costs.

DID YOU KNOW?

- Over 50% of the world's steel production uses recycled scrap metal.
- Recycling aluminium uses just 5% of the energy compared to new production.
- Every tonne of steel recycled saves 1.13 tonnes of iron ore, 633 kg of coal, and 54 kg of limestone.

CASE STUDY

ST KILDA CYCLES VIC

St Kilda Cycles began recycling used metal parts in 2020. They introduced a $5 parts recycling charge for chains, wheels and cassettes, which covered storage and removal costs. Customers accepted the fee without complaint, and the business was able to divert significant waste from landfill.

Disclaimer: Rates and charges will vary by business and location. These figures were accurate at the time of submission.

RETAIL CHECKLIST

- [ ] Separate scrap metal from general waste bins, including cables that may contain copper wiring.
- [ ] Train mechanics to identify when parts are ready for recycling, and how to safely handle them.
- [ ] Communicate any recycling charges transparently to customers.
- [ ] Track invoices to see the cost difference between general waste and scrap metal collection. In some cases, when done well, bike stores are able to make some money for taking metal to the scrappers but this can be time consuming.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business metal.

CARBON FRAME MANAGEMENT

RETAIL CHECKLIST

- Offer repair or refurbishment for carbon components where possible.
- Educate customers on durability and long-term care of carbon products.
- Train staff to separate carbon fibre from other waste materials.
- Engage with suppliers about product lifecycle and repairability.
- Use the Resource Hub below to find local processors and collection services suitable for business carbon fibre.

WHAT IS THE PROBLEM?

Carbon fibre frames and components are popular in the cycling industry, but end-of-life disposal is a major challenge. They are costly to manufacture, energy intensive, and not easily recyclable. Most carbon waste currently ends up in landfill.

DID YOU KNOW?

- Producing 1 kg of raw carbon fibre can create up to 30 kg of CO_2 emissions.
- Durable design, repair and reuse are the most cost-effective and sustainable options for carbon products.
- Recycling options exist (mechanical, thermal, chemical), but they remain expensive and limited in Australia.

Green Wheel's Resource Hub

UPCYCLING **FRAMES &** COMPONENTS

WHAT IS THE PROBLEM?

Thousands of bikes are discarded each year, many with frames and components still usable. Sending these to landfill wastes valuable resources and increases disposal costs for businesses.

DID YOU KNOW?

- Upcycling reduces reliance on virgin materials and supports a circular economy.
- Second-hand frames and components have an active resale market.
- Reselling refurbished bikes creates new revenue streams and keeps products in use longer.

CASE STUDY

BRAINWAVE BIKES VIC

Brainwave Bikes has collected over 5,000 donated bicycles since 2022. By refurbishing frames and reusing parts, they have sold over 2,000 affordable bikes back into the community.

RETAIL CHECKLIST

- [ ] Sort and identify usable frames and components.
- [ ] Clean and refurbish parts where possible.
- [ ] Sell refurbished second-hand bikes alongside new products.
- [ ] Promote custom builds using upcycled frames to eco-conscious customers.
- [ ] Donate surplus parts to community bike workshops or charities.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business upcycling.

SINGLE-USE **MATERIAL** MANAGEMENT

RETAIL CHECKLIST

- [ ] Identify the single-use items most common in your store, such as gloves, cups, cutlery, or cling wrap.
- [ ] Replace disposables with reusables where possible — e.g. washable cloths instead of wipes, reusable mugs instead of disposable cups.
- [ ] Encourage staff to bring their own reusable food and drink containers.
- [ ] Reduce packaging waste by asking suppliers to minimise single-use wrapping.
- [ ] Track bin volumes to monitor reductions once single-use items are phased out.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business single-use materials.

WHAT IS THE PROBLEM?

Single-use items like coffee cups, plastic cutlery, cling wrap, and disposable gloves are common in bike businesses. They are used once, then discarded — usually to landfill. While each item seems small, collectively they add up to large volumes of waste that take up bin space and increase disposal costs.

For businesses, single-use items are a hidden expense. Replacing them regularly costs money, fills bins faster, and misses opportunities for reuse.

DID YOU KNOW?

- Australians throw away an estimated 1 billion single-use coffee cups each year.
- Plastic cutlery and plates can take hundreds of years to break down.
- Switching from single-use to reusable alternatives can reduce purchase costs by up to 30% over time.
- Encouraging staff to bring their own reusable items cuts waste and reduces bin collections.

Green Wheel's Resource Hub

SOFT PLASTICS

WHAT IS THE PROBLEM?

Soft plastics in bike businesses include pallet wrap, bubble wrap, padded post bags and film packaging. These materials cannot go into kerbside recycling and are a major contributor to landfill.

DID YOU KNOW?

- Soft plastics can take up to 1,000 years to break down.
- Around 94% of soft plastics used in Australia currently end up in landfill.
- Recycling soft plastics into products like road base or furniture avoids landfill costs and reduces demand for virgin plastic.

RETAIL CHECKLIST

- [ ] Separate and store soft plastics in a dedicated bin.
- [ ] Keep plastics clean and free of food or liquid residue.
- [ ] Ask suppliers to minimise or eliminate plastic packaging.
- [ ] Promote your business as reducing single-use plastics to customers.
- [ ] Check invoices to see if removing soft plastics from general waste reduces bin collections.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business soft plastics.

E-COMMERCE ORDERS

RETAIL CHECKLIST

- [ ] Audit how your shop currently packs and ships online orders, and identify where you can cut unnecessary plastics or reuse packaging already in store
- [ ] Reduce single-use plastics and excess fillers wherever possible
- [ ] Reuse cartons, boxes and protective materials for deliveries
- [ ] Choose recyclable materials such as cardboard, paper tape and tissue where possible
- [ ] Clearly label packaging with recycling instructions for customers
- [ ] Consider compostable mailers or reusable shipping satchels if suitable for your business
- [ ] Train staff to pack efficiently and share ideas for improving packaging standards
- [ ] Set a shop packaging standard so staff have clear rules and guidelines
- [ ] Track packaging costs to measure savings over time
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business packaging waste

Green Wheel's Resource Hub

WHAT IS THE PROBLEM?

E-commerce orders are a growing sales channel for bike businesses, but they generate significant amounts of packaging waste and transport emissions. Each order usually requires protective packaging, fillers, tape and cartons, which add to costs and fill up bins quickly. Over-packaging can also frustrate customers, while under-packaging risks damage and costly returns.

DID YOU KNOW?

- Packaging makes up around 40% of global plastic use and is a major portion of municipal waste.
- Cardboard boxes are widely recyclable, but single-use satchels, bubble wrap and plastic tape often are not.
- Bulky or excess packaging makes deliveries heavier, increasing shipping costs and waste.
- A balanced approach is to use the right-sized, recyclable packaging to ensure safe delivery and a better customer experience.
- Returns also increase the packaging and transport footprint, often doubling waste.
- Many suppliers are now shifting away from polybags, styrofoam and plastic tape toward tissue, paper tape and reusable or returnable cartons.

CASE STUDY

99 BIKES

As part of its sustainable packaging initiatives, 99 Bikes embraced reusing boxes and packaging materials from stores and warehouses to fulfil e-commerce orders. To educate customers, the business introduced “Ugly Box Stickers” — labels placed on deliveries to explain that reused boxes may not match the product inside. The campaign was well received, saved packaging costs, and reduced waste across the business.

Disclaimer: rates, savings and approaches will vary by business and location. This case study reflects results recorded at the time of submission.

SETTING UP **YOUR WASTE** MANAGEMENT **SYSTEM**

WHAT IS THE PROBLEM?

Many bike businesses find waste separation ‘too hard’ or time consuming, but this often comes down to not having the right setup. Without a system, bins overflow quickly, waste costs increase, and valuable resources are lost.

DID YOU KNOW?

- Most bike store waste can be separated and recycled.
- Businesses that implement a waste management system can cut disposal costs by up to 30%.
- Aluminium, metals, cardboard, and rubber are among the most valuable and energy-efficient materials to recycle.

RETAIL CHECKLIST

- [ ] Audit your store’s waste to understand volumes and types.
- [ ] Designate a clear waste management area with signage and colour coding.
- [ ] Train your team to separate materials correctly.
- [ ] Overcome the “time suck” — a good system requires some upfront effort, but once in place it saves time, reduces costs and is one of the biggest improvements you can make to your workshop area.
- [ ] Promote your system to customers to show your commitment to sustainability.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business waste.

CASE STUDY

SPECIALIZED AU

RUBBER RECYCLING

CO-MINGLED RECYCLING

FOOD WASTE COMPOSTING

E-WASTE & BATTERY RECYCLING

METAL RECYCLING

RENEWABLE ENERGY

RETAIL CHECKLIST

- [ ] Review your store's electricity contract and consider renewable options.
- [ ] Explore installing rooftop solar where feasible.
- [ ] Switch to an accredited green energy supplier.
- [ ] Promote your renewable energy initiatives to customers.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business energy.

WHAT IS THE PROBLEM?

Electricity is one of the largest costs for bike businesses and the biggest source of greenhouse gas emissions in Australia. Choosing renewable energy reduces emissions and can protect businesses from rising energy costs.

DID YOU KNOW?

- Businesses consume about 70% of Australia's electricity.
- Switching to renewable power can reduce bills over time through lower wholesale energy rates and solar generation.
- Solar panels, wind and green energy contracts are increasingly accessible to small businesses.

CASE STUDY

OMAFIETS NSW

Omafiets installed solar panels on its Alexandria store, cutting reliance on grid power and improving its sustainability credentials. By pairing solar with recycling initiatives, they reduced waste costs, energy bills, and improved customer perception.

ETHICAL **INVESTING/** SUPERANNUATION

WHAT IS THE PROBLEM?

Many default superannuation funds invest in fossil fuels, deforestation, and high-emitting industries. This exposes employees' retirement funds to both climate risk and financial risk.

DID YOU KNOW?

- Ethical superannuation funds are growing in popularity and can deliver strong returns while avoiding harmful industries.
- Switching staff funds to more sustainable options demonstrates leadership and aligns your business with customer values.

RETAIL CHECKLIST

- [ ] Encourage staff to review their superannuation fund.
- [ ] Provide information about ethical and sustainable investment options.
- [ ] Promote ethical investing as part of your overall sustainability story.
- [ ] You can download the Switching to Ethical Super and Investment Playbook below.
- [ ] Use the Resource Hub below to find local processors and collection services suitable for business superannuation.


Green
Wheel's
Resource
Hub

SOME **FINAL** THOUGHTS

- We often see sustainability as a cost, but smart choices can help your business save money. By reducing waste, cutting unnecessary bin collections, and streamlining operations, sustainability becomes an efficiency driver as well as an environmental responsibility.
- The bike industry is changing quickly, and businesses that embed sustainability now will be better prepared for future regulations, customer expectations, and financial pressures.

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