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SUSTAINABILITY REPORT

» Issue 2020/2021

PREFACE



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Minister of the Environment Franz Untersteller MdL (Baden-Wuerttemberg's Ministry of Environment, Climate and Energy Economy) visiting Zedler-Institut on March 25, 2021

Dear Readers,

Sustainability in the cycle industry - isn't that a matter of course?

It is correct that many sustainable properties are attributed to the actual product (bicycle), but it doesn't mean automatically that its production and marketing are actually eco-friendly and resource-saving. Our understanding of sustainability goes beyond!

Our target is not only to make bicycles and electric-assisted bikes more user-friendly, more durable and thus safer, but also to operate a business that takes as little from nature as possible.

Freely based on the original Swabian motto "Don't talk, just do it", we have lived the topics conservation of resources, recycling and internal mobility from the early days of the Zedler loss adjusting agency in 1993. In 2011, we received the first ministerial award in this regard. The new KfW 55 company building that was projected with a clearly visible cradle-to-cradle approach from 2014 on and which was occupied in 2017 makes the resource-saving management at Zedler-Group visible to the outside with plenty of wood and rough materials. No fossil fuels, but electricity from hydropower or an own photovoltaic system instead as well as recycling paper and re-using of packaging materials are basic topics that we have long since settled and implemented.

Nevertheless, we do not rest on the status quo, but have continued to improve for example the use of the process waste heat of our compressors and to minimise still available leakages in our compressed air supply system. In 2019 already, the values measured in this respect have been significantly below the national average in percentage terms. With a sophisticated control and revision concept, our system has now reached such an inferior level in the entire building that no calculation result is shown any more by the evaluation software of the test device. This means that we are in the single-digit percentage range, which is a sensation in itself.



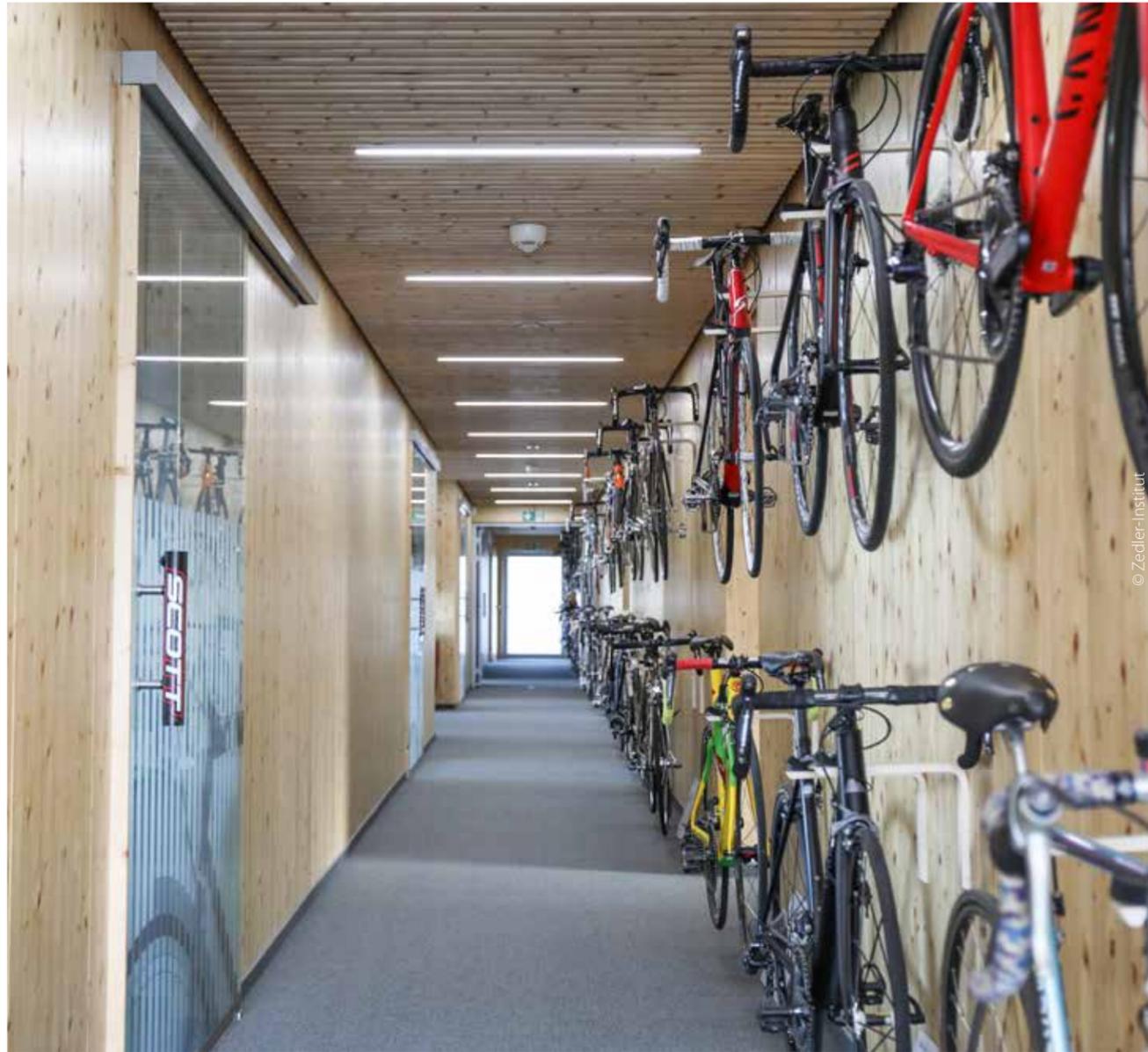
As a result, our approach to our new building with all the networking of innovative technology and all the monitoring was performed with the same precision and passion with which we perform tests, elaborate technical documentation and prepare expert's reports.

Publications on our successes in our matter of heart sustainability have fortunately motivated more companies and associations in the industry since our first report. Working groups were initiated to think about Corporate Social Responsibility and to take the first steps – or better in our language – to make the first turns of the crank.

This second sustainability report is the logical continuation to transparently present and review our concepts and their implementation within the company. There is still a lot to be done for us!

With this in mind, we continue to turn the wheel.

Graduate Engineer Dirk Zedler
Founder and Managing Director



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For the preparation of this second sustainability report, the facts and issues relevant to the Zedler-Group were compiled. Now as before, self-performed measurements, countings and bills of the providers have been evaluated. Our calculations are not based on characteristic values of manufacturers in their prospectuses or on idealised model calculations.

In the course of preparing the third sustainability report, various frameworks will be discussed in order to select the one with the best application to the Zedler-Group's CSR commitment, which has already been celebrated as "best practice" by many institutions and has received numerous awards from ministries.

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ZEDLER-GROUP: SUSTAINABLE CORPORATE CONCEPT FOR ENVIRONMENT AND SOCIETY



VSE.Ethics
Prize of the cycle
industry 2018

THE TEAM OF ZEDLER-GROUP

The entire team pushes the realisation of social commitment and the observance of ecological and sustainable regulations forcefully. Supported by the team's contribution of knowledge and facts the preparation of this sustainability report was made possible.

Wanted: Technical Writer

Wanted: Apprentice Bicycle Mechanic

Wanted: Technical Writer

Our team, almost completely 2020/2021



Lea Heinle is a student intern of the dual studies programme about to complete her studies at Zedler-Institut. As a sustainability representative supported by the three apprentices she is among other things responsible for the topics environment and data recording as well as for the monitoring of the more than 70 measuring points in the building.

The scope of activity also includes the preparation of this second sustainability report together with the apprentice Lea Michler, Kirsten Krüemmel and Managing Director Dirk Zedler, because environmental consciousness is a matter for the boss.



Kirsten Krüemmel, the media designer of Zedler-Institut is responsible for the graphic preparation of this sustainability report and also took a lot of the pictures.



Apprentices to become a bicycle mechanic, a media manager and an office management assistant: Our apprentices Samuel Weiss, Lea Michler and Kevin Togal



What has a bicycle expert to do with sustainability? In the case of Sebastian Martin a lot! His bachelor thesis on the efficiency of our test laboratory/compressed air preparation and the entire building electricity was the basis for the design of the new building.



David Heil joined the company as one of the first apprentices to become a bicycle mechanic in 2009; today he is also one of those who contributed many photos to the report.

0 % photos made available by agencies

0 % texts made available by agencies

0 % brochure values

100 % Zedler-Gruppe team work

100 % facts

COMPANY PRESENTATION

ZEDLER-GROUP IS ACTIVE IN THE FIELDS:



Technical documentation

- » User manuals
- » Risk analyses
- » Training
- » Recall assistance
- » Technical journalism

Testing technology and services

- » Performance: transforming riding characteristics into figures
- » Safety: Testing out durability and safety with more than 80 testing systems
- » Quality: Evaluating the characteristics that cannot be specified with forces, ways and load cycles

Expert's reports/loss analyses

- » Loss analysis
- » Analysis of deficiencies
- » Accident reconstruction
- » Product liability claim
- » Motor third party claim
- » Private liability claim
- » Burglary/theft claim

THE BUSINESS FIELDS ARE SUBDIVIDED AS FOLLOWS:

(The Loss Adjusting Agency (Sachverständigenbüro) is exclusively active in the field of expert witness reports for the courts)



Since the foundation of the company in 1993, we have set the pace for progress in the cycle industry and for the perception of the bicycle as a serious means of transport and an economic asset. In those days, company founder Dirk Zedler was a pioneer in this field.

Sustainability with regard to bicycles was not an issue in the 1990s. As a successful triathlete in his age group and everyday cyclist since 1984, Dirk Zedler knew about the advantages of the bicycle in the full spectrum and believed in its potential as a sustainable means of transport of the future.

Zedler – Institut für Fahrradtechnik und -Sicherheit GmbH is part of Zedler-Group which has accompanied the technical development of the bicycle in terms of comfort, safety and user-friendliness as well as the perception of the courts and the insurers for almost 30 years. We want to bring more people on bicycles through better bicycles and make the bicycle a product that avoids as much waste as possible through longer operating times.

For this purpose, we work in the 5 business fields:

- » **Preparation of bicycle reports, accident reconstructions and loss analyses** for the courts, insurers, manufacturers and private individuals, not only in Germany, but all over Europe, in the USA as well as worldwide.
- » **Development and building of scientifically-based, practice-oriented testing systems** (test stands, control and analysis software) for bicycles, electric-assisted bikes, cargo bikes and individual components for our own laboratories and for manufacturers worldwide.
- » **Testing services as consultancy for bicycle and component manufacturers.** In our own test laboratories we accompany the development of bicycle frames and components from the prototype to the market launch. In doing so, we go beyond the currently incomplete and – from our objective point of view – insufficient international standards (DIN, EN, ISO) with our testing systems.
- » **Technical documentation, e.g. concept, preparation and (stipulated) printing of EN and ISO-compliant user manuals for bicycle and electric-assisted bike models of all kinds in more than 40 languages.** Several times, the user manuals were test winners, e.g. at the German foundation for comparative product testing (Stiftung Warentest). Risk analyses, declarations of conformity etc. for electric-assisted bikes from Zedler-Institut passed the state authorities of many countries without initial suspicion.
- » **Publication of findings from expert's reports** about defective component principles, insufficient manufacturing processes, incompatible assembly groups or mounting deficiencies in the leading special-interest press (such as for ex. BIKE, EMTB, Eurobike Daily, Freeride, MY BIKE, TOUR etc.).

Presentation of research findings during lectures and speeches at the leading conferences of the industry as well as during professional training, e.g. the federal school for two-wheeler technology, the bicycle mechanic classes and further training of employees of bicycle manufacturers, wholesale companies and specialist retailers.

With these publications we provide a continuous increase in the quality awareness of the cycle branch and their users. We herewith not only raise the bicycle's safety level, but also its user comfort level and ensure an improved exploitation of its potential. Bicycles and electric-assisted bikes are thus recognised and used as attractive mobility alternative for the broad population.

In short: We offer (almost) everything with and around bicycles except from building, repairing and selling them.

MILESTONES OF THE GROUP

1987

Construction of the first disc wheel cover made of GFRP (glass-fibre reinforced plastics).

1989

Thesis on carbon. Optional subject during the studies: non-conventional energy engineering.

1991

Completion of studies as a graduate engineer. Dirk Zedler is employed business manager of a large cycle shop.

1993

Foundation of Ingenieur- und Sachverständigenbüro für Fahrradtechnik in Ludwigsburg.

1994

Public appointment and swearing in of Dirk Zedler as an expert for bicycles at the CCI Stuttgart.
Construction of the first stiffness test stands for bicycles.

SINCE 1995

Drawing up of trend-setting instructions for bicycles and bicycle components.

2007

20th TV shooting: The German channel Kabel 1 brings Dirk Zedler as a bicycle expert and thus as an expert on German TV.

2004

First company in Baden-Wuerttemberg to take on trainees for the job as bicycle mechanics.

SINCE 1996

Critical bicycle technology journalism.

2009

Extension of the production capacities for bicycle test stands due to an increasing demand for zedler.de test stands by customers in Germany, Europe, the USA and Asia.

2001

Recruitment of the first full-time employee.

2010

Foundation of Zedler – Institut für Fahrradtechnik und -Sicherheit GmbH. Proof of research and teaching established, therefore permission to use designation institute.

1997

Development of test methods for the testing of bicycle frames made of carbon after accidents.

2012

Development of specific testing systems for pedelecs.

2013

The first Zedler-Institut newsletter is sent to more than 1,000 specialists from the bicycle industry.

2017

Move into the new building, partly still in construction

2014

One of the first companies to take on trainees for the job as two-wheeler mechatronic technicians, subject bicycle, in Baden-Wuerttemberg, Germany. Extension of the public appointment and swearing in of Dirk Zedler as an expert for bicycles and electric bicycles.

2016

Foundation of GDFS – Gesellschaft der Fahrrad-Sachverständigen mbH. Ground breaking ceremony for the construction of the new, energy-efficient and employee-friendly company building.

Third trainee position is created within the Zedler-Group for the job of a digital and print media manager.

2018

Official inauguration of the innovative company building with Transport Minister Winfried Hermann, Mayor Werner Spec, Bernhard Lange (Presidium Member of the German bicycle association ZIV), Albert Herresthal (Managing Director of VSF e.V.), Dr. Gudrun Zuehlke (Chairwoman of ADFC e.V. Baden-Wuerttemberg) and Thomas Musch (Chief Editor of road bike magazine TOUR and MY BIKE).

2020

All in all 27 permanently employed team members and up to 40 freelancers work for Zedler-Group.

MOBILITY – BICYCLE WINS

19.7 km/day average kilometres per day of the employees by bike

27.5 km maximum distance one way that our employees are commuting by bike

78 % of the employees in 2020 came without car (bicycle, pedestrians, local public transport)

72 % is the share of cyclists and pedestrians all over the year

16,156 km/year only were driven with two motor vehicles (including private trips of the management) in the past 23 years. The CO₂ emissions resulting thereof have been compensated since 2018

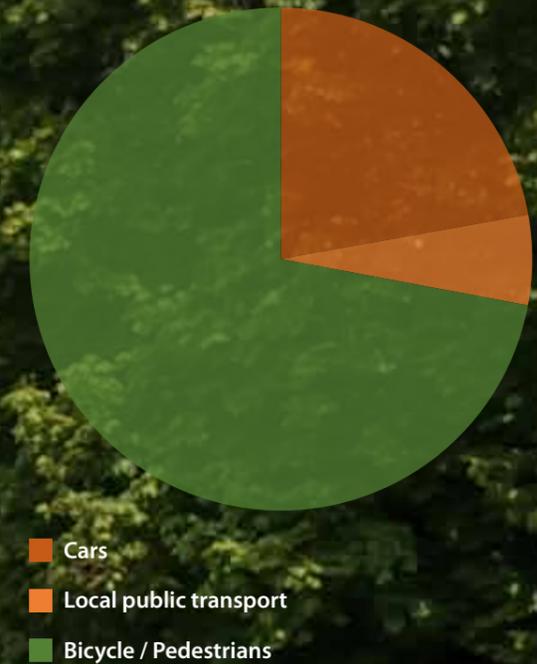
14,984 kg CO₂ saved by our employees with their annual kilometres cycled to work in 2020 (ADFC calculator)

0 % business travels by plane since 2018

75 % of the local business trips are made by bicycle, electric-assisted bike or e-cargo bike

48 % of the business trips in 2020 were made with German Rail, i.e. with green electricity (Due to the pandemic, the car was preferred to the train more often than in previous years)

MODAL SPLIT – COMMUTE



Team members of Zedler-Group during the annual cycle tours through the surrounding region of Ludwigsburg

© Zedler-Institut

BICYCLE PROMOTION – A SUCCESSFUL CONCEPT

Cycling of the employees has been promoted and optimized by the infrastructure since the foundation of the company. When designing the new company building particular importance was paid to optimal cycling infrastructure.

It starts with a bicycle parking located directly adjacent to the entrance of the employees to the company building. Besides its high bicycle capacity the bicycle parking also provides numerous charging possibilities for electric-assisted bikes. In the parking which is also chip secured there are tyre pumps, chain oil and cleaning rags.



In addition, the building includes a spacious bicycle workshop where the employees can have their bicycles checked in regular intervals and repaired, if necessary.

Especially in winter everyone has the opportunity to make their bicycle winter-proof.



Just a few steps from the entrance adjacent to the bicycle parking there are two spacious change rooms with many high-quality showers, lockers as well as towels. The change rooms and one well-aerated drying room for the clothings heated by the compressor exhaust air are further elements in the building to lower the barriers of commuting by bike.

For this reason most of our employees commute by bike throughout the year.



Either the employees tackle the job on their own or give it to the apprentice under the guidance of our master mechanic.

Company bikes/electric-assisted bikes are available on loan to all employees. There are also several different types of bikes for short trips into the city, for ex. during the break. The company bikes that are available to our employees are always current, state-of-the-art products. Particularly in the case of electric-assisted bikes this means a high motivation for the employees, as technology is developing at a rapid pace presenting a still more efficient alternative in mobility.

When buying private bicycles, employees also benefit from the favourable purchase prices of the company.



The increased use of electric-assisted bikes leads to a significant reduction of CO₂ and particulate emission, a particularly important measure in the metropolitan area of Stuttgart.

For this reason new space for cargo bikes was created with the new building and the bicycle parking and a company cargo bike was purchased with the move into the new building. With this cargo bike courier journeys can be performed yet more consequentially by bike. Our cargo bike as a matter of fact replaces a company car.



But we not only motivate our own employees, but also convince our stakeholders of the alternative in terms of mobility by taking several measures.

Besides the already described seminar area created in the new building for bicycle-related seminars, a tandem was also purchased. Visitors are picked up by this tandem from the railway station. On the occasion of events we inform the organisers and the participants about sustainable alternatives in terms of mobility, such as the availability of bikes and electric-assisted bikes at rental stations close to the railway station.



MILESTONES BICYCLE – EXPERT’S REPORTS

1993

Foundation of Ingenieur- und Sachverständigenbüro für Fahrradtechnik in Ludwigsburg.

1994

Dirk Zedler is publicly appointed and sworn in as bicycle expert by the CCI Stuttgart.

1997

Development and use of zedler.de testing systems for the testing of bicycle frames made of carbon involved in accidents for the drawing up of expert's reports.

2000

Courts from the Higher Regional Court Hamburg to the District Court Schoenau (Blackforest), from Regional Court Saarbruecken to the Higher Regional Court Dresden commission Dirk Zedler to draw up expert's reports.

2007

The archives comprising data on department store bicycles exceed the number of 10,000 data sets.

2008

The Expert's Report division draws up more than 400 reports on material failure, accident reconstructions, motor and personal liability claims as well as household claims (burglary/theft).

2013

The Expert's Report division with four experts draws up more than 750 reports for courts, lawyers, insurers, companies and private individuals.

2014

The public appointment and swearing in of Dirk Zedler is extended upon another examination by the CCI Stuttgart to the field of electric bicycles.

2016

The foundation of GDFS – Gesellschaft der Fahrrad-Sachverständigen mbH accounts for the growing division and the growing number of team members.

2017

The explosive order growth calls for raising the profile. "Simple" expert's reports with claims less than 2,000 € are mainly replaced by telephone consultation to regain capacities for material analyses, accident reconstructions etc.

2018

Expert's reports ordered on material failures with severe consequences of accidents placed from Israel, all over Europe and the USA are daily business for the bicycle experts.

MILESTONES BICYCLE – TESTING

1994

Construction of the first test stand for bicycles for TOUR – Europas Rennrad-Magazin Nr. 1 (Europe's road bike magazine no. 1), sparking off the stiffness tests for sports bicycles, coining the term STW (stiffness-to-weight factor).

1997

Development and use of zedler.de testing systems for the testing of bicycle frames made of carbon involved in accidents for the drawing up of expert's reports.

2002

Extension of the Zedler test laboratory by further test stands: fork stiffness, test stand frame precision, test stand hardness, roller type test stand.

2006

A new frame testing system measuring comfort is developed and presented in TOUR Europe's road bike magazine no. 1 thus changing bicycle development.

2007

Re-equipment and extension of the test laboratory of Delius Klasing Verlag (Europe's leading bicycle magazines) with zedler.de test stands.

2009

Extension of the production capacities for bicycle test stands due to an increasing demand for zedler.de test stands by customers in Germany, Europe, the USA and Asia.

AS OF 2010

Development and construction of fatigue testing systems as well as establishment and set-up of a spacious fatigue test laboratory for testing services for customers.

2011

TOUR – Europe's road bike magazine no. 1 perform seat post tests on testing systems in the lab of Zedler-Institut. Initial operation of further testing systems of the SAFETY series (fatigue (durability), impact (crash test) and overload).

2012

Development of specific electric-assisted bike testing systems. Completion and initial operation of further testing systems for luggage carriers and pedals. Extended service in the field of SAFETY testing services: Customers in the field testing services obtain Zedler-Institut test seals in the categories EN, Basic, Advanced and Advanced Plus.

2013

Extension of testing capacities by doubling the number of testing systems successively. Development of the block program: mixed Multiload tests for handlebars.

2014

Presentation of the new BCS-testing system. For the first time, the three major parameters of the riding behaviour in the case of a full-suspension bicycle chassis can be put into figures with one testing system. Initial operation of the first dynamic fatigue testing system for the overall system handlebar-stem and bicycle fork.

2015

The test lab of Zedler-Institut meanwhile comprises 37 static and dynamic testing systems that are in operation around the clock (24/7).

2016

From now on BIKE, Europe's mountain bike magazine no. 1, rely on the BCS testing system for the evaluation of chassis and affectionately call it Triceratops.

2017

The test lab space alone in the new company building of Zedler-Institut covers 600 sqm, including show lab.

2018

The 48 hour promise until test start is given

2020

Four dynamic laboratories are ready for use. All fatigue testing systems are now available several times. 20 frame, 10 fork-, 9 handlebar-stem-combinations and 5 saddle testing systems can perform tests at the same time.



MILESTONES BICYCLE – TECHNICAL DOCUMENTATION

1995

First and at the same time trend-setting user manual. Concept, photography and texting by Dirk Zedler.

1997

First customers from other European countries order user manuals.

1998

Lecture about user manuals and liability "Instruction – product safety" at the fahrrad.markt.zukunft. conference.

2002

First steps to build up a pool of translators with a high affinity to bicycles for the common European languages.

2006

From now on, the technical documentation department accompanies recalls and draws up relevant documents in several languages.

2008

The language offer becomes exotic: the 16 languages offered include among others Arabic, Chinese, Japanese and Korean.

2009

German product testers (Stiftung Warentest) test 14 bicycle user manuals (test 05/2009):
 4 x VERY GOOD – **of these 3 from Zedler.de**
 3 x GOOD – **of these 1 from Zedler.de**
 7x SATISFACTORY – **of these 0 from Zedler.de**

2010

Development of the modular user manual system: Customers can choose between Basic, Brand Basic, Individual and Premium manuals.

2012

More than 100 bicycle brands and component manufacturers are regular customers for Zedler-Institut user manuals.

2013

The range of user manuals meanwhile comprises more than 30 languages for customers worldwide. Supply of the one millionth Basic and/or Brand Basic manual.

2014

Extension of the portfolio to the needs of electric-assisted bikes and bicycle fleets. Risk analyses, declarations of conformity and type plates complete the portfolio.

2016

Accompanying documents for electric-assisted bikes pass the tests by the trade supervisory authorities and comparable authorities repeatedly without initial suspicion, not only in the D-A-CH-region, but also for example in France and Poland.

2018

The Stiftung Warentest balance remains flawless. Since 2009, the manuals made by Zedler-Institut have been rated 5 times "very good", 9 times "good" and only once "satisfactory". None of the manuals was rated "adequate" or worse.

2019

FSC-paper for all customers as standard

2020

The success story Basic – Brand Basic – Individual comprises the types BMX, toy bike, city-trekking, city-cargo bike, MTB, road bike-gravel, supplementary manual EPAC, E-City/Trekking and E-MTB

MILESTONES BICYCLE – JOURNALISM / LECTURES



1994

Start of cooperation with most important European bicycle magazine TOUR – Europe's road bike magazine no. 1.



fahrrad.markt.zukunft.
Die Messe rund ums Fahrrad

1998

Future-oriented lecture on the Product Safety Act, topic "Instruction – product safety" at the fahrrad.markt.zukunft. conference.



1997

From now on, consultancy contract with the German publishing house Delius Klasing Verlag, market leader special-interest bicycle magazines. At the beginning "bike" and "TOUR", later on also "FREERIDE" and "Trekkingbike".



2002

Publication of the first edition of the second book "Das Rennrad im Selbstaufbau" ("How to assemble your road bike by yourself").



2001

The first edition of the first book "Die Rennradwerkstatt" ("Road bike Maintenance and Repair Manual") is published and turns out to be one of the most successful bicycle repair books on the market.



SINCE 1996

First article about safety deficits of bicycle components, many will follow.



SINCE 2010

Every year, several critical articles for the Eurobike Show Daily.



2011

Publication of the first edition of the third book "Die Rennrad-Werkstatt für Profis" ("Advanced Road Bike Maintenance").



2017

Dirk Zedler is honoured for 250 series of the workshop section in the TOUR magazine



2013

Consultancy contract is extended for newly published magazines "e-bike", "EMTB" and "Mybike" of Delius Klasing Verlag.



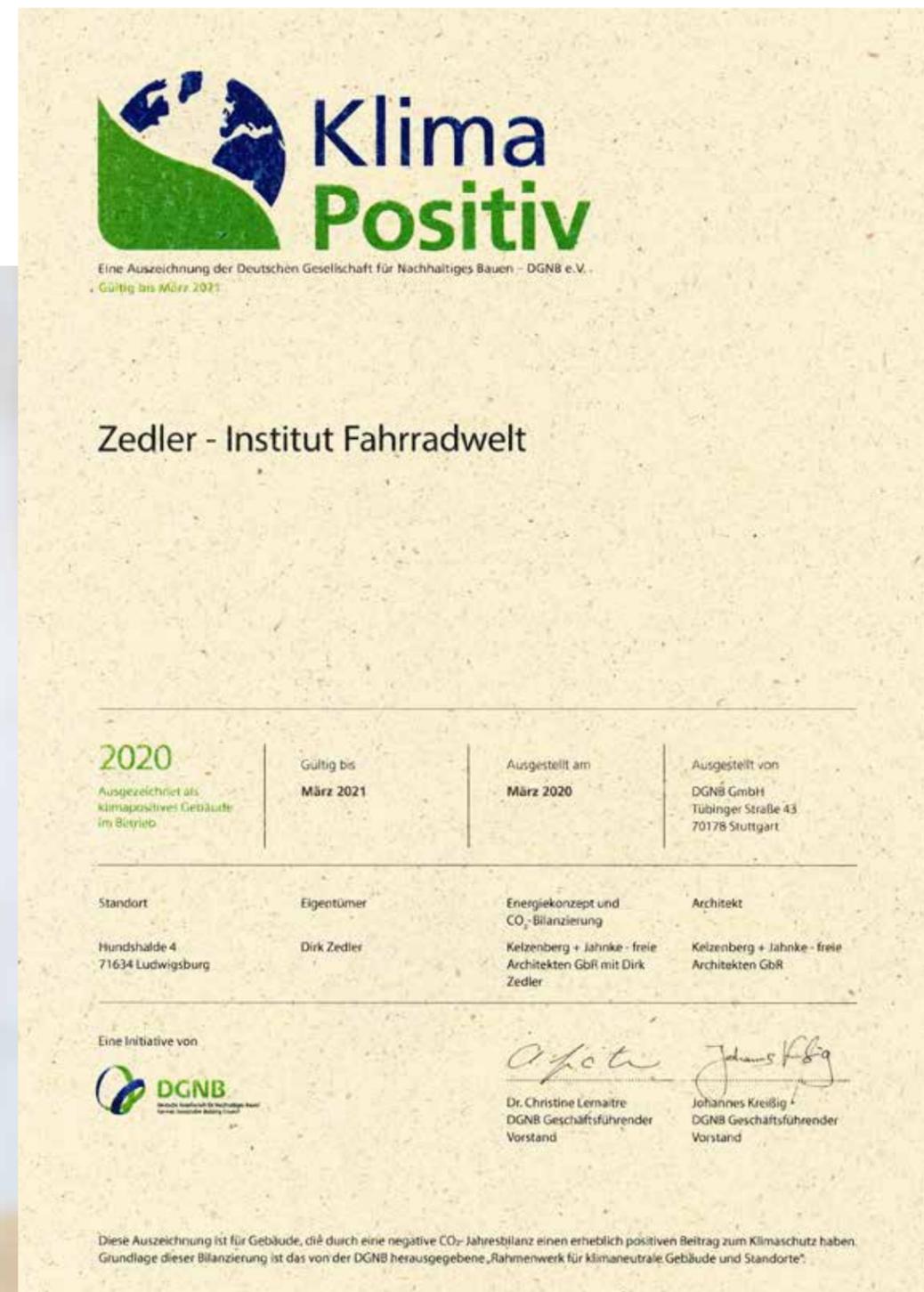
2020

Dirk Zedler presents four lectures at "Infotech" in Switzerland.

AWARD FOR SUSTAINABLE BUILDING IN OPERATION



© Zedler-Institut



Platinum certificate and "climate-positive award" presented by the German Sustainable Building Council

CLIMATE-POSITIVE COMPANY BUILDING

The start of the construction of the new energy-efficient company building in 2016 was another major step towards sustainable management. With the new building Zedler-Group intended to set an exclamation mark for (electric) bicycles and the smart merger of real estate and movables in the automotive region.

0 % rain water into sewerage by roof drainage into the cistern.

24 % of the total area (including courtyard and parking spaces) are covered with water-permeable open joint paving.

26.5 % of the total area of the company premises covers the roof area with photovoltaic system.



© Zedler-Institut

Since 2019, Zedler-Group's new, certified climate-positive company building has already represented what is to come. With its details, such as electric-assisted bike and car service station and a photovoltaic system on the roof, the new company building stands exemplarily for a change in energy and mobility. Electricity must be generated in a decentralized way and stored in the batteries of the electric vehicles and e-bikes.

Everyone knows that you never stop learning, but for us in the rapidly developing world of bicycles it is more topical than ever. For this very reason we created a platform for training events and seminars in a bicycle-friendly atmosphere in Ludwigsburg. This seminar area is used to pass on bicycle-relevant topics as well as to explain and inform about the aspects of sustainable working at Zedler-Group.



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The company building reflects the holistic approach of the environmental protection and adds the final sustainable touch to the company



© Zedler-Institut

The seminar facilities including an integrated museum with more than 200 historic bicycles covers nearly one third of the total building area. Pauses and discussions about what has been learned are held on a 150 sqm large terrace with a view on nature

FRIENDLINESS TOWARDS INSECTS

During the construction of the building it was important for us to create the area as closely to nature as possible. The garden around the new company building was planned and realised as an orchard meadow with native crop plants and an insect-friendly NABU-certified meadow.

26.5 % built on area (without the bicycle parking with green roof)

49.5 % of the entire company area is green area.



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The big insect hotel was set up in the middle of the orchard meadow in summer 2018



© Zedler-Institut

The insect hotel offers living space for various insect species



© Zedler-Institut

Bees ensure a rich raspberry harvest in summer

WATER CIRCULATION – FRESH WATER HALVED

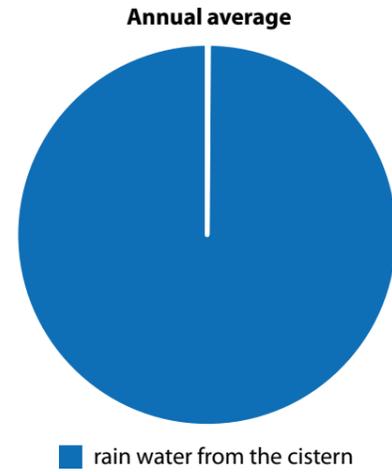
The rain water of the entire roof surface is collected in the cistern to supply the toilet flushing, the garden watering, the bicycle cleaning and the corporate fountain.

99.54 % of rain/cistern water for toilet flushing, bicycle cleaning, garden watering and fountain

41 % rain water in total water consumption

0.46 % fresh water supply to the cistern

81,540 litres of cistern water use



The court yard and parking of the company building are covered with Stuttgarter Sickerstein, i.e. open joint paving blocks. They allow rain water to seep away slowly into the ground. In case the excessive quantities of seeping away water through the open joint paving blocks there are additional infiltration ditches under the parking spaces. In this area the water running through the ditches is guided into the ground and added to the ground water.

The pandemic had also an impact on water consumption. The amount of rainwater used from the cistern decreased compared to last year due to cancelled trainings, further trainings and missing visits of school classes. In return, the consumption of fresh water increased due to the increased hand washing of all employees.



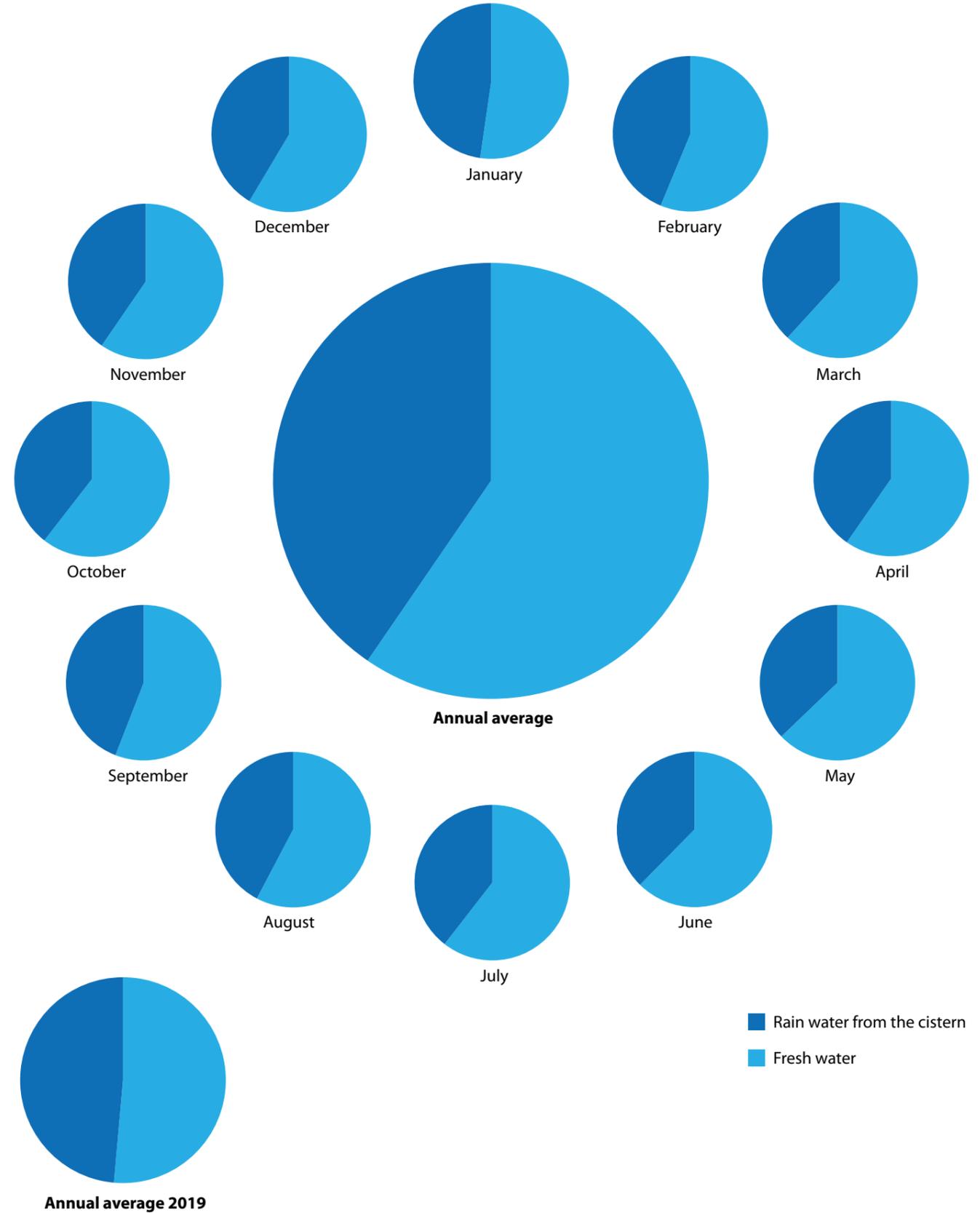
Seepage on the entire courtyard and parking space



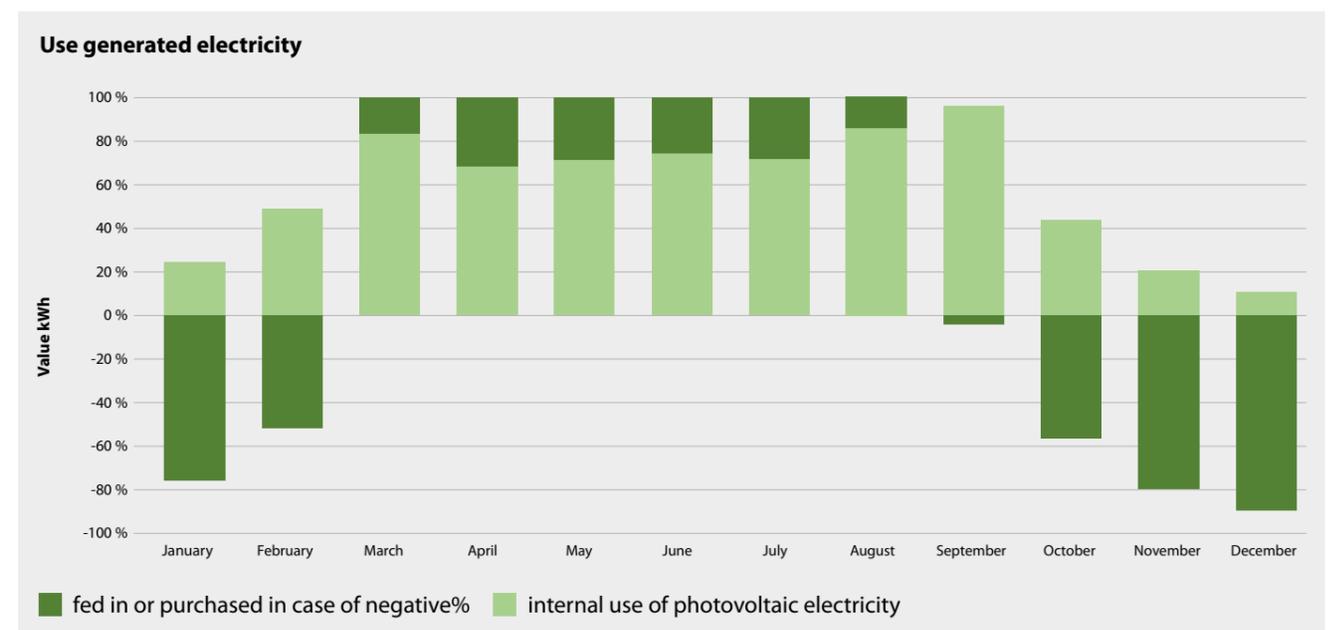
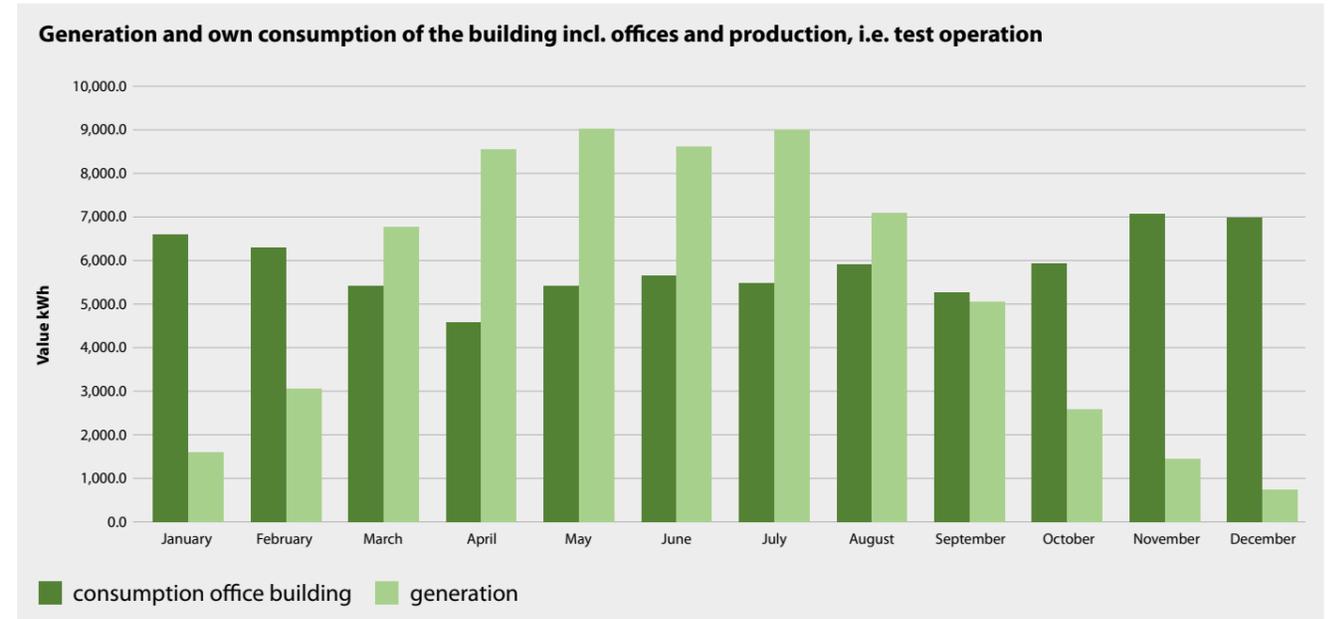
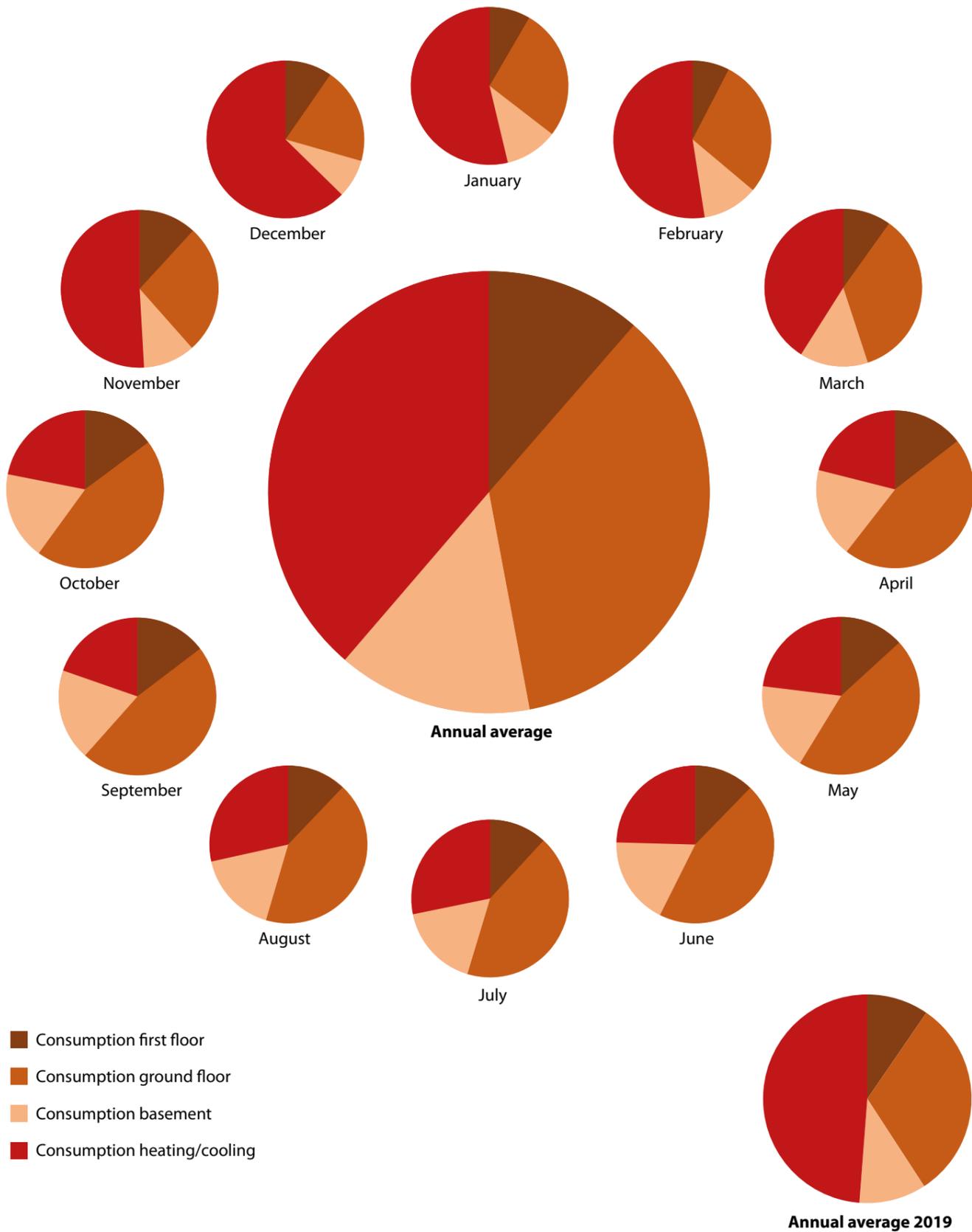
Rain water cistern (two times 5,000 l) prior to installation



Infiltration ditches for a slow seepage of the rain water



ELECTRICITY EXCLUSIVELY IN THE BUILDING – CLIMATE-POSITIVE



After the installation of further dial gauges in March 2019, a detailed recording and evaluation for the entire year 2020 was possible. This explains the partly different proportions of the respective power consumption.

The certified climate-positive building itself, i.e. without the test operation, generates more electricity than is used.

The excess photovoltaic electricity is fed into the power grid.



PHOTOVOLTAICS – WORKS AND IS PROFITABLE

0 % fossil fuels

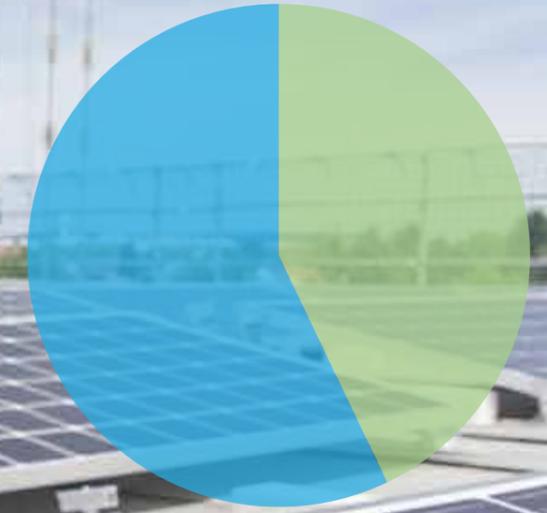
42.9 % photovoltaic-generated electricity of total building electricity

78.5 % use of the electricity company-generated by photovoltaics (realised by east-west orientation and 24/7 test operation)

100 % green electricity

-32.5 % operating costs per sqm building surface

ORIGIN OF BUILDING AND BUSINESS OPERATIONS ELECTRICITY

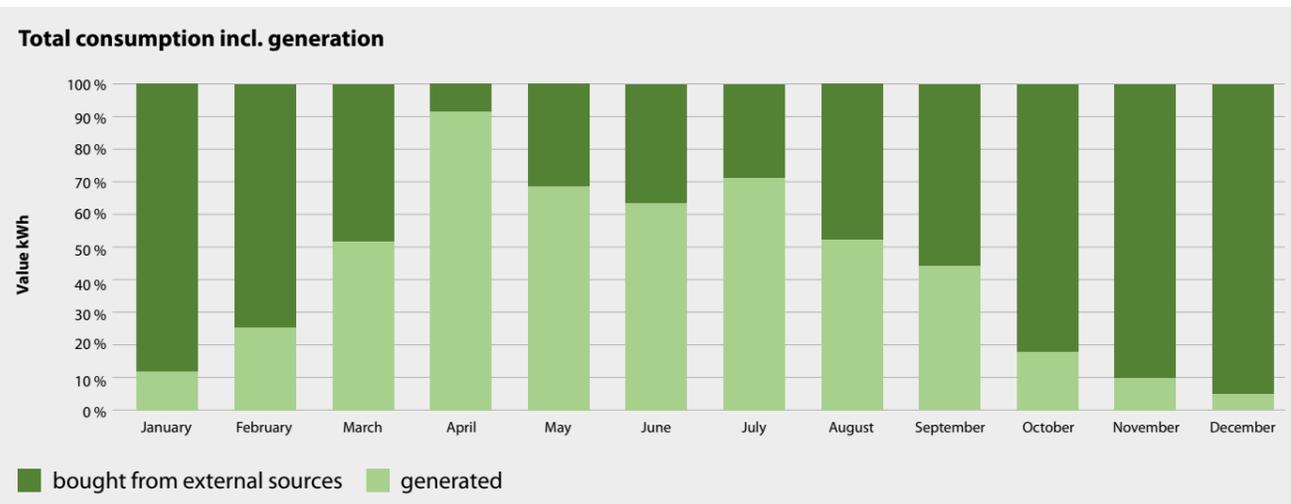
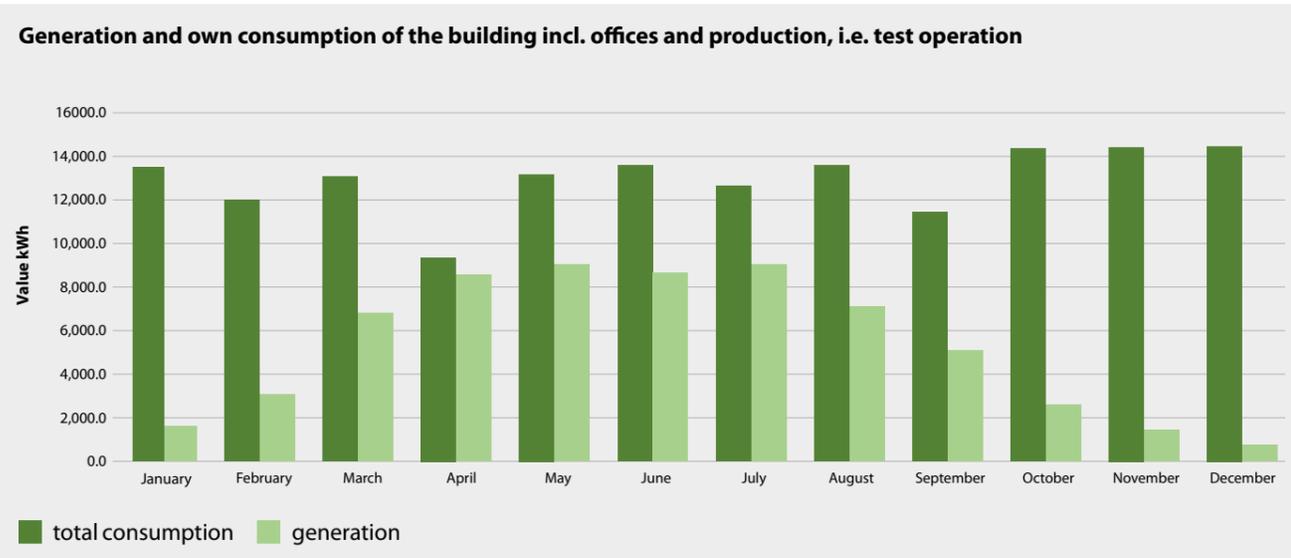


- Hydro-electric power (bought from external sources)
- Photovoltaics

The photovoltaic system on the energy-efficient building of Zedler-Group directly before its completion.

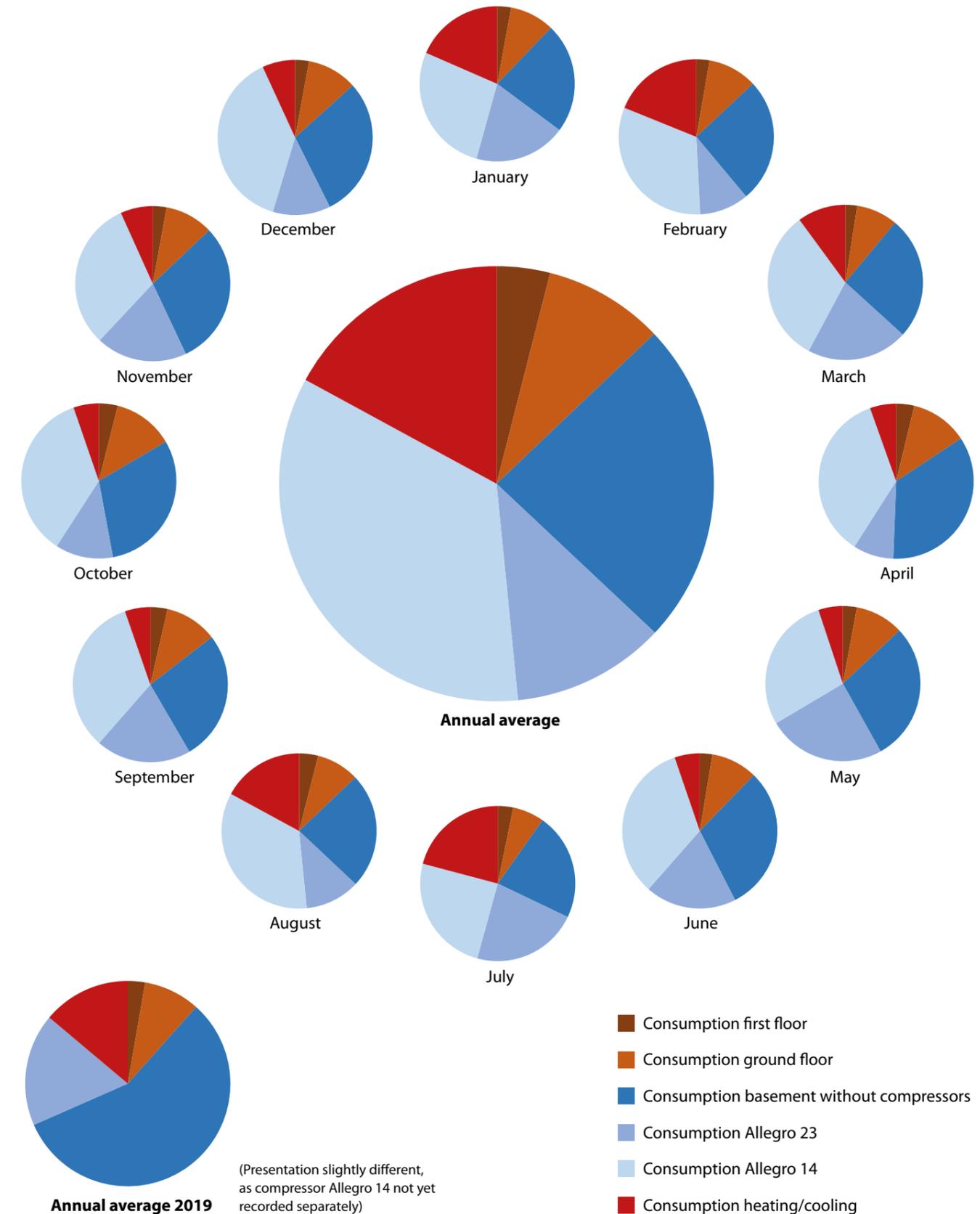
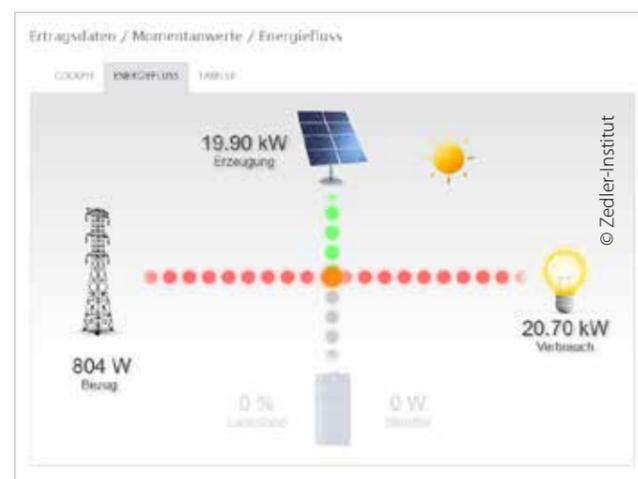
The Zedler-Group: climate-neutral without certificate trading since 2018 already

ELECTRICITY OF BUILDING AND BUSINESS OPERATIONS – CLIMATE NEUTRAL



After the installation of further dial gauges in March 2019, a detailed recording and evaluation for the entire year 2020 was possible. This explains the partly different share of the respective power consumption in the comparison with the 2019/2020 report.

The building including test operations and test laboratory with compressed air processing is climate-neutral, as the electricity required in addition during days with less sunlight and bought from external sources is also CO₂-free. It is obtained from the electricity plant EWS Schoenau generating their electricity mainly from hydropower.



COMPRESSORS – LEAKAGES MINIMIZED

In performing our regular internal leakage detections by means of a specific ultrasound unit we were able to significantly reduce the leakages by more than 90 % with the initial scan of the network in the entire building alone.

< 5 % loss in the network
(15–80 % usual nationwide, source: Fraunhofer-Institut)

50 % re-collected energy during the winter months

100 % controlled compressed air supply

Due to the fact that the testing systems in the laboratories are static as well as dynamic, relaxations in the compressed air network may occur during the course of test operations. The system is therefore checked by employees every 3 months. The static ring line is checked every 6 months.

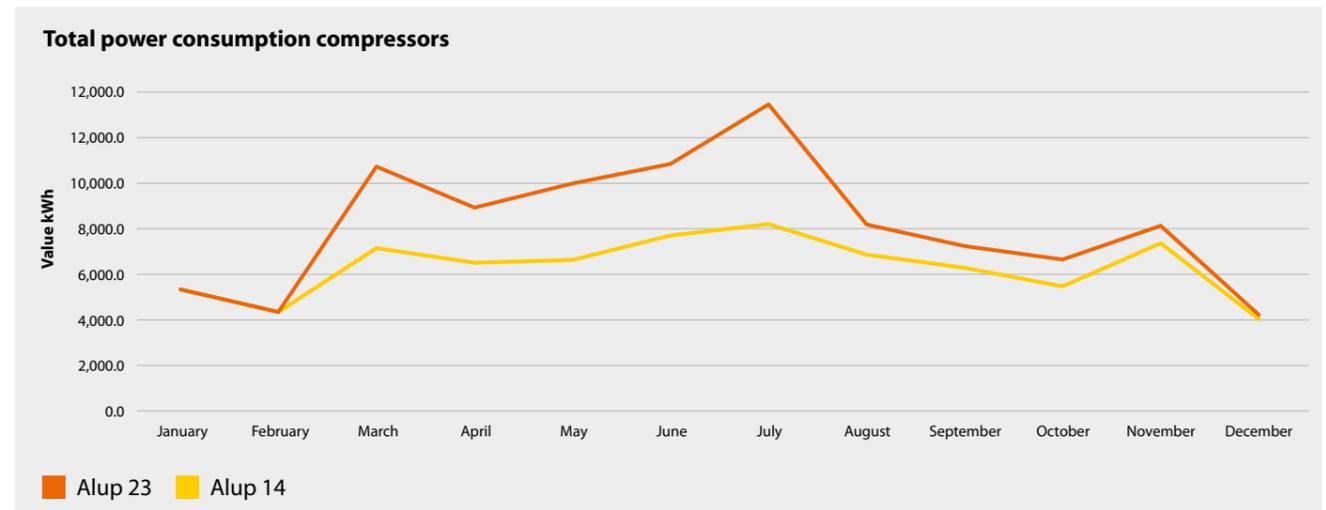
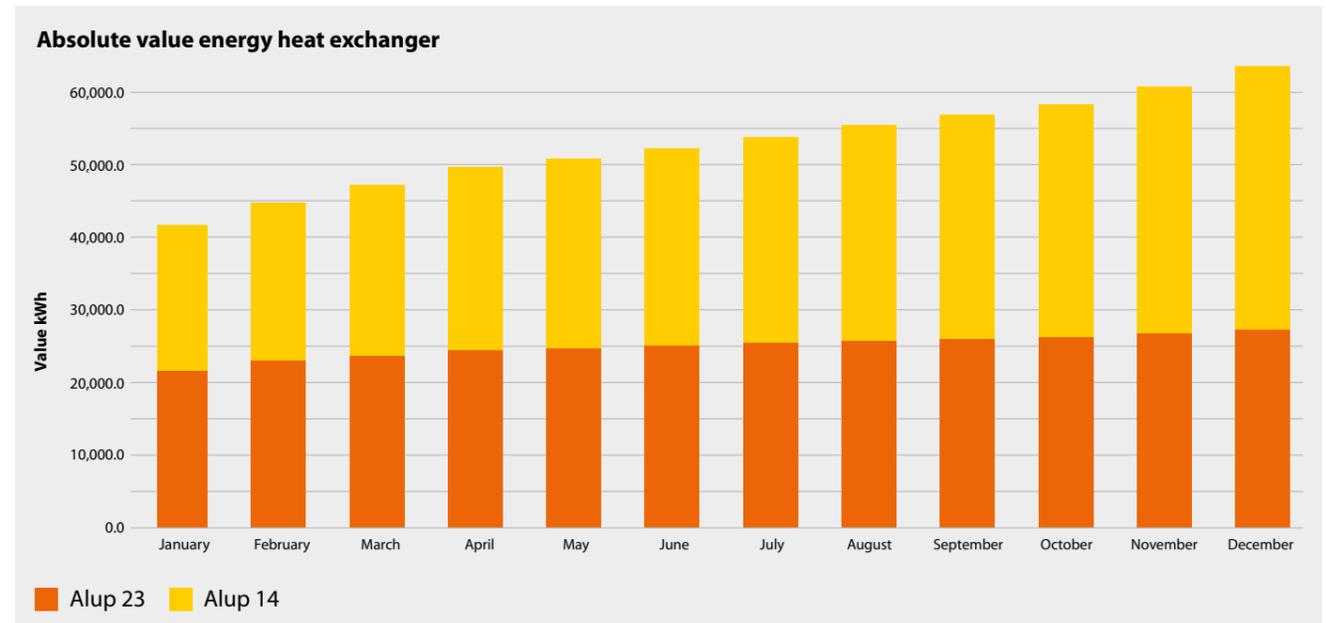
- » Compressed air supply with a central, higher-level control actuating the need-based or the individual torque-controlled energy-efficient screw compressors.
- » Controlled compressed air supply, savings of energy definitely great, however not quantifiable.
- » Heat exchangers cool down the compressors and heat dish washer, shower and other service water as well as the heating.
- » The bigger of both compressors recovers up to 52.3 % of the total energy. The maximum of both compressors is 48.3 % of recovered energy. On average, 26.1 % of the energy is recovered over the year.

Taking into account that even with state-of-the-art compressors – depending on the honesty of the literature – only about 20 % of compressed air is recovered from 100 % electricity, then the efficiency of our entire system never falls below 46 %. That doesn't sound like much, but it is far better than all the internal combustion engines in current motor vehicles.



© Zedler-Institut

COMPRESSORS – PROCESS WASTE HEAT USED



Kevin Togonal checking the compressed air network for possible leakages



Monthly reading of all flow volume meters, heat measuring devices and power meters



Johannes Kreißig, Managing Director of DGNB, was extremely pleased with the results during the presentation of the plaques and the certificates. With a degree of performance of 92.2% in the building in use, Zedler-Group took the 80% hurdle for Platinum more than clearly.

Platinum and Climate-Positive – this combination has only been presented twice worldwide by DGNB. One of the buildings was built by Zedler-Group to work in it.



SUPPLIERS – AWARDED

When selecting our suppliers it is important to us that their business management is ecological and socially compatible. Many of our suppliers have already been awarded for their sustainable and ethical business management.

For example:

Ensinger Mineral-Heilquellen

Among others regional prize winner “Business Award for the Environment”; “Medium-Sized Company Award for Social Responsibility”, both in 2014



Electricity plant EWS Schoenau eG

The rebels among the energy suppliers have been making electricity from hydropower and other sustainable sources for about 30 years; i. a. German Environmental Award 2013, European Solar Prize 2003, Eco Manager of the Year 1996



Frosch

I. a. Winner of the German Sustainability Award 2021



Goldeimer

I. a. ZEIT WISSEN-Prize – Mut zur Nachhaltigkeit – Encouraging Sustainability 2016, Project Sustainability 2018 and Top 3 Next Economy Award



Interstuhl-Büromöbel

I. a. regional prize winner “Business Award for the Environment” 2010



Luchterhand Bio-Catering

I. a. also member of BNW e.V., formerly UnternehmensGrün e.V. and signatory of WIN Charter, certified organic cooking



Mader Druckluft

I. a. regional prize winner “Business Award for the Environment 2014”; Top 3 German Sustainability Award in 2015 and 2018



Olymp

Zedler corporate wear, i. a. climate-neutral company headquarters and only at 5.5 km linear distance from Zedler-Group



Sick-Messinstrumente

I. a. regional prize winner “Business Award for the Environment” 2014



Vaude

Zedler corporate wear, i. a. no. 1 in the ranking of sustainability reports 2019, regional prize winner “Business Award for the Environment”; German Sustainability Award 2015



PRIZE WINNER BUSINESS AWARD FOR THE ENVIRONMENT



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SOCIAL CORPORATE MANAGEMENT

FAIR TERMS

All employees are permanently employed on fair terms. Temporary work contracts, temporary employment agencies, etc. are not an option for us.

PART-TIME EMPLOYMENT

Since the foundation of the company we have offered part-time jobs to make it easier for job-returnees to re-enter into working life.

WORK PLACES

All office work places have meanwhile been equipped with two low-radiation monitors. Bright work places with many plants and mainly real wood desks ensure an agreeable working climate. Due to the pandemic, new individual offices were created. Employees are actively supported by the management if they wish to work from the home office.

HEALTH

Zedler-Group has long since attached great importance to promoting cycling. Change rooms, shower facilities, corporate towels and a drying room have been provided for quite a long time. The new water dispenser as well as the coffee machine are available for free to all employees.

PROTECTION

There are extensive personal protective equipment and other auxiliaries (sack truck, lifting carts, etc.) available for the daily work routine in the test laboratory to reduce physical stress or health risks as far as possible. All laboratories are noise-damped with targeted noise prevention measures.

The involvement and further training of employees into the work organization, into ergonomics and process planning as well as into worker and health protection in order to meet the individual needs and to enhance the motivation go without saying in our company.



Large, friendly and bright
– workplaces can be places of well-being



Communication point with tea maker, coffee machine and water dispenser, one of two kitchens for the employees



ERGONOMICS

One of our employees receives permanent further training in the field of ergonomics and ergonomic workplace design and implements the findings gained in the company.

An internal newsletter explaining in detail how implementation by the employees is possible was sent around.

High-quality furniture and the possibility of constantly changing between different sitting and standing options are integral part of our working environment.



BARRIER-FREE AND DISABILITY-FRIENDLY

The building was designed with barrier-free and disability-friendly aspects in mind. This includes among other things the disabled-friendly lift, the barrier-free hallway and a barrier-free toilet.

5.38 days per year and employee reported sick or in quarantine due to the situation. (18.4 days is the average in Germany, source: umbrella organisation of Germany's company health insurance funds).

No temporary workers

No temporary work contracts

Wages clearly above minimum wage



Standing, sitting on the ergonomic office chair or the sitting ball, just as it pleases



Friendly and barrier-free ways: Timber and exposed concrete as far as the eye can see

EMPLOYEES

PROPORTION OF WOMEN

We do not need gender diversity or other buzz words. Women and men have always been welcome on equal terms as employees and as apprentices. Currently 12 of the 27 permanently employed team members are female.

RELIGIOUS DIVERSITY

At Zedler-Group Protestants and Catholics as well as Muslims, members of the free churches and atheists work constructively together.

44.5 % women



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Even the signs to the loo have a bicycle character

AGE STRUCTURE

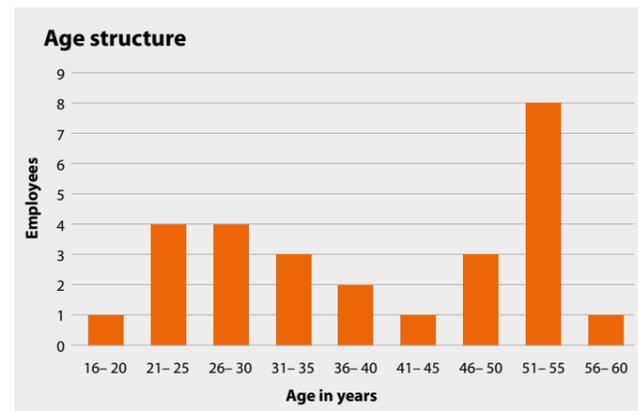
The age structure at Zedler-Group is as shown below. The large groups are due to a few long-time employees who have also reached a respective age as well as to various students who were taken over after successfully completing their bachelor/master theses.

This structuring is also reflected in the average period of employment.

PERIOD OF EMPLOYMENT

The average period of employment of the present employees is 8.3 years.

This figure is however not higher due to the considerable growth of the company especially in the past 10 years, as the team was joined by a few new colleagues. Many of them are Bachelor or Master graduates who wrote their thesis at Zedler-Group beforehand. The new apprentices and interns hired in 2020 were not included in the average period of employment.



The young generation grows in

OFFICE OPERATION

MATERIAL CONSUMPTIONS

No additional purchases of cardboard boxes since the foundation of the company. We re-use sent cardboard boxes as well as surplus, used cardboard boxes from the neighbouring bicycle shop.

PAPER

The paperless office has been pushed forward with customers and partners, e.g. insurers in the expert's report department, since the beginning of the technical possibilities. Today, 98 % of the correspondence is exchanged electronically. Necessarily, one exception are the expert's reports for the courts.

- » Recycling paper
- » FSC paper
- » Blauer Engel
- » EU Ecolabel

Double-sided printing: if printing then efficient paper use is standard in our everyday routine in the office. Misprints of forced one-sided printings of expert's report for the courts are re-used by us as scratch paper.



© Zedler-Institut

Both the internal paper (mainly routing slips for tests and expert's report for the courts) as well as the paper used to print the user manuals is selected under sustainability aspects

0 % additionally purchased packagings

98 % electronic correspondence

100 % printing of operating instructions and user manuals on FSC-paper

Climate-neutral dispatch with DHL



© Zedler-Institut

Ready for real recycling: Shelf with sorted, already used packaging material

SOCIAL SUSTAINABILITY

Instead of Christmas cards and presents to business partners and customers, we donate a considerable amount (many times the costs of Christmas presents) to non-profit organisations every year.

> 10% of the expected profit has been donated by Zedler-Group each year for many years



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- » Since 2014, we have been donating 30 Cent per kilometre cycled by the "Zedler team" at the cycle tours Ludwigsburg and Sachsenheim.
- » In 2014, 10 bicycles especially designed for African conditions were financed and delivered.
- » In 2015, as many as 21 robust Buffalo bikes were donated for Africa.
- » In 2016, 11 bicycles and numerous accessories were donated.
- » In 2017, another 1,100 € could be donated the sum being doubled by World Bicycle Relief (as part of a special action), i.e. as a result, in 2017 also 16 bicycles and further accessories.
- » In 2018 and 2019, the "proceeds" were on a similarly high level.
- » In 2020, due to the situation, the team's kilometre performance from the "City Cycling" campaign was used instead of the cycle tour.

But this is only a small part of the donation commitment.

	Aktion Deutschland Hilft Germany's Relief Coalition
	Greenpeace
	Unicef
	Fernanda Lange School in Ayoma, Ghana
	Boarding school construction in Karansi, Tanzania

	Doctors Without Borders
	SOS Children's Village
	WWF
	World Bicycle Relief

VOLUNTARY ACTIVITIES

	AGFK – Work Group Cycle and Pedestrian-Friendly Communities in Baden-Wuerttemberg; founding member advisory group		BdFS – Bundesverband der Fahrrad-Sachverständigen e.V. (German association of bicycle experts); founding member and chairman
	BVZF – Bundesverband Zukunft Fahrrad e.V.; (German cycle association); founding member and extended board		DIN – Deutsches Institut für Normung e. V. (German Institute for Standardisation), cooperation
	DVM Workshop Bicycles & e-bikes; member of programme committee		Chamber of Commerce and Industry CCI - Stuttgart; founding member of board of examiners "Bicycle mechanic"
	Climate Alliance – City of Ludwigsburg; cooperation at alliance of entrepreneurs		

MEMBERSHIPS/PARTICIPATION

	DGNB – Deutsche Gesellschaft für Nachhaltiges Bauen e.V. (German society for sustainable construction); member		BNW Bundesverband Nachhaltige Wirtschaft e.V. (formerly Unternehmensgrün); member
	BVMW – Bundesverband mittelständische Wirtschaft, Unternehmerverband Deutschlands e.V. (German Confederation of Small and Medium-Sized Enterprises); membership and participation in research project "Der Mittelstand. Ressource" sustainability benchmarking for medium-sized companies		
	VSF – Verbund Service und Fahrrad e.V. (German service and bicycle association); supporter		Baden Wuerttemberg's WIN Charter; signatory

PROMOTING YOUNG PEOPLE

THREE FIRMLY ESTABLISHED PARTNERSHIPS



- » Uhland School (school for children with special needs),
- » Tobias-Mayer School (common school) and
- » Anne-Frank-Realschule (middle school)

Set up of a bicycle workshop with equipment, tools and practice material at the charge of Zedler-Institut at the school for children with special needs in Marbach in 2013.

Operation of the workshop by a master mechanic cycle craft from the Zedler company together with the social worker of the schools once a week.

SCHOOL CLASSES



Unfortunately, the advanced training at and with schools as well as the holding of master classes, had to be cut back last year for reasons of the Corona pandemic.

In spite of the situation, we were able to give two school classes a virtual tour of our building as part of the "Umweltprofis von morgen" (environmental pros of tomorrow). For 2021, we hope to be able once again to welcome pupils in the introductory internships BOGY from high school and BORS from middle school as well as school classes, such as the class of bicycle mechanics of the professional training school BBW Waiblingen and the Heinrich Kleyer School from Frankfurt upon Main, to our building.

Furthermore, we always offer internships for pupils, apprentices and students.

EDUCATIONAL PARTNERSHIP



With Lichtenstern-Gymnasium in Großsachsenheim – "Junior-Engineer-Academy"

Charity partnership with the Ludwigsburg cycle association RSC-Komet and Lichtenstern-Gymnasium in Sachsenheim. Both organise one cycle tour per year. We invite employees, customers and business partners to participate in these events and pay the costs of participation. With the incurring participation fees and our additional donations, the youth work of RSC Komet and the high school are supported.

MASTER SCHOOL



As soon as face-to-face teaching can be standard again, Dirk Zedler will very likely resume his work as a lecturer on two days per year in the master class at Bundesfachschule für Zweiradmechaniker (federal school for two-wheel technology). The training days are traditionally held in Frankfurt upon Main at a greatly reduced fee.

In addition, the masters to be are usually given the opportunity to attend three further specialist lectures at Zedler-Institut on the state of the art in testing technology. The visit then includes a tour of the laboratory and the bicycle museum.

TRAINING



Since 2004, we have trained young people in various professions. Currently, we have three apprentices. First training company in Baden-Wuerttemberg for bicycle mechanics in 2004. One of the first training companies for two-wheeler mechatronic technicians (specialising in bicycles) in Baden-Wuerttemberg in 2014.

For the first time in the company's history, three new apprentices were taken on:

- » Apprentice Digital and Print Media Manager
- » Apprentice Office Management Assistant
- » Apprentice Bicycle Mechanic

PROMOTING YOUNG PEOPLE IN GENERAL



In particular, promotion of socially disadvantaged adolescents with special needs. One of our educational partnerships is a school for children with special needs and one of our employees graduated from such a school.

We offered him an apprenticeship, accompanied him until he successfully passed his exams and now employ him as assistant to technology. What is more, he makes a great job in his field.

PLACE TO STUDY AT BADEN-WUERTTEMBERG COOPERATIVE STATE UNIVERSITY, STUTTGART (DHBW)



As early as in 2018, a further new training place was created.

Since autumn 2018, the team of Zedler-Institut has been supported by a permanently employed student of the study programme International Business at Baden-Wuerttemberg Cooperative State University, Stuttgart (DHBW). Among other things, she is responsible for the topics sustainability, the training and seminar area as well as for the catering of the events.

SPONSORSHIP OF CHILDREN



Sachverständigenbüro für Fahrradtechnik Zedler has been supporting godchildren since 2005, currently Edgar from El Salvador.

Zedler – Institut für Fahrradtechnik und -Sicherheit GmbH has been supporting godchildren since 2010. At present, they support Rasmata from Burkina Faso.

Gesellschaft der Fahrrad-Sachverständigen mbH (GDFS) has been supporting our godchild Milady from Ecuador since 2016.

INTERNAL AND EXTERNAL COMMUNICATION

INFORMING THE EMPLOYEES

Visualisation for all employees and visitors through direct access to the building computer located at the entrance. Domovea and SolarLog display the updated data relating to energy consumption and generation as well as the water values and waste and recycling data. In addition, the relevant facts from the monthly evaluated data recording are communicated verbally on a regular basis.

- » Smarthome
- » Data recording
- » SolarLog



Smarthome – the computer at the employee entrance shows in real time what is going on in terms of energy.

SUSTAINABILITY REPORT

The sustainability report is an important component in our corporate communication. In our reporting on sustainability, we create trust and credibility with our customers, our employees and the public.

WIN CHARTER

Signing the WIN Charter, is for us as a company a clear commitment to our economic, ecological and social responsibility. Sustainability is a competitive factor with a great external effect.



WIN Charter – our voluntary self-commitment to sustainability

SOCIAL MEDIA

The individual newsletter articles are published across the channels one after the other

- » Xing
- » Facebook
- » LinkedIn

WEBSITE

Since 1999, we have been providing comprehensive information on our website, which also contains an archive of publications, TV reports and information material about our fields of business.



External newsletters bring both content, e.g. developments in the field of bicycle testing technology or decisions as to the technical documentation, customers and regularly reports about our multiple commitments

LECTURES

Sharing knowledge on events, e.g. trade fairs and workshops, has been a regular component since the foundation of the company.

PUBLICATIONS

- » special interest magazines and trade journals (RadMarkt / Velobiz / SAZbike)
- » Eurobike Show Daily
- » cycle magazines (BIKE / EMTB / MY BIKE / TOUR)
- » media reports on TV and the radio
- » press mailing list local press



TV shootings for good, durable and safe bicycles and electric-assisted bikes – far more than 50 in the past years



Internal newsletters address current topics ranging from ergonomics, IT tips and energy-saving tips to preventive health care



Events are held internally, but are also attended regularly by employees externally



RadMarkt – article in the printed magazine about the Platinum and Climate-Positive Award to Zedler-Institut

Velobiz – newsletter article about winning the Business Award for the Environment in December 2020



Company visitors can convince themselves of the technical finesses of the building during company tours

AWARDS AND PRIZES



2020

Winner of the "Business Award for the Environment" in the category "Retail and Services", Baden-Wuerttemberg's Ministry for the Environment, Climate and Energy Economy, awarded via video link by the Minister of the Environment Franz Untersteller



2020

Certification "Buildings in Use" with the highest award level "Platinum" and the second best result ever achieved with a degree of performance of 92.2 per cent, awarded by Johannes Kreißig, chairman of the German Sustainable Building Council (DGNB)



2020

"Climate-Positive" Award, presented by Johannes Kreißig, chairman of the German Sustainable Building Council (DGNB)



2019/2020

"City Cycling" 2020: Performance cycled totally (within 3 weeks) of 7,632 km and a saving of 1,121.8 kg CO₂. Certificate awarded by the Mayor of the City of Ludwigsburg Michael Ilk



2018

Prize winner "Grand Prix of Small and Medium Business" of the Oskar-Patzelt-Foundation under the patronage of Baden-Wuerttemberg's Minister for Economic Affairs, Work and Housing Dr. Nicole Hoffmeister-Kraut MdL



2018

Prize winner of VSE.Ethics Prize of the cycle industry for the future-oriented, ecologically well thought out to the last detail new company headquarters in the Swabian city of Ludwigsburg"

2016

Award as Top Ten Company within the State Prize for Young Companies of L-Bank, presented by Baden-Wuerttemberg's Minister President Winfried Kretschmann



2015

Award as a "Hero of the new mobility" for graduate engineer Dirk Zedler by Baden-Wuerttemberg's Minister of Transport Winfried Hermann



2014

Finalist of the "Business Award for the Environment" in the category "Retail and Services", Baden-Wuerttemberg's Ministry of Environment, Climate and Energy Economy



2014

Prize winner "Medium-Sized Company Award for Social Responsibility" Baden-Wuerttemberg's Ministry of Finance and Economy and Caritas



2011

Prize winner: Statewide competition award "Baden-Wuerttemberg's most bicycle-friendly employer" of the German Environmental Management Association (B.A.U.M. e.V.), presented by Baden-Wuerttemberg's Ministry of Transport and Infrastructure



2nd place in same-named nationwide competition

2009/2013

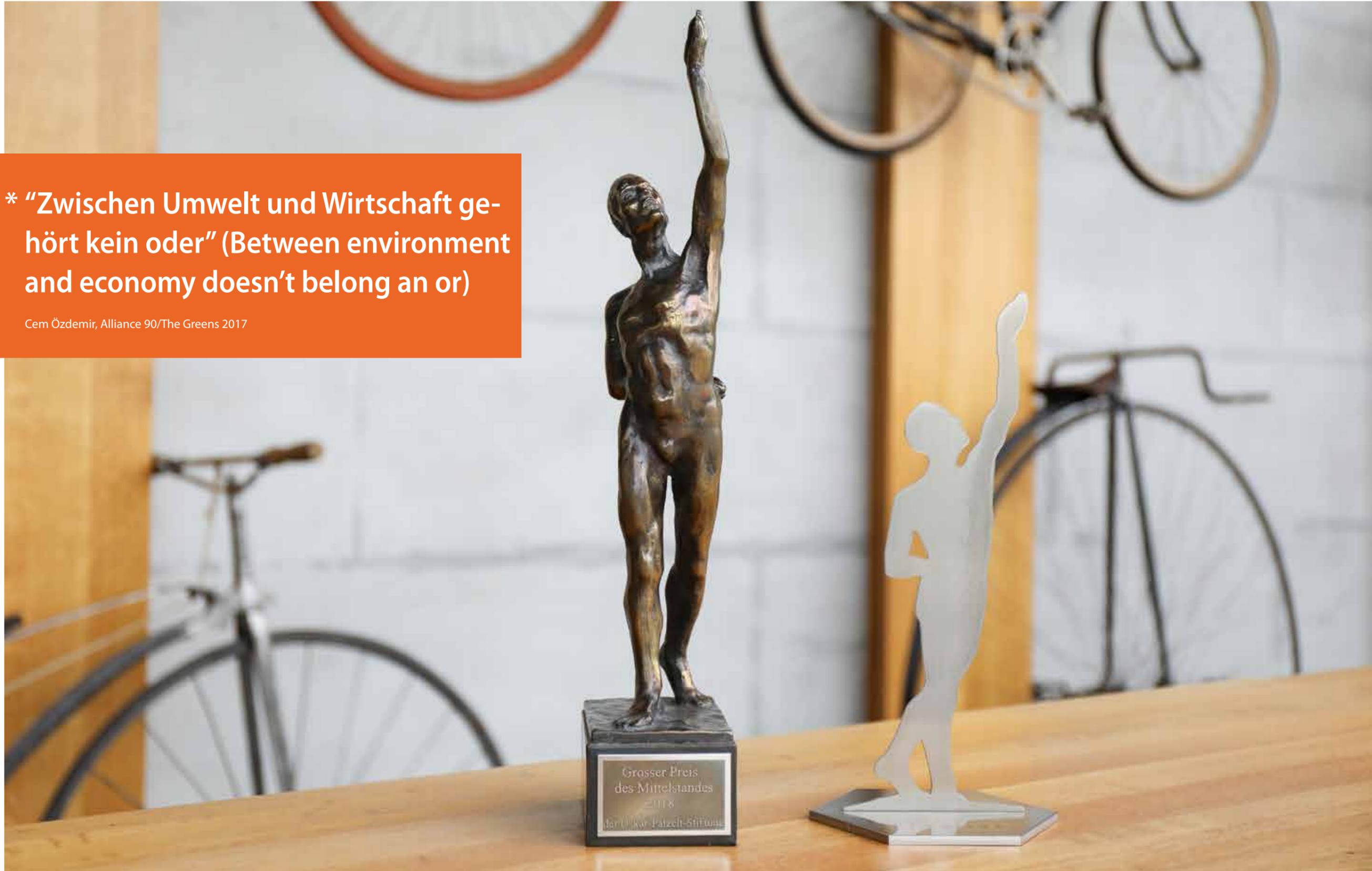
Award by German health insurance company AOK in their "Bike to work" campaign



QUOD ERAT DEMONSTRANDUM – WHICH WAS TO BE PROVEN*

* “Zwischen Umwelt und Wirtschaft gehört kein oder” (Between environment and economy doesn't belong an or)

Cem Özdemir, Alliance 90/The Greens 2017



Grand Prix of Small and Medium Business of the Oskar-Patzelt-Foundation 2018

Finalist Grand Prix of Small and Medium Business 2016

OUTLOOK

De facto, we are actually “at the finish line”: With a climate-positive building including DGNB certification in platinum, all in all climate-neutral business operations and as prize winner of the Business Award for the Environment 2020, we have been exceeding all postulated medium-term targets of politics and business for some time now.

The year 2020 was a challenge that had to be mastered – both from a private point of view, but above all in terms of business. Nevertheless, we not only maintained the high standards we had set ourselves, but raised them even higher. Continuing to be a crisis-proof and progressive employer with a focus on sustainability is high on our agenda.

What lies ahead of us in terms of sustainability can be roughly divided into four areas: Fine-tuning operations, optimising the supply chain, calculating Scope 3 of the GHG and formulating supplementary documentation.

In energy management we will continue to challenge the manufacturers of the heating, ventilation and compressor components to achieve still better results in the coordination of the different technical systems.

The repair of the ventilation system in the entire house and supplementary new installations in the ground floor and basement are already in full swing at the time of reporting. The new focus on aerosols is also gaining attention here and suggests that the significantly increased air volume change per hour will also be beneficial in terms of optimised thermal management.

In the coming weeks, the rules that are already in place will be further specified as binding for all employees. In detail, this will be the purchasing guidelines, divided into consumables and investment goods. Purchasing processes are to be analysed and refined even more precisely and audited at fixed time intervals, e.g. monthly. We have already taken the first steps in this direction.

The desired cooperation with an even more sustainable, climate-friendly printing company for our user manuals has already been implemented since February 2021. This means we have taken a big step in the supply chain and thus also for Scope 3: Our printed products are now also climate-neutral.

We are already looking forward to the sustainability report 2021/2022, which will be prepared in accordance with an internationally recognised framework.

**Minister of the Environment
Franz Untersteller MdL** – details of the testing process are explained to him in one of the test laboratories



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CO₂-neutral printing on FSC® paper

Since February 2021 for all printing jobs – without extra charge





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zedler-Gruppe
Technology and Passion for Bicycles