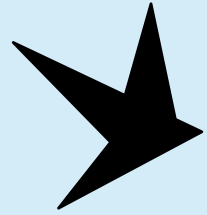


Innovating for cyclists - acting for the planet

We don't just talk about sustainability; we actively practice it. Every single day. In our tires, in each material we use, in every decision we take. In a way that's visible, quantifiable, and tangible. Always aiming to embrace new avenues that haven't yet been fully explored.

For progress isn't made with promises but by providing solutions that work. Through innovations that prove sustainable. In the conviction that every little detail counts if we want to bring about change together.

**This is what drives us – for everyone who rides a bike.
For a planet where cycling is a pleasure in the future, too.**



Closing the loop

We want change – not just in how we act but also in the way we talk about it.

After three years of CSR reporting, we're taking a new step: one that's more accessible, more individual, and more emotional. With our new magazine, we're demonstrating that sustainability doesn't have to be complicated, but can instead be an issue that's clearly understood and actively experienced – and one that fills us with enthusiasm.

Our journal is full of inspiration, insight, and experience. Plus, it contains a data-based performance and progress section based on the GRI that creates transparency and enables information to be directly compared to our noted CSR reports from previous years.

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We're not waiting for the change – we're driving it.

Schwalbe develops solutions that are both ambitious and bring about real change – for it's high time to rethink things and make them better.

Sustainability isn't just a chapter in a business report for us. It's part and parcel of how we think as a company – day in, day out, right across the board. It's not a goal to be reached and forgotten about but an attitude that permanently defines how we act.

It's demonstrated in both the big and the small things: in product development, in the way we cooperate with others, in the design of our workplaces, in the selection of materials and partners – and especially by our employees.

What drives Schwalbe is its clear determination to assume responsibility, right from the very start. As an independent family business, we don't think in calendar quarters, but in generations, with a view to ecology, society and the people who come after us. This means thinking things through, showing leadership, and making things possible.

With our CSR magazine, we show how our vision can be put into practice – and how progress is made. It illustrates what sustainability means at Schwalbe: as a strategy, a decision-making criterion, an everyday concern. It also reveals that Schwalbe is in the middle of a process. A process that's open to new ideas, keen to learn and critical of itself. That asks questions. That's never finished. And it will continue precisely for these reasons.

For one thing is clear: it's no good resting on your laurels. What's important is how goals are religiously pursued and translated into specific steps. For this, you need determination, knowledge, and the courage to explore new avenues – even if these are riddled with uncertainty.

In close cooperation with our teams, with partners from the worlds of science, trade, and industry and with the entire life cycle of our products always in mind, we systematically develop concepts that are both ecologically sustainable and economically viable. Whether in the choice of materials, during the recycling processes or in logistics, existing systems are repeatedly questioned and further developed.

This results in a transparent approach that shows, step by step, how ideas can have a real impact. This journey isn't always easy – but it's necessary. For the challenges are vast – as is our responsibility.

If it's feasible, it becomes real at Schwalbe: through consistent action, clever decision-making, and a willingness to underpin conviction with accomplishment.

Sustainability isn't a nice-to-have. It forms the foundation for innovation, future viability, and corporate success. And it's an invitation: to think as we do, to join in with us and to lead forward together.

Frank Bohle, President and CEO of Schwalbe





Interview with Frank Bohle

Frank Bohle, son of the company founder and the current CEO, grew up with Schwalbe. The brand has been with him since childhood, and he now plays a decisive role in its further development. Together with Prof. Dr. Michael Braungart, he's taken sustainability at Schwalbe up to a new level and consistently expanded the company's responsibility to people and the environment.

Mr. Bohle, at Schwalbe, sustainability isn't a short-lived trend but a firm company principle. What does this mean to you personally – and what makes it so relevant to your business?

For me, sustainability isn't yet another topic to be dealt with; it forms the basis of corporate responsibility. If we want to do business in the long term, we must act with a mind to our ecology and society. At Schwalbe, we don't think in calendar quarters but in generations. This affects everything: how we develop our products, how we deal with our partners, how we make decisions.

It means a lot to me personally that we don't just talk about what we do but that we actually make a difference. That we can show that, yes, it works. And it works better than a lot of people think.



When we can see that there's a real impact – in the product, in the supply chain, in society – then we know it's all worth it.

2024 wasn't easy for the bicycle industry. How does Schwalbe see these developments – and what leaves you feeling optimistic?
2024 was indeed challenging, with our warehouses full and demand sluggish – and with the knock-on effects of global supply problems. Yet we can also see strong signals being sent: the use of the bicycle remains high, workshops are working to capacity and there's a continued demand for equipment.

What makes me feel especially positive, however, is the long-term trend towards sustainable mobility – and our ability to consistently invest precisely during phases like these in innovation, recycling and fair trade supply chains. This makes us more resilient and propels us forward, even with the market stagnating.

Schwalbe has ambitious sustainability targets. Where do you stand at the moment and what are you aiming for?
We've made major progress in the last twelve months. Since the beginning of 2025, our production site in Vietnam has run entirely on renewable electricity. This has cut our emissions there by over two thirds, a definite milestone in our mission to reach net zero by 2040.

At the same time, we're driving the materials transition, with over 1.8 million tires and 15 million inner tubes recycled. This shows that the circular economy is effective when it becomes part of our day-to-day lives. And we're not stopping there: we aim to develop more and more products made of ecofriendly materials – without compromising on quality or performance.

In view of this concrete progress, it would also be interesting to learn how your objectives have changed. Sustainability at Schwalbe is a process, not a finished concept. Which new issues or challenges have recently changed your way of thinking?
Lots of things have become more concrete in the last few years. For instance, we're much further now when it comes to the circular economy than we were several years ago. At the same time, this gives rise to new questions: how scalable are our solutions? How can we have an impact on society throughout the supply chain, this preserved as a fixed feature with a long-term structure and not implemented as sporadic measures?

These questions challenge us, but they also help us to move forward. For they show that sustainability isn't a fixed state, but a continuous process that needs to be constantly monitored and further developed.

This is why we've now defined more goals up until 2040 for the first time (in addition to our net zero target): for the circular economy, for example, participation in society and responsible procurement. In doing so, we're setting ourselves a clear framework which we can work with, and others can measure us by.





Active responsibility

The question then arises as to how your vision above and beyond Germany has changed. Schwalbe has long since not only been active in Germany. How important is your international perspective when it comes to your impact on ecology and society?

We find it essential that we also look beyond our national boundaries. Our products are manufactured in global supply chains; we therefore also hold global responsibility. Whether in the Fair Rubber project in Indonesia, in production in Vietnam or at our subsidiaries outside Germany: we want to have an impact where it's needed – and not only where it's visible. This can only come about if we listen, get involved and develop solutions with our partners on a local level. This is active sustainability for me – placing things on an equal footing with a genuine reference to people's everyday lives.

This sounds like a lot of conviction and persistence are needed! What motivates you personally to keep on going despite all the challenges?

I'm convinced that the bicycle plays a key role in sustainable mobility. It's this conviction that drives me – and it's palpable throughout our entire team.

I feel motivated when we tread new ground and develop things further. When we can see that there's a real impact: in the product, in the supply chain, in society. I'm motivated by the fact that we as a company have the freedom to act in the long term down the generations.



We've now also defined further goals up until 2040 for the first time – for the circular economy, participation in society and responsible procurement.

One crucial aspect here is surely that all those involved are included, both your internal and external stakeholders. This kind of change can only be brought about together. How do you manage to get your employees and partners on board?

By being open – about our targets, about our progress and about the things that don't yet work. We believe in genuine participation, not in slogans. Our staff contribute to our CSR projects; they're heard, and they help to organize and structure them.

The same applies to our partners: long-term relations, such as those with Hung-A, are based on trust here at Schwalbe, not on short-term contracts. We also invest in diversity and the next generation of professionals. Formats like Girls' Day or our Children's Advisory Council are an expression of our belief in creating a positive impact for all our stakeholders.

Where do digital technologies come into this transformation?

They help us to better understand where we stand, for example regarding our product carbon footprint or supply chain. Data makes things that used to be hidden transparent – and makes better decisions possible.

Digital tools also heighten our understanding of sustainability: through training, platforms, internal exchanges of information. For us, digitalization isn't an end but a lever – for quality, for fairness and for change.

Was there any one moment in all this that left a particularly strong impression on you?

The moment when we passed the one-million-recycled-tires mark – that was more than just a number! It was proof that the circular economy works on a large scale.

Setting up the Schwalbe Foundation was another important step. In doing so, we're shouldering our responsibility above and beyond the product – and creating genuine opportunities for kids and teenagers, for example, who don't have access to mobility and are thus restricted in their participation in society.

To conclude, let's look at the big picture. If you consider the cycling industry as a whole, where do you see the greatest shared potential and where does the sector most need to act?

The greatest common potential for me lies in promoting sustainable mobility; that's clear. The bicycle has the power to make cities better places to live, cut emissions and make us more active. This is all on the table; we must diligently put it into practice.

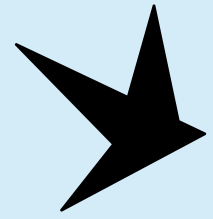
This calls for more investment in infrastructure, a greater political will, and an industry that campaigns for its own future as one.

The biggest concern I have now is the lack of coordination between supply and demand. In the past few years, too much was produced too quickly, often ignoring actual requirements. This means full warehouses and unnecessary use of resources. I wish we could think together more in the industry: less competition, more cooperation. For our customers – and for the greater good.

One final topic that's particularly close to your heart: what do you want to achieve with the Schwalbe Foundation and what does this project mean to you personally?

With the Schwalbe Foundation, we're starting a new chapter. We want to provide mobility where it's lacking: to people who are disadvantaged in their everyday lives, whether due to financial, social, or structural barriers. For us, mobility is a fundamental right. People who are mobile have access to education, work, social contacts: in other words, to participation in society. This is precisely where we want to act.

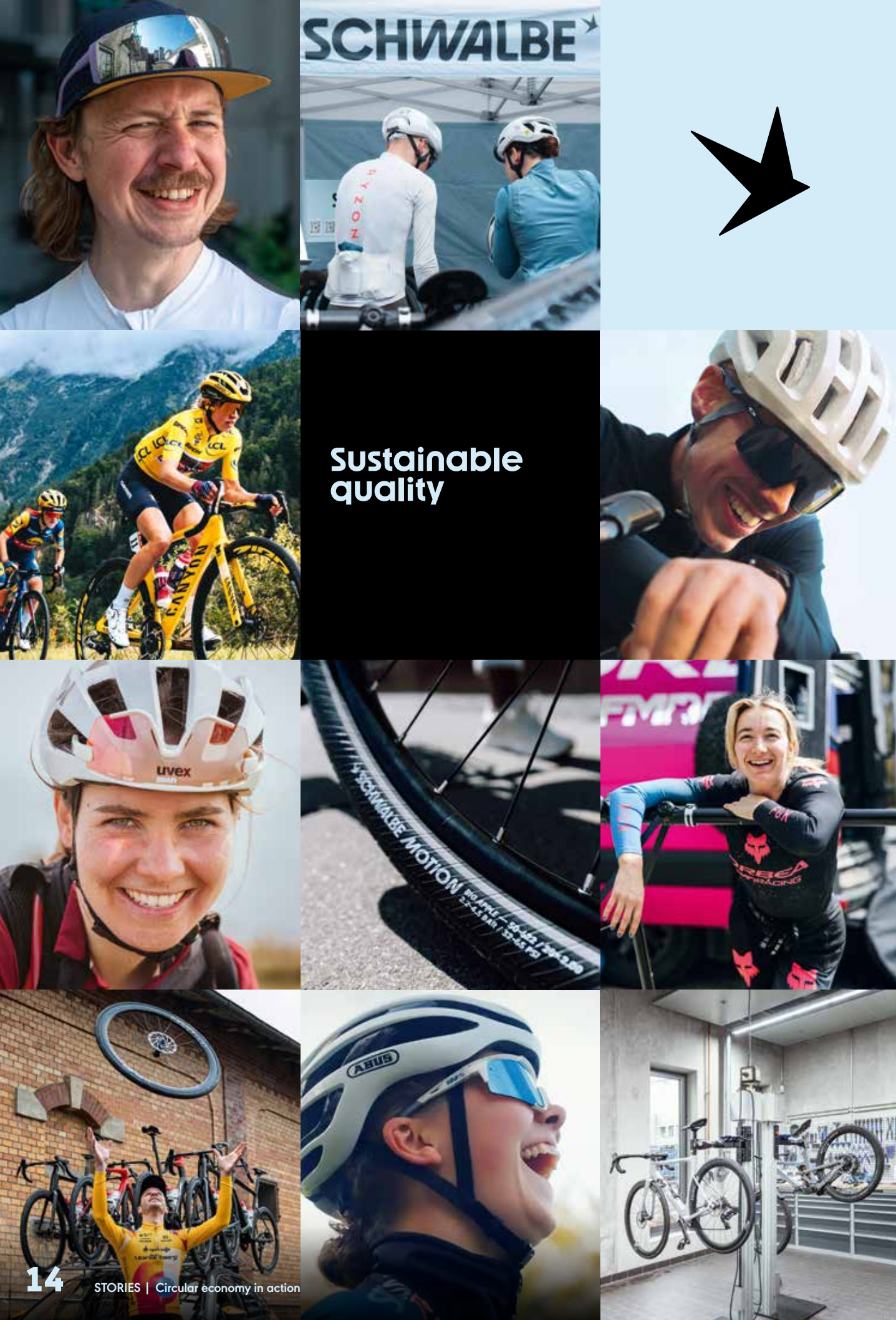
I'm proud that we're taking on responsibility here as a company, far beyond product or profit. The foundation enables us to specifically fund projects in the long term that have a real impact. Whether these are safe journeys to school, inclusive bicycle services or access to education, the Schwalbe Foundation gives us the chance to assume responsibility and to have a concrete impact precisely where it counts.



**Sustainability
doesn't end
with an achieved
goal –
It starts with every
decision you make**

Frank Bohle





Sustainable quality

Circular economy in action

From durable products to circularity:
our path to genuine sustainability.

In the beginning there was a tire

When in the 1980s Schwalbe launched the Marathon on the market, it was more than just a tire. It was a move in the opposite direction from a market that was increasingly tending towards the replaceable and the disposable. The Marathon stood (and still stands) for a different understanding of product quality: long-life not short-lived, puncture-resistant not puncture-prone. This decision wasn't a marketing coup; it set a new standard, namely that of conserving resources instead of constantly buying anew. It treated quality as a responsibility. Understood that what lasts for a long time is doubly useful: for cyclists and for the environment.

A journey, not a trend

This idea marked the start of a journey on which the company continues to this very day. At Schwalbe, sustainability hasn't been enforced by external pressure but fired by an inner drive. It wasn't developed because it was the fashionable thing to do but because it was the right thing to do. Over the years, this durable product became a global mission: to make responsible use of resources, to rethink value chains and to help shape the entire product life cycle as a company – from design to reuse.

We also listened to exactly what the specialist trade was saying: as early as the 1990s, retailers were asking us to take back and reuse old tires. This resulted in an initial process of downcycling instead of incineration. Back then, this was unique and better than the status quo. We realized, however, that downcycling only lengthens the linear logic of a throwaway society. We want more. We believe in a genuine circular economy – in systems where products are returned and made into new raw materials.

How Schwalbe arrived at the circular economy

The deeper we delved into the issue of sustainability, the more we realized that if you really want to make a difference, you can't just tweak a few dials. You must rethink the entire process. The key question was what happens at the end of a product's lifetime? Too often the answer was that it ends up as waste. Incinerated or landfilled, with no further purpose. This is precisely where we started to rethink things – and thus embarked on our journey towards a circular economy.

The idea behind this is quite simple: products and materials aren't disposed of at the end of their life cycle but instead returned to the production loop. What's a used tire one day can be a raw material for a new product the next. The aim is to be gentle on natural resources, prevent waste and lower emissions. In place of a linear economy – make, use, dispose – a cycle of use, return, recycle and reuse is created.

This concept had Schwalbe convinced, both in theory and practice. The initial question of how to go about it gradually developed into a concrete approach. This visionary idea was to open a new chapter in the company's evolution.

Independence creates freedom

As a family-run company, Schwalbe is free to make its own decisions. This freedom is specifically exploited to allow us to think in long cycles. Decisions aren't reached under quarterly pressure. This opens up a number of opportunities: to develop products that can be used for many years. To organize processes so that they culminate in a new beginning and not disposal. To promote partnerships built on commitment and impact and not short-term statistics.



Independence means breaching new avenues instead of sticking to old routines. Making bold decisions, investing in research and development, and testing new materials.

From product to responsibility

What started with the Marathon is now a holistic approach. The development of durable products is a mere part of this. The question today is also as to how products can be introduced into a loop. How materials can be made reuseable, how processes can be computed and how emissions can be reduced. First and foremost, however, the aim is to take on responsibility and actively structure it: in the team, in the supply chain, in cooperation with specialist retailers.

Responsibility also means dealing with challenges openly. Sustainability isn't always easy; it causes conflicts of interest, calls for patience and compromise. Yet it's in this openness that its power lies. It creates credibility. And it motivates people to move forward step by step.

Learning and moving forward together

Schwalbe is not alone in this. The transformation to genuine sustainability will only succeed if it's understood to be a common task. This is why the company believes in forging close cooperations with scientists, experts, and retailers. Sustainability also means listening, learning, and adjusting. Not everything works straight off. But every little step counts. Each obstacle is an invitation to do things better.

What's more, cooperation for Schwalbe means sharing knowledge and inspiring others, whether through educational campaigns, exchanges at industry events or transparency towards the public. If you want real change, you must make it possible – not just for yourself but also for others.

The circular economy starts in the mind

At Schwalbe, closing the loop isn't just a technical buzzword, but a principle anchored in all sections of the company. It starts in product development, passes through decisions on materials and supply chains – yet doesn't end with sales. A tire that's returned isn't waste, but a raw material for a new product. This train of thought calls for a rethink; it questions things and expects consequences – and it leads to innovation.

For Schwalbe, the circular economy isn't an add-on, but a principle of development. It influences how products are devised, how processes are optimized and how resources are conserved. It's not a question of doing everything perfectly, but of asking the right questions and finding honest answers to these. This way of thinking is provocative. It opens new perspectives, creates new opportunities and results in genuine innovation.

We're not done yet. And that's good

The move towards a circular economy isn't a finished process; it's a constant development. Every advance poses new questions. Every solution generates new possibilities. For Schwalbe, sustainability is an invitation to think ahead. It's not the goal that's been achieved, but the principle that shows which direction to take.

It's an ongoing journey: one that requires perseverance, curiosity and the sheer determination to repeatedly prove that a sustainable economy is possible. Now, tomorrow – and beyond.



Schwalbe - my love brand

Interview with **Paul Ripke** on speed, spirit and what really counts on a bike and beyond.

Paul, can you still remember your first moment with Schwalbe?

Of course. I was invited to go cycling with the Souplesse Club. I was familiar with Schwalbe as a brand – but only through its tires. What I experienced at the club was much more. There were no product brochures lurking in the background; this was about real conversation. The question was what can we achieve together? You could immediately sense the seriousness of it all.

And this had you convinced?

Totally. The people there don't think about sustainability because it's a trend; they actively practice it. They're prepared to do things differently. I was able to simply contribute as a person with ideas and questions – and not act as a testimonial.

You've worked with lots of brands. What was different with Schwalbe?

Communication was honest. It was never about smoothing things over. I always had the feeling that doubts, and criticism was also welcome. That's rare. Lots of cooperations work along the lines of say this, wear that, post this. Here, it was ride with us, talk to us, think with us.

Were there any surprising moments?

Yes. Quite a few, to be honest. For example, how far ahead Schwalbe thinks. They weren't dealing in short-term campaigns but in projects with a genuine impact – also in five- or ten-years' time. This impressed me.



So much links me to Schwalbe. We've been working closely together for years. So many social and sports issues are combined with one another here. For me, Schwalbe is a real love brand.

What makes sustainable behavior credible for you?

When it takes place without a fuss. When nobody makes a big deal out of it. When somebody simply does what needs doing. Improves things. Changes processes. Involves people. And does so over the course of many years. Then you realize that this is about impact, not image.

And then there was also your bike. What does cycling mean to you personally?

More than you think. I'm not a professional athlete – but for me my bike is somewhere I can meet people. When you cycle together, you communicate differently. You're much more relaxed. You share a route, a rhythm – and sometimes the odd puncture! This forges a bond. This is exactly what Schwalbe's trips showed me. These weren't PR gigs but a minor journey.

Have you played an active role in any projects yourself?

Yes. In the content series on recycling, for instance. We wanted to show what's really behind the term circular economy. So, we went to a few workshops and documented their real-life processes. This wasn't greenwashing; it provided genuine insight.

How do you yourself treat the issue of sustainability?

I've learned that the little decisions count. I don't fly for every job anymore. I produce with greater awareness. I try to initiate discussion without indoctrinating people. It's more important to show them the various options.

What do you wish brands would do when aiming to be more sustainable?

That they have the courage to be imperfect. That they can't do everything immediately but can make a start. Change doesn't happen overnight. It starts with the decision to do something differently.

How important are stories in all this?

Extremely important. People follow stories, not Excel tables. You can change a lot with emotion, honesty, and a clear goal. Especially when the challenges are also visible – and not just your successes.

How important is it to you that partnership takes place on an equal footing?

I find it crucial. I don't want to be somebody who just posts a photo. I want to be part of the process. To join in the discussion, contribute my thoughts, be a bit annoying at times. This is the only way to create something that's real.

What's proved a special inspiration to you during your cooperation?

Working together. Cycling together. Talking about things that don't end up on Instagram. The people behind the brand. The feeling that business can be thought differently – with responsibility and aspiration. Schwalbe shares precisely this understanding. It's evident in plenty of its projects, encounters and ideas. A lot links me to Schwalbe. We've been working closely together for years. Here, social and sports issues go hand in hand. For me, Schwalbe is a real love brand.



Paul Ripke is a photographer, filmmaker, podcaster, and founder of the lifestyle brand PARI. Paul has been a member of the Souplesse Club since 2020 and has since been largely instrumental in communicating the brand's profile.

He rose to international fame with his portraits taken during the 2014 World Cup and through various creative projects with cultural professionals, sportspeople, and brands.



Honest, long-term, inspiring

If you had to find three words to describe your cooperation, what would they be?

Honest. Long-term. Inspiring. For the focus was on projects with an impact – not on quick successes.

How have your views on sustainable business changed?

I often used to think too one-dimensionally: let's cut carbon emissions, let's avoid waste. With Schwalbe, I've understood that sustainability is bigger than this – it's fair working conditions, it's access to mobility, to education. Genuine responsibility considers all these things together.

What does mobility mean to you – beyond the bicycle?

Freedom. Conversations. Movement – physically and in your head. If you're mobile, you can participate. That's the crux of the matter for me.

How can we sign people up to sustainability who've had few dealings with it to date?

By extending an invitation to them and not indoctrinating them. By telling stories and showing how people simply start by doing what they can. Nobody wants to hear numbers being crunched – but everybody reacts to genuine experience.

Was there any one experience with Schwalbe that really got to you?

Yes. At one workshop at a bicycle repair shop, a young guy said to me, I didn't know that I was capable of such a thing – but I am. Statements like this are invaluable. They show how much can happen when people are given access – to tools, to trust, to opportunities.

How important is a sense of community with projects like these?

Vastly important. A brand can plan many things – but if the community isn't behind them, they're just a facade. When people are genuinely involved, this generates energy. This can't be calculated but it changes more than any glossy advert can.

If you could wish for a certain form of future mobility, what would it be like?

Diverse, uncomplicated, and fair. I wish for cities where people can move around freely – both technically and socially. Where there's room for bicycles, roads are safe, and no one's left out because they can't afford a car. This would be genuine mobility



For me, sustainable behavior is credible when it takes place without a fuss, when it improves things, changes processes, and involves people.

How did you come to be more deeply interested in sustainability?

It was a process. I often used to catapult myself from one job to the next. There eventually comes a point when you ask yourself, does it really have to be like this? I started questioning decisions. Do I really have to fly everywhere? How are products made? How can I contribute here?

Has this process also changed you as a person?

Definitely. I'm now more aware, more conscious of things. I listen more. I don't decide only using my gut feeling anymore; I ask myself what impact things have. This changes your way of working – and your life.

Do you think we need role models for sustainability?

We need people who're bold and ask awkward questions. Who plainly show where they stand – not as moralists, but as guides. This is why I like formats that look behind the scenes and don't simply spout polished messages.

What makes a partnership credible for you?

Having a common goal – a serious one. It's not a case of tagging a testimonial onto a product but of mutual enrichment. With Schwalbe, I've always had the feeling that it's really about content here. This generates trust.

What's been especially important to you during your cooperation?

Not being pushed into a specific role. I've been allowed to be honest, critical, and creative. It's a genuine dialogue. You're often booked so that you deliver. Here, I've been able to contribute.

Is there any particular moment that's stayed with you?

We once cycled through woods and villages with the team – no stress, totally at ease. We talked about all kinds of things: the family, the future, cycling. It was all very approachable and genuine. Here, I felt a real bond – and just what this can mean.

Which campaign with Schwalbe has really moved you?

Tire recycling. This initially sounds rather technical, but when you see how much is possible here and that Schwalbe simply gets on with it, then you realize that this is genuine. Or the Children's Advisory Council – children who co-determine where help is given. This sends out a strong signal.

And when you look ahead, what do you wish for the future?

More of the same! Even more bold projects – gladly ones that focus on education, inclusion, and participation in society. And that we also reach out to people outside Germany. This combination of brand, responsibility and impact is something I'd like to be further involved in.





A clear challenge



Bike the world

In 2021, **Daniel Großhans** decided to quit his job and travel around the world – on his bicycle. He initially intended his journey to last just one year. This turned into three, which he documented on YouTube and Instagram. In the following interview, the 27-year-old tells us what he experienced along the way, and which routes he’s planning for the future.

Daniel, you’ve now completed your three-year trip around the world. What’s it like being back in Germany?

Yes, I’m back in my native Munich for a while. I want to wind down a bit here and set up some new routines. A few minutes ago, I was still meditating; I try to always include this in my day. What’s most important to me, however, is to build up some deeper social contacts again. I didn’t manage this on my travels, and I now notice how much I missed it.

How did you hit on the idea of travelling the world by bicycle?

In 2021, I was very unhappy with my life in Germany. It was winter during the corona pandemic; I was fighting depression, the weather was bad, and I wasn’t enjoying my job.

Then I had an idea: what would it be like to just chuck everything in here and set off on my bike without knowing where I was heading?

So, I did – and suddenly, everything was great, exciting, and satisfying. I made YouTube videos to document my journey for myself and my family. At some point, more people started to notice what I was doing, and I realized that I could actually make money with my films. This meant that my travel time was now unlimited, for initially my savings would’ve only lasted for a year. In total, I cycled around 45,000 kilometers through about 45 different countries – at some point, I stopped counting.

And why did you opt for the bicycle specifically?

I’ve always cycled a lot but never thought that you could also do such extreme tours with it. I first saw this on YouTube and thought that I’d like to try it as well. As a form of travel, the bicycle is great: you travel slowly and are environmentally friendly in the process, you’re out in the fresh air, you’re flexible and you meet others easily.

I did my first bikepacking tour in 2016. I was on my own in Stockholm; I just had my tent and saddle bags with me and hired a city bike which I rode out of the city on.

After this, I cycled in Scandinavia every summer – first for two, then three, then four weeks. Back then, I already had the idea of traveling round the world by bicycle sometime but first wanted to finish my apprenticeship as an audio-

45 countries - 45,000 km

visual media designer at Bayerischer Rundfunk (Bavaria’s local TV and radio station).

Which experience on your travels left the biggest impression on you?

The three weeks in Afghanistan at the end of my trip were the heftiest. Culturally, this was the biggest difference to Germany – the poverty, the proximity of war, my contact with the Taliban, the segregation of men and women. The hardest thing was social interaction: the people are very friendly, but you feel like Cristiano Ronaldo. There’s no privacy; I was spoken to the whole time. This was nice, but also extremely tiring.

Were there also moments when you thought of giving up – and what then spurred you on?

Yes, there definitely were. Particularly in Afghanistan or on my winter trip to the North Cape, there were days when I was at my limit both physically and mentally. You’re then left completely to your own devices and are often lonely, tired, and sometimes even ill.

I was usually helped by my surroundings – by a beautiful sunrise, for instance, or by a stranger giving me water or simply a friendly smile. Such little encounters then gave me the strength to carry on. I always knew that these are precisely the moments that count – even if they’re not always pleasant.





Travelling by bicycle is what makes me happy.

You're also in an advertising partnership with Schwalbe. How did this come about?

I've used Schwalbe tires my entire life. Marathon tires especially are extremely popular on the cycle tour scene – because you're not concerned about speed or lightness here, but with puncture protection and stability. When I was in Turkey, Schwalbe asked me if I needed new tires and whether they could send me some. Later, the staff also asked me if I wanted to test the new Marathon Mondial. Sure – who could do this better than someone who's currently riding along dirt tracks in Central Asia? The tire passed the test with flying colors!

How has your trip changed you? When I started out on my journey, I thought, This is what makes me happy. It was all very exciting and great fun, but at some point, I was exhausted. Even the most extreme pass is then nothing special anymore because you've ridden up and down so many of them. In Kazakhstan, the old problems I had to battle with in Germany cropped up again. It was then that I decided to fly back home to get to the bottom of them there.

You also talk about this on your social media channels.

Yes, I talk a lot about my depression and my social anxiety. Particularly on social media and in the travel industry, you're often given the impression that everything's fantastic – and of course that's not always the case. I feel it's important to also speak honestly about this part of my life. I believe that this can help people more than if I just showed them wonderful cycling routes.

Which countries would you recommend to people who want to start bikepacking?

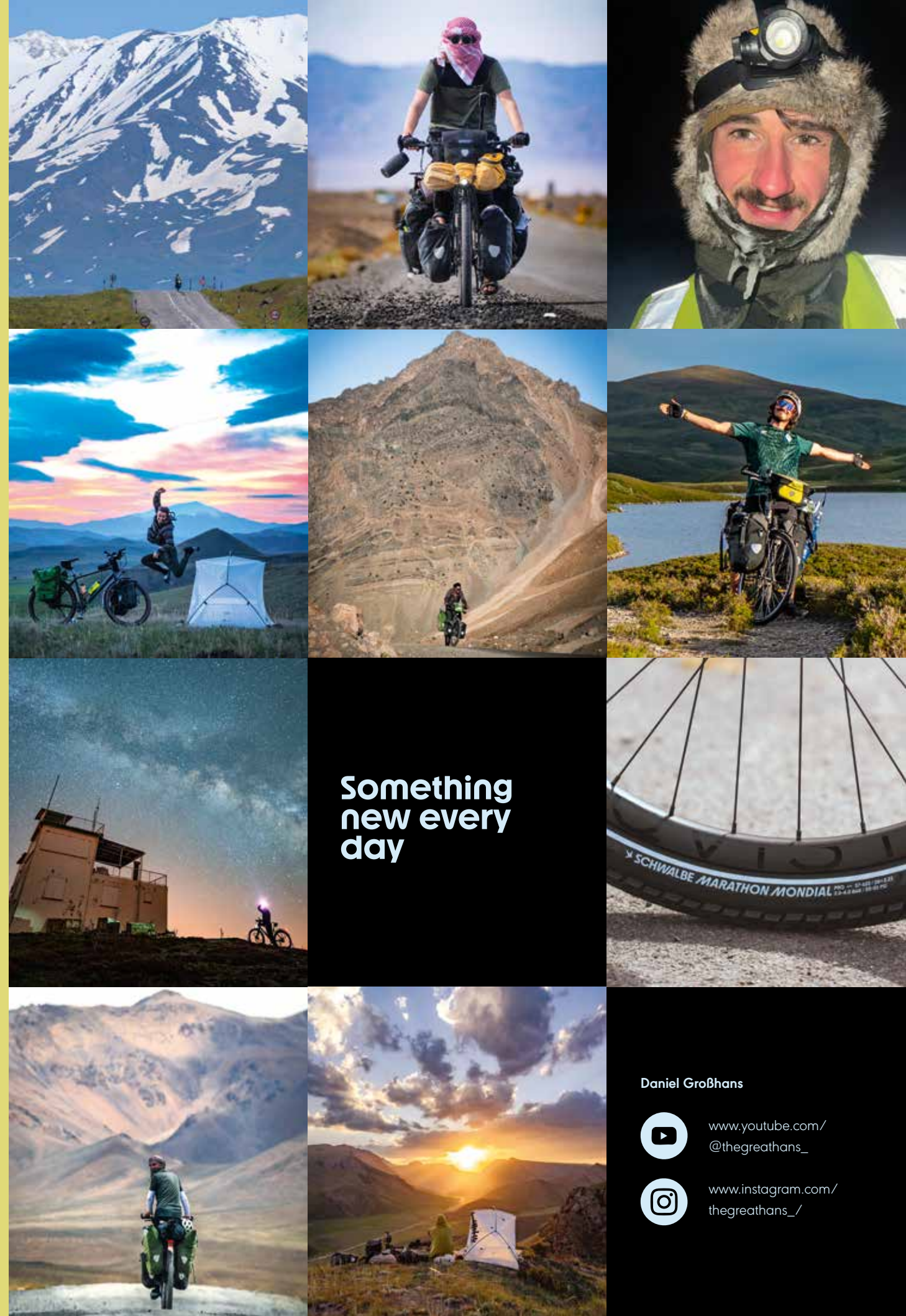
I don't like giving advice. It depends on what kind of traveler you are. For beginners, Scandinavia is easy. There are plenty of shelters and well-built cycle paths and in summer it's warm and light for a long time. If you like mountains, you could start out with a trip through the French Alps. If you're adventurous, you could travel further east to the Balkans, Turkey or to Georgia and Armenia. It's also easier to contact people here than in Northern Europe, for example.

How does a trip like this change how you see the everyday things in life, especially once you're back home?

You don't take a lot of things for granted anymore. A warm bed, electricity, running water: when you're out on the road, these soon become luxuries. When I then return home, I realize how much comfort we have here, comfort you barely notice in your day-to-day existence. At the same time, I initially find it hard to get back into a routine here. The tempo, the overstimulation, and the consumption – after so much time on my bike, this feels foreign, but this is precisely why a journey like this helps you to again see more clearly what you really need.

What have you got planned next?

Up to now, I've primarily travelled with quite a bit of luggage, with the focus on maximum robustness. Next up, I'd like to try lighter travel, such as in the Balkans with a gravel bike. The time I spend travelling is to be initially limited again, however; I'll keep Munich as my base. Having said that, I'll probably leave the city for longer again in the winter if I'm bitten by the travel bug. Perhaps then it won't be so important where I travel to, but who I travel with.



Something new every day

Daniel Großhans



www.youtube.com/
@thegreathans_



www.instagram.com/
thegreathans_



Marathon – how it all began

Wolfgang Reiche – the bicycle traveler who made a difference.

In the early 1980s, when **Wolfgang Reiche** embarked on his trip around the world, he wasn't just looking for routes across continents, but also for tires that would withstand the ordeal of a journey like this. Before he set off, he contacted several companies asking for support with materials. Only one answered: Schwalbe.



**Some innovations start with a letter.
And a long journey.**

Experience that counts

What started out as help with materials soon evolved into a much deeper cooperation between Schwalbe and Wolfgang Reiche. As Reiche rode his bike through desert and across mountains, exposed to the wind, rain and heat for many months, his reports were attentively studied by Schwalbe back in Germany. What he sent them weren't lab results but real-life experiences: what a tire felt like after riding 5,000 kilometers, how it reacted on gravel and scree, how many punctures it had. It was precisely this knowledge that made all the difference; this was concrete, reliable, and plausible information provided straight from practice.

Practical experience meets innovative spirit

During his world tour, Reiche was supplied with tires by Schwalbe. In return, he sent detailed feedback on his experience with its actual use. Which rubber compound withstood extreme heat? Where were the weak points in puncture resistance or mileage? How did the tires behave on gravel, sand, and snow? These unique insights gleaned from practical use were directly incorporated into development at Schwalbe, providing a basis for improvements that readied the Marathon tire for market. Reiche was no developer, but he was the man who provided crucial observations of the tire in practice when these proved most useful.

Unpaid test rider

A long way away yet right in the middle of things: Wolfgang Reiche became an unpaid test cyclist for a product that was soon to become a benchmark for durability and reliability in the cycling world. What he learned on the road went way beyond technical feedback; this was an assessment of mobility, hardiness, and quality that perfectly matched Schwalbe's philosophy.

Reiche didn't draw up test reports or outline formal processes; he wrote in the moment, described how he felt, what he saw, how he judged things – precisely but considerably. His records, whose attention to detail is still fascinating, illustrate what a product has to accomplish on a daily basis. It was this proximity to the actual use of the tires that made his accounts so valuable and helpful. Himself a partner on a par with Schwalbe – without either a contract or a job title.

A bicycle traveler writes history

The Marathon is now a classic tire. Even if Schwalbe was responsible for its development, the initial input came not from someone who formed his opinion at a desk but seated on a saddle. Through the trust he placed in the company, with his openness and perseverance, Wolfgang Reiche made a key contribution to its evolution. Without him, the Marathon would have perhaps become something else – or never have been developed at all.

It's no coincidence that this connection between a cyclist and a company has lasted for decades. It's one marked by a genuine exchange of ideas, by respect for experience, by the courage to take external stimulus on board – and to turn it into something unique.

Cult object at Schwalbe HQ

The French Motobécane trekking bike that Wolfgang Reiche travelled over 70,000 kilometers through 32 countries on now stands in Schwalbe's headquarters in Reichshof. The bicycle – showing visible signs of repair and sporting the first installed Marathon tire – is more than just an item of memorabilia: it represents Schwalbe's pioneering spirit, practical orientation, and desire to develop products further under real-life conditions.





Change takes place where people are on the move

Tanja Erath used to be a professional racing cyclist. She's now a doctor and cycles to work every day.

Change takes place where people are on the move – day by day, journey for journey. Not suddenly and without making a lot of noise about it, but by reaching minor decisions that have a big impact.

More than a means of transportation

As a doctor, Tanja knows how important it is to lead a healthy life – for our bodies, for each other and for the environment. This is why for her the bicycle is more than just a means of transport. It's part of her daily life, an expression of her opinions – and a way of bringing about change with something small. Every single day on her way to work right through the middle of town – in sun, wind, and rain.

Throwing it away isn't an option

In the past few years, she's become more aware of what she buys, what she uses, what she'd like to pass on to others. One uncertainty remained, however: which tires to use. Although cycling is climate friendly, Tanja knew that if a used tire simply ends up in the bin, the loop isn't closed. Why can't a product that still looks like new be reused? For Tanja, this was a cause of increasing concern.



A tire that meets new requirements.

The tire that comes back

Then she discovered the Green Marathon. A bicycle tire that primarily consists of recycled material. Not a niche product, but a high-quality, durable, high-performance tire.

Before the tire could be developed, the Schwalbe Recycling System was established. This is a take-back program where old bicycle tires are systematically collected, shredded, and turned into new raw materials in an innovative process. Together with Pyrum Innovations, a pyrolysis specialist, and Cologne Technical University as its research partners, Schwalbe was able to set up a functioning recycling system. One major component of the new materials produced is recovered carbon black or rCB, a high-quality industrial material now used in over 70% of all Schwalbe tires.

For Tanja, this tire was more than just a new product. It was a sign that more sustainable mobility is possible – day in, day out, through conscious decisions and concrete action. The thought of closing part of the loop with each journey she makes gave her the feeling of being part of something bigger. The concept of sustainability thus gained a tangible, personal dimension.

Of course, there was the question of whether this tire was as good as any other. After all, she relies on her bicycle every day. This was precisely one of the most important points in its development. Together with its long-term production partner Hung-A, Schwalbe worked on ensuring that during development the technical properties of the previous Marathon were retained: rolling resistance, durability, and puncture protection. It took four years of trials, adjustments, and detailed work before the tire was ready for serial production. Yet the result speaks for itself.

More than just a ride

Tanja switched to the Green Marathon six months ago. Since then, she's ridden with it every day. On her commute to work, through autumn rain, over wet cobbles, in sun and wind. What does she think? There's no difference – except one: it fits. It fits in with her daily routine, with her values and with what she wants to express with every journey she makes.

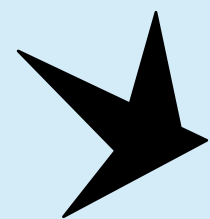
The fact that Schwalbe has won the German Sustainability Award for the Green Marathon merely confirms what Tanja has long felt out on the road: that sustainable solutions are possible if companies are ready to tread new ground.

For her, the Green Marathon shows that sustainable mobility starts small – with conscious decisions and well-conceived products. A tire can make all the difference here: it's a part of the whole and demonstrates what consistent sustainability can look like in our everyday lives. She feels this on every single trip she makes – that change can be within reach if everything fits.





Die Fahrrad Kette



Over 15 million recycled inner tubes and more than 1.8 million recycled tires.

In the loop

At the various branches of Germany's Saxon bicycle retail group **Die Fahrrad Kette** (the bicycle chain), sustainability isn't just a trend; it's common practice. The company has been part of the Schwalbe Recycling System for about three years now and is one of the partners most committed to this program. The group was recently given the Schwalbe Recycling Award, presented for the very first time, for its dedication to the scheme.

Unique take-back process

The principle behind it is both simple and effective: used bicycle tires and inner tubes are collected in a marked box in the shop's service area. The teams then take the material to the central collection bin. When this is full, it's picked up. This now happens completely automatically, states the team. Even if space is sometimes limited in store, this procedure has now become routine.

Schwalbe bins are part of a unique take-back process, where used bicycle inner tubes and old tires are systematically collected, shredded, and fully recycled in an innovative procedure.

Together with Pyrum Innovations AG and Cologne Technical University, Schwalbe has developed a pyrolysis technique that creates a genuine closed recycling loop instead of the tires being incinerated. This can save up to 80% in carbon emissions*.

Tire and inner tube recycling in the workshop

The effort is worth it – also in the workshop, where most tires and inner tubes are accumulated in the course of daily service. Most customers actively return their tires, but not so often their old inner tubes, the team says. There's only a slight difference in handling here, with both easily incorporated into the daily workflow.

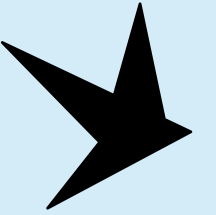
In addition to tire recycling, Die Fahrrad Kette has also signed up to Schwalbe's tried-and-tested inner tube recycling setup. This has been up and running for over ten years and is in particularly regular use, with the collection packages taken away free of charge every week. People now come by as a matter of course and hand in their old inner tubes to us.

Turning waste into valuable raw material

This change in awareness is palpable. What used to thoughtlessly end up as waste is now treated as a valuable raw commodity. This is exactly what the Schwalbe Recycling System is aiming for: to conserve resources and prevent emissions that are harmful to the climate. Since the start of the program in 2022, over 1.8 million tires have been recycled worldwide – regardless of the brand. The number is far higher for inner tube recycling – over 15 million have been collected and recycled.

For Schwalbe, specialist retailers such as Die Fahrrad Kette are a key to success. Retailers who actively support recycling make the circular economy possible in the first place, says Felix Jahn, head of Corporate Social Responsibility at Schwalbe. The fact that Die Fahrrad Kette has integrated this system so rigorously into their daily business sends out a strong signal – and is a real boon to the sustainable transformation of our industry.

*Further information can be found in the facts & figures section from page 90.



Recyclists worldwide

Sustainability knows no bounds. What was initially a standpoint represented by Schwalbe has gradually become an international mission, supported by people willing to shoulder responsibility across the globe.

This mission now reaches from Europe to North America. Ralf Bohle GmbH's subsidiaries – the companies behind the Schwalbe brand – illustrate what responsible action can look like in concrete terms. Regardless of whether they operate in France, Canada, Italy, the UK, the USA, or Benelux.



Schwalbe
international

Schwalbe’s sustainable subsidiaries

When the first used bicycle inner tube was placed in a recycling box in a small Dutch bicycle shop, nobody imagined that this was part of a global movement.

Benelux – the home of cycling

In the Netherlands, the land of the bicycle, sustainability enjoys a high standing. It’s thus no surprise that Schwalbe’s subsidiary in the countries of Benelux is driving the inner tube recycling program with particularly great enthusiasm.

Benelux’ Schwalbe retailers are instrumental in this. Each inner tube recycled with their help means less waste, less CO₂ – and that we’re one step closer to a genuine circular economy.

France and Italy – closing the loop

In France and Italy, Schwalbe has a clear goal: to make new from old. Retailers in both countries collect used bicycle inner tubes, regardless of their make. These don’t end up as waste but are fed into the recycling loop where they are turned into new tubes with the help of a specially developed devulcanization process. This saves energy and cuts CO₂.

It feels like we’re giving the material a new lease of life, says a French bicycle mechanic who’s supported the project from the very beginning. He sees the program as a means of specifically aiming for greater sustainability and strengthening customer loyalty, because people today want to know what happens to their product when they no longer need it.

United Kingdom – education meets energy

In Telford, England, the sun doesn’t simply shine down on the premises of Schwalbe UK; it also powers the company. Solar panels installed on the roof supply its offices and BEVs with clean energy. It doesn’t stop there: Schwalbe UK has now also been certified as a carbon-neutral business.

What’s quite remarkable about this particular subsidiary, however, is its commitment to education. Groups of school pupils regularly visit the site where they learn how recycling works, why fair trade supply chains are important and how every one of us can help to bring about change.

North America – launch of a new market

In the USA and Canada, the general public is still largely unaware that bicycle production can be sustainable. It’s therefore all the more admirable that Schwalbe North America has launched a pilot project for the collection and recycling of bicycle inner tubes.

Select participants from the specialist trade take part in this cradle-to-cradle-based program. If the system manages to become established across the continent, North America could become a new motor for the circular economy in the cycling industry.

Global network with a local heart

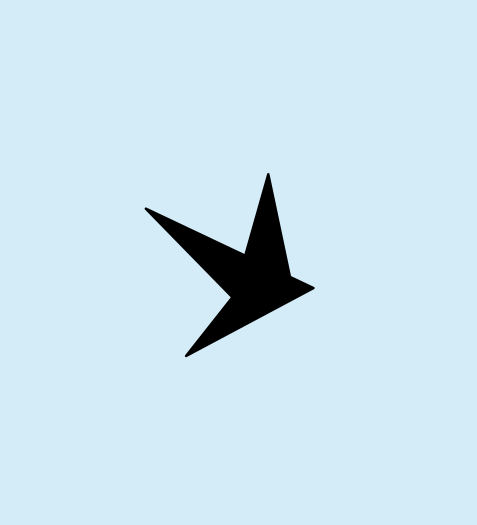
Whether Fair Rubber initiatives in Indonesia, carbon reduction targets for 2030 or the reuse of old tires through pyrolysis, all these measures are based on a clear set of values. Yet it’s the people who, together with us at our partner companies and subsidiaries, breathe life into our guiding principles.

They adapt global ideas at a local level, develop their own campaigns and anchor these in their culture. Sustainability isn’t then a central requirement laid down by our headquarters, but a conviction widely practiced by all our subsidiaries.

And while people elsewhere are discussing how ecological responsibility can be put into practice worldwide, at Schwalbe the future speeds ahead on two wheels that are recycled, produced by fair trade, and powered by the sun.



**Over 50 years.
With an eye to
the future.**



Better together

How a handshake turned into a pioneering partnership born by mutual respect, trust, and a common outlook on the future.

Strong bonds

The strongest partnerships are rarely formed on paper. They evolve daily – from a conversation, a handshake, a sense of mutual trust. As is the case with Schwalbe and Hung-A.

What's now taken for granted started over 50 years ago with a decision to brave new avenues together with a family firm in Korea. It was a decision that favored trust over short-term concepts. Joint development over simple procurement. A genuine relationship over mere business relations.

More than a business partner

Hung-A is now a fixed feature in Schwalbe's world. For decades we've learned from one another, developed further, and set joint standards in production, in quality, in our responsibility to people and the environment. This is a cooperation where we rely on and understand one another.

In an industry where the lowest price is often decisive, Schwalbe has always been and still is prepared to act differently. Our partnership with Hung-A stands for long-term orientation, not interchangeable supply. It's marked by appreciation, dialogue, and the shared intention to continuously develop further in our technology, our work, and our relationship with one another.

Hung-A isn't merely a supplier, but a co-creator. A partner who's open to new ideas and processes, such as in the circular economy or use of sustainable materials. Who shares our conviction that doing business also means assuming responsibility – for our employees, our environment, and our society.

Personal. Cordial. International.

What makes the partnership between Schwalbe and Hung-A so special is its human element. The management and teams know each other personally; visit each other on a regular basis and speak openly about the challenges they face. This isn't about batch quantities; it's about people. Communal goals. Personal contact that spans several different continents.

This is cooperation on an equal footing: it's transparent, reliable, and trustworthy. This is where people are willing to learn from one another. For at Schwalbe, partnership primarily means trust.

Ralf Bohle and the start of a special bond

In 1973, Schwalbe founder Ralf Bohle became aware of Korean family business Hung-A through the German embassy in Korea. This encounter resulted in a German Korean cooperation sustained by the idea of developing a completely new type of bicycle tire: one that's innovative, durable and of high quality.

What started out as a bold undertaking formed the foundations for a special partnership. One based on responsibility, mutual learning, reliability, and the shared desire to create something that lasts. This characterizes the companies' relationship to this very day – and it's being convincingly furthered by Schwalbe's next generation.

A future is created when you work together

In a world of change, reliability is important. It's thus worth all the more to be able to count on a strong partnership. Our cooperation with Hung-A shows how trust can result in innovation – step by step down the decades.

Here, sustainability isn't just created by materials or technologies. It manifests itself when people listen to one another, share their experiences and work towards something bigger together. The best solutions aren't developed on paper – they evolve when people work together, born by mutual respect and the desire to move forward as a team.

REDUCE
REUSE
RECYCLE
RETURN
REGIFT
REFUSE
REPEAT
RECIRCLE



From tire to raw material

Recycling? Sounds technical. This story shows how recycling has become a real future project – and why tires can do more than just roll along the road.

What happens to a tire once it's reached the end of its service life? For Sebastian Bogdahn, this question marked the start of a completely new chapter.

It all began with an idea: to not treat used bicycle tires as waste, but as a valuable resource. Sebastian Bogdahn developed this notion in 2019 during his master's thesis on energy and resource management. When looking for an industrial partner, he wrote to Schwalbe – and was met with genuine open-mindedness. His initial contact soon went beyond a mere exchange of information: he was invited to come on board to research and develop his idea together with the company.

A project was subsequently initiated with a true pioneering character. Together with Cologne Technical University under the direction of Prof. Dr. Malek and Prof. Dr. Katrakova-Krüger and the then startup Pyrum Innovations, an ambitious target was set, namely that of devising a bicycle tire recycling system that could be applied industrially. The technical hurdles were considerable – but the commitment shown by all involved was far greater. The first lab tests performed in the same year gave cause for hope, revealing that the team's efforts could indeed prove worthwhile.

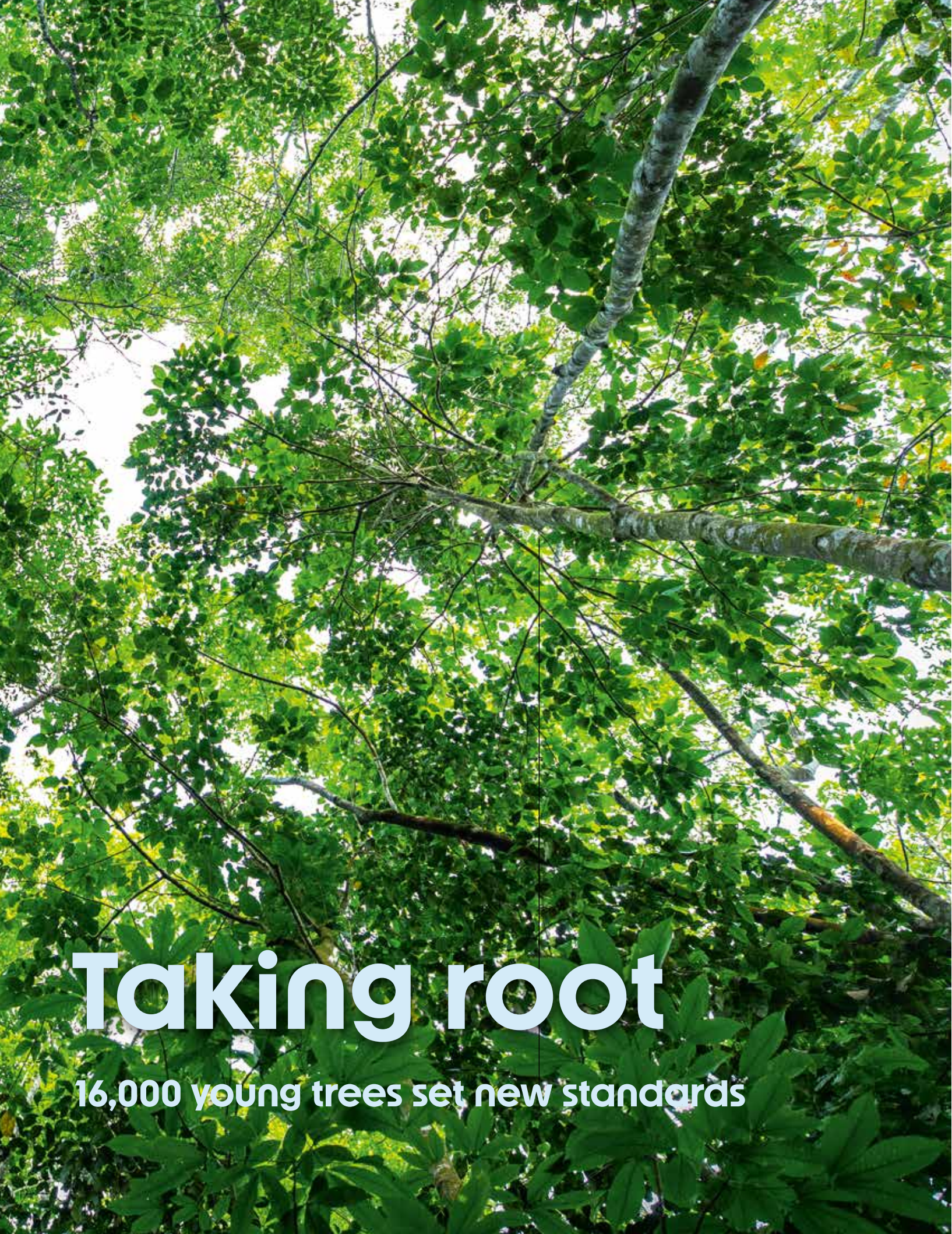
The breakthrough came with the development of a mechanical process that could separate the tires into their individual components of rubber granulate, steel and textile matter. This step was long considered a critical obstacle in tire recycling. The granulate is now processed by Pyrum using the pyrolysis system. Among other things, this produces recovered carbon black (rCB), a high-quality material that's already used in 70% of the Schwalbe portfolio, and pyrolysis oil found in Aerothan.

The above isn't the only extremely valuable asset to result from this project, however. Its evolution illustrates how important it is to embrace unconventional methods. It wasn't a strategic corporate roadmap, but an incentive suggested in a university thesis that led to this cooperation. A curious graduate, an open-minded company and a shared vision gave rise to a team that years later is still working together to further develop this technique. Sebastian Bogdahn is now part of the CSR team at Schwalbe

and continues to contribute his expertise as part of his PhD. Pyrum has also grown in this time. The young startup has since become an industrial-scale partner listed on the stock exchange. Together with Schwalbe, Pyrum proves that the circular economy needn't remain an abstract concept in the product portfolio. New materials made of used tires are reliable, efficient, and economically viable.

This development serves as an example of how corporate responsibility can be managed differently. It shows how innovation is sparked when people share their ideas, ask questions and don't need all the answers straight away. This particular journey started with a why not? that paved the way for a genuine contribution to a more sustainable future. Where others saw a no – claiming that it was impossible to recycle bicycle tires – we recognized the beginning of a new opportunity.





Taking root

16,000 young trees set new standards

New perspectives

How young saplings are acting as a new model for fair trade, regenerative rubber farming and more biodiversity.

Ecofriendly farming methods

If you ever find yourself on the Indonesian island of Java, you'll be enveloped by a natural landscape in the process of change. Where the land was once barren, 16,000 young rubber trees now thrive amongst palms, small fields and rolling hills. What's growing here is much more than just a new plantation, however. This is a vivid example of how agriculture, forestry and the local community can preserve and encourage (bio)diversity as a shared perspective for the future.

At the end of 2023, together with local cooperative Yayasan Adil Makmur Sejahter Cikulur and the Fair Rubber Association, Schwalbe initiated a project that consciously distanced itself from conventional plantation models. Working in close partnership, an area of land was selected that had previously had very little yield. It's here that a new chapter is now in the making: a form of agroforestry aimed at diversity, fairness, and regeneration.

Agricultural transition

Tucked in between the rows of rubber saplings are banana plants, eggplant, and other agricultural crops. And the yield? This goes directly to the farmers supporting the project. Their work not only assures them a living; it also creates a new level of stability. Fluctuating global market prices and short-term decisions are being supplanted by long-term perspectives. For the soil. For the people here. For the region.

Also, pioneers on Java

We've launched a real pilot project on Java whose success to date has been extremely pleasing, smiles Felix Jahn, head of CSR at Schwalbe. Yet for Schwalbe, this isn't a one-off but part of the bigger picture. One designed to procure fair trade, regenerative natural rubber and thus set new standards in the supply chain.

The project is supported by the Indonesian Rubber Research Institute (IRRI). Here, researchers regularly analyze the development in soil quality, biodiversity, and crop yield. Their findings are directly incorporated into the further development of the project with the aim of strengthening this model and transferring it to other regions in the long term.

From seedlings, a growing forest emerged

A new forest is being formed by the first batch of saplings, sustained by the people who plant it, care for it, and protect it. Partnership with the cooperative functions on trust and the exchange of information. Decisions are made by talking to one another, not at someone's desk. Every tree that grows here represents more than a new approach to agriculture: this is about education, food security and creating a new perspective for the future. The specific value of this enterprise lies in the fact that yields are increased while the environment is protected: instead of damaging monocultures there's healthy forest, from which both Nature and humankind benefit. This project therefore illustrates what can be done when people shoulder responsibility together.



Fair Rubber – the root of responsibility

Schwalbe is rethinking global supply chains – complete with fair partner-ship, local commitment, and the clear aim of facilitating social and ecological impact right from the start.

This commitment has now been awarded the German government's CSR prize for 2025. In the sound business practices category, the company proved convincing with its consistent efforts to ensure fair working conditions throughout the supply chain.

We're delighted to receive this award and see it both a recognition for our work and a motivation to continue in our role as active drivers of the mobility transition, says Felix Jahn, head of CSR at Schwalbe. This prize once again confirms that it's possible to be economically successful while treating the people in the supply chain fairly and responsibly.

The people behind the rubber

Much of this commitment is manifested in the company's many years of support for fair trade natural rubber. The reality many rubber tappers face is that of an unsteady income, fluctuating global market prices and little appreciation for their work. This is exactly what the Fair Rubber Association wants to change – with clear rules, fair prices, and additional premiums.

Schwalbe was the first and for a long time the only tire manufacturer worldwide to be a member of the Fair Rubber Association – despite around 70% of the world's natural rubber being processed in the tire industry. The company has worked closely with the association for four years now and has been able to already increase the share of fair trade rubber included in its product range by about a third. The aim is to further increase this percentage through long-term partnerships that have a positive impact on society.



Fair trade premiums with a genuine impact

Fair Rubber premiums go directly to local rubber producers. What does this mean exactly? It means solar batteries for remote villages, school materials for children, investments in health care, education, and infrastructure, for instance. Each cooperative independently decides how it uses its premiums, for genuine fairness also means self-determination.

In committing to Fair Rubber, Schwalbe demonstrates how responsibility can be specifically shouldered throughout the supply chain – as a company requirement and as an appeal to others, in a manner that's quantifiable, verifiable, and anchored in daily business practice. The fact that a family SME is the one setting a new benchmark here makes this project all the more remarkable.

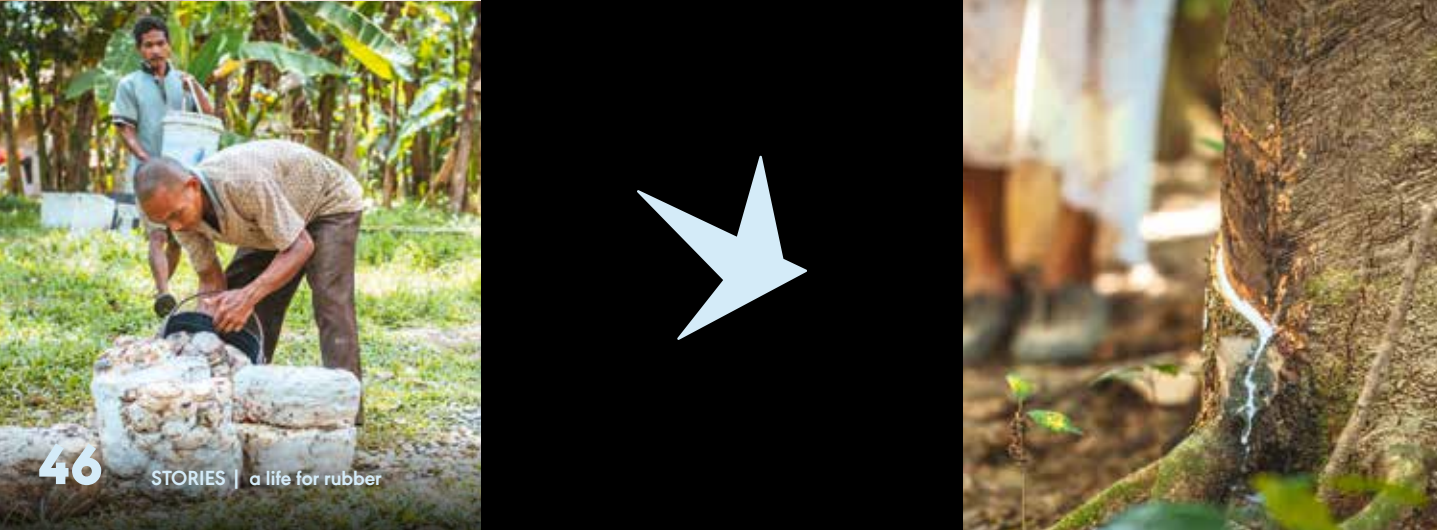
Better living and working conditions

The Fair Rubber Association is a non-profit organization that campaigns for better living and working conditions in natural rubber production. Member companies pledge to pay a fair trade surcharge of €0.50 per kilogram of natural rubber. This extra premium goes directly to the local cooperatives involved. Improved economic stability.

The Fair Rubber premium has enabled rubber tappers to increase their income by 50 to 100%. This improves the families' economic stability and opens up new perspectives in education and health care, making for a more self-determined way of life.



Where fair trade starts



A life for rubber

How rubber opens up new perspectives

Chance of a better future

When her alarm goes off in the morning, it's the start of a long day for Laksmi. She lives with her family in a village close to a rubber plantation. Each morning, she goes into the rows of trees to tap natural rubber. Her work is physically demanding and for a long time her wages were impossible to calculate. This is because prices on the global market fluctuate, meaning insecurity for all those who have to live from rubber farming.

In the past, it was virtually impossible to plan. Schooling for the children? Medical aid? A small nest egg for hard times? For Laksmi and many others, the main concern was to survive from one day to the next. This is now different. Since she's been involved in the Fair Rubber program, things have taken a noticeable turn for the better. For each kilo of fair trade natural rubber, Schwalbe pays an additional premium of €0.50. Depending on the market situation, this means extra earnings of between 50 and 100% to the benefit of the people at the root of the supply chain.

The community decides

External parties do not manage this money. It's the local people who decide what's needed and where to invest: in clean water, in schools, in security for the future. They decide what's necessary in their community. In Laksmi's village, the first investment was in clean drinking water. Then came a health center. Her daughter now has her own bicycle which she uses every morning to travel to school safely. These are little steps resulting in progress that really counts.

Premiums and fair trade

Fair trade enables decisions to be made. It makes people more independent. These premiums do much more than simply stabilize the rubber producers' income. They also directly strengthen economic and social structures in the local region. As with Laksmi, who's now taken on responsibility in her cooperative and helps to determine how her community develops.

Families gain a new outlook. They can plan in advance, send their children to school on a regular basis and look to the future with confidence. Investments in infrastructure, tools or educational projects are possible, with these decisions made locally.

Dependency has been usurped by participation. Those who once clung to the fringes of the supply chain are now an active part of it, with their own voice, their own ideas, and an increasing sense of self-awareness.

Not just a price but a trigger for change

Fair trade is more than money. It changes structures. It creates scope for education, health care, and an optimistic future. It gives those at the bottom of the supply chain freedom to act and allows them to be seen for what they are: people with ideas, knowledge, and the ability to advance their community. It's a change in perspective, a move away from anonymous supply chains and towards genuine partnership. The people who used to be invisible are now part of a process based on respect and the desire to shape things together.

On an equal footing

The direct link to Schwalbe is what makes all this possible. It builds up trust, with no diversion and no filters. This results in partnerships that shift not only materials but also values. This is a relationship forged between those who listen, who believe in dialogue, who recognize that sustainability doesn't start on the shelf but at the roots – and with the people who extract the raw material.

Fair trade means taking a closer look. Linking the origins of a product with its result. Making decisions that go beyond the shopping list. When a piece of rubber becomes a part of someone's future, this isn't a loud moment. But it has an echo. Not as an advertising gimmick, but in the form of real progress – day by day, tree by tree, person by person.



Orangutan protection is rain forest conservation

Schwalbe has supported the Borneo Orangutan Survival Foundation since 2011. The two organizations now want to work more closely together to protect the rain forest in Indonesia.

Rescue, protection, and reintroduction

Orangutan Frank’s keepers probably never expected to see him leaping around his enclosure with such inquisitive energy. When the little ape was discovered in the Indonesian rain forest six years ago, he was on his own, injured and wouldn’t have survived for much longer without help.

Frank was lucky: he was found by people from the Borneo Orangutan Survival Foundation (BOSF). The organization concentrates on rescuing, protecting, and rehabilitating endangered orangutans. It manages around 460,000 hectares of rain forest and runs several rescue stations in Indonesia.

Orangutan Frank gets his name from the BOSF’s special link to Schwalbe, who has supported the charity since 2011 and is now campaigning with it to protect the rain forest in Indonesia.

Give and take

The cooperation has existed for 14 years. Schwalbe also procures the rubber for its tires from the Indonesian rain forest and wishes to ensure that the use of natural resources correlates to the conservation of their sources of origin.

We’re proud of the fact that the work undertaken by Schwalbe is helping to protect the diversity of species in the rain forest and safeguard the future of its orangutans, states Felix Jahn, head of Corporate Social Responsibility at Schwalbe. Following the initial project evaluation in 2011, he again visited the BOSF at the beginning of 2025 when he met Frank the orangutan. Protecting these great apes and their natural habitat not only helps to preserve the animal kingdom in all its variety but also improves the livelihoods of the local population and supports global protection of the climate.



We’re proud of the fact that the work undertaken by Schwalbe is helping to protect the diversity of species in the rain forest and safeguard the future of its orangutans.



Forest schools and surrogate mothers

To reach the rescue center in the east of the island of Borneo, Felix Jahn had to travel to Balikpapan and then spend a further two hours or so driving to the BOSF camp. Here, the BOSF has set up several enclosures and a modern animal hospital. The team of vets, behavioral scientists and trained zookeepers look after the rescued orangutans, many of whom are very young, traumatized or injured.

Work for the BOSF will increase in the next few years, says Felix Jahn. This is because the Borneo orangutan is classified as being critically endangered. Over the last decades, much of its natural habitat has been lost to deforestation and other human activity. It’s estimated that in some regions over 50% of this has been destroyed. New logging areas and the illegal trafficking of orangutans means that there’re more and more orphaned orangutans for the BOSF to care for, Felix Jahn states.

Once the young great apes have been rescued, they grow up at the BOSF with a human surrogate mother until they’re eight years old. They also attend what are known as forest schools where they learn what’s important for life out in the wild in conditions that emulate their future home. This includes searching for food, climbing and how to build a proper nest. Their training usually lasts about eight years, after which the orangutans are released back into the rain forest where possible.

2,000 rescued Orangutans on Borneo

Orangutan Survival Foundation

The Borneo Orangutan Survival Foundation was founded in 1991. It now numbers approximately 200 employees spread out across the various regions of Indonesia. Over 2,000 orangutans have been rescued to date and more than 500 released back into safe areas of forest.

Yet the BOSF does far more than protect orangutans; it also looks after rescued sun bears that, like the orangutan, are classed as an endangered species. Together with other organizations, it also protects rain forest conservation areas, helps with reforestation, and holds workshops and information events in local communities.

Schwalbe strengthening its cooperation

Schwalbe has set itself the ambitious target of achieving net zero emissions by 2040. This means that the same amount of greenhouse gases as the company emits are removed from the atmosphere.

Our focus is on drastically cutting our greenhouse gas emissions, claims Felix Jahn. But even if we reduce as much as possible, we'll still be producing about 10,000 to 20,000 tons of CO₂ a year. Schwalbe wants to compensate for the residual emissions that can't be avoided with activities that capture CO₂ and thus remove it from the atmosphere.

Rain forest reforestation

Schwalbe is currently investigating how, together with the BOSF, it can do even more for the rain forest and at the same time compensate for its greenhouse gas emissions. One example would be to specifically replant areas of forest. The plants store CO₂ and preserve the natural habitat of orangutans and lots of other animals.

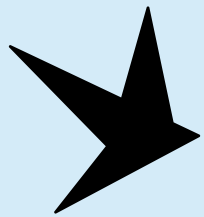
To be able to measure the success of a project like this, Schwalbe and the BOSF must precisely check how much greenhouse gas is actually captured by the replanted areas. The two organizations want to develop a joint system to this end in the next few months.

Collaboration and workshops

Schwalbe wishes to further support the work of the BOSF above and beyond protection of the rain forest by providing educational measures for local communities, for instance. These workshops aim to improve the coexistence of humans and animals and raise awareness for reforestation and protection of the rain forest.

The cooperation between Schwalbe and the BOSF will therefore continue so that even more great apes can be rescued and once again enrich the forests of Indonesia.





122,000 tons less CO₂ since 2018 – and we're not done yet!

**Not a theory, not a game: this is measurable impact.
Like one billion kilometers not travelled by car.**

**This calls for bold decisions, new approaches and the
sheer determination to rethink mobility. For the future.**

Ecological footprint

Since 2018, Schwalbe has been systematically reducing its ecological footprint. Its progress is measurable – and quite considerable: its greenhouse gas emissions have been cut by 75%. This includes all emissions throughout the value chain, i.e. scopes 1, 2 and 3. In concrete figures, this amounts to 122,000 tons less CO₂e.

Yet what does this mean in practice? This saving is equivalent to over one billion kilometers not driven by car. Or the effect of 5.5 million newly planted trees allowed to grow for many, many years. Another similar comparison would be that of 50,000 European households not using any heating energy for a year. This isn't a symbolic gesture; this has real impact.

Change through responsibility

These statistics aren't number crunching. They're based on conscious, consistent decisions often made contrary to short-term interests. This is about new product concepts, more climate-friendly supply chains, carefully considered processes from raw material to recycling. At Schwalbe, emissions aren't just computed; they're actually cut. Where this isn't yet fully feasible, we're working diligently to find a better solution.

A process with direction

Our journey towards climate neutrality hasn't yet reached its destination. Yet with every measure, every adapted process, and every ton of CO₂e saved, Schwalbe is demonstrating that change is possible. Not at some point in the future, but now. Not in abstract terms, but as a measurable quantity. Step by gradual step, this becomes more than just another target. It becomes reality.



**Schwalbe
united**

We are Schwalbe

We thrive with people who wish to contribute their thoughts and actions and grow as one.

At Schwalbe, we don't simply assign tasks to be fulfilled; our company is about people. About personalities who are heard. About ideas that are taken seriously. In a culture built on trust and not on control.

As a family business, we think in long intervals: we believe in building teams who complement one another, in providing the freedom to develop a sense of responsibility and in creating an atmosphere that inspires and is supportive.

**In all its
diversity**



Girls' Day at Schwalbe shows that those willing to experiment can discover hidden strengths. Suddenly, technology is no longer a foreign concept.



Get there

A day packed with practical experience, talks and discussions and plenty of team spirit showed female students just how diverse a job in technology can be – and that they're very welcome to be a part of it!

A day that opens doors

What exactly happens in a company that develops bicycle tires? What's it like to mount one yourself? Schwalbe provided answers to these inquisitive questions at this year's Girls' Day, along with the right tools and a great sense of team spirit. Female students were able to look behind the scenes at the workshop for a day, talk to the professionals and, first and foremost, try things out for themselves. The specific aim of this event is to get girls interested in branches of industry that up until now were primarily the domain of men and to give them new ideas for their future career.

Hands-on technology

For at Schwalbe, you don't just stand by and watch: you get to join in, ask questions, gain experience; change tires, learn about assembly processes, conduct tests, and engage in development. This is technology hands on – without any pressure, but with the invitation to simply go for it! The girls worked alongside Schwalbe's apprentices, chatted to the development team and specialist personnel – and often realized, to their surprise, that technical jobs can be versatile, creative, and practically-oriented.

The feedback given by the young participants was thus extremely animated: many of them were surprised at just how thrilling and diverse the tasks involved in tire development and assembly can be – and how much teamwork, ingenuity and technical expertise go into an everyday product that until now they'd not really thought much about.



Role models inspire courage

I'd never have thought that it could be so exciting; you don't realize how much is behind a bicycle tire, says one girl after handling a wheel for the first time. Others liked the atmosphere. Everyone's really open and they took us seriously. You could feel that they were pleased to have us here.

That's precisely the object of the exercise: to show the girls role models, open new avenues and question entrenched expectations. In many technical and industrial occupations, the number of young women is still low. Not because there's a lack of talent, but because the girls simply have no access to them, no insight, and no encouragement.

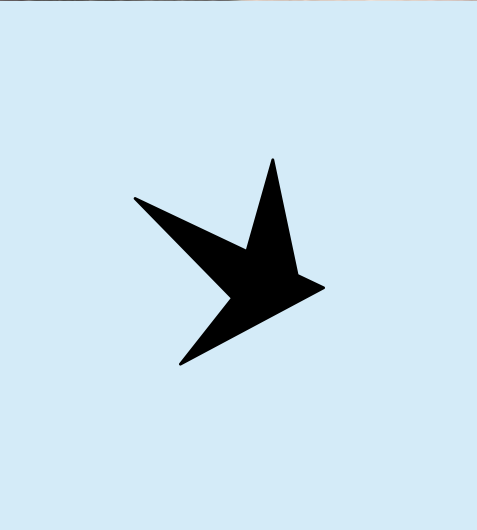
Excitement starts with doing it yourself

This is what Girls' Day is for. And with its commitment to it, Schwalbe demonstrates how seriously this change in perspective is being taken. Instead of just talking, it demonstrates, lets the girls have a go, and gives them some genuine experience. Changing tires, taking a tool in your hand, and understanding technical processes: all this brings fields of work previously so distant much closer.

At the end of the day, not only had the youngsters learned several new skills; they'd also opened their vocational horizon. Enthusiasm takes hold where you least expect it: with a torque wrench in your hand and the feeling of having really achieved something.



Thinking
ahead
together



CYCLING TO WORK

Sometimes change starts with a wrench. Or with a bicycle stored clean and dry in the new company building, ready for the commute home.

Commute to work by bike

What Schwalbe created at its new headquarters in Reichshof is more than just a logistic detail: it exemplifies its active culture of mobility.

If you work for Schwalbe, you can be more sustainable in your means of mobility. Cycling to work on a daily basis is a simple but effective way to start. So that the commute is practical, we've thought things through: all company, test and private bikes can be serviced free of charge at the company's own bicycle workshop. Small repairs? Not a problem. Need to pump up your tires or adjust your brakes? You can do so on your break. If you need help, the in-house workshop team is on hand.

Bicycle garage, bike wash, and workshop

Just next door, a modern bicycle garage with charging stations for e-bikes, covered stands and a bike wash is available. If you ride to work, you can leave your bike here where it's safe and clean – and give yourself a quick spruce-up in the process. For the new building also has shower and changing facilities. What's special here is that your working day starts on the way to the changing room and not when you reach your desk.

New infrastructure

This is a small gesture with a big impact that shows that we don't just welcome commitment to sustainable mobility but actively encourage it. The result is an infrastructure that makes it easier for personnel to switch over to their bicycles, in both summer and winter, in sun and in rain.

Sustainable mobility doesn't start with the finished product. It starts with the everyday lives of the people who develop ideas, design processes, and tread new paths. Responsibility is shown where conviction is consistently and visibly translated into concrete action, advancing that little bit further every single day.

This year, Schwalbe's commitment to the bicycle mobility of its employees has again won the ADFC's EU-wide gold award for bicycle-friendly employers for the second time.



Activ together at the RTL telethon

At the 2024 **RTL charity telethon**, Schwalbe didn't just take part; it was right in the middle of the action.

With an inclusive team, technical support and genuine dedication, the company became part of a movement aimed at showing how inclusion works in everyday life. This was an occasion where people with and without a handicap played sports together in public, effectively broke down barriers and forged new, direct connections.

Weeks of preparation for a strong statement

The decision to take part in the televised marathon wasn't spontaneous by any means. The participants on the Schwalbe team spent several weeks intensively preparing for the fundraising event. An obstacle course that was true to the original was set up in the factory halls and training units were organized in a general wave of team spirit. What initially looked like a sports competition was much more for all those involved: it was a learning curve that gave them a change of perspective and a real sense of community.

The RTL inclusion challenge wasn't an easy undertaking: participants were required to spend 24 hours in a wheelchair navigating a 250-metre-long course with six obstacles. The teams entering were inclusive: people with and without a disability took turns, cheering each other on and mastering each hurdle together. The aim was to test people's physical limits while making a stand for equality and participation in society.

One team, many faces – a single mindset

Twenty-four Schwalbe employees took part, accompanied by prominent personalities who gave the project extra sparkle and charisma. Daring wheelchair action athlete Aaron Fotheringham was one of them, the man who attracted international attention with his spectacular backflips. Former professional cyclist André Greipel came along to show plenty of sporting discipline and stamina. Actor and comedian Tan Caglar, who's campaigned for better accessibility for many years, was also on site. Together they all shared one mindset, namely that diversity, openness, and the will to change bring people together.

Part of the community

The team was headed by a man who himself has experienced how much can change – and how much there's still to be done: Errol Marklein, six-time Paralympics gold-medal winner and now wheelchair tire expert at Schwalbe. I come from a time when wheelchair users were barely part of life in society, Errol Marklein says. It's very special to now be able to show children and young adults that they belong. They're part of our society – right from the beginning.

Technology for participation

Technical support, often confined to the shadows of such events, was also particularly important during the inclusion challenge. Together with Otto Bock Healthcare, Schwalbe made sure that all wheelchairs functioned reliably during the 24-hour telethon. The Marathon Plus Wheelchair tire was used, a particularly durable, puncture-resistant tire made of fair trade rubber. For at Schwalbe, sustainability and social responsibility aren't a contradiction in terms; they're both part of the same mission.

Donation for children in need

Our donation went via the RTL Foundation straight to our long-term CSR partner Children for a better World e.V., destined for our local partner facility Janoschs Trauminsel kindergarten in Gummersbach. Our donation directly supports local inclusion projects in our immediate neighborhood.

Inclusion – a must-have not a nice-to-have

At Schwalbe, inclusion isn't a nice-to-have. It's part of the reality of our day-to-day activities, in development and in production. People with and without a handicap work together side by side here, contributing their perspectives and helping to jointly design processes, products, and projects.

This is also evident in our product range: with its specially developed wheelchair tires, Schwalbe helps to specifically improve mobility and participation in society. At events such as the RTL inclusion challenge, we can see what it means to break down barriers and not simply accept them.

Inclusion starts where differences aren't excluded. Instead, where they're accepted, respected, and seen as an asset. Where people work together, learn from one another and move forward together.

Inclusion means accepting our differences, learning from one another, and moving forward together.



TRUST
INTEGRITY
RESPECT
ENERGY
HONESTY
EXPERTISE
STRENGTH
CLARITY



If, in a few years, we can say that we've moved people – in both senses of the word – then our work has been worthwhile.

EQUALITY THROUGH MOBILITY

Clara Bohle is co-director of the Schwalbe Foundation and works in Schwalbe's Human Resources and Communications Departments. As granddaughter to the company founder, she sees things from the perspective of the next generation and actively promotes a value-oriented form of corporate governance and social responsibility.

Clara, what's motivated you personally to push for equality in mobility? Are there any specific reasons or a formative experience behind this?

I grew up with the bicycle. In the small village where I lived as a child and teenager, it meant freedom for me and gave me independence. This feeling has stayed with me to this very day.

The idea for campaigning for mobility equity as part of my job has grown from this passion, but also from a sense of pragmatism: if a company like Schwalbe founds a charitable organization, then this should be active in a field where we've been able to gather experience as a company – and one which is close to our heart.

My many years working in the non-profit sector, particularly with children and young adults, has also left a lasting impression on me. I've seen what happens when there's a lack of mobility: kids have no way of attending sports clubs, keeping up with friends outside their own quarter or doing a work placement. For me, mobility equity combines participation in society with sustainable future development.





What does setting up the foundation mean for you personally – and for Schwalbe as a company?

The decision to do so was made by the family during the corona pandemic. We wanted to pool Schwalbe's commitment to society and strategically further develop it. At the same time, the foundation was to give employees and family members the opportunity to get involved above and beyond our operative business.

For me personally, this was the perfect introduction to the company – being able to work closely on sociopolitical issues and at the same time go back more to our company roots. The foundation allows us to both build up something from scratch and pump new impetus into the company.

Mobility equity is a big concept. What does this mean to you specifically and why is it so relevant, especially today?

For me, mobility equity means that everyone's able to move around freely, safely, and independently in a way that's as ecofriendly as possible, regardless of their income, background, age, location, or physical condition.

Mobility is often treated as a technical concept – modes of transport, infrastructure, laws. It's also a social issue. If you don't have a car, if you come up against barriers, you're often left out. Mobility enables participation – and that's especially important in times of growing social inequality.

The bicycle is at the center of your work. Which role does this play in a more equal society and where are the biggest hurdles to be found at the moment?

The bike is climate friendly, inexpensive, and flexible – and a real boon for children and young people especially, for instance, for those who don't yet have a driving license or live in a place where there's no regular public transport. However, at the same time it's not suitable for everyone: poor infrastructure, health restrictions or safety concerns can be barriers.

This is why we always think of mobility in terms of target group requirements. We work with Bike Bridge, for example, an association that helps refugee women to find their way in their new lives in Germany by bike. Also, with mutly, a mobility service for older people. A fair system of mobility must go beyond the bicycle and also be a political consideration.

You specifically focus on people who are often overlooked. What particularly moved or surprised you during your first projects?

Three projects are symbolic here. With Children for a better World, for example, we enable young people from families affected by poverty to spend a year abroad. This is a key step towards independence.

Together with Bike Bridge, we help women and children with a history of flight or migration to be mobile, self-determined and participate in society by providing them with bicycles. This is about more than just cycling; it's about meeting people, talking to them; it's about language and a piece of home.

In Hamburg, the mutly social enterprise has developed a mobility service for older people that's straightforward, affordable, and escorted. Initial feedback has shown that mobility also helps to combat loneliness.

Which partners do you work with – and how important is cooperation across the various sectors?

Mobility affects many areas. This is why we need partners in administration, business, education, social services, and civil society.

We're still setting things up at the moment and want to consciously keep an open mind: we collaborate with clubs, associations, social enterprises, universities, and other foundations. This cross-sector approach is key to thinking of mobility as a holistic concept and organizing it effectively.

The regional aspect seems to be important to you, one example being the sponsorship fund Herzensangelegenheiten (matters close to the heart). What do you hope for through this local commitment?

Lots of our staff live in the Oberbergisch district, so it thus seemed logical to incorporate local commitment into our activities on a broader scale. With Herzensangelegenheiten, we're supporting projects that our employees themselves support.

In 2024, we sponsored eight local campaigns, from holiday camps to help for the homeless. Parallel to this, we're also thinking about how we can structurally enhance mobility equity in our region. A first project with the ADFC, local communities and the district has now brought regional planners together to find new ways of increasing rural mobility.

When you think about the future of the foundation, what impact do you wish it will have and where would you say you've really changed something?

Impact on society only becomes evident in the long term. This is about whether people can move around more freely, whether structures change, whether social participation becomes real.

For the coming years, I hope that we can establish long-term partnerships with several charitable organizations, universities, and administrative bodies. With these partnerships, we help to strengthen commitment in civil society. This is why we want to consciously distance ourselves from mere project funding as a key strategy.

What we also want to achieve is to work together with our target groups on the same level and in direct dialogue. To have the courage to explore new ventures. To make people aware of mobility equity – both within and without our own company structures.

If, in a few years, we can say that we've moved people – in both senses of the word – then our work has been worthwhile.



AT
SCHWALBE,
IMPACT
DOESN'T
FOLLOW —
IT LEADS



2024 at a glance

85%

share of turnover with
ecofriendly products

65%

cut in scope 1, 2 and 3
emissions since 2018

70

countries with
brand presence

2,7 million

recycled bicycle inner
tubes worldwide

5,538 t

CO₂e saved using
recycled materials

274

employees in the
Schwalbe Group

707,000

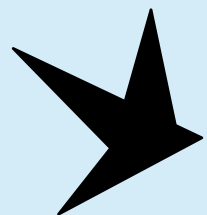
recycled
bicycle tires

30%

share of all
Schwalbe tires made
with Fair Rubber

10

Children's Advisory
Council projects



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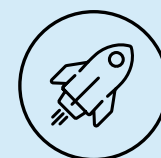
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2024/2025



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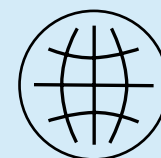
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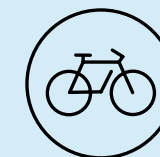
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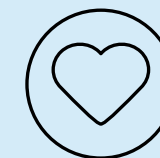
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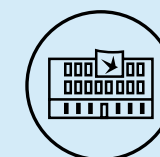
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Responsibility as a basic principle



At Schwalbe, social responsibility isn't merely a claim but something we actively pursue. Sustainability and ethical conduct are firmly anchored in our corporate culture – day by day, decision by decision.

Corporate CSR anchor

CSR is firmly anchored at Schwalbe – it models our corporate culture and consistently defines our daily actions and decisions.

Responsibility as a cornerstone of our activities

At Schwalbe, corporate social responsibility (CSR) means that we aim to execute our business activities while dutifully shouldering social and ecological responsibility. It voices our conviction that economic success can only last if it's achieved by showing due consideration for the environment, people, and resources. For us, CSR isn't a separate agenda but an integral part of how we think, decide and work – both now and in the future.

CSR – a strategic guideline

CSR is the guiding light in our corporate strategy. It provides an obligatory benchmark at all levels of our company. Our CSR focus areas include the circular economy, environmentally friendly product development, compliance, protection of the climate and environment, supply chain transparency, social responsibility, and promotion of our employees' well-being. Our company attaches special importance to the gentle use of resources and the conservation of biodiversity. To this end, we make use of energy-efficient production methods, avoid waste, promote recycling campaigns, and protect ecosystems. For our company, diversity, equal opportunities, and fair working conditions throughout our entire value chain are a vital matter of policy.

Cooperation with stakeholder groups

Engaging in active exchange with internal and external groups of stakeholders is a measure that's firmly cemented into our CSR strategy. In keeping with the vision harbored by our company founder Ralf Bohle, namely, to always place the needs of cyclists at the heart of our activities, we today systematically incorporate the concerns of all relevant interest groups into our decision-making processes. We ensure open communication of and transparency regarding our measures and progress through publication of an annual CSR report. From 2026, this will be supplemented by sustainability dashboards visible to the public at all of our sites.

Measuring impact and visualizing progress

In the course of our corporate commitment to social responsibility (CSR), we subject our actions to continuous monitoring and further development. Regular assessment of our KPIs and evaluation of our ecological and social impact create transparency and form the basis for effective improvements. We're currently developing our Sustainability Performance Index which we will introduce across all of our facilities as of 2027.

CSR structures at Schwalbe

Responsibility for corporate social responsibility (CSR) lies directly with the management board. Operative implementation thereof is assigned to our cross-departmental CSR unit which ensures that Schwalbe's CSR policy is integrated into all sections of the company. The department is headed by Felix Jahn, grandson of company founder Ralf Bohle. Schwalbe's CSR department coordinates our CSR strategy, draws up CSR reports and is charged with chemicals management, materials research, and responsibility for the supply chain, among other issues. It also performs various tasks regarding risk management and compliance, calculates life cycle assessments, implements climate protection measures, promotes social projects, and helps to incorporate CSR aspects into product development and IT processes.

Our contribution to global Sustainable Development Goals (SDGs)

With our holistic approach to CSR, we're actively helping to achieve the Sustainable Development Goals set by the United Nations – in particular SDG 7 (affordable and clean energy), SDG 8 (decent work and economic growth), SDG 9 (industry, innovation and infrastructure), SDG 12 (responsible consumption and production), SDG 13 (climate action) and SDG 15 (life on land).



CSR targets for 2040

In this report, Schwalbe is publishing a number of further objectives with respect to its four strategic fields of action.

Alongside our existing target of net zero by 2040, additional long-term goals have also been defined:

0% waste, 100% material circularity, full digital traceability of all raw materials used and a demonstrable improvement in participation in society for at least 100,000 people.

With this, Schwalbe is pursuing a holistic approach to sustainability that incorporates ecological, social, and digital transformation goals in equal measures.

CSR strategy and mission

Our CSR strategy gives us a clear sense of direction: namely to behave responsibly, grow sustainably and actively help to shape the world.

Benchmarks for the industry

In the global bicycle tire industry, Schwalbe takes on an active role when it comes to corporate social responsibility (CSR). We focus on creating social, ecological, and economic added value – not only in the short term but with a view to having a long-term impact. We don't simply focus on our own products or production sites but instead on our entire value chain. From the extraction of raw materials to their reuse, our intention is to ensure that processes are responsible and in doing so to not only specifically reduce the damaging effect thereof but also make a global positive contribution.

We understand responsibility to be an ongoing process. We examine existing structures, identify potential for improvement, and make systematic changes. Not because we feel we have to but because we're convinced that only those who develop further can actually have an impact.

This is why we invest in new approaches and technologies in order to go beyond existing standards. We want to set benchmarks in the industry. Here, corporate social responsibility forms the basis for the future economy.

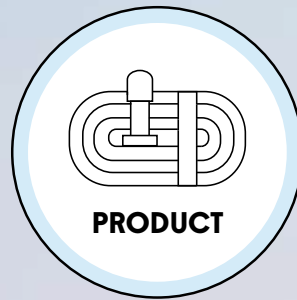
Targets with vision

For each of its four cornerstones, Schwalbe has defined concrete targets that are to have been reached by 2040. They show how we measure our contribution to CSR and make it mandatory. These targets have been derived from an extensive analysis of our material topics and form the strategic framework of our commitment to CSR.

Schwalbe's four pillars of responsibility

Our four pillars of responsibility (our products, company, supply chain, and commitment to society) form the foundation of our holistic CSR approach. They structure our actions and are expressed in how we see ourselves as a company. The focus here is on the development of sustainable, resource-efficient, and environmentally friendly products, responsible, transparent, and ethical corporate governance, fairness, transparency and sustainability throughout the entire value chain and the assumption of social responsibility and promotion of inclusion.

At the core of our commitment, these pillars are solidly built into our long-term strategy. Our goal is to make quantifiable progress in all four areas – always creating new impetus through consistent further development and constant innovation.



PRODUCT

2026

3 million recycled tires
18 million recycled inner tubes
100% recycled packaging for all Schwalbe products
3 further EU countries to be included in the tire recycling program
At least 99% of harmful substances removed from all products
80% ADDIX Green in all treads
Design for Recycling established in R&D
Publicly available life cycle assessments (LCAs) for all products

2027

Increase in use of rCB (recovered carbon black) to cover 80% of all Schwalbe tires
First recycling-optimized tire (Design for Recycling)
Water consumption per tire reduced by 75%

2028

At least 50% share of recycled and renewable materials per tire product line
6 million tires and 24 million inner tubes recycled

2029

Design for Recycling approach in 70% of all tires
Minimum 30% recycling rate for tires and inner tubes

2030

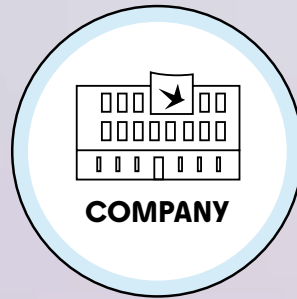
80% recycled/renewable materials in all core products
6,500 t CO₂e saved by recycling
22,000 t CO₂e saved by using recycleate

2035

0% new fossil resources in tires and inner tubes
100% take-back service for tire and inner tube recycling worldwide

2040

0% waste
100% material circularity. Every Schwalbe product stays in the system. Forever.



COMPANY

Five-fold increase in internal solar electricity production
Piloting of an in-house CO₂ price: at least €55 per t CO₂e,
100% BEV
Green canteen certification
Take-back boxes and circular hubs at all EU subsidiaries
Publicly available sustainability dashboards at every site

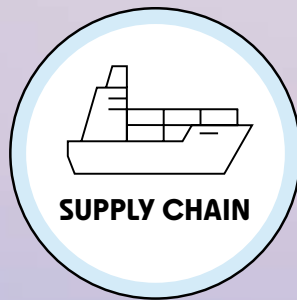
100% natural landscaping of all outdoor areas (incl. biodiversity monitoring)
Science-Based Target for Nature (SBTN) validation
Setup of Schwalbe Campus to encourage CSR expertise, etc.
Introduction of a cross-site Sustainability Performance Index (SPI)
Schwalbe's own energy production to cover 50% of its electricity requirement in Germany

100% circular POS materials and exhibition stands
Cross-site scope 1 and 2 net zero targets by 2028 with validated plans
Extensive sports activities offered at all locations

Zero waste at all sites
Number of further training measures doubled
100% sustainable procurement at all sites

75% group-wide cut in emissions (scopes 1, 2 and 3)
Absolute decoupling (holistic decoupling of corporate growth and emission and resource consumption)

100% of turnover achieved with Fair Rubber products and those made of recycled and renewable materials



SUPPLY CHAIN

Establishment of a biodiversity monitoring system throughout the rubber supply chain
Start of a Schwalbe nature conservation project with the Borneo Orangutan Survival Foundation
Circular water management system in production
100% renewable energies used in production

100% production waste avoided or recycled
Monitoring of living wages in the materials supply chain
Production sites audited according to SEDEX

100% transparency on upstream materials suppliers in Asia
Schwalbe Impact Fund
'Grants' for production employee family members

Climate-neutral production
Expansion of the agroforestry project on Java and Sumatra to cover 100 hectares

10,000 small Fair Rubber farmers supported
Each product line makes a documented contribution to biodiversity of at least 10% (set-aside land, renaturation, and local protection projects, etc.)
Schwalbe's climate conservation project with the BOSF covers an area of 10,000 hectares
55% Fair Rubber

100% Fair Rubber
100% regenerative raw materials production

100% traceability of all raw materials used in real time (incl. ESG data, carbon footprint, biodiversity status, and social indicators)



SOCIAL COMMITMENT

20% increase in the Schwalbe Foundation's commitment
30 Children's Advisory Council projects
Launch of the Schwalbe Impact Fund
Mobility summit in Reichshof
Schwalbe Diversity Scorecard

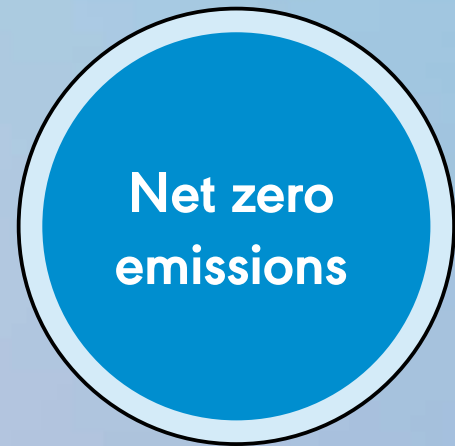
CSR workshops for regional school pupils
Inclusion quota
Introduction of a corporate social resilience index
Corporate volunteering

50% employee commitment to social projects
Introduction of local social labs with community projects for each subsidiary
Launch of a mentoring program for young female and non-binary professionals

Introduction of a social sabbatical program
Setup of a scholarship fund for young people with disabilities or history of migration in cooperation with NGOs

At least 3,000 school pupils a year reached out to through CSR workshops or various participation formats

All CSR campaigns have verifiably helped to improve participation in society for at least 100,000 people (indicator-based)



Materiality analysis

At Schwalbe, materiality analysis and stakeholder dialogue are essential fundamentals that allow us to further develop our CSR strategy with focus.

Our key material topics and their assessment

Our current materiality analysis is based on the version from spring 2024. It's a central tool that facilitates the strategic alignment of our sustainability strategy. In the context of corporate social responsibility (CSR), it helps us to define the topics that hold the greatest significance for our company and our interest groups.

Our analysis was based on an online-assisted survey. The employees of the Schwalbe Group and its subsidiaries, supply chain partners such as Hung-A and various NGO representatives, associations and customer groups took part. A number of additional analysis tools were also used to categorize the results and evaluate the relevance of the individual topics with greater distinction.

The results show which aspects are especially important for Schwalbe from the standpoint of the various stakeholders – both with respect to our corporate responsibility and impact on society. The materiality matrix derived from these form a solid basis for our further planning and prioritization.

Active dialogue with our stakeholder groups

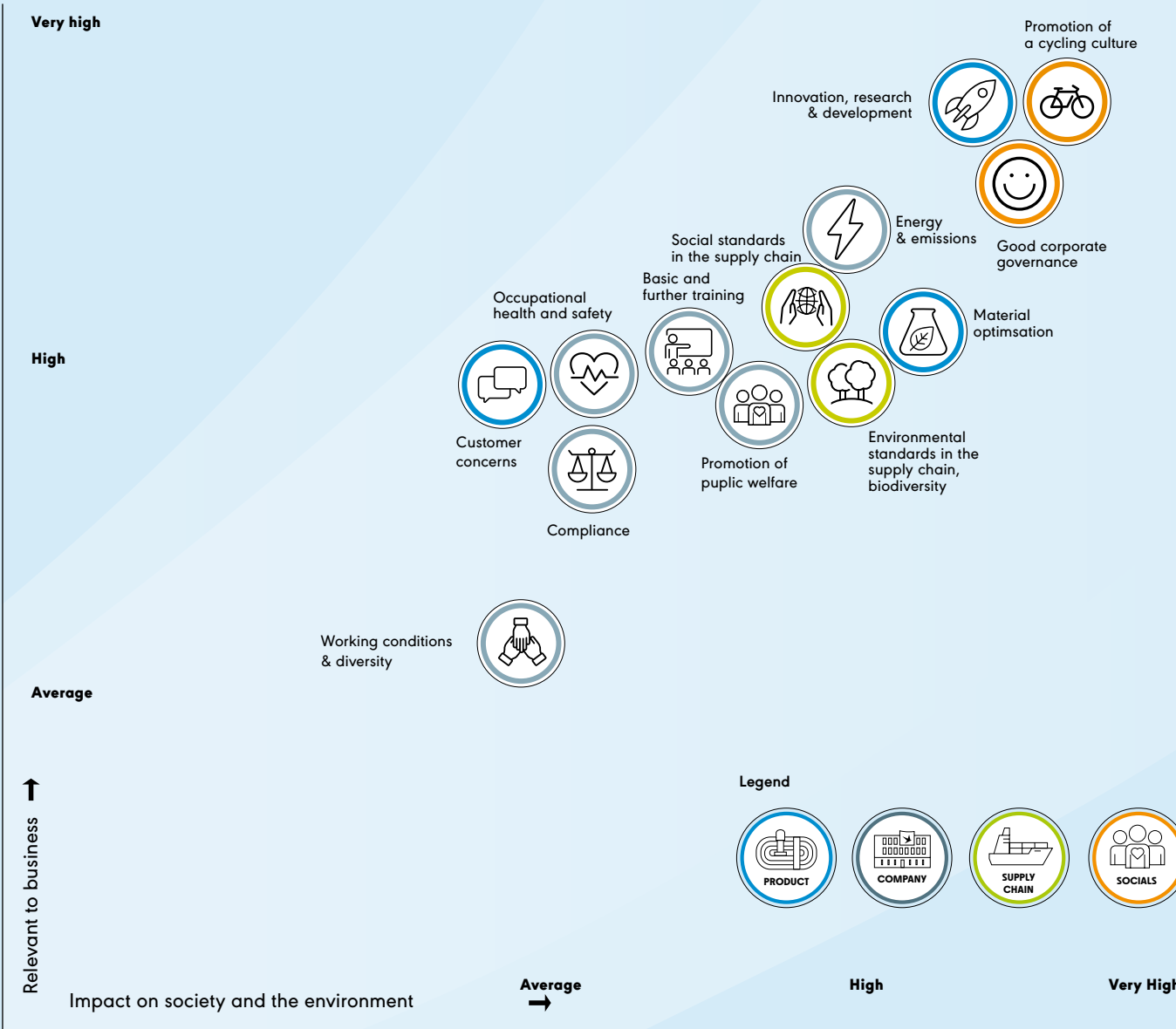
We're in constant dialogue with our stakeholders who have a substantial influence on the economic, social, and ecological achievement of our company or play a part herein through relevant regulatory frameworks. At the same time, we're also in regular contact with the interest groups who are significantly affected by our corporate activities and the impact thereof – whether in a positive sense through our various contributions or in relation to possible risks.

This dialogue constitutes a core element of our sustainability-oriented mode of corporate governance. It takes place in various ways: through direct, personal communication, regular coordination in the form of rolling meetings, written feedback loops, targeted correspondence and via in-person formats such as trade fairs, industry gatherings, and public events. The aim is to recognize expectations well in advance, take constructive feedback on board and ensure that there's trusting, transparent cooperation with all relevant groups.

Stakeholder commitment: forms of dialogue and issues

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

Materiality matrix



Method and procedure

In the course of analysis, 14 topics were identified and assessed. The method involved running a document analysis to determine the current sustainability trends, assessing the effects on the United Nations' Sustainable Development Goals (SDGs), and estimating the relevance thereof in the context of our business operations. This structured procedure permits us to clearly align our CSR strategy with the key challenges faced by our natural world and society.

Materiality matrix summary

Our current materiality matrix highlights the particular significance of the subjects of innovation, research and development, and responsibility in the supply chain. All material topics are assigned the color of their respective Schwalbe Responsibility pillar. By examining and adjusting our key topics on a regular basis, we ensure that our commitment remains focused on the main aspects of sustainability and that we actively help to bring about the transition to a sustainable future.

Compliance system

Our family business acts on the basis of a strong system of values that also defines our ethical conduct.

Forward-thinking responsibility

The ecological, economic, and social demands made of a company are constantly changing. Global challenges such as climate change, growing social expectations, disruptive technological developments and increasingly complex regulatory provisions require more than ever that companies today are able to be highly responsive with a strong sense of vision and responsibility. Schwalbe, too, is consciously and actively facing this dynamic. We continuously review our business models, processes, and organizational structures and flexibly adapt these to new circumstances – with the objective of acting in a manner that’s ecologically sustainable, economically stable, and socially responsible.

This constant process of further development is deeply anchored in our understanding of ourselves as an independent family firm in its third generation. Our values are not just empty words; they define how we act. One prime element of this is full compliance with valid legislation, internal company guidelines, and basic ethical principles. For Schwalbe, compliance isn’t just a legal obligation but an expression of our culture of integrity, reliability, and transparency. We’re convinced that long-term corporate success can only be built on a stable ethical foundation.

Knowledge creates security

So that compliance doesn’t merely exist on paper but is instead actively practiced, Schwalbe believes in continual training and raising awareness. New employees are systematically introduced to and existing teams regularly schooled in relevant topics – from anticorruption to data privacy to the basics of antitrust law. This is how we ensure that all personnel are well informed and can make responsible decisions in their daily work.

Prevention instead of reaction

An effective system of compliance is more than a reaction to any form of misconduct; it’s preventive, predictive and firmly anchored in a company’s culture. This is why we don’t merely invest in processes but also in behavior: an open culture of communication, clear-cut responsibilities and the courage to address grievances in good time are prime factors in our understanding of integrity.

The trust of our stakeholders

Schwalbe is active all over the world and collaborates with partners, customers and institutions from different cultures and geographical surroundings. This is why adopting a clear code of values is absolutely vital to us. Our powers of innovation are inseparable from the awareness of the responsibility we hold – for the environment, for our employees and for society.

The trust placed in us by our stakeholders is our most important asset. Staff, customers, suppliers, and business partners rely on us not only communicating our values but also practicing them every single day. This trust isn’t intrinsic; it gradually evolves through scrupulous action, transparent communication, and open dialogue. To further build up this trust, we provide a central office where advice on possible violations of legal or internal regulations can be submitted. Our complaints office at compliance@schwalbe.com is open to everyone. All notifications are treated with strict confidence and carefully verified.

We thus encourage a feedback-friendly culture that creates transparency, prevents misconduct, and strengthens our integrity – for an innovative, sustainable, and ethical future.

Supply chain responsibility

For us, responsibility doesn’t end with our own company – it runs through our entire supply chain.

Code of conduct for suppliers

Our system of values forms the basis for ethical, responsible action – not just within our company but throughout our entire supply chain.

In order to cement our values and make them compulsory, in 2022 we issued our supplier code of conduct. This code of conduct is a key instrument that ensures that our social, ecological, and ethical standards are religiously observed in cooperation with our suppliers.

Our supplier code of conduct can be publicly viewed on our website and obligates our partners to observe human rights, provide fair working conditions, protect the environment, and comply with legal and ethical business practices, among other things.

All of our relevant accessory and preliminary suppliers (tier 1 and 2 suppliers) were obliged to sign our supplier code of conduct by the end of 2024. This goal was reached as planned: all relevant suppliers have now signed our supplier code of conduct and thus pledged to observe our social and ecological standards.

Supply chain transparency

Transparency in the supply chain is a prime element in our understanding of sustainable and responsible business.

As a family firm, it’s especially important to us that all products and business practices throughout the entire value chain comply with our basic ethical principles. To ensure transparency at all stages of the supply chain and identify risks in good time, we rely on digital support in the form of the Verso cloud platform, for example.

Responsibility throughout the supply chain – and beyond

For 2027 and beyond, Schwalbe is pursuing ambitious goals to systematically drive ecological standards, social equality, and transparency in the supply chain.

By 2027, the avoidance or use of waste in production is to have been fully integrated into the loop – 100% of all production waste is either to be prevented or recycled. Parallel to this, a monitoring system used to record living wages within the raw materials supply chain is to be introduced. In addition, all production sites will be audited according to the internationally recognized SEDEX standard to make minimum ecological and social standards quantifiable.

The focus here is on transparency: by 2028, Schwalbe aims to provide full transparency on all upstream raw material suppliers in Asia – a major step for more responsibility in the global supply chain.

Specific social measures are also being implemented – among them the awarding of grants from the Schwalbe Impact Fund for family members of production employees.

Fair Rubber – Natural rubber farming

With our commitment to fair trade natural rubber through the Fair Rubber Association, we're actively promoting fair working conditions and shouldering ecological responsibility.

Significant percentage of Fair Rubber in Schwalbe products

In the 2024 reporting year, Schwalbe was able to significantly increase the percentage of fair trade natural rubber contained in its products. This was achieved in close cooperation with the Fair Rubber Association, of which Felix Jahn is the deputy chairperson. Fair Rubber is an organization committed to fair trade and social responsibility in the rubber supply chain. The share of Schwalbe tire models manufactured using fair trade natural rubber rose to 30% in the reporting year (compared to 28% in the previous year).

The certified natural rubber we use comes from what are known as jungle plantations in Indonesia. This form of cultivation preserves the high level of biodiversity in the rainforest – as opposed to conventional monocultures that often result in the destruction of sensitive ecosystems.

Our commitment to fair trade natural rubber

In cooperation with the Fair Rubber Association, we actively promote the fair trade of natural rubber and support the improvement of living and working conditions for rubber tappers.

Many rubber farmers still suffer from low world market prices for this commodity. This is where the Fair Rubber Association comes in: targeted support and fair price structures are intended to improve the income and ensure the economic stability of rubber producers in the long term.

One key aspect of this is that we pay an additional Fair trade Premium of €0.50 per kilogram of natural rubber (dry goods). This premium amounts to an additional wage of 50 to 100%, depending on the region and plantation.

Schwalbe was the first and for a long time the only tire manufacturer to be a member of the Fair Rubber Association – despite 70% of all natural rubber traded worldwide being used in the tire industry.

Sales of Fair Rubber products continue to grow

Today, we're the second largest purchaser of fair trade natural rubber worldwide. The share of Schwalbe's turnover attributed to Fair Rubber products was further increased to 20% in the reporting year (compared to 18% in the previous year).

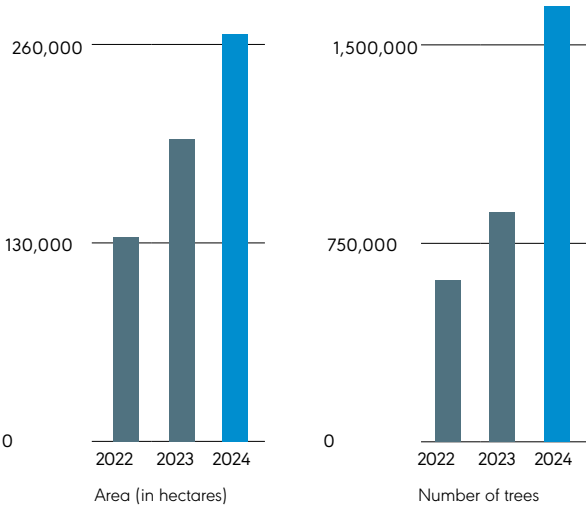
Between 2020 and 2024, the number of members of the Fair Rubber cooperative supported by us rose from 277 to 3,853 on Java and Sumatra, (4,523 as of June 30, 2025). This figure is expected to rise to over 10,000 by 2030.

In order to further enhance the transparency and credibility of this fair trade approach, we're gradually increasing the amount of certified rubber sourced, with the aim of only procuring fair trade natural rubber in the future. We intend to reach our target of 100% fair trade rubber by 2035.

Responsible partnerships and social projects

Our membership of the Fair Rubber Association means more than just responsible raw materials procurement: it also includes active promotion of social projects and support for local communities in farming regions.

The cooperative we support is working to improve access to education, health care, and fair working conditions. Through regular exchange with our rubber tappers, we ensure that our measures meet actual local needs.



Unrestricted use of premiums

Unlike other approaches, our farmers may decide themselves how they use this premium – a major principle of true cooperative partnership.

These premiums permit concrete improvements to be made at a local level. With them, schools have been renovated and equipped, for instance, and medical care improved.

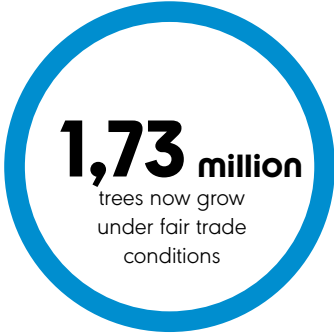
In this way, we help to improve the quality of life within local communities and strengthen their economic stability in the long term.

Establishment of a second fair trade supply chain on Sumatra

Another important milestone has been the establishment of a second fair trade supply chain for natural rubber on Sumatra. Starting with an initial 30 participants in the previous year, the number of members on Sumatra rose to 90 during the reporting year.

Growth and success of the Fair Rubber project

The Fair Rubber project has grown impressively over the last three years. The area protected by Fair Rubber under its terms of fair trade rose from 1,308 hectares in 2022 to 2,695 hectares in 2024, (3,071 hectares as of June 30, 2025). This means that more than double the plantation area now benefits from fair trade conditions – and is protected against deforestation at the same time. The number of trees growing in this region has also increased from around 640,000 to almost 1.73 million. This development is a clear indication of the success and increasing significance of this project for sustainable rubber farming.



Market expertise

Innovative strength, strategic vision, and adaptability are safeguarding our development in a constantly changing market environment.

Market development in 2024

The market environment for Schwalbe in 2024 was also marked by a number of ongoing challenges. The overall economic situation already palpable in the previous year continued as expected, further curbing demand on the bicycle market. The poor consumer buying mood in many regions, persistently high inventory levels throughout the entire supply chain and general economic uncertainty caused a further slump in sales.

Despite these trying circumstances, in general Schwalbe was able to remain stable as a company. Internal measures to control costs, boost efficiency and strengthen customer relations significantly helped to cushion short-term market fluctuations and fortify the organization's resilience.

Looking to the 2025 business year, Schwalbe expects to see a general recovery on the market. The first signs of stabilization in key sales regions, particularly in the retail trade, and positive developments in strategically important product segments allow the company to expect a return to moderate growth. This trend is being assisted by targeted investment in sustainable innovations, supply chain stability, and future-oriented product strategies.

Sustainable product lines

In 2024, too, products containing sustainable materials – what are known as our green attribute products – made a major contribution to the company's economic development. These combine resource-conserving materials with long-lasting quality and ecofriendly production – attributes that are becoming increasingly relevant to consumers. The share of these product lines of our total turnover increased to 85% in the reporting year (as opposed to 76% in the previous year), thus confirming their growing significance for our portfolio. This result illustrates that sustainable product strategies aren't just ecologically sound but also economically viable.

Forecast for 2026–2030

On the whole, the international bicycle industry again finds itself in a stable economic position that's expected to continue into 2026 and beyond. Forecasts predict that the global bicycle tire market will grow by an average of around 5% per annum in the next few years (Research and Markets, Reanin).

For Schwalbe, this provides clear confirmation of its own strategic alignment. The company is already market leader in many core segments. Increasing urbanization, rising energy prices and the promotion of sustainable mobility by cities and governments worldwide will further support this growth. This gives Schwalbe attractive sales and expansion options in the long term.

Schwalbe is in an excellent position to further profit in these growing market segments. With its strong brand, great powers of innovation and a clear commitment to quality, the company plays a leading role in the premium segment.

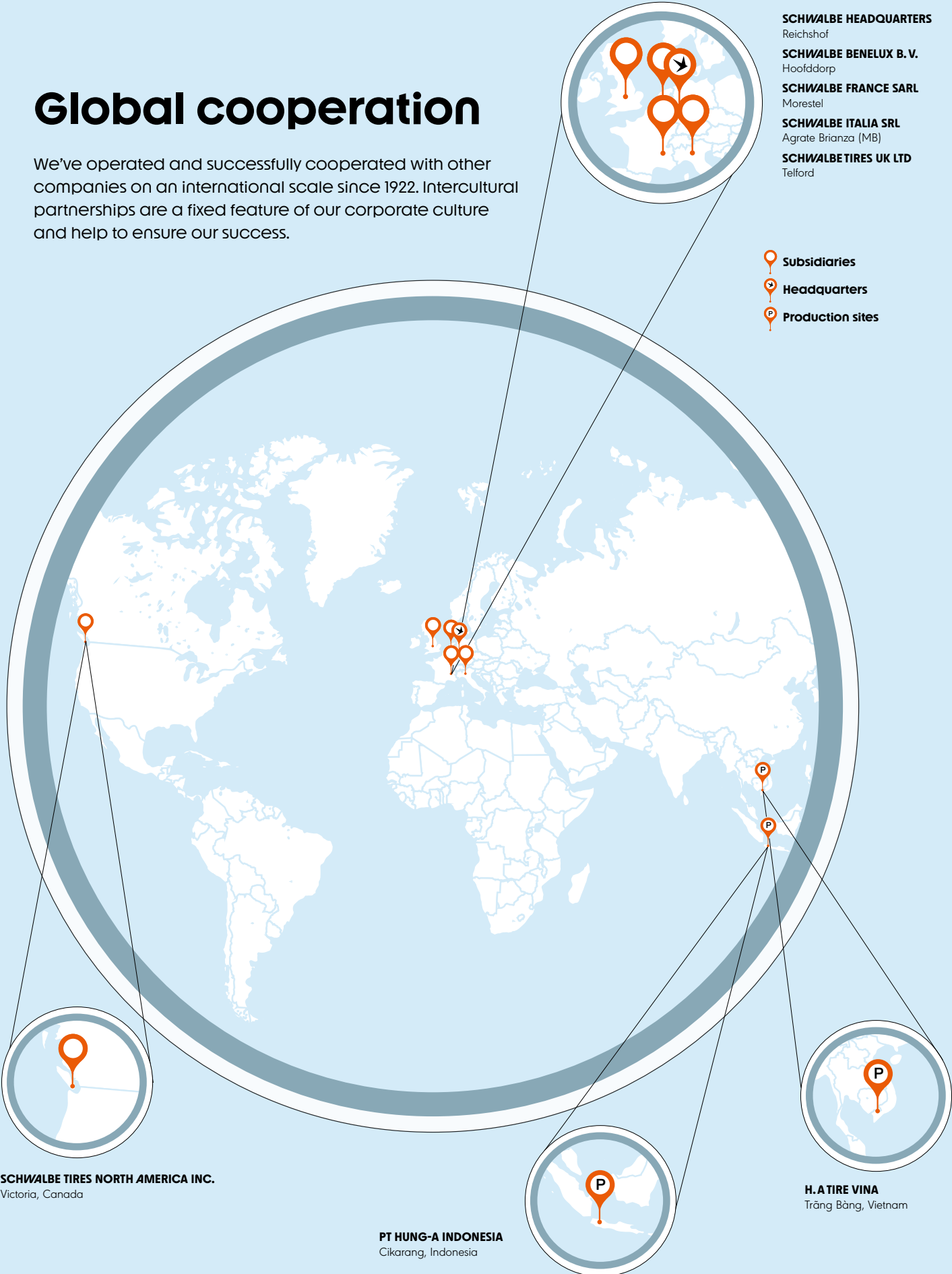
Ongoing trend for sustainability

Schwalbe is also benefitting from the ongoing trend for sustainability. Products such as the Green Marathon demonstrate that environmentally friendly solutions are also sellable on the tire market. This combination of technical innovation, ecological requirement, and premium quality permit growth to be assured not only on established markets but also in new regions.

This development has a solid point of departure. As a family business with over 100 years of experience to its name, Schwalbe has recourse to a stable financial basis and dependable business model. Despite fluctuations in the economy, over the past few years the company has been able to retain its market position and stabilize its sales at a high level.

Global cooperation

We've operated and successfully cooperated with other companies on an international scale since 1922. Intercultural partnerships are a fixed feature of our corporate culture and help to ensure our success.



Get there ➤

Tradition and stirring optimism

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

The origins

The origins of our company go back to 1922, when brothers Eugen and Willy Bohle founded the Bohle company in Bergneustadt, Germany. The business initially focused on the export of bicycle parts to Asia.

In 1955 Ralf Bohle, Eugen Bohle's son, joined the firm. The early years of his involvement proved quite a challenge: from the 1960s, bicycle parts from Germany were unable to compete on the international market due to their inferior quality.

Birth of the Schwalbe brand

In 1970, Ralf Bohle began exploiting his extensive knowledge of the Asian market and importing high-quality bicycle parts from East Asia for the German market. 1973 marked a milestone: the formation of a partnership with Korean family business Hung-A. This close cooperation resulted in the birth of the Schwalbe brand and caused the company to start specializing in the development and production of bicycle tires. Our partnership with Hung-A, characterized by trust, loyalty and continuous exchange, forms a keystone of our success to this very day.

Dynamism and innovation

Over the years, Schwalbe continued to undergo a dynamic development. In 1989, the first international sales company was set up. Five years later in 1994, production started in Indonesia. 1995 saw the company move to its new headquarters in Reichshof. In 2012, Schwalbe founded a dedicated sales company in the USA and in 2014 a new production site went into operation in Vietnam in cooperation with partner Hung-A.

The move to the new Schwalbe building complex at our headquarters in Reichshof in 2021 symbolized growth, innovation and creativity, coupled with responsible use of resources. In 2022, Schwalbe presented its recycling system at Eurobike, published its first CSR report, and joined the Science-Based Targets initiative (SBTi) in order to base its emission reduction targets on sound scientific research.

Green Marathon

The next landmark was reached in 2023 with the presentation of the Green Marathon – the first bicycle tire made of recycled used tires – again at Eurobike. In the same year, Schwalbe's new Brand World was opened, giving customers, athletes, representatives of the press and the expert public a direct insight into the company's history and bicycle tire production process.

New brand image

In 2023, Schwalbe also launched its new brand image. With its modernized logo, revamped design, and claim "Get there," the company now visibly expresses its striving for sustainable mobility, progress, and responsibility.

Important developments in 2024

A further major step was taken in 2024: the Schwalbe Foundation began work, concentrating on the promotion of mobility equality.

In the 2024 reporting year, we also acquired a share in our partner company Pyrum Innovations AG. Pyrum is a specialist for used tire recycling through innovative pyrolysis technology. This strategic partnership strengthens our striving for a circular economy and underlines our claim to be a world leader in sustainable tire production.

Through our cooperation with Pyrum, we are consistently pursuing our objective of closing the loop for bicycle tires and setting up recycling systems at the highest technological level.



Innovations

At Schwalbe, innovation and sustainability go hand in hand. We demonstrate how our pioneering spirit is used to develop innovative products and materials, which role the circular economy plays, and how campaigns such as the Green Marathon are setting standards.

Cradle-to-cradle

Questioning established practices, creating new ideas and actively helping to bring about change.

Innovation for over 50 years

We at Schwalbe have been developing innovative, high-quality products that specifically meet the requirements of all cyclists since 1973. Our corporate development has always been characterized by innovation, vision, and a pioneering spirit.

Pioneering products

The visionary strength and entrepreneurial courage of Ralf Bohle have shaped Schwalbe to this very day. Time and again we have made the conscious decision to explore new avenues and initiate innovative projects. The development of the legendary Marathon and numerous other tire technologies bear impressive witness to our powers of innovation. We'll continue to marry technical innovation with ecological responsibility in the future, too: as of 2026, Schwalbe aims to systematically anchor Design for Recycling in its research and development activities.

Recycling-optimized products from 2027

From 2027, for the first time Schwalbe will be launching bicycle tires to market that have been specifically manufactured according to the Design for Recycling principle. Here, the focus is on materials and design engineering methods that enable separation by type and reuse at the end of a product's life. The idea is not only to enable recycling but also make it more efficient and gentler on resources – right from the initial design draft.

Partnership as the key to success

One central factor of our innovative strength is our long-term partnership with partner Hung-A in Korea. For over 50 years, this cooperation has been based on mutual respect, reliability, and a shared perspective for development. Our joint venture with Hung-A is at the heart of our tire and inner tube production setup. We develop and manufacture all Schwalbe products in close cooperation exclusively at our own production sites – without buying any external products.

The cradle-to-cradle principle

We develop our products in line with the cradle-to-cradle principle. This follows the vision of a waste-free economy, where products are designed in such a way that at the end of their life their materials are either completely biodegradable or 100% recyclable.

Transition to the circular economy

Schwalbe has done pioneering work regarding the circular economy. In developing the first rubber compound made of recycled and renewable polymers (Green Compound), we were pioneers in the bicycle industry. Recycling is now a central element in our strategy to consistently encourage the transition from a linear to a sustainable circular economy.

Extension in Reichshof

In completing our extension at the Reichshof site in 2021, we have also set new standards in ecological construction. The building was designed according to the cradle-to-cradle principle and acts as a 'recycling depot': 97% of the materials used can be recycled.

Innovation meets sustainability: Aerothan inner tubes

With the Aerothan inner tube, Schwalbe has set new standards in the bicycle industry – not only in regard to performance but also with respect to sustainability. It consists of a thermoplastic polyurethane (TPU) that's completely recyclable. Made in Germany under the strictest environmental standards, the Aerothan tube is a long-lasting, light and resource-conserving alternative to conventional butyl inner tubes.

From an environmental standpoint, in the Aerothan tube, pyrolysis oil is used that's captured during the pyrolysis of worn tires and used by BASF to make TPU. This material forms the basis of the Aerothan bicycle inner tube and fully replaces virgin TPU. The tube is thus part of the circular economy; no fossil resources are used, and production is more sustainable.



We treat recycling as a product that has the same priority as every technical innovation.

Holger Jahn



Recycling system

Schwalbe sets standards with a tire recycling process that's unique to the industry.

A milestone for the circular economy in the bicycle industry

Schwalbe is the first bicycle tire manufacturer worldwide to have developed a holistic, leading technological recycling method for bicycle tires together with its partners. This system stands for a resolute switch to genuine product responsibility throughout a product's entire life cycle.

Take-back and reuse – a closed loop

The objective of the system is to take back used bicycle tires and inner tubes – regardless of the brand – so that their materials can be reused and resources conserved. Valuable materials are returned to the loop, waste is avoided, and the use of primary materials is reduced. The recycled material can be used in the production of new tires without any loss of quality in an important move towards circular product design.

Technological innovation with a huge ecological impact

The process was developed in close cooperation with Pyrum Innovations AG and Cologne Technical University. For the very first time, it enables all brands of used tires to be recycled. Up to 80% fewer carbon emissions are generated compared to incineration.

Self-sufficient pyrolysis process

Following a four-stage shredding process, the rubber granulate, steel and textile fibers are separated. The rubber granulate is then subjected to pyrolysis at a temperature of 700°C without the addition of oxygen. Gas, oil, and pyrolysis coke are produced. The gas is used to power the plant, the oil is further processed industrially (e.g. by BASF), and the pyrolysis coke is processed to form recovered carbon black (rCB), a valuable secondary material for new tires.

Tire return made easy: global collection system

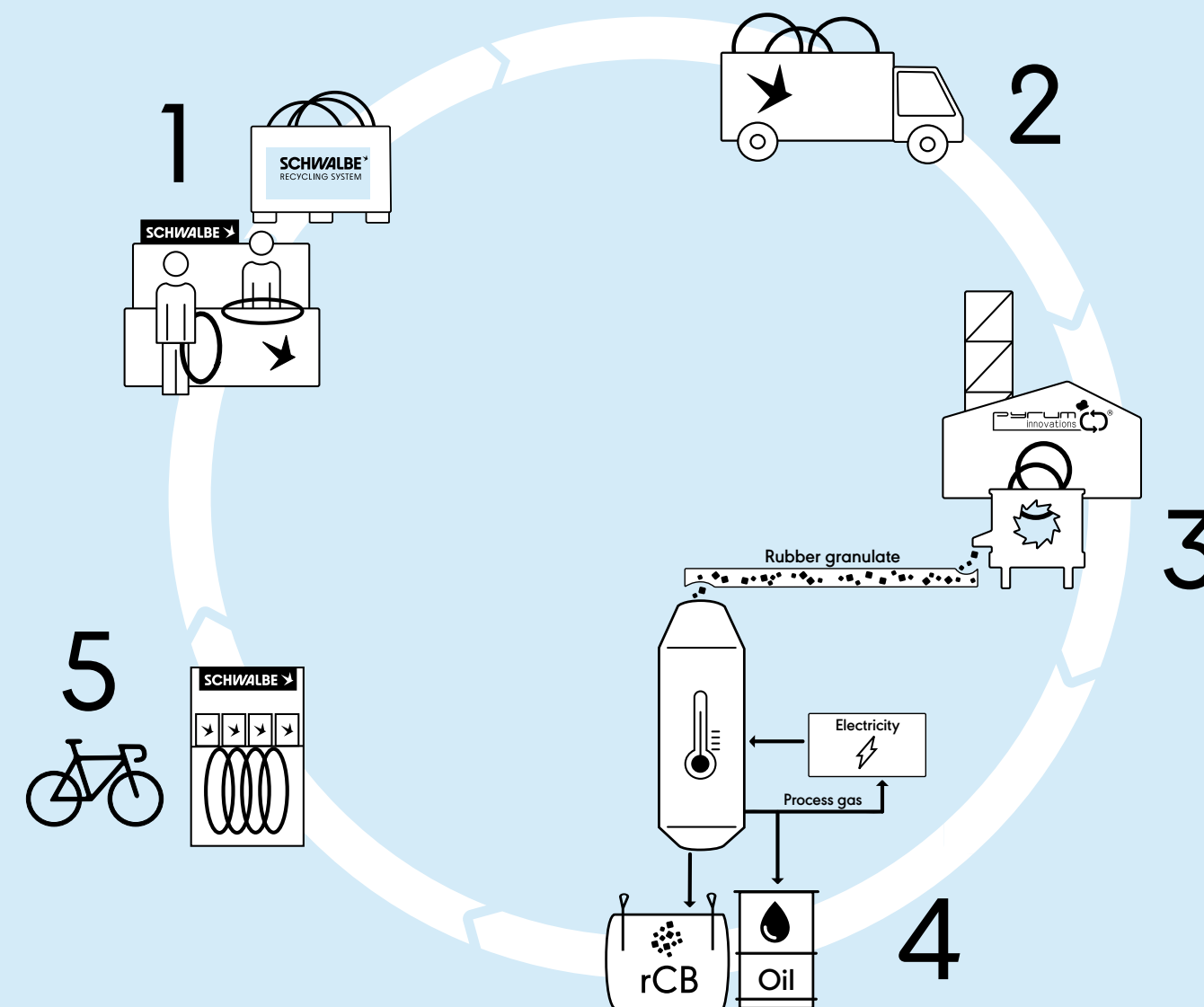
Schwalbe has built up an extensive take-back system in close cooperation with bicycle retailers. This makes it easy for consumers to return their used tires.

Next step: international expansion

The success of the Schwalbe Recycling System in Germany has set a precedent for expansion beyond our national boundaries. At the moment, we're examining how the system can be integrated into existing logistics and sales structures on several European markets. The intention is to also contribute to the circular economy in the bicycle industry on an international scale and set new standards in this sector.

In 2026, tire recycling will cover three further EU countries. In preparation for further expansion, in 2026 take-back boxes are to be installed with participating retailers in these EU countries and circular hubs set up at our EU subsidiaries. By 2035, tire recycling will be established worldwide.

The process



1. Collection

Bicycle shops collect all brands of used bicycle tires in the Schwalbe Recycling Box.

2. Transportation

The full boxes are transported from bicycle retailers from all over Germany to our recycling partner Pyrum Innovations AG.

3. Shredding

The used tires are mechanically shredded in the machines at Pyrum Innovations AG and separated into rubber granulate, textile fibers and steel.

4. Pyrolysis/energy generation

The rubber granulate is broken down at a temperature of 700°C in an oxygen-free environment in the pyrolysis reactor. Here, it's converted into the valuable secondary resources of gas, oil and what's known as recovered carbon black (rCB). The gas produced is used to power the plant, making it self-sufficient in its energy supply.

5. Material recovery

The rCB and pyrolysis oil are used to make new Schwalbe products. This consumes fewer valuable resources and cuts CO₂e emissions.

Green Marathon

We’re reshaping the future with the Green Marathon, the world’s first bicycle tire with a fully closed product loop.

The Green Marathon in practice: summary and outlook

We introduced the Green Marathon in 2023 – the world’s first bicycle tire with a fully closed product loop that doesn’t compromise on durability, safety, or quality. The idea was first thought up many years ago and started as an official project in 2019. More than a year after its market launch, it was evident that the Green Marathon had been enthusiastically received by experts, retailers, and consumers alike. Practical experience has since proved its level of performance and thus made it a milestone in the history of our company.

Innovative materials and environmental benefits

The Green Marathon consists of 80% recycled and renewable materials, including recycled nylon from fishing nets (Seawastex), recovered carbon black from the Schwalbe Recycling System, recycled steel, and rubber. It also contains fair trade natural rubber (Fair Rubber). What’s especially important is that no synthetic rubber based on petroleum is used in production. Over 99% free of harmful substances and with its constant performance, the Green Marathon is setting new standards in the bicycle industry. By 2026, all Schwalbe products are to be guaranteed over 99% free of pollutants. Our goal for 2030 is that all core Schwalbe products comprise at least 80% recycled or renewable materials.

Challenges and development successes

The development of the Green Marathon posed numerous technological challenges. Thanks to intensive cooperation with our partner Hung-A, we were able to reach our targets: maximum eco friendliness, high quality standards and full integration of fair trade rubber. This project also produced our ADDIX Green compound – a basis for further sustainable innovations.

Recognition and awards

It collected a further prize at the end of 2024: the 2025 German Sustainability Award for Products. These accolades underline the significance of the Green Marathon as a groundbreaking system for a sustainable bicycle industry. The innovation strength of the Green Marathon was honored back in 2023 with the Eurobike Green Award and the Design & Innovation Award. In 2024, the Green Marathon also received the Taipei Cycle Show Award.

Green Marathon a pioneer for the entire product portfolio

Schwalbe is consistently applying the knowledge it’s gleaned from the successful development of the Green Marathon to further product lines. In 2024, the percentage of environmentally friendly materials was considerably increased throughout its entire product range. This currently amounts to 70%. Parallel to this, we’re continuously adding to our green attribute products, particularly with regard to racing bike, gravel, MTB, and touring tires. In doing so, we enable cyclists to actively help to save on resources and protect the environment with their choice of product – without having to compromise on quality.

By 2027, we endeavor to use rCB in 80% of our tires and 50% of our inner tubes.

Green Marathon LCA

We’ve now drawn up our first life cycle assessment (LCA) for the Green Marathon with astounding results. This computes as just 1.43 kilograms of CO₂e per tire, which is 41% less than for the predecessor model.

Green Marathon savings

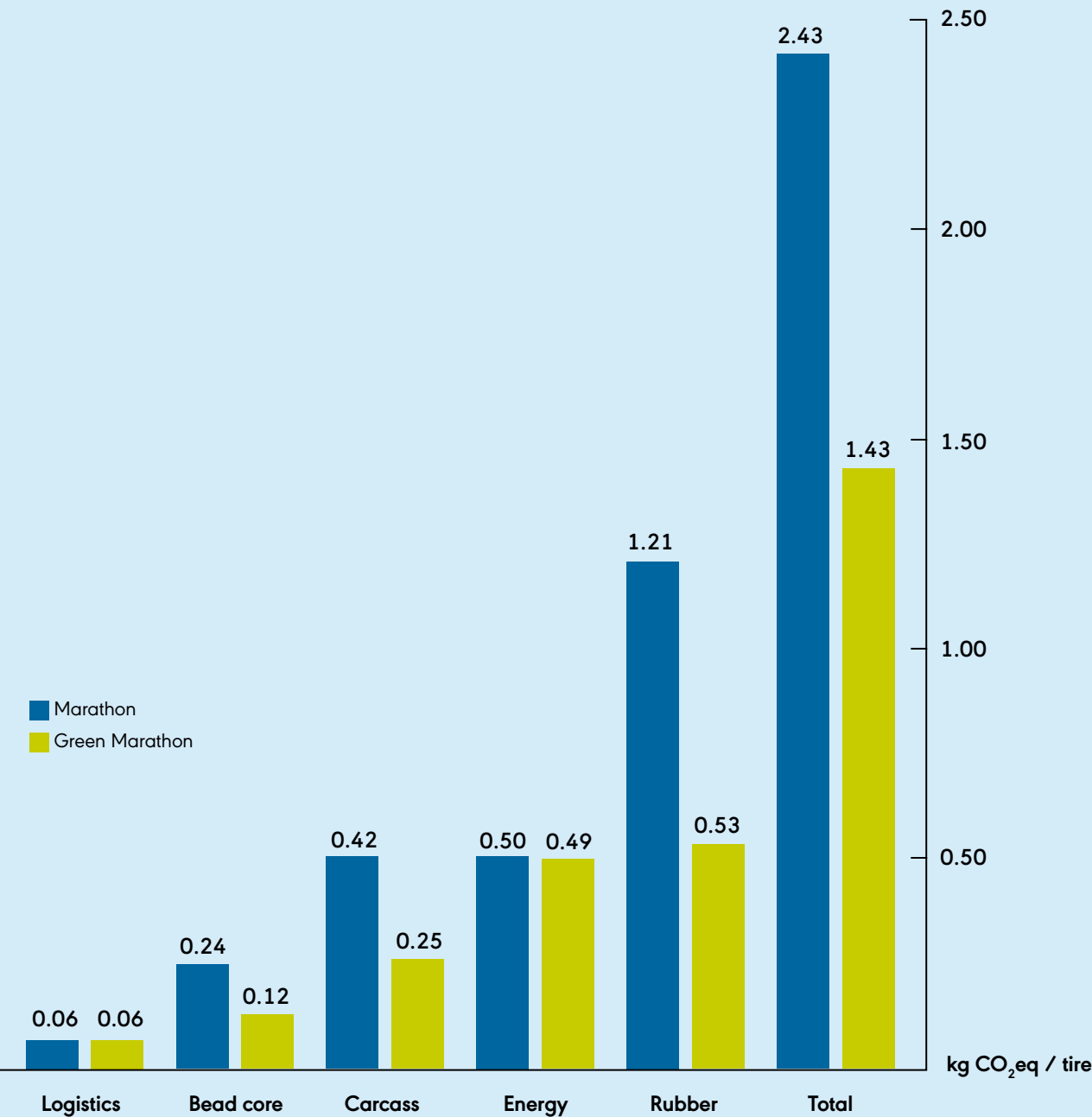
The Green Marathon is a particularly good example of how savings can be made: in 2024 alone, over 1,250,000 kilograms of CO₂e were prevented under this program. This figure emphasizes the great potential individual product innovations can hold for the protection of our climate.

The future: full LCAs from 2026

Based on our positive experiences with the Green Marathon, we’re consistently furthering our commitment to transparency and sustainability. Besides the Green Marathon, by the end of 2026 we want to publish full life cycle assessments for all of our tires and inner tubes. These analyses will map the entire product life cycle, be based on international standards such as ISO 14040, 14044 and 14067 and facilitate specific improvements and carbon reduction measures. We’ve developed our own precise method for future LCA calculations that’s currently being tested and certified by an independent third party.

Carbon Footprint of Products (CFP)

The calculation is based on the most-sold tire size of 40-622 that weighs 810 grams for both models. The exact value varies for other tire sizes.

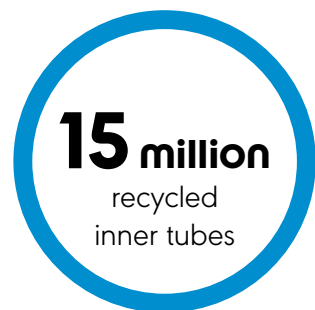




These awards emphasize the innovative strength and ecological relevance of our inner tube recycling program – and encourage us to persist with this measure.



bundes
preis
eco
design



Inner tube recycling

We've systematically recycled used bicycle inner tubes since 2015

Our inner tube recycling program

The collection and recycling of used bicycle inner tubes is a core element of our circular economy strategy. By means of a structured take-back system in place with specialist retailers, we permit used tubes to be returned in eleven participating countries. The inner tubes are collected, prepared, and then centrally transported to our Schwalbe plant in Indonesia where the actual recycling process begins.

We apply a special process on site known as devulcanization. This technically demanding process allows the butyl rubber contained in the inner tube to be separated from its original vulcanization structure so that it can be reused in a new production sequence.

Reduction of environmental impacts

Thanks to this procedure, each new standard Schwalbe inner tube now already contains at least 20% recycled material – a key step towards conserving resources and reducing environmental pollution.

What's particularly important to us with this process is that the quality, safety, and service life of our inner tubes stay at a high level. Our customers can continue to rely on the customary reliability of our products – now with the good feeling that they're helping to make our future more sustainable.

Ecological benefits

Compared to conventional manufacturing, our tube recycling process cuts energy consumption by 80% and carbon emissions by 97% with respect to the use of recycled butyl (rButyl). These values are confirmed by an extensive life cycle assessment (LCA). The study was conducted according to internationally recognized ISO 14040, 14044 and 14067 standards and modeled using the LCA for Experts software.

In 2024, Schwalbe saved a total 4,238 tons of CO₂e by using rButyl from the Schwalbe inner tube recycling program.

Success and forecast

Since the launch of the program in 2015, we've successfully recycled over fourteen million inner tubes.

In extending it to France and Italy, the system is now active in eleven countries, these being Germany, Austria, Switzerland, Great Britain, Belgium, the Netherlands, Luxembourg, Liechtenstein, United States, France, and Italy.

Other nations are to follow in the next few years in order to further drive the circular economy in the bicycle industry together with Schwalbe. By 2035, our inner tube recycling system is to be offered worldwide.

Green attributes

Green attributes aren't merely a subsidiary benefit at Schwalbe – they're part of every decision made about a product.

Benchmark sustainability: our green attribute products

At Schwalbe, sustainability isn't just a buzzword but a benchmark for innovation and product development. One outstanding example of this are our green attribute products which are setting new standards in sustainable materials and responsible manufacture in the bicycle industry. They combine up-to-the-minute technology with persistent selection of sustainable raw materials – for products that meet the highest demands regarding environmental-friendliness, quality, and social equality.

Responsible selection of materials

Our green attribute products are distinguished by the specific use of socioecological responsible materials. They thus actively help to protect our environment, conserve our natural resources, and improve social conditions throughout the entire supply chain. When developing these products, we make sure to use materials that either come from recycled sources, are based on renewable materials or have been obtained under fair social conditions.

Practical examples

At the moment, Fair Rubber is used in 30% of our tire portfolio. We aim to increase this figure to 55% by 2030 and to 100% by 2035. Moreover, we use recovered carbon black (rCB) from our Schwalbe Recycling System to completely replace conventional industrial carbon black based on petroleum and significantly cut our carbon footprint. Recycled nylon (Seawastex) produced from old fishing nets protects marine ecosystems and cuts emissions by 50% compared to the use of virgin nylon. We also directly further process recycled rubber and old inner tubes to save on fossil resources and reduce waste.

Sustainable raw materials

We also specifically use renewable raw materials alongside recycled materials. Silica from rice husk ash is an ecological alternative to conventional silica and significantly lowers the amount of energy required during material extraction. Soybean oil also replaces petroleum-based softeners in our rubber compounds and provides a plant-based, ecofriendly solution.

Green attributes to become standard

Schwalbe is consistently driving the integration of sustainable materials and design principles – what are known as green attributes – into its entire product range.

In the reporting year, the CO₂-reduced Addix Green rubber compound system was introduced to our Motion Big Apple. This is the same compound as the one used in the Green Marathon: in other words, Green Marathon technology is being scrupulously applied to other products and segments. The percentage of recycled materials in the portfolio was also further increased in 2024 – particularly in our everyday models such as our urban and touring tires. Our Green compound, that's especially gentle on resources, is to be successively expanded to include further segments and is in the meantime also found in our Schwalbe Active line.

Looking ahead

We aim to continuously increase our percentage of green attribute products. At the same time, we plan to use at least 50% recycled or renewable materials in each tire product line by then. From 2029, our green attribute policy – with the focus on material and design recycling – is to cover 70% of the entire Schwalbe tire portfolio. By 2035, no new fossil resources (0%) are to be contained in our inner tubes and tires.



Net Zero strategy

Climate protection isn't merely an obligation for us; it's a strategic decision taken for the future. We want to actively bring about change – and not just wait for it to happen.

Beyond net zero

We don't see climate protection as a mere obligation but as a huge chance to actively shoulder responsibility for the future and make it more sustainable.

Our commitment in 2024

Protection of the climate is a key pillar of our corporate strategy and a core component in our understanding of ourselves as a company. At Schwalbe, we're convinced that economic success and ecological responsibility must be inextricably linked to one another.

With this in mind, we conscientiously aim to further minimize the negative impact of our business activities on the climate and our natural surroundings. At the same time, we want to make an active and positive contribution to ensuring that coming generations can enjoy a decent and sustainable future.

Climate protection at Schwalbe means more than simply cutting emissions. It means constantly developing business models and production processes, encouraging innovation, and cementing ecological criteria into all of our company decisions. We see climate protection as a dynamic process that goes beyond legal regulations and pursues ambitious goals geared to the future.

Expanded engagement

In 2024 we again intensified our efforts. We're now investing more in renewable energy, continuously optimizing our energy consumption, and working to fully replace all fossil fuels within our corporate group by 2026 at the latest. Parallel to this, we're committed to the conservation of our ecosystems and support measures to reinstate natural habitats.

Our aim is to transform our entire value chain in line with protection of the climate: from the extraction of raw materials, to production, and to the use and recycling of our products.

Transparent communication

Our aim is to transform our entire value chain in line with protection of the climate: from the extraction of raw materials, to production, and to the use and recycling of our products. We base our actions on internationally recognized standards and campaigns such as the Science-Based Targets initiative (SBTi) to ensure that our commitment is both credible and quantifiable.

We regularly monitor our progress and publish the results so that our measures can be verified and we can provide orientation on responsible business practices in the bicycle industry.

Next-level climate protection measures

We continuously check our carbon footprint. Here, we analyze our business activities with regard to environmental compliance, resource efficiency, social impact, and safety. The structured collection, evaluation, and reporting of our environmental data fall to our CSR team. As leaders in our branch of industry, we support international climate protection goals to limit global warming to well below 2°C. To this end, we're continuously striving to optimize our energy consumption and actively save on resources within our corporate group.

Clear 65% cut in emissions since 2018

Our commitment in 2024 shows that Schwalbe is on course – with explicit targets, specific measures, and the sheer determination to make an effective contribution to global climate protection. Since the previous report, we've been systematically logging emission data for the entire Schwalbe Group. The base year for our climate footprint is 2018. Uniform climate targets apply to all three emission categories – scopes 1, 2 and 3. In 2024, we were able to cut our emissions from 23,072.0 tons of CO₂e in 2018 to 8,029.7 tons of CO₂e. This signifies a drop of 65%.

We’re aiming for net zero scope 1 to 3 emissions by 2040 at the latest.



Net zero climate goal

By signing up to the SBTi, we’ve drawn up a clear roadmap for our emission reductions.

SBTi climate goals

As part of our commitment to effective climate protection, we’ve joined the Science-Based Targets initiative (SBTi), one of the most accepted standards for emission reduction targets based on scientific expertise worldwide. We therefore pledge to make our contribution to limiting global warming to well below 2°C – ideally to 1.5°C.

Specifically, we’re pursuing two key SBTi climate goals: our validated short-to-medium target requires us to cut our greenhouse gas emissions (scopes 1, 2 and 3) by at least 55% by 2030 in relation to base year 2018. This target is valid for the entire Schwalbe Group and includes both direct emissions from our own plants and indirect emissions from energy purchases and our up- and downstream value chains. Thanks to the 65% reduction already achieved in the reporting year, we’ll adjust this SBTi target in the coming year.

As of 2026, a pilot project we’ll be trialing the introduction of an in-house CO₂ price of at least €55 per ton of CO₂e to systematically incorporate climate costs into decision-making processes. In addition, by 2028 we’re aiming for an intercompany net zero scope 1 and 2 target based on validated decarbonization plans for all Schwalbe production sites.

Our long-term goal is to achieve net zero emissions by 2040 at the latest. This goes beyond mere reduction obligations: it requires that all unavoidable residual emissions are fully neutralized by measures designed to permanently remove CO₂ from the atmosphere.

However, despite extensive reduction measures, certain emissions – such as those generated by the extraction of raw materials, energy-intensive preliminary products, or global transportation – can’t be fully avoided, even with today’s technologies. In order to also assume responsibility for these emissions, we’re preparing targeted investments in certified, high-quality Carbon Dioxide Removal (CDR) projects and to set up our own climate protection and development project.

Here, we’ll be consistently relying on natural solutions supported by specific technological techniques. The projects are selected according to strict scientific criteria. Ecological integrity, long-term effectiveness, and social compatibility have special priority.

We understand net zero to be an integral element in a holistic, systematic approach. Our focus lies in permanently cutting emissions throughout the entire value chain, coupled with promotion of natural carbon sinks and regenerative processes.

Emissions reduction

The Schwalbe Group’s climate footprint clearly illustrates that we’ve reduced our emissions since 2018.

Base year 2018

Schwalbe’s emissions are calculated and assessed in comparison with our fixed base year of 2018. Since then, we’ve been continuously recording our greenhouse gas emissions in the three internationally recognized categories: scope 1 (direct emissions), scope 2 (indirect emissions from purchased energy) and scope 3 (all other indirect emissions throughout the value chain).

Significant reductions

We were able to significantly reduce our total emissions in the 2024 reporting year – a clear indication of the effectiveness of our climate strategy and environmentally-friendly optimization of our operational processes and supply chains. Our scope 1 emissions, generated by the operation of our own heating systems and vehicles, among other things, dropped from 617.7 metric tons of CO₂e in 2018 to 411.6 tons in 2024. The cut in scope 2 emissions was even greater: these fell from 386.6 tons in the base year to 51.71 tons of CO₂e in 2024 – a success that was chiefly brought about by our switch to green electricity and expansion of our own renewable sources of energy. The greatest progress was made regarding our scope 3 emissions, however.

Scope 3

Scope 3 refers to all indirect emissions in the up- and downstream value chain, such as those generated during the extraction of materials, manufacture of preliminary products, transportation or later use and disposal of our products. In 2024 these emissions amounted to 7,469.9 tons of CO₂e – as opposed to 22,068.64 tons in 2018.

65% reduction

This means that all in all, the Schwalbe Group has cut its total emissions from 23,072.9 tons of CO₂e in its base year to 8,029.7 tons in 2024. This amounts to a reduction of around 65% – great progress in our effort to cut emissions to net zero by 2040.

Climate targets adjusted to 75% for 2030

We already find ourselves on a clear reduction path that exceeds our original ambitious targets. Based on progress already made, we’ve now reviewed our internal goals and adjusted them accordingly. Specifically, this means that we aim to cut our emissions by 75% by 2030 – for scopes 1, 2 and 3. This target underlines our determination to exercise holistic climate protection throughout the entire value chain.

Scope 1, 2 and 3, Germany			
	2018	2024	target for 2030
Scope 1	385.31	321.44	96.33
Scope 2	297.04	-	
Scope 3	18,404.77	4,359.98	4,601.19
Total	19,087.13	4,680.92	4,697.52

Scope 1, 2 and 3, subsidiaries			
	2018	2024	target for 2030
Scope 1	232.35	90.13	58.09
Scope 2	89.55	51.71	22.39
Scope 3	3,663.87	3,110.48	915.97
Total	3,985.77	3,348.73	996.44

Scope 1, 2 and 3, Germany and subsidiaries			
	2018	2024	target for 2030
Scope 1	617.67	411.57	154.42
Scope 2	386.59	51.71	22.39
Scope 3	22,068.64	7,469.96	5,517.16
Total	23,072,90	8,029,65	5,693.96

Energy and supply

We believe in generating our own electricity, heating with electricity, and greening up our buildings.

Energy consumption in Reichshof

At Schwalbe’s headquarters in Reichshof, Germany, a total 818,624 kilowatt hours of electricity were consumed in 2024. Compared to the previous year (807,269 kWh), this represents a slight change in electricity consumption of about 1%. Of this, 66,000 kilowatt hours were generated by our own electricity from renewable sources: exclusively by solar panels installed on the roof of the building. In 2023, this figure was 69,610 kilowatt hours – a difference of about 5% in the quantity of power generated in house. The remaining requirement was fully covered by certified green electricity procured externally.

Since 2021, the building has profited from a future-oriented energy concept based on cradle-to-cradle design principles. It has been constructed so that materials can be reused, and energy is deployed as efficiently as possible. Besides generating electricity using photovoltaics and installing heat pumps, collecting rainwater for use in sanitary facilities and watering outside areas, for instance, also helps to conserve resources. Extensive rooftop and facade greening improves the microclimate, encourages diversity of species and acts as a natural temperature regulator.

In the reporting year, 657,660 kilowatt hours of gas were needed to heat the Reichshof site. In 2023, this figure was 523,690 kilowatt hours – a change of around 25%. Further, 102,477 liters of fuel were required for the company vehicle fleet. In the previous year, consumption ran to 106,787 liters, signaling a drop of ca. 4%.

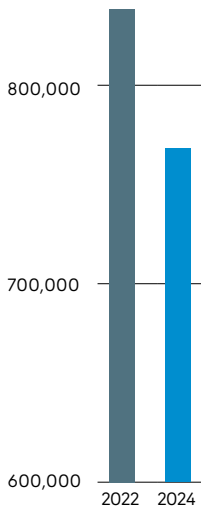
Fossil fuel opt-out by 2026

Schwalbe intends to make the Reichshof site completely independent of fossil fuels by 2026 at the latest. This is to be realized by an extensive transformation plan based on three key pillars: expansion of the company’s renewable electricity production, conversion of the heat generation system and electrification of the company vehicle fleet.

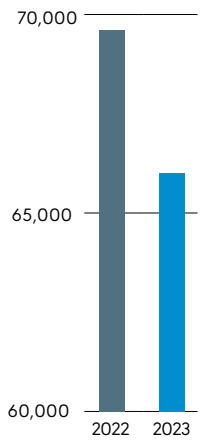
One major component here is the extension of the current photovoltaic system. Schwalbe is planning to completely cover the roofs of the logistics hall and warehouse at the Reichshof headquarters with solar panels. By 2026, the amount of solar electricity generated in house is to have at least tripled. In general, the percentage of electricity produced in house is to be significantly increased and the facility’s entire electricity requirement generated on balance by renewable energies in the long term. By 2027, 50% of the power needed is to be supplied by in-house production.

In parallel, the use of heat pump technology is to be expanded. The idea here is to gradually replace our existing gas-based systems with electrical heat generation. In addition, measures designed to further increase the efficiency of the building envelope and heat distribution are being checked.

The third pillar in the conversion plan concerns our vehicle fleet. Full electrification of all company-owned vehicles is envisaged by the end of 2026. A growing number of vehicles are already being replaced by electric cars, and the associated charging infrastructure is being continuously extended.



Third-party electricity from renewable sources in kWh



Self-generated electricity at the Reichshof site in kWh

Global action, stronger climate

We specifically invest in ecological and social projects – for genuine climate protection that transcends our value chain.

International climate funding

We are well aware of the ecological impact of our activities – both in the production of our bicycle tires and inner tubes and throughout our global supply and value chains.

As a company in the bicycle industry, we’re already helping to bring about an ecofriendly mobility transition with our products. Yet our understanding of responsibility goes further: we consider it our duty to take on an active role in creating a sustainable future.

Instead of concentrating on the illusion of achieving alleged absolute climate neutrality, we instead make targeted contributions in line with international climate funding. We focus on genuine, effective measures that have a positive and regenerative influence on our planet and society.

Our key areas of commitment include investment in projects aimed at the regeneration and conservation of natural ecosystems. Among those we support are reforestation campaigns and the specific expansion of regenerative farming methods that strengthen soil resistance to changes in the climate.

Positive contributions for our climate and natural surroundings

Schwalbe’s climate strategy consciously goes beyond classic emission prevention. We act according to the principle of “avoid, reuse, neutralize – and regenerate.” In emulation of the cradle-to-cradle principle, we aim to not only minimize negative impacts throughout our value chain, but to make positive contributions to the environment and society.

One concrete example of this is our commitment to the long-term conservation and restoration of natural ecosystems, this manifested in our support of various pro-biodiversity projects or reforestation measures in heavily affected regions, such as our agroforestry project on Java, Indonesia.

We also back the Beyond Value Chain Mitigation (BVCM) strategy adopted by the Science-Based Targets initiative. We thus assume a sense of corporate responsibility that doesn’t end at our company boundaries. Rather, we want to act where the greatest leverage for ecological improvement can be found – also beyond our direct spheres of influence. Only in this way can a substantial contribution to global climate stability be made and future generations unburdened in the long term.

Goal: Schwalbe CDR area and Impact Fund from 2026

From 2026, Schwalbe plans to initiate its own CDR (Carbon Dioxide Removal) project covering an area of at least 10,000 hectares. The aim is to make a quantifiable contribution to reducing net emissions by permanently removing CO₂ from the atmosphere. The project is currently being planned in greater detail. 2026 is also to see the establishment of a Schwalbe Impact Fund that will provide targeted support to projects of added social and ecological value.



Climate & planet

**The climate
is changing
fast –
so are we**

We are firmly committed to climate action, the preservation of biodiversity, resource conservation, and a robust circular economy — now and for the years ahead.

Schwalbe group emissions

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

GHG Protocol standard

Our greenhouse gas emission balance for reporting year 2024 was drawn up according to the internationally recognized GHG Protocol: A Corporate Accounting and Reporting Standard. This constitutes all relevant greenhouse gases that fall under the operative control of the Schwalbe Group.

Calculations were made using the ecoinvent 3.9.1 database and the IPCC AR6 assessment method (global warming potential or GWP 100). Since 2023, we’ve computed and validated our climate footprint in cooperation with the ClimateSeed platform.

Scope 1, 2 and 3 emissions for the Schwalbe Group for 2024; all figures in metric tons of CO ₂ e								
		DE	FR	IT	NA	NL	UK	Total
Scope 1	Direct emissions							
	1-1 Direct emissions from stationary combustion sources			1.56	70.25	26.15		97.96
	1-2 Direct emissions from mobile combustion sources	245.84		13.06	13.94	20.99	31.01	324.85
	1-4 Direct fugitive emissions	75.60		0.82		3.81	4.94	85.17
Scope 1 total		321.44		15.44	13.94	24.80	35.95	411.57
Scope 2	Indirect emissions							
	2-1 Indirect emissions from electricity consumption			0.61	17.51	19.76	13.83	51.71
Scope 2 total				0.61	17.51	19.76	13.83	51.71
Scope 3	Other indirect downstream emissions							
	3-1 Purchased goods and services	47.82		5.41	32.12	144.81	2.25	232.41
	3-2 Capital goods				18.56	134.61		153.17
	3-3 Fuel and energy-related activities	113.28		3.99	7.52	11.08	12.34	148.22
	3-4 Upstream transportation and distribution	1,267.52			138.21	355.41	99.06	1,860.20
	3-5 Waste generated in operations	23.71		0.06	0.37	0.98	6.13	31.25
	3-6 Business travel	301.99		3.08	59.63	4.70	24.89	394.29
	3-7 Employee commuting	29.16		7.18	9.66	25.08	14.14	85.22
	3-9 Downstream transportation and distribution				52.32			52.32
	3-11 Use of sold products				0.10			0.10
	3-12 End-of-life treatment of sold products	2,576.00	40.00	36.00	24.00	389.00	194.00	3,259.00
Scope 3 total		4,359.48	40.00	55.73	1,248.83	1,141.89	624.03	7,469.96
Grand total		4,680.92	40.00	71.78	1,350.53	1,212.60	673.81	8,029.65

Schwalbe 2018-2024							
	2018	2019	2020	2021	2022	2023	2024
Scope 1	617.67	567.52	482.40	544.41	506.85	574.34	411.57
Scope 2	386.59	87.65	94.21	99.10	88.11	70.86	51.71
Scope 3	22,068.64	15,292.77	10,762.31	13,384.96	14,570.66	9,703.51	7,469.96
Grand total	23,072.90	15,947.94	11,338.91	14,028.48	15,013.51	10,348.71	8,029.65

Emissions in production

The climate footprint of our joint venture is based on the internationally recognized Greenhouse Gas Protocol (GHG Protocol).

Climate footprint for Hung-A

We draw up a separate climate footprint for the production sites operated by our joint-venture partner Hung-A in Indonesia and Vietnam. The content and method thereof are based on the Greenhouse Gas Protocol (GHG Protocol) and structured in the same way as that of the Schwalbe Group.

In the 2024 reporting year, we further extended the data recorded for these facilities. For the first time, a number of additional scope 3 categories were integrated into the climate footprint in order to depict the emissions from upstream processes even more comprehensively and in even greater detail.

Scope 1, 2 and 3 emissions in production; all figures in metric tons of CO ₂ e				
		Vietnam	Indonesia	Grand total
Scope 1	Direct emissions			
	1-1 Direct emissions from stationary combustion sources	4,301.20	0.31	4,301.51
	1-2 Direct emissions from mobile combustion sources	142.23		142.23
	1-4 Direct fugitive emissions	46.64	63.17	109.81
Scope 1 total		4,490.07	63.48	4,553.55
Scope 2	Indirect emissions			
	2-1 Indirect emissions from electricity consumption	20,180.64	11,451.23	31,631.87
Scope 2 total		20,180.64	11,451.23	31,631.87
Scope 3	Other indirect downstream emissions			
	3-1 Purchased goods and services		28,837.94	28,837.94
	3-2 Capital goods	20.29		20.29
	3-3 Fuel and energy-related activities	4,082.45	907.16	4,989.61
	3-4 Upstream transportation and distribution	72.54	0.16	72.70
	3-5 Waste generated in operations			
	3-6 Business travel			
	3-7 Employee commuting			
	3-9 Downstream transportation and distribution			
	3-11 Use of sold products			
	3-12 End-of-life treatment of sold products			
Scope 3 total		4,175.27	29,745.26	33,920.54
Grand total		28,845.98	41,259.97	70,105.95

Production 2018-2024							
	2018	2019	2020	2021	2022	2023	2024
Scope 1	46,578.38	48,292.64	46,074.29	48,388.16	17,177.76	10,375.54	4,553.55
Scope 2	49,075.03	42,930.03	44,176.62	54,089.62	65,296.37	44,562.06	31,631.87
Scope 3	62,189.18	59,698.24	57,721.03	39,311.41	75,863.19	30,556.03	33,920.54
Grand total	157,842.59	150,920.91	147,971.95	141,789.18	158,337.32	85,493.63	70,105.95

Decoupling production

Decoupling production and emissions is the result of our climate strategy.

Responsibility across the board

Schwalbe recognizes the central role played by the entire supply and production chain in the protection of our climate. It's our declared objective to consistently reduce our emissions and consumption of resources throughout the entire value chain – from the extraction of raw materials to logistics operations – by taking appropriate action and to thus decouple our growth from our ecological footprint.

Progress in production and partnership

In close cooperation with our production partner Hung-A, we've adopted numerous emission reduction approaches at our plants in Indonesia and Vietnam. These include using cutting-edge technology to boost energy efficiency, exploiting sources of renewable energy, and making optimized use of resources.

Decoupling of emissions and production

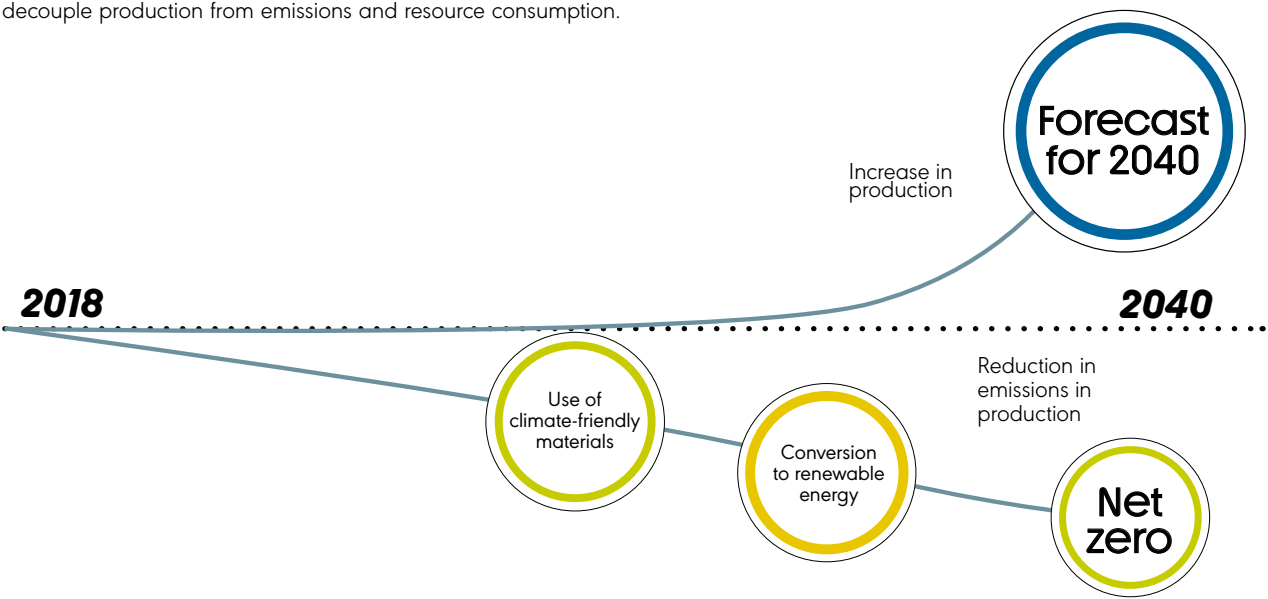
Despite significant rises in manufacturing, emissions in production have dropped considerably since 2018. By the end of 2024, we were able to record a reduction of over 56% compared to the base year. This is the result of diligently applied measures – such as the gradual substitution of fossil fuels by organic waste and biomass, increased use of renewable energy and extensive increases in efficiency at all production sites. The next step planned for 2030 is holistic decoupling that aims to decouple production from emissions and resource consumption.

Decoupling index

In order to quantify the correlation between development in production and greenhouse gas emissions, Schwalbe has developed its own decoupling index. This index describes how production and emissions change in relation to one another. It's positive when production quantities increase while carbon emissions decrease – in other words, when growth is not to the detriment of the climate. This is precisely the case at Schwalbe: the current positive index value indicates that production growth has already been successfully decoupled from an increase in emissions.

Decoupling index

	2018	2020	2022	2024
Emissions (production in 1,000 tons)	157.8	147.9	158.3	70.1
Decoupling index	-	0.17	0.50	0.05



Value chain

Climate protection isn't just a promise, but the result of decisive action.

Consistently sustainable throughout the entire value chain

The progress we've made in cutting emissions hasn't come about by chance – it's the result of targeted measures implemented throughout the entire value chain. From the procurement of raw materials to production to logistics, we're continuously investing in more environmentally friendly solutions.

Electricity from renewable sources and closed loops in production

One milestone in the reporting year was the full conversion to renewable sources of electricity at our production site in Vietnam. By using green electricity, energy-related emissions have been cut by 83% – an important lever in achieving our climate goals. Parallel to this, in Indonesia we also further optimized the water cycle in production; using far less fresh water means that precious resources are conserved. We also believe in seizing the initiative when it comes to energy production: by 2026, 100% of all energy used in production is to come from renewable sources. The next goal we've set ourselves is to make production completely climate-neutral by 2029.

Visionary logistics

Regarding its logistics setup, Schwalbe is increasingly relying on sustainable transportation methods. One pivotal factor here is our location in Wesel that has a direct link to the Emmelsum inland container terminal on the Lower Rhine. Containers are shipped here from the main port (Rotterdam, for instance) on barges powered by biofuel. The remaining stretch to the warehouse is serviced by electric trucks.

Recently, Schwalbe also began using this facility to dispatch deliveries directly to its customers in Europe. These previously all went through the main warehouse in Reichshof. The new organizational structure shortens transportation distances and thus cuts emissions.

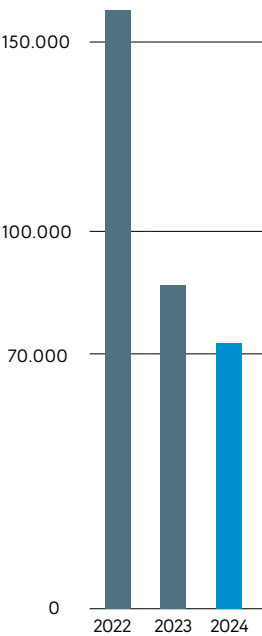
Moreover, climate-neutral shipping options such as DHL GoGreen are used and partnerships with sustainable fuel providers are being further expanded. These measures all help to Schwalbe to efficiently reduce and scale its ecological footprint throughout the entire supply chain – with the future very much in mind.

Future sustainability

Our distinct focus is to protect the climate throughout our entire value chain. For 2026 and beyond, we're planning on further increasing the share of renewable energy in production, using more recycled materials in more product lines, and boosting the number of low-emission transportation solutions. Our aim is to establish a value chain that's consistently ecological, socially responsible, and economically viable.



Our goal is a value chain rigorously designed to be environmentally and socially responsible and economically viable.



Scope 1, 2, 3 in production
Figures in metric tons of CO₂e



As head of Supply Chain Management, Vanessa Schulte is responsible for Schwalbe’s Purchasing, Logistics and HQ departments. With 16 years of experience at Schwalbe under her belt, she manages all interlinked processes from production in Asia to central quantity distribution within the group to shipping routes and all associated warehousing and logistics processes.

Global chain, common goal

Vanessa, you’ve been at Schwalbe for many years now. How has your view of the supply chain changed in this time?

It’s become much more nuanced over the last few years. To begin with, the clear focus was on efficiency, cost optimization, and reliability. We apply far more diverse criteria when we look at it now. The supply chain doesn’t just have to be economically attractive; it also needs to be socially and ecologically responsible. After the pandemic, greater resilience has also become a much more important topic for us all. Supply chains are no longer mere cost factors; they’re a strategic lever for sustainability and thus also a further criterion for long-term competitiveness.

Sustainability is now a strategic topic for supply chain management. What does this mean for your daily work?

Actively integrating sustainability into supply chain management has an effect on all processes in our daily business. With every decision made regarding procurement and logistics, we look much more closely at the environmental impact this has, at the transparency of our partners, and at our carbon footprint. We aim for low-emission transportation and optimized container utilization, and we analyze potential new locations – not only with respect to favorable transportation routes, but also chiefly with a view to environmental and social standards. In close alliance with our CSR department, we assess potential new suppliers and ensure there’s a more intensive exchange of relevant data with our existing partners.

I’m convinced that a sustainable supply chain can’t be brought about by pressure alone – but through trust, common goals, and continuity.

What’s especially important to you when collaborating with suppliers – particularly with regard to environmental and social standards?

For us, common values, plus transparency and mutual trust are the absolute essentials of good partnership. We look for partners who assume responsibility for their employees and their environment and understand sustainability to be an integral part of their entire corporate culture – and not just an annoying topic that has to be addressed. Personally, I appreciate it if we can be open and honest with one another. Sustainability needs to be thought through and implemented in joint agreement if we want to make real progress and bring about change. I find transparency on both sides absolutely imperative in this context, especially in relation to any challenges that might arise. It doesn’t help anyone if regulations and requirements are simply forced through without any further thought. It’s also our responsibility to show an interest in the challenges our partners face and help them to overcome them. You need to repeatedly remind yourself that in the end, we’re pursuing a common goal.

How can social and ecological goals be constructively coordinated with the complexity of a global supply chain?

I must admit, this isn’t always easy! Global supply chains are complex with many different layers and often difficult to fully penetrate.

The only way of doing this is to create transparency. You can only control what you know. We therefore spend a lot of time and effort analyzing our supply chain – not just our direct suppliers but also the levels upstream of them. In the past several years, we’ve taken a number of steps in the right direction here but still have plenty ahead of us if we’re to genuinely create absolute transparency.

Supplier self-disclosure, audits and partnerships like Fair Rubber are an enormous help here. At Schwalbe, we also set great store by long-term partnerships. If you collaborate with us, you have to agree to our code of conduct. This is enshrined in our contracts and regularly features in our joint talks. We’re concerned with cooperation here, too. Lots of improvements can only be made if we believe in understanding and helping each other.

But we also have priorities. We can’t do everything at once if things are to turn out well and be sustainable. We thus concentrate on the levers with the biggest impact. These include the procurement of fair trade natural rubber, for instance, more environmentally friendly forms of transportation and fair working conditions at our partner companies.

In logistics, CO₂ reduction is playing an increasingly vital role. How are you tackling this at Schwalbe?

We’re adopting a number of strategic measures here to lower our emissions. First, we look where we can change modes of transport by moving goods from road to rail, for example. We’re currently in negotiation with various service providers regarding the use of e-trucks. We deliberately selected the site for our new warehouse in Wesel, for instance, because it’s remarkably close to the inland port and e-trucks can be used for the ‘last mile’ between the terminal and warehouse, among various other sustainability criteria.

We’re also trying to pool our shipments through better planning with the help of digitalization and closer communication with our partners: in other words, to make better use of capacities and avoid empty runs.

In addition, we regularly reassess our packaging and loading equipment to see where we can make further optimizations. Packaging has a direct impact on the shipping volume and thus on our carbon emissions. Regarding our loading equipment, this has to be reuseable.

So that our efforts can be measured and we can shoulder responsibility as a matter of principle, we’re constantly working with our external logistics partners on data capture and exchange.

We realize that logistics can never be completely emission-free, but we want to examine this in exact detail and do all we can to pursue an ecofriendly strategy that meets our demand for sustainability and good service.

Which changes are you seeing in the expectations of your partners – and how are these affecting your supply chain strategy?

As a rule, I'd say that both our customers and our suppliers have become much more sensitive, receptive, and also more demanding regarding sustainability issues over the course of the last few years. We think this is good because this is how we can create genuinely sustainable solutions together.

Of course, legal regulations such as the German Act on Corporate Due Diligence Obligations in Supply Chains or the EUDR are requiring and obliging us to exchange information on all sides. The pressure is on for suppliers to provide short-term solutions because they're interested in long-term partnerships and want to set themselves up for the future.

For our strategy, this specifically means that we're now paying much more attention to transparency and partnership and to resilience and, where possible, regionalization. We're systematically increasing the traceability of our products back to suppliers and sources of raw materials, developing common sustainability goals together with strategically important partners and questioning dependencies in supply chains more critically. What's more, sustainability KPIs are being incorporated into our procurement decisions and given the same weight as price, quality, and service.

Which role do digitalization and transparency play for a future-proof supply chain?

For us, both topics are inextricably linked to one another and crucial if we honestly want to reach our targets. Nowadays, digitalization and transparency are key components in the future-proof supply chain – without them, neither sustainability targets nor efficiency or resilience requirements can be properly instigated.

Digitalization allows us to control processes faster, more efficiently and based on data that comes from beyond our company boundaries. We used to manage lots of things manually or based on isolated systems. We now rely on integrated digital platforms. This not only improves our operative control but also gives us a reliable basis on which to make decisions.

Transparency is prerequisite if we are to shoulder responsibility throughout the entire supply chain. It starts with the traceability of our raw materials – such as natural rubber or synthetics – and ends with the disclosure of the working conditions imposed by our sub suppliers. Today, our partners and customers expect us to know exactly where our products come from and under which conditions they were made.

To be more precise, this means that we use digital tools to log supplier data and assess the degree of sustainability. We're working on digital traceability systems so that we can track origins and stages in processing.

And we make use of automated reports and dashboards to make our progress quantifiable.

Digitalization isn't an end in itself but a way of bringing transparency, sustainability, and resilience into line with one another. Only with unequivocal data and reliable information can we actively manage our supply chain and arm ourselves to face upcoming challenges.

And when you look ahead to the next few years, what would you specifically like to achieve with your team for a more sustainable supply chain?

Our aim for the next few years is clear: we don't just want to make our supply chain more sustainable but give it a competitive edge through responsible action. This means we want to have a definite impact – ecologically, socially, and economically.

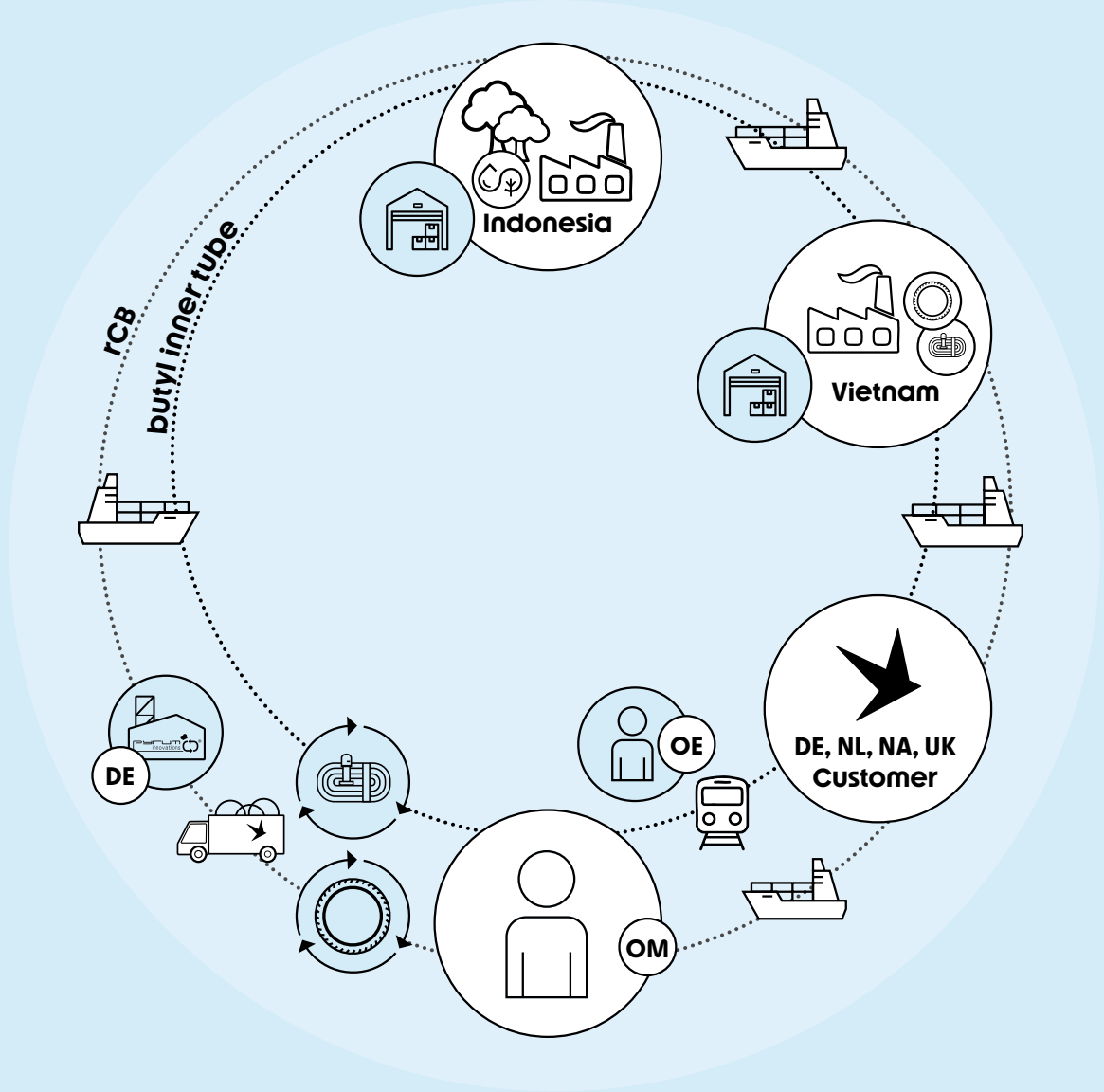
The focus is on three points here: first, more transparency throughout the entire supply chain. We want to delve even deeper into upstream supply levels, especially with respect to critical raw materials such as natural rubber. We aim to be able to fully trace our materials back to their original source – and to collaborate with partners who actively support our environmental and social standards.

Second, we want to measurably reduce our carbon footprint. We'll be working together with our logistics partners and suppliers to develop specific carbon reduction paths by using alternative drives, more efficient transportation chains, and climate-friendly materials, for instance. We don't just want to implement individual measures but instead work holistically towards a more climate-friendly supply chain.

Third, we want to further develop our suppliers in partnership. We don't just want to control them but also actively involve them in the change process. This means sharing knowledge, working on improvements together and strengthening our social responsibility – such as through education programs, joint projects, or fair pay models.

I'm convinced that a sustainable supply chain can't be brought about by pressure alone – but through trust, common goals, and continuity. And this is exactly what we want to build on.

Process routes Asia - Europe/ North America



Overview of the global supply chain

The graphic depicts Schwalbe's international process routes between Asia and Europe/North America. Production is split between the plants in Indonesia (e.g. mixed operation, mold construction) and Vietnam (manufacture, assembly). From there, goods are transported by ship to various international distribution hubs, in particular to Germany (DE), the Netherlands (NL), North America (NA) and the UK.

Distribution to customers (OM) is organized by a central logistics system. Close cooperation between the individual stakeholders – from manufacture to order processing (OE) to dispatch – ensures efficiency and adherence to delivery deadlines through the entire value chain.

Transistion to the circular economy

Each and every returned tire and inner tube actively helps to conserve resources and effect the transition to a circular economy.

Recycling is the key to a circular economy

In the 2024 reporting year, Schwalbe continued to expand its recycling activities and further increased the number of bicycle tires and inner tubes recycled. At the same time, forecasts for emission cuts, especially under the established inner tube recycling program, were updated and made much more precise based on current calculations. These developments show that holistic recycling has become an integral part of our climate strategy.

Growing impact of the circular economy

Since the start of the inner tube recycling program in 2015, the Schwalbe Recycling System has been steadily further developed – regarding both its extensiveness and effect. By the end of the reporting period, over 15 million bicycle inner tubes had been successfully recycled. This amounts to about 2,200 tons of material returned to the production cycle – material that otherwise would have ended up as waste.

In the reporting year alone, over 2.7 million inner tubes were collected and recycled, which is equivalent to about 432 tons of reused rubber. By way of comparison, in the previous reporting year (2023), these figures ran to 2.4 million tubes and ca. 384 tons of material. This rise shows how fast awareness of circular systems is growing, both in the retail trade and among our end customers.

The tire recycling program launched in 2022 has also undergone an extremely dynamic development. By the end of 2024, more than 1,365,000 bicycle tires had been taken back and fed into the recycling system. This impressively shows just how much potential lies in establishing closed material loops – and how important it is to actively help to bring about change.

A further milestone was the international expansion of our inner tube recycling setup: alongside Germany, Austria, Switzerland, the Benelux states, Great Britain and Liechtenstein, the recycling network now also includes the USA, France, and Italy. This means that the Schwalbe Recycling System is now active in eleven countries, with further international markets planned.

Recyclate as a climate protector

Schwalbe aims to save a total of 22,000 tons of CO₂ equivalents by 2030 using recyclate produced by its own recycling system. This ambitious target is possible because the manufacture of recyclate – recovered carbon black or recycled rubber, for example – generates much less CO₂ than extracting and processing new materials. 22,000 tons of CO₂ amount to approximately the average annual emissions of ca. 4,000 cars or the energy consumed by about one thousand households.*

Clear increase in recycling rates

Increasing participation of specialist retailers and expansion into new markets have brought about a steady increase in return rates. Based on our revised forecast, we aim to have recycled around 18 million bicycle inner tubes and over three million bicycle tires by the end of 2026. Our target for 2028 is 24 million recycled bicycle inner tubes and six million recycled bicycle tires. For 2029, we have also set ourselves a relative recycling rate for our tubes and tires of at least 30%.

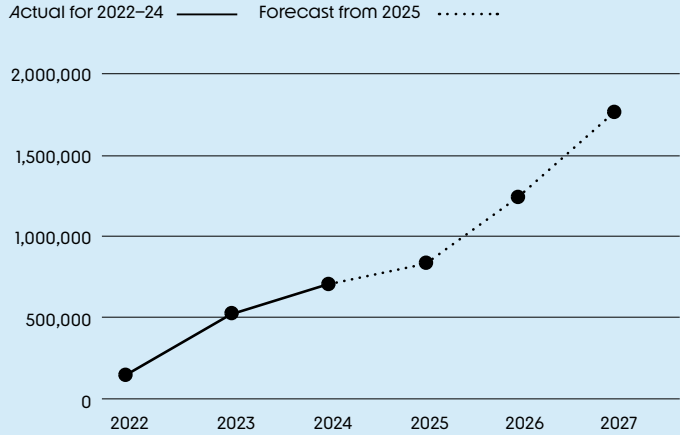
Extended forecast: quantifiable emission savings

Since the 2023 reporting year, detailed product carbon footprint (PCF) analyses have enabled us to accurately record the emissions saved by inner tube recycling. For the 2024 reporting year, a reduction of around 4,238 tons of CO₂e was identified (previous year: 5,683 tons of CO₂e). For 2026, we're reckoning on a cumulative cut in emissions of over 15,257 tons of CO₂e. From 2030 onwards, we aim to save over 6,500 tons of CO₂e through our inner tube recycling program

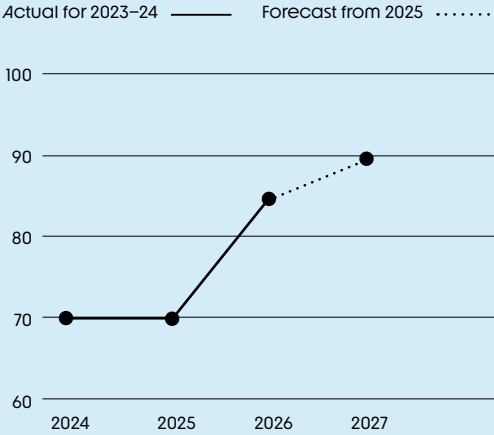
* 22,000 t CO₂e is the equivalent of around 130–207 million kilometers driven by an average car. This amounts to 4,000 cars travelling an average of 32,500 to 51,750 kilometers per year. European households (annual carbon footprint): at 10.7 t CO₂e per capita and an average of 2.3 persons per household ≈ 900 households for one year.

Recycling data and forecast

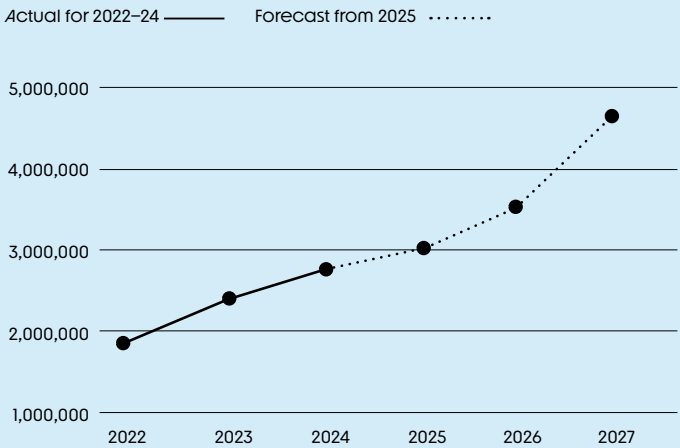
Recycled tires (number/ year)



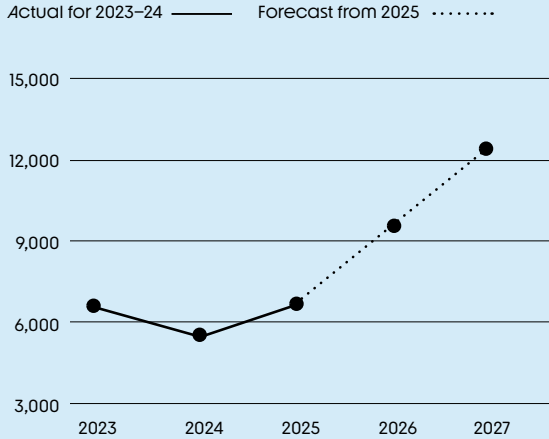
Share of rCB in the tire portfolio (in %/ year)



Recycled inner tubes (number/ year)



Emissions saved by using recycled materials (in t CO₂e/ year)





CSR manager Jens Timmerbeil has been part of Schwalbe's sustainability evolution since 2022. He's responsible for the development and implementation of Schwalbe's sustainability strategy. The key topics here are carbon footprint calculation, emission reduction, climate strategy, and sustainability reporting.

Successful climate strategy

Jens, how did you come to join Schwalbe back in the day – and what appeal did work on the sustainability strategy in a family business hold for you?

My background is in minerals engineering, classic business management, and business psychology. I wrote my bachelor thesis at Schwalbe in 2019, where I first acknowledged the global challenges posed by climate protection and the scarcity of resources. I thus became familiar with the ecological and social challenges of our company early on. When I then joined the CSR team at Schwalbe permanently, I was able to develop these topics further – and actively apply my personal interest in environmental and climate protection to company practice.

Schwalbe has adopted an extensive climate strategy. What, for you, are the core principles of this strategy?

Our climate strategy is based on three basic principles: sound science, holistic thinking, and long-term effect. We align our actions with the Science-Based Targets initiative (SBTi) and have set ourselves clear, science-based targets. This gives us a sense of direction. At the same time, we don't see climate protection as a single entity but it includes energy, mobility, material loops, biodiversity, and social issues in the equation. For us, the emphasis is on drastically cutting our emissions – wherever we have a direct or indirect influence.

How is Schwalbe's climate strategy embedded in its overall corporate policy – and what does this mean specifically for corporate governance?

Our climate strategy is firmly integrated into Schwalbe's overall strategy. For every economic activity generates emissions; we can't ignore this fact. With the knowledge we've amassed over the past few years and through close cooperation with universities and specialist partners, we can now make specific adjustments to certain areas of our operations that have a direct impact on our climate footprint. This starts with major strategic decisions, such as selection of lower-emission haulage companies, the choice of materials in product development or how we scale our recycling systems. But we also change the little things, like the mobility patterns of our employees or by serving climate-friendly food in our canteen.



Our goal is to remove more CO₂ than we produce.

Which role do data, indicators, and quantifiable progress play in your climate goals?

A very large one. Our ambitious climate goals need a solid foundation – one we've gradually established in the team over the last few years. By working closely across our various departments, we've built up quite an impressive database.

For us, data, precise figures (KPIs), and transparent progress reports form the basis we use to purposefully control our measures and draw up an honest assessment of the progress we've made. By openly communicating where we stand and what we're aiming for, we're consciously allowing ourselves to be compared to others – and at the end the day, we must allow ourselves to be measured by our own progress.

How strategically relevant is the link between climate protection and biodiversity for Schwalbe – and how do you incorporate this into your projects?

For us, the protection of our climate and biodiversity are inextricably linked – chiefly because of our natural rubber supply chain that's directly associated with sensitive ecosystems such as the tropical rainforest. Through our partnership with the Borneo Orangutan Survival Foundation, for instance, we help protect and reinstate areas of rainforest – natural habitats that not only safeguard our diversity of species but also play a significant role in the storage of CO₂.

We also support ecological and socially sustainable farming methods through our cooperation with Fair Rubber: for example, agroforestry systems that specifically help to regenerate the soil and promote local biodiversity.

Scope 3 is considered to be especially challenging. How do you deal with indirect emissions in the value chain at Schwalbe?

That's true. Scope 3 is our biggest concern – but also our biggest lever. Around 95% of our emissions are generated throughout the supply chain. This is why we're specifically working with our partners to transparently record emission data and develop communal reduction paths – whether in the selection of materials or in the energy used to power production.

What pays off here is what's always made Schwalbe unique: long-term partnerships, trust, cooperation – and the courage to try something new. This has enabled us to cut our scope 3 emissions by over 35% in this reporting period alone. Above all, this is a joint success brought about by the close cooperation with our long-term production partner Hung-A.

Which interfaces in the company are key to the success of your climate strategy – and how do you work together here?

The whole company has to be involved if our climate strategy is to prove effective. Especially when recording data, everyone has to contribute. Whether this is Logistics, Purchasing, Production or Administration: only through concerted, detailed cooperation across all departments have we been able to produce the extensive database we now form our decisions on.

We're incredibly lucky to have a management group behind us who not only supports CSR but actively prioritizes it and thinks strategically. This gives us the scope we need.

We also stage internal workshops, hold training courses and are in constant dialogue with our colleagues. This repeatedly provides valuable input that we can directly incorporate into our work.

When you look ahead to the next few years, what, for you, is the most important goal you want to reach in the team?

Our aim is not just to do business 'less poorly' but to have a positive impact. This means removing more emissions from the atmosphere than we generate. At the same time, I wish we could interest more people in this issue – both in the company and outside it. For we have the chance to boost a product that's already fantastic by giving it more credible, more ecofriendly attributes.

It'd be a genuine success if people would in future naturally go for a tire that's not only convincing in its performance but also has the best – or rather, least – impact on our environment. If people, no longer have to think about whether a product is also environmentally-friendly or not – because this is simply a matter of course – then we've really made a difference.

Resource consumption

Our mission is to conserve resources and avoid waste.

Progress in company resources management

The amount of waste collected at our company headquarters in Reichshof amounted to 43.74 tons in the reporting year. 1,630 cubic meters of water were used, with around 99 cubic meters of this disposed of as wastewater. In addition, 0.86 tons of electrical waste were correctly recycled. Our waste is disposed of and recycled in close cooperation with specialized partners who ensure that material flows are impeccably treated both ecologically and with regard to legal provisions. Organic waste continues to be used to generate renewable energy – with the added advantage that this further saves on carbon emissions.

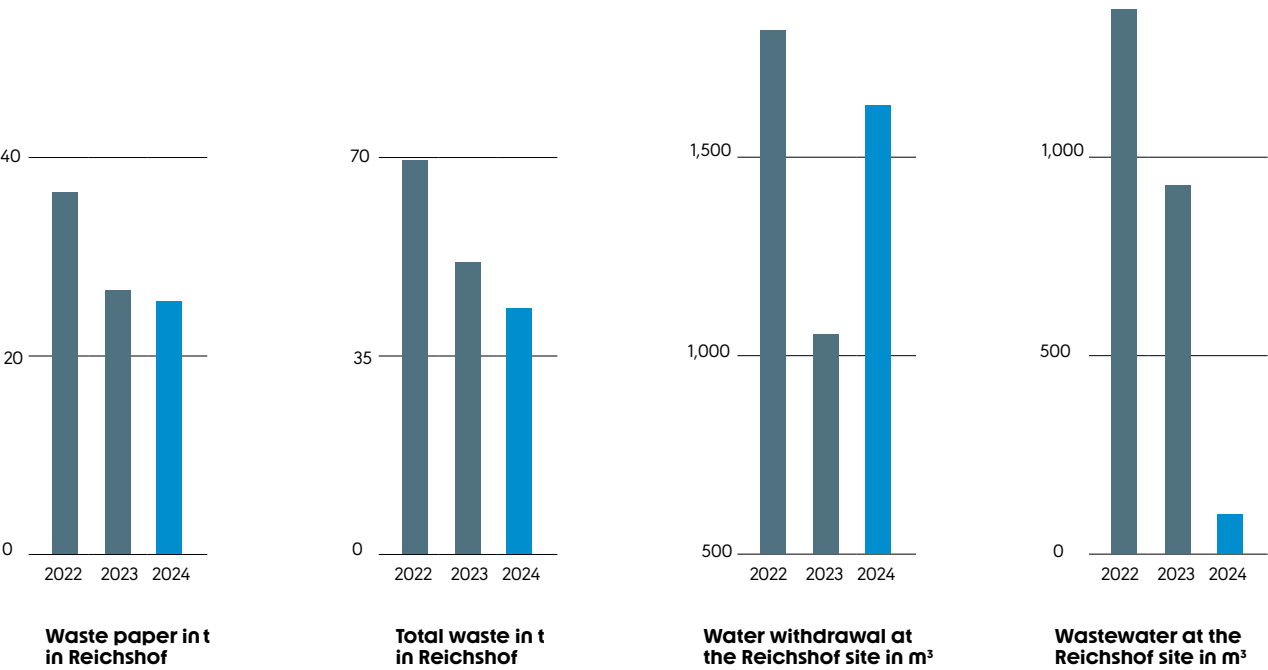
Waste in t	2022	2023	2024
Industry/commercial bulky goods	-	-	3.62
Plastics	14.61	5.76	3.68
Paper/cardboard	36.35	26.49	25.39
Hazardous waste	-	-	-
Electrical waste	1.19	0.26	0.86
Remaining waste	17.68	19.12	10.19
Total	69.83	51.63	43.74

Packaging rethought

With respect to packaging, Schwalbe has adopted a rigorous strategy to reduce its environmental impact. All after-market products are packaged exclusively in cardboard made of renewable and recycled raw materials. All packaging consists of FSC-certified paper and cardboard. Schwalbe only uses recycled LDPE film to package goods for transportation. Furthermore, Schwalbe supports the industry-wide campaign run by CONEBI and CIE to reduce packaging waste in the cycling industry.

Resource consumption targets

By 2026, we aim to only use recycled materials to package all Schwalbe products and at the same time significantly reduce our remaining packaging volumes. From 2028, we will only use 100% circular materials at the point of sale (POS) and at our trade fair stands. From 2029, all Schwalbe sites will be subject to a zero-waste specification. This will then apply to the entire value chain from 2040.



Commitment to biodiversity

We endeavor to conserve and promote biological diversity.

Our commitment to biological diversity

Protecting biodiversity remains a major element of Schwalbe’s CSR strategy. Through targeted projects and long-term partnerships, we actively help to preserve our natural diversity of species and stabilize endangered ecosystems – both globally and in our local region.

Measures to conserve biodiversity in Asia

In our commitment to Fair Rubber, we’re not only helping to improve social working conditions but also encouraging the conservation of biodiversity in the tropical rainforest by adopting various sustainable farming methods. Our certified natural rubber comes from what are known as jungle plantations that, unlike monocultures, help to retain the natural diversity of the rainforest. In 2024, ca. 7,500 rubber tree saplings and other botanicals were planted to enlarge protected areas and preserve habitats rich in different species. Another priority for us is our support for the protection of biodiversity on Borneo. Together with the Borneo Orangutan Survival Foundation (BOSF), we’re helping to rescue endangered orangutans and release them back into the wild. This goes way beyond mere animal welfare, however, as this campaign also protects large swaths of forest and conserves them in the long term.

Agroforestry project on Java

Schwalbe is the first company in the bicycle industry to have initiated its own agroforestry project on this Indonesian island. This project was further expanded in the 2024 reporting year. The aim is to extend this area to 100 hectares by 2029 and establish a biodiverse, jungle-like system of cultivation that makes efficient use of land and helps to ensure the economic stability of the local farming community in the long term.

Target for 2027: biodiversity at company sites

By 2027, Schwalbe aims to have naturally landscaped all of the outside areas at its various company locations. This will include structural planting, the use of local plant species and measures to encourage biodiversity such as insect habitats. A standardized system of biodiversity monitoring will also be introduced. A target system validated by Science-Based Targets for Nature (SBTN) will form the basis here. Various dedicated measures are also to bring about a 75% reduction in the amount of water used in tire production by 2027.

Regional reforestation in Reichshof-Wehnrath

Schwalbe is also making a stand for regional biodiversity and climate protection near to its headquarters in Reichshof. Begun in 2023, the project to replant an area of forest measuring 10,000 square meters is already showing the first signs of success: the young saplings have now taken root and are starting to develop, with the first new growth appearing on some of the species of tree during the reporting period. The forest will continue to grow in the next few years and become more and more visible.

The aim is to create a climate-resilient mixed woodland that not only provides a natural habitat for a wide range of flora and fauna but also acts as a model area for future measures designed to achieve negative emissions and test different carbon dioxide removal strategies.

Progress and targets for the BOSF project

The BOSF (Borneo Orangutan Survival Foundation) project has been able to slightly increase its conservation area from 461,000 hectares in 2022 and 2023 to 468,000 hectares in 2024. While the number of animals saved in 2022 (23) was much higher than in the following years, the number of orangutans returned to the wild shows a strong commitment to rehabilitation: in 2023, 20 orangutans were successfully released to the wild – a peak value compared to four in 2022 and six in 2024. In total, the BOSF has already saved over 2,200 orangutans and successfully released over 500. These figures underline the long-term success and great significance of this project for the protection of endangered animals. Our next planned step for 2026 is to set up our own nature conservation project with BOSF that encompasses at least 10,000 hectares of land.

Goal: biodiversity monitoring

Schwalbe intends to implement a systematic biodiversity monitoring system throughout the rubber supply chain at select locations from 2026. With its monitoring program, Schwalbe wishes to identify any potential impact on biological diversity in good time and develop specific measures to protect local ecosystems.



Promotion of a cycling culture

As a pioneer of the cycling industry, we're driving the mobility transition. We believe in the power of the bicycle, making towns and cities better places to live and enabling sustainable mobility for all.

SHAPING THE FUTURE OF MOBILITY

The bicycle is a key component of climate-friendly mobility.

The bicycle as a future-proof mobility solution

Promoting cycling is a key component of Schwalbe's corporate philosophy. The bicycle is increasingly establishing itself as an intelligent, sustainable, everyday form of individual mobility – both in urban centers and out in the country. It makes a valuable contribution to combating the climate and energy crisis, reduces traffic in overcrowded cities and noticeably cuts carbon emissions. At the same time, cycling regularly has a positive effect on our health and wellbeing, provides us with our daily exercise, and increases our awareness of a more sustainable way of life.

Promoting sustainable commuting alternatives

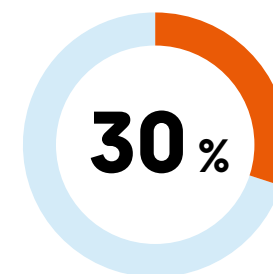
Schwalbe has implemented a number of concrete measures to also encourage environmentally friendly mobility at work. The introduction of internal premium systems for employees who cycle to the office is one such example. The company also supports cycling facilities such as Bikepark Winterberg and actively advocates the further expansion of footpaths and cycle lanes in the Oberberg region. In doing so, we want to function as a role model not just within our own company but also inspire change throughout the whole of society. For us, consistent promotion of a cycling culture illustrates how we actively assume responsibility – and is a major factor in the shift to more sustainable forms of transport.

Joint action for sustainable change

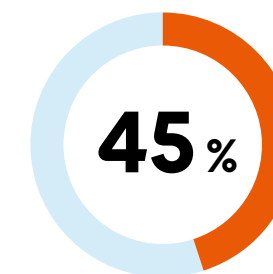
Schwalbe actively contributes to a large number of cooperative projects. The aim of these campaigns is to establish practical measures to encourage climate protection in the bicycle industry. They also function as a blueprint for future cooperations – with the desire to not only rethink mobility but to explicitly change it as well.

Planned mobility summit at Schwalbe

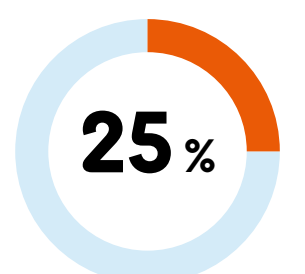
Schwalbe is planning to host a mobility summit that will concentrate on the key challenges and future opportunities of sustainable mobility. The aim of the event is to discuss possible innovative solutions together with representatives from the worlds of business, science, politics, and civil society, placing particular emphasis on the circular economy, urban traffic transition, and role of the bicycle as a future-oriented mode of transport. The summit will endeavor to encourage interdisciplinary exchanges of information, provide inspiration and further highlight Schwalbe's commitment to climate-friendly mobility for the future. This event is scheduled to be held in the course of 2026.



of passenger-vehicle trips in dense urban areas are shiftable to cycling (UBA)



of all journeys to work or school in Copenhagen are made by bicycle – the highest proportion of any capital city in the world (City of Copenhagen)



of urban routes are shorter than 1 km (PATH)

Urban cycling as part of the mobility transition

The bicycle belongs at the heart of the city of tomorrow – and we’re diligently promoting urban cycling to this end.

Urban mobility in transition

The future of the city starts on two wheels: people’s understanding of mobility is drastically changing in more and more urban environments. The focus is moving away from motorized private transport to sustainable, space-saving, inclusive forms of travel. The bicycle plays a key role in all this – not only as an answer to our traffic problems but also as an integral element in fairer urban planning.

This change gained further momentum in 2024. Social backing for cycle-friendly infrastructures has increased, with lots of communities increasingly investing in safe, accessible, well-connected cycle networks. For Schwalbe, this trend is much more than just a market impulse: urban cycling belongs to our conviction that mobility works best when it focuses on people and not the vehicle.

Schwalbe is actively driving urban cycling

Our contribution to the urban mobility transition starts with the development of tires that are specially designed for the complex demands of city traffic. We specifically invest in research and innovation to find tire solutions that also function reliably when it’s wet, the road surface is poor, or the tire is subject to high stress. Durability, puncture protection, cycling comfort and visibility are prime issues – for safety is essential, especially in heavy city traffic.

Our tour and city models are devised in close cooperation with urban cyclists. This participative approach to development ensures that our products are practical and future-proof. By entering into dialogue with stakeholders in politics, business, and civil society, we’re helping to make the future more bicycle friendly.

Holistic cycle-friendly infrastructure

For us, urban cycling doesn’t only mean providing better products, but also actively helping to design infrastructures. This is why we get involved in urban planning campaigns that promote the conversion of traffic routes – from protected cycling lanes to safe bicycle parking areas to multimodal traffic hubs into which the bicycle is seamlessly integrated with other modes of transport.

Our vision is a city where the bicycle plays an equal role in the mobility mix as a matter of course. This can only succeed if general structures such as lighting, traffic safety, charger networks for e-bikes and social accessibility are also considered in urban layouts. We try to ensure that these elements become an integral part of communal and regional traffic planning.



Urban cycling represents a new quality of urban life: one that’s quieter, cleaner, healthier – and inclusive. So that cities remain good places to live, mobility solutions that aren’t just efficient but also fair are called for. Schwalbe is doing its bit here – through innovation and dialogue and by assuming responsibility.

Urban cycling as a contribution to climate protection and quality of life

The bicycle is more than just a means of transportation – it’s a tool for social transformation. It helps to lower emissions, reduce noise and counteract physical inactivity. In cities with high pollution levels in particular, cycling considerably helps to improve the quality of life.

Urban cycling also aids social equality. It enables people who can’t afford a car or deliberately choose not to own one to be mobile. Children and youngsters become more self-sufficient, older people stay active and refugees are able to participate in city life with little cost and effort. This social dimension is a major factor in our corporate responsibility.

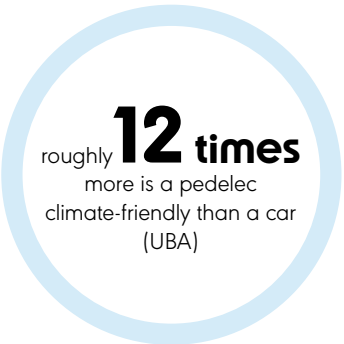
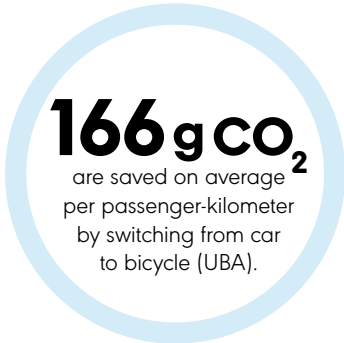
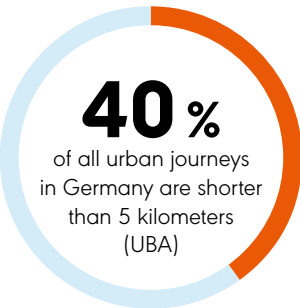
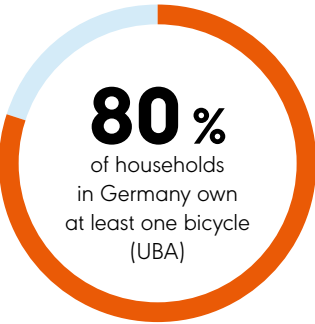
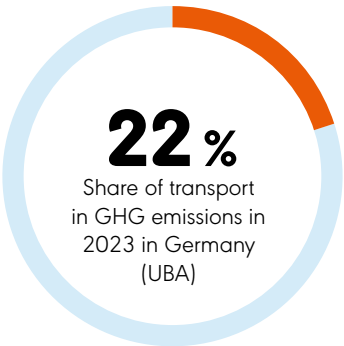
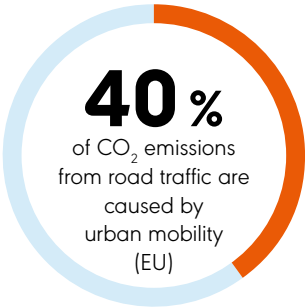
Local commitment: the STADTRADELN model in Reichshof

The community of Reichshof’s commitment to the STADTRADELN 2024 event shows how urban cycling (= “Stadtradeln”) can have an impact at a local level. With the help of 24 active participants, over 5,236 kilometers were cycled within the space of a few weeks. This saved over 869 kilograms of CO₂e – sending a strong signal as to how even small communities can contribute by making conscious decisions on mobility. The figures for 2025 are as follows: 23 cyclists, 9,235 kilometers and over 1,514 kilograms of CO₂e saved. As a long-term partner to this campaign, we not only provide support in the form of materials and communication; we’re also sending a clear signal for social change. Urban cycling starts with the everyday things: projects such as STADTRADELN serve to motivate people and raise general awareness.

Responsibility and vision: our mission continues

Schwalbe sees urban cycling as part of an extensive change in culture. Not only must cities rethink their traffic situation but also their social and ecological makeup. We believe in a form of mobility that combines accessibility, safety, sustainability, and a zest of life – and doesn’t leave anyone out.

Our responsibility doesn’t end at the curb: whether new product solutions, educational partnerships, political stimulus, or urban planning contributions, we’re continuously working to help effect the transition to a bicycle-friendly city. For we’re convinced: the town of tomorrow rides a bicycle – and is quieter, climate-friendly, and accessible to all.





We are Schwalbe

Our corporate culture is built on strong values, an openness to new ideas and perpetual encouragement from individual perspectives. At Schwalbe, together we provide a future full of opportunity.

Room for creativity

As a value-oriented family business, Schwalbe centers on people.

Values as a compass in a dynamic world

In our increasingly complex, fast-moving world, clear values give Schwalbe a crucial sense of direction. They are at the root of all our actions and mold our corporate culture. Our way of work is characterized by a strong sense of humanity, determination, and clear orientation.

We achieve our objectives working together in a family environment, one marked by flat hierarchies, fairness, integrity, honesty, and mutual respect. We nurture a sense of cooperation that transcends cultural boundaries.

As an international company, we profit from the diversity of our personnel and the experience gleaned by different cultural groups. International partnerships have written major chapters in our success story since 1922.

Innovation is at the hub of our corporate culture: short development cycles and quick decision-making processes allow us to test ideas early on and quickly adapt products where necessary.

Responsibility, creativity, and innovation

For us, it is understood that we show responsibility towards society and the environment. We create a working environment that supports responsible, sustainable action and actively encourages the commitment of our employees. Our new headquarters in Reichshof provides an environment that fosters creativity and innovation: open office spaces, modern conference rooms and multipurpose workstations provide plenty of space for innovative ideas and interdisciplinary cooperation.

Flat hierarchies and open communication

Flat hierarchies are a distinguishing feature of the Schwalbe company. Our employees are encouraged to actively contribute, develop their own ideas, and take on responsibility. Transparency and dialogue are core components of our practiced corporate culture – examples of this include the Ideas Box in our canteen and Birdnest Intranet where staff are repeatedly asked to give their feedback and make suggestions.

Diversity and integration

Diversity and international networking have long been a representative trait of our company. We believe in treating each other with respect, do not tolerate any form of discrimination and appreciate the different perspectives and areas of competence our employees provide.

Campaigns such as Girls' Day specifically help to interest more women in technical careers and underline our striving to make the world of work an inclusive one.

Future plans

To encourage people to eat a healthy, sustainable diet, we plan to open our certified green canteen in 2026. In the future, this will serve regional, seasonal and more plant-based food, thus creating a greater awareness of how we manage our foodstuffs in our everyday working lives.

Moreover, we're also looking at setting up our own daycare center in the future. This undertaking is currently in its early planning stages and is scheduled for the medium to long term. The aim is to make it easier for our employees to affect a sound balance between work and family life and provide them with reliable, family-friendly child supervision in the long term.

Perspectives and qualification

For us, encouraging talent means shaping the future.

Ongoing qualification forms the nucleus of our HR strategy

Continuous support for and further qualification of our staff are a key pillar in Schwalbe’s HR strategy. Our aim is to systematically identify individual potential, encourage it and thus actively further people in their careers. One focus is on the further development of managerial skills and specialist expertise. For this purpose, we offer a broad spectrum of management seminars and modular further training programs for our executive managers and other employees. These courses are geared towards current requirements and future developments and help to strengthen management at all levels in the long term.

First further training data published

Quantitative information on our further training measures is being published for the first time for the 2024 reporting year. A total of 32 people took part in further training, seven of them women and 25 of them men. The total further training time ran to 1,874 hours, split between 434.5 hours for female staff and 1,439.5 for male employees.

Hours of further training*			
	2022	2023	2024
Women	400	415	434.5
Men	1,400	1,420	1,439.5
Non-binary	0	0	0
Total	1,800	1,835	1,874.0

Students			
	2022	2023	2024
Work/study students	0	0	0
Student workers	3	4	3

Fostering the next generation

Specifically, fostering the next generation of Schwalbe personnel is also important to us. At our company, apprentices are given individual support through our work buddy system. We also have modern assessment programs in place that facilitate personal and technical development and organize this transparently.

To monitor the development of our staff even more efficiently, we’re making increasing use of digital systems to record feedback and development potential. These tools permit us to identify strengths and fields for development at an early stage, derive individual training measures from these and systematically help to structure people’s career paths.

Target for 2027: Schwalbe Campus

We’re planning to set up Schwalbe Campus in 2027. This will serve as a platform where personnel can improve their knowledge of and exchange information on corporate social responsibility through regular CSR workshops and campaigns, among other things. The aim is to establish sustainable patterns of thought and action in the long term and to pass these on to others.

Participants in further training			
	2022	2023	2024
Women	6	6	7
Men	23	23	25
Non-binary	0	0	0
Total	29	29	32

Apprentices			
	2022	2023	2024
Trainees	4	4	4
Internships	0	19**	15

* Figures approximated for 2022 and 2023; actual figures for 2024.
** Internships from one-day to longer-term placements.

274

Employees

Structure of the workforce at Schwalbe			
	2022	2023	2024
Total number of staff at Schwalbe	275	280	274
of which men	206	207	203
of which women	69	73	71
of which non-binary	0	0	0
of which in Germany	203	212	205
of which in the UK	16	16	16
of which in France	3	5	5
of which in the Netherlands	34	28	31
of which in Italy	3	3	3
of which in the USA	16	16	14
of which elsewhere	0	0	0
of which full-time	239	232	230
of which part-time	36	45	44
of which temporary	4	8	4
of which permanent	271	269	270
Nationalities throughout the group	14	14	14
Average years of company employment	10	11.69	12.85

Diversity			
	2022	2023	2024
Women in the highest supervisory body	2	2	2
Men in the highest supervisory body	1	1	1
Women in management	3	3	3
Men in management	9	9	10

Occupational health and safety			
	2022	2023	2024
Workforce (in %) covered by an internal management system	100 %	100 %	100 %
Number of work-related accidents	0	2	1
of which with serious consequences	0	0	0
of which fatal	0	0	0
Number of work-related illnesses	0	0	0

Age distribution			
	2022	2023	2024
under 30 years	41	37	45
30 – 50 years	163	165	155
over 50 years	71	76	74

Employee development			
	2022	2023	2024
Staff turnover rate	2.2 %	0.9 %	2.9 %
Number of new employees	28	15	0
Rate of new employees	10.2 %	5.4 %	0 %

Employees on parental leave			
	2022	2023	2024
Women	8	4	5
Men	5	7	9

As of December 31, 2024, the Schwalbe Group employed a total of 274 people (280 in the previous year). The staff turnover rate was 2.9%. The data given refers to our headquarters in Reichshof and to our international subsidiaries outside Germany.

Shaping the future together

Programs for engagement and development through 2030.

Long-term goals and concrete measures up to 2030

Schwalbe understands social responsibility to not just be an external commitment but also part of its practiced corporate culture that starts with its own employees. In the coming years, we'll be specifically focusing on programs that strengthen social commitment, participation, and personal development. Our plan of action runs until 2030 – with clear milestones to guide us.

2026 – launch of new formats

2026 will mark the start of several strategic campaigns. With our Schwalbe Impact Fund, we're creating a platform for impact-based social commitment. Parallel to this, our first mobility summit – a forum for sustainable mobility solutions – will be held in Reichshof. In addition, the Schwalbe Diversity Scorecard will be introduced that makes diversity and inclusion quantifiable and visible.

2027 – focus on education and social resilience

In 2027, we'll be launching our CSR workshops for various schools in our region to foster social skills and environmental awareness at an early age. At the same time, we'll be introducing an inclusion quota to make our efforts for more equal opportunities also visible within the company. A further module will take the form of a corporate social resilience index, with which we'll be systematically measuring and developing the social resilience of our organization. We also plan to open an education fund for the offspring of our personnel.

2028 – active employee involvement

One key aim for 2028 is to get at least 50% of our staff actively involved in social projects. In this year, we'll also be setting up a number of social labs at all our subsidiaries to initiate specific projects with their local communities. The introduction of a mentoring program for young female and non-binary professionals will encourage individual development and create new perspectives. Furthermore, extensive sports activities will be offered at all locations.

2029 – sabbaticals and scholarships

As of 2029, personnel will be given the opportunity to temporarily commit themselves to various charities under our social sabbatical program. We'll also be establishing a scholarship fund aimed at young people with disabilities or history of migration in cooperation with various NGOs. Our further training program will be extended and doubled compared to 2024.

2030 – effective educational coverage

From 2030, we want to reach out to at least 3,000 school pupils a year through our Schwalbe CSR workshops or various participation formats. In doing so, we're clearly demonstrating our long-term commitment to the education sector and specifically supporting social participation from a young age.

Global perspective

Our sense of responsibility doesn't stop at our company gates. This is why we're gradually increasing our commitment to cover various international projects, particularly in regions where our products are made or see intensive use. Here, we support programs that promote access to education, fair working conditions, and ecological resilience. This means that our measures have an impact both locally and globally.

Partnerships and alliances

One key factor for success up to 2030 will be our cooperation with partners from civil society, science, and business. We pool our knowledge, resources, and ideas through alliances with schools, universities NGOs and startups. This provides us with new impetus that has an effect beyond our company walls and can trigger social change in the long term.

Responsibility for people

Our sustainable benefits create real added value for our team.

Company pensions plan

At Schwalbe, our company pensions plan (CPP) is a firm expression of our responsibility to society. We aim to enable all personnel to build up a secure pension for the future that's higher than the statutory rate.

We create a general framework for this that surpasses legal standards:

- Through our deferred compensation scheme, employees can invest up to 8% of the contribution assessment threshold at a favorable tax and social security rate.
- As an option, the employer's contribution to capital accumulation benefits can be paid into the CPP as an own contribution.
- Schwalbe supplements these employee contributions with percentage subsidies.
- Long-term personnel also benefit from a fixed monthly employer's contribution.
- Free, individual advice on pensions is available to all employees during working hours.

This model is fair, transparent, and fully accessible. Over 95% of our staff were signed up to the CPP in 2024 – a clear sign that this enjoys a high level of acceptance.

Occupational health and safety

Occupational health and safety (OHAS) are deeply rooted in our company philosophy and a primary factor in our duty of care towards all of our workforce. The protection of people's physical and mental health therefore takes top priority in the course of our business operations. Our OHAS measures cover a broad spectrum and are systematically coordinated with one another. Through regular training courses and briefings, we sensitize all personnel to safety-relevant topics and actively promote a culture of safety at work. This is supplemented by extensive, ongoing risk assessments that identify any potential dangers well in advance and thus enable targeted preventive action to be taken.

A further focus at Schwalbe lies in consistent application of up-to-the minute safety standards and technical safety systems. Here, we work closely together with OHAS officers and external experts to continuously optimize all processes and incorporate new developments into our safety concepts.

Mobility and sustainability

For Schwalbe, sustainable mobility is much more than a product requirement – it's an integral part of our company philosophy and dominates our daily activities. We don't merely want to develop climate-friendly solutions for the market but also consciously practice and actively drive this concept within our own company. We therefore rigorously encourage environmentally friendly mobility among our employees with a full range of incentives.

One key item here is our extremely popular bike leasing program. In 2024, a total of 85 bicycles were leased by staff (79 in the previous year), clearly indicating their growing interest in sustainable forms of travel. To make cycling even more attractive, we run a company-owned bicycle workshop where small repairs or maintenance can be conducted with ease. We also provide modern e-charging points, showers and changing rooms so that people can freshen up after cycling to work, making their commute comfortable and practical.

Our continuous efforts to establish a bicycle-friendly corporate culture were again rewarded in the reporting period by a gold certificate from the Allgemeiner Deutscher Fahrrad-Club (German cycling association or ADFC) and the EU – an award that visibly endorses our commitment in this field and motivates us to continue in this direction.

Parallel to this, we're also forging ahead with the electrification of our vehicle fleet. In 2024, at least 25 battery electric vehicles (BEVs) were in use in a major step towards emission-free company mobility. (Update: as of June 30, 2025, the number of BEVs had increased to 27.) We aim to convert our entire fleet over to electromobility by 2026 at the latest. In doing so, we want to further reduce our carbon footprint and demonstrate that ecological responsibility can also be specifically and effectively shouldered with respect to company mobility.



COMMITMENT

For us, responsibility doesn't stop at the doors of our company. Through various educational projects, funding for sports and the arts and the work of our foundation, we actively facilitate participation in society.

Vision 2040 for society

Schwalbe has made its aim to measurably improve participation in society for over 100,000 people by 2040

Indicator-based monitoring

In its field of action dedicated to social commitment, Schwalbe endeavors to have verifiably improved participation in society for over 100,000 people by 2040. In order to reliably monitor and manage this target, an indicator-based monitoring system is currently being developed that's to be implemented in 2026.

The aim of this is to make the actual impact of Schwalbe's social campaigns measurable – not as a general statistic but according to clearly defined quantitative and qualitative criteria. The first step in this multi-stage process is to draw up a company-wide set of indicators. These will distinguish between the type of target group, type of funding (for education, access to mobility, social support, and the like) and scope and depth of impact, for instance. This means that the various projects can be compared not just in relation to their extent but also regarding their concrete effect on society.

Systematic data capture and evaluation

The next step is to systematically record and evaluate all current and planned CSR measures in the social commitment category. For this purpose, existing data from Schwalbe's project work will be collated using standardized survey tools such as feedback forms, participant records, and impact studies. External partner organizations and NGOs will be actively involved to provide realistic assessments and response from real-life scenarios.

The central CSR team is responsible for managing the monitoring system in close cooperation with Controlling and the relevant functions at Schwalbe's subsidiaries. The new setup will be integrated into existing management systems and subject to regular checks.

Learning and strategic management

Our monitoring system will be continuously further developed and evaluated every year to enable Schwalbe to react to any changes in the project landscape and needs of society. The objective here isn't just documentation but also strategic management: the system is to help specifically strengthen the company's CSR campaigns with demonstrable effect and identify new spheres of necessary action in good time.

Incorporation into the overall strategy

Monitoring is part of our company-wide sustainability management system and complements existing ecological impact models – such as those aimed at cutting carbon emissions or conserving resources. This ensures that participation in society is understood to not merely be a supplement to but part and parcel of Schwalbe's sustainability strategy – and that it's implemented as such. This results in a uniform social responsibility management tool that aims to both have an impact and create transparency – with Schwalbe effectively helping to noticeably improve social participation by 2040.

Transparency and effective communication

One overriding element in our monitoring system is the transparent communication of results. Besides management in house, all findings are to be regularly included in our external reporting, one such example being our annual CSR and sustainability report. This clearly indicates which specific contributions Schwalbe is making regarding its commitment to society and how many people have actually been reached out to. This combination of measurable indicators, independent validation and plausible reporting makes for a high degree of credibility. With this, Schwalbe isn't just enabling the effects of its responsibility to society to be managed in house; it also allows this to be verified and compared by external stakeholders.

The Schwalbe Foundation

The Schwalbe Foundation stands for our promise to make mobility fairer, more socially accessible, and more viable for the future.

The Schwalbe Foundation: rethinking mobility

Mobility means more than getting from A to B: it stands for freedom, self-determination, and participation in society. Yet in Germany, access to mobility is unequally distributed. Since 2024, the Schwalbe Foundation has worked for a socially fair mobility transition. The objective here is to provide all people – regardless of their age, background, income, or location – with access to safe, affordable, and self-determined mobility.

Pinpointing and alleviating poor mobility access

Today's system of mobility has large deficits when it comes to equality. Many people only have restricted access to mobility services – either due to poor infrastructure, prohibitive costs, or a lack of codetermination. Those most affected are children and teenagers from low-income families, senior citizens out in the country, single parents without a car, people with disabilities or those with a history of flight or migration. These limitations have a direct impact on education, social participation, and quality of life.

One year of foundation work – first steps and networking

Since its operative start in November 2024, the Schwalbe Foundation has established its key structures, these being a small team, advisory board, website, and newsletter. It's also active in various foundation networks and has good connections to similar setups.

Schwalbe
Stiftung



Funding projects – a summary

The foundation believes in forming strong partnerships with committed organizations. These include the following:

- Zukunftswerkstatt Radmobilität (bicycle mobility future workshop) – together with ADFC RheinBerg-Oberberg, the Dutch Cycling Embassy and a number of communities, ideas have been developed to improve cycling infrastructure, focusing on various target groups.
- Matters close to our heart – in this category, with the help of funding from the foundation Schwalbe employees set up their own social projects, such as inclusive sports lessons or help for the homeless.
- Bike Bridge e.V. – in Stuttgart, children, and young adults with a history of flight or migration are being socially integrated and empowered with the help of the bicycle. By providing mobility services at schools in Stuttgart, we're consciously promoting these young people by strengthening their skills, encouraging their self-efficacy, and building up their self-confidence in the long term.
- Children for a better World e.V. – in disadvantaged suburbs, mobility barriers for children are being investigated, with new freedoms to be created by the provision of mobility budgets.
- Mutly gUG – in Hamburg, the foundation supports mobility services for older people in an attempt to combat isolation and ensure a better quality of life.
- CYCASSEL (University of Kassel, Germany) – this project underlines the importance of the bicycle in urban areas through research, practical campaigns, and social commitment.

Outlook – where our focus lies

In the future, the foundation will focus primarily on two groups: children and young people whose independent mobility has greatly decreased. People in rural areas are often extremely restricted without a car. Here, the foundation is planning its own operative projects to develop and implement solutions for more mobility equality.

Mobility for all – now and in the future

Mobility equality is a primary prerequisite for participation in society. The Schwalbe Foundation will continue to support select projects, build up partnerships and actively take part in public debate – for fair mobility for all.

Our children's advisory council

Schwalbe's Children's Advisory Council has been a fixed asset in our commitment to society since 2022.

Commitment right from the start: Schwalbe Children's Advisory Council

At the moment, 21 children aged between seven and 15 belong to the Schwalbe Children's Advisory Council, all of them offspring of Schwalbe employees. What they all share is a willingness to assume responsibility, to actively help other children and to make the world that little bit better. Our committee gives them the opportunity to familiarize themselves with social issues early on, learn about codetermination and become directly involved in democratic processes.

The Children's Advisory Council meets at regular intervals and has a fixed budget that's managed exclusively by the children themselves. Charitable organizations from all over Germany can submit their projects supporting children and young adults to the council for consideration. The children then read the applications, discuss these on equal footing, ask any questions they need to and ultimately decide together which projects they wish to financially support. Work on the council isn't just about funding but about developing a genuine understanding of social challenges and feeling that change can be brought about by the decisions you yourself make.

The Schwalbe Children's Advisory Council is supervised by Children for a better World e.V., an association that supports 13 children's committees throughout Germany and aims to help kids and young adults experience real social participation regardless of their origin and social background. A strong model for participation has become established in Wehnrath over the years. It combines Schwalbe's values – responsibility, codetermination, and respect – with child-friendly development. The youngsters contribute their own ideas, assume responsibility for their own actions, and develop an awareness of how social commitment works.

By 2026: joint target of 30 sponsored projects

The Schwalbe Children's Advisory Council has made its aim to support a total of 30 social projects by 2026. This target doesn't just motivate the kids; it's also an expression of their long-term commitment.

In 2024, the Schwalbe Children's Advisory Council supported ten projects

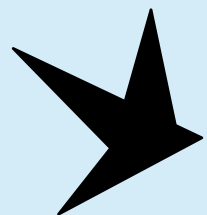
Ten projects were successfully supported in 2024 with a total budget of €15,000. If we include sponsorship from previous years, this means that a total of 20 different projects have now received assistance. The Children's Advisory Council is thus well on track to reach its self-designated target for 2026.

The following ten projects were financially aided in 2024: MathMoms (Stiftung Sonnenseite) – €1,500; physiotherapy in Mongolia (Happy Bambini e.V.) – €1,500; inclusive football (BSV Bielstein) – €1,000; therapy horse Lotta (Haus früher Hilfen e.V.) – €500; cinema visit for disadvantaged children (Chancen Leben e.V.) – €500; new cloakroom for day care center Samenkorn – €1,500; medical equipment for Bethlehem children's hospital (Caritas) – €3,000; holiday camp for handicapped children – €2,000; climbing holidays (Climbg GmbH) – €2,000; school books for orphan girls in India (NALAM e.V.) – €1,500.

One highlight of 2024 was the waffle bake-up on World Children's Day, on which members of the Children's Advisory Council collected donations for an additional project in a great show of initiative. The event wasn't just a success with respect to the amount donated; it was also a strong show of self-efficacy and community.

World Bicycle Relief

Besides the Children's Advisory Council, in 2024 Schwalbe again supported World Bicycle Relief as part of the Advent campaign organized by MTB News and other platforms, doubling individual donations from €25 to the sum of €15,000.



Social responsibility

Grassroots sport and the arts

Art, culture, and sport enrich our lives and society in general. This is why we're passionate about sustainably promoting all the above and, in doing so, helping to bring people together.

Arts and sports funding

Schwalbe attaches immense importance to supporting sport and the arts at both regional and national level. Our commitment in this area ranges from professional and amateur sports to cultural venues and events.

Schwalbe Arena: a center for sport and culture

State-of-the-art events location Schwalbe Arena in Gummersbach was opened in 2013 in cooperation with the state of North Rhine-Westphalia, the city of Gummersbach and VfL Gummersbach with the support of Ralf Bohle GmbH and other companies.

The arena serves as a venue for top sports at international level, amateur and school sports activities, and all kinds of cultural events. It's also a key facility for the region that actively endeavors to make sport and the arts accessible to a wide public.

Arts funding: Schauspielhaus Bergneustadt

Promotion of the arts is something that holds immense value for our company. Schwalbe is therefore steadfast in its support of cultural events and institutions such as Schauspielhaus Bergneustadt, one of the best-known theatres in the Bergisches Land region, which has been awarded the renowned theatre prize by the German federal state of North Rhine-Westphalia for its excellent work in this field. The arts encourage creativity, provide social and cultural food for thought and enrich the quality of life of the people in our region.

Sponsored projects

	2022	2023	2024
Grassroots sport	9	8	9
Cultural and social projects	41	41	37
Total	50	49	46

Wheelchair basketball: inclusion through sport

Schwalbe is a premium partner to German wheelchair basketball and actively supports the national teams. In close cooperation with athletes, we help to continuously optimize their equipment - a key factor in a class of sport where just the tiniest differences can be relevant to performance.

TTC Schwalbe Bergneustadt: strong bond and long tradition Our partnership with table tennis club TTC Schwalbe Bergneustadt looks back on a history spanning many decades. Ralf Bohle, the founder of the Schwalbe brand, joined the club back in 1948 and played a defining role here for many years. He was chairperson of the club from 1984 to 2010. We still share a strong bond today: many former top players are now part of our team.

VfL Gummersbach: exclusive partnership and top sporting performance

Schwalbe is the proud exclusive partner of VfL Gummersbach, one of the most traditional and successful handball clubs in Germany. The club actively supports grassroots sport and offers a wide range of activities for sports enthusiasts of all ages.

Project funding summary

In 2022 and 2023, 50 and 49 amateur sports, arts and social projects were provided with funding. In 2024, the total number of sponsored projects amounted to 46. At nine in 2022 and eight in 2023, the number of projects dedicated to grassroots sport was more or less constant, with this figure again running to nine in 2024. In 2022 and 2023, 41 respective arts and social projects were implemented, with this number at 37 in 2024.



Further information

Transparency is at the root of all our actions. Here, we base our measures on the United Nations' Sustainable Development Goals (SDG) and the reporting standards issued by the Global Reporting Initiative (GRI).

SDG contribution

Our corporate activities make an important contribution to the following Sustainable Development Goals (SDG): 7, 8, 9, 12, 13 and 15. The following summary shows how we are supporting these goals with our commitment.

SDG 7: affordable and clean energy

- Schwalbe products support resource-conserving, energy-efficient mobility
- Use and expansion of renewable energy at our production sites
- Energy-efficient, renewable electricity generation at various company facilities

SDG 8: decent work and economic growth

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

SDG 9: industry, innovation, and infrastructure

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

SDG 12: responsible consumption and production

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

SDG 13: climate action

- Schwalbe's energy concept reduces environmentally harmful emissions at the headquarters in Reichshof
- Schwalbe's mobility concept promotes ecofriendly Schwalbe commutes to work for employees
- Ecological standards have been introduced in the supply chain and are being continuously expanded
- Implementation of climate protection schemes at the production sites in Indonesia and Vietnam
- Using renewable and recycled materials in production results in a drastic cut in emissions

SDG 15: life on land

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



Facts and Figures

Status Schwalbe as of June 30, 2025

3.9 million
recycled bicycle inner
tubes worldwide incl.
2024

1.2 million
recycled bicycle tires
incl. 2024

11
countries using
the recycling system

4,523
members of
Fair Rubber

**3,071
hectares**
of farmed
Fair Rubber land

**468,000
hectares**
of BOSF
conservation area

71%
cut in Schwalbe
Group emissions
since 2018

70%
cut in production
emissions since 2018

9,005t
CO₂e saved by use
of recycled materials
incl. 2024

271
employees

97%
staff retention rate

25
apprentices
incl. students

86%
green attributes
sales share

30%
share of Fair Rubber
in the tire portfolio

70%
rCB contained in the
Schwalbe product
range

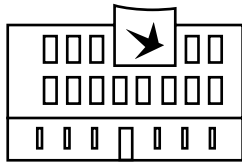
20
Children's Advisory
Council projects
since 2023

17
grassroots sports
projects since 2023

78
cultural and social
projects since 2023

Schwalbe's four pillars of responsibility

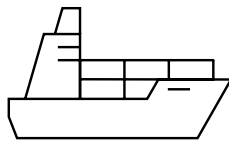
- = just started
- = to be further expanded
- = to be implemented according to plan



Company

Responsible, transparent, and ethical corporate governance

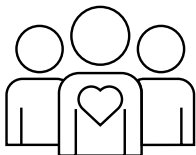
- Employees** ○ Extensive support and encouragement (further training, bike leasing, etc.)
- Company headquarters** ○ New HQ materials 70 % fully recyclable and 28 % downcyclable
- Energy concept** ○ 100 % electricity from renewable sources
- Mobility** ○ Sustainable mobility (cycle-friendly employer,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



Supply chain

Fairness, transparency, and sustainability throughout the entire value chain

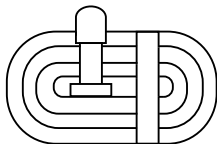
- Fair trade** ○ Partnership with the Fair Rubber Association for the fair trade of natural rubber, higher wages and better working conditions
- Global Energy concept in Production** ○ Use of organic waste instead of coal, expansion of renewable energies
- Logistics** ○ Selection according to CSR criteria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



Social commitment

Assumption of social responsibility and promotion of inclusion

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



Products

Development of sustainable, resource-efficient, and environmentally friendly products

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

GRI index

Assignment of material topics and GRI indicators			
Pillar of CSR responsibility	GRI Indicator	Material topic	SDG
Product	GRI 306	Material optimization	7, 9,1 2, 13
	GRI 302, GRI 305, GRI 306	Innovation, R&D	
	GRI 416	Customer concerns	
Company	GRI 2	Stakeholder dialogue	7, 8, 9, 12, 13, 15
	GRI 2	Compliance	
	GRI 401, GRI 404	Basic and further training	
	GRI 401, GRI 405	Working conditions and diversity	
	GRI 403	Work and process safety, occupational health, and safety	
	GRI 302, GRI 305	Energy and emissions	
Supply chain	GRI 204, GRI 308, GRI 414	Social standards in the supply chain	7, 8, 9, 12, 13, 15
	GRI 302, GRI 305, GRI 306	Environmental standards in the supply chain, biodiversity	
Social commitment	GRI 416	Promotion of a cycling culture	8, 12, 13, 15
	GRI 203, GRI 401, GRI 404	Good corporate governance	
GRI Indicator	Disclosure	Comments and references	Page
GRI 1:	Foundation 2021	Ralf Bohle GmbH has reported the information cited in this GRI index for the period January 1 to December 31, 2024, with reference to the GRI Standards.	
GRI 2:	General Disclosures 2021		
	The organization and its reporting practices		
GRI 2-1	Organizational details		87
GRI 2-2	Entities included in the organization’s sustainability reporting		144
GRI 2-3	Reporting period, frequency, and contact point	January 1–December 31, 2024, once a year, CSR team/Felix Jahn, csr@schwalbe.com	
GRI 2-4	Restatements of information	In drawing up the greenhouse gas emission balance for 2024, the data from previous years (2018–2023) was systematically recalculated. A double count of emission data for 2023 was rectified. An error in data transmission for Schwalbe UK led to incorrect disclosure of emissions. During recalculation, this was corrected and accounted for in the revised emissions inventory.	104
GRI 2-5	External assurance	This CSR report has not been externally reviewed.	
	Activities and employees		
GRI 2-6	Activities, value chain, and other business relationships		84, 87, 107, 111
GRI 2-7	Employees		125

GRI Indicator	Disclosure	Comments and references	Page
	Corporate governance		
GRI 2-9	Governance structure and composition	The management board and board of shareholders comprise the corporate bodies. The operative governance structure of the management is split into the departments of Marketing, CSR, Development, Technology, Finance and Sales, plus IT, Digitalization, HR, and SCM.	
GRI 2-10	Nomination and selection of the highest governance body	Management board posts are filled by resolution of the board of shareholders, on which the three family foundations are represented.	
GRI 2-11	Chair of the highest governance body	No formal supervisory body with a chairperson exists in the structure of Ralf Bohle GmbH. Operative management lies with the managing director. There is thus no distinction between the chair of the highest governance body and the managing director. The shareholder representatives of the family foundations are thus responsible for control and strategic alignment.	
GRI 2-12	Role of the highest governance body in overseeing the management of impacts	The shareholder representatives of the three family foundations monitor the company’s impact on the environment, society, and the economy at regular coordinating meetings. The managing director issues a quarterly report for this purpose. Sustainability is an integral part of the corporate strategy.	
GRI 2-13	Delegation of responsibility for managing impacts	Overall responsibility for CSR is delegated to the spokesperson for the management (CEO).	
GRI 2-14	Role of the highest governance body in sustainability reporting	CSR reporting is reviewed and approved by the management and board of shareholders.	
GRI 2-15	Conflicts of interest	Conflicts of interest are avoided by observation of and compliance with the basic principles of the management.	
GRI 2-16	Communication of critical concerns	There were no incidents during the reporting period.	
GRI 2-17	Collective knowledge of the highest governance body	The management informs and exchanges information with the board of shareholders on a regular basis on the current state of development of CSR in the company.	
GRI 2-18	Evaluation of the performance of the highest governance body	No evaluation is made.	
GRI 2-19	Remuneration policies	This is not published according to the annual financial statement pursuant to Section 286 IV HBG.	
GRI 2-20	Process to determine remuneration	Is not published.	
GRI 2-21	Annual total compensation ratio	Is not published.	
	Strategy, guidelines, and practices		
GRI 2-22	Statement on sustainable development strategy		6, 7
GRI 2-23	Policy commitments		80, 81
GRI 2-24	Embedding policy commitments		80, 81
GRI 2-25	Processes to remediate negative impacts	Use of own risk management system (business report 2024)	
GRI 2-26	Mechanisms for seeking advice and raising concerns	Concerns are raised with the complaints office at compliance@schwalbe.com. There were no incidents during the reporting period.	
GRI 2-27	Compliance with laws and regulations	Ralf Bohle GmbH complies with the laws and regulations within and outside Germany.	

GRI Indicator	Disclosure	Comments and references	Page
GRI 3:	Material Topics 2021		
GRI 3-1	Process to determine material topics		78
GRI 3-2	List of material topics	Material topics updated according to the materiality analysis from 2024	79, 140
GRI 3-3	Management of material topics		71, 72
GRI 201	Economic Performance 2016		
GRI 201-1	Direct economic value generated and distributed	Published in the business report for 2024.	
GRI 203	Indirect Economic Impacts 2016		
GRI 203-1	Infrastructure investments and services supported		82, 83, 117
GRI 205	Anti-corruption 2016		
GRI 205-3	Confirmed incidents of corruption and actions taken	No known incidents.	
GRI 302	Energy 2016		
GRI 302-1	Energy consumption within the organization		100
GRI 302-4	Reduction of energy consumption		100
GRI 303	Water and Effluents 2018		
GRI 303-3	Water withdrawal		100
GRI 305	Emissions 2016		
GRI 305-1	Direct (scope 1) GHG emissions		104
GRI 305-2	Energy indirect (scope 2) GHG emissions		104
GRI 305-3	Other indirect energy-related GHG emissions (scope 3)		104
GRI 305-5	Reduction of GHG emissions		97, 98, 99
GRI 306	Waste 2020		
GRI 306-1	Waste generation and significant waste-related impacts		116
GRI 306-2	Management of significant waste-related impacts		116
GRI 306-3	Waste generated		116
GRI 306-4	Waste diverted from disposal		116
GRI 308	Supplier Environmental Assessment 2016		
GRI 308-1	New suppliers that were screened using environmental criteria	New suppliers are audited based on the supplier code of conduct.	

GRI Indicator	Disclosure	Comments and references	Page
GRI 401	Employment 2016		
GRI 401-1	New employee hires and employee turnover		125
GRI 403	Occupational Health and Safety 2018		
GRI 403-1	Occupational health and safety management system		127
GRI 403-2	Hazard identification, risk assessment and incident investigation		127
GRI 403-3	Occupational health services		127
GRI 403-4	Worker participation, consultation, and communication on occupational health and safety		127
GRI 403-5	Worker training on occupational health and safety		127
GRI 403-6	Promotion of worker health		127
GRI 403-8	Workers covered by an occupational health and safety management system		125
GRI 403-9	Work-related injuries	During the reporting period an accident occurred on the company premises involving two people who were not members of the company. The incident was recorded as a work-related injury involving third parties.	125
GRI 404	Training and Education 2016		
GRI 404-2	Programs for upgrading employee skills and transition assistance programs		124
GRI 405	Diversity and Equal Opportunity 2016		
GRI 405-1	Diversity of governance bodies and employees		125
GRI 406	Non-discrimination 2016		
GRI 406-1	Incidents of discrimination and corrective actions taken	There were no incidents of discrimination during the reporting period.	
GRI 414	Supplier Social Assessment 2016		
GRI 414-1	New suppliers that were screened using social criteria	New suppliers are audited based on the supplier code of conduct.	
GRI 416	Customer Health and Safety 2016		
GRI 416-1	Assessment of the health and safety impacts of product and service categories		89, 92

About this report

The current report is the fourth CSR report published by Schwalbe. It describes Ralf Bohle GmbH’s corporate responsibility, associated vision and CSR targets and activities in the year 2024. The consolidation group for the current report is the Schwalbe Group including its international subsidiaries. This applies in particular to the issues of emissions and employment. Where reporting refers to our head-quarters in Reichshof, this is specifically indicated.

The CSR report for the 2024 reporting period was published in October 2025 and can be accessed on the company website at <https://www.schwalbe.com/en/csr>. Our CSR report for 2024 is available in English and German.

This CSR report has been created with reference to the GRI Standards. The relevant report topics were defined by our current materiality analysis that was last updated at the end of 2023/beginning of 2024. No external audit of the data for the reporting period January 1 to December 31, 2024, was performed. Statements relating to the future are based on the assumptions and plans valid at the time of the editorial deadline. Actual developments may deviate from this.

The report is also available in print. Schwalbe’s CSR report for 2024 has been certified according to the Cradle-to-Cradle Certified® product standard. The printed report contains only substances that pose no risk to health, is fully recyclable and was produced using green electricity.



Imprint

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The photos of athletes and cyclists were used with kind permission. We sincerely thank everyone for their support.

Glossary

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

SDG
In 2015, the member states of the United Nations adopted their Agenda 2030. This centers on a catalogue of 17 Sustainable Development Goals (SDGs). The 17 SDGs take the three dimensions of sustainability into account: social issues, the environment, and the economy. These are structured around five core areas (the five Ps) as guiding principles for action: people, planet, prosperity, peace, and partnership.

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

Sustainability
In the most frequently quoted definition by the World Commission on Environment and Development (Brundtland Report, 1987), sustainability is described as a state that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. This definition still forms the basis for countless national and international sustainability strategies today. Sustainability encompasses three central dimensions: ecology, society, and economy. Ecological sustainability aims to conserve the natural foundations of human existence in the long term, such as our climate, biodiversity, water, and soil. Social sustainability includes the promotion of equality, education, social cohesion, and decent living conditions. Economic sustainability strives towards a stable, future-proof form of economy that makes efficient use of resources, encourages innovation, and enables long-term value creation. Only when these three dimensions are taken into equal consideration can sustainable development succeed in the sense of the Brundtland definition.

Scope 1, 2 and 3 emissions
This is the categorization of greenhouse gas emissions according to their place of origin in a value chain.

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

Scope 2 exclusively records the sources of indirect emissions generated using purchased energy, such as electricity, heating, steam, and cooling.

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

Corporate digital responsibility (CDR)
Corporate digital responsibility (CDR) describes responsible company managing of digital technologies, data, and innovations. The term refers to all corporate measures intended to ensure the ethical, transparent, and secure use of digital systems. CDR goes beyond the classic aspects of compliance, also taking the social and ecological impacts of digital transformation into account.

The key objectives of CDR are the protection of personal data, transparent communication of its use, fair and traceable digital processes, and the long-term buildup of trust in digital systems. CDR is seen to be an integral element of corporate responsibility and aims to not only shape digital developments in the interest of technological progress but to also combine this with the creation of added value for society in general. In adopting clear principles and concrete measures, CDR helps to make digitalization sustainable, fair, and credible.

Green attributes products
These products are distinguished by their use of socio-ecological materials. Examples include fair trade natural rubber procured through certified Fair Rubber Association supply chains. Furthermore, recycled materials such as recovered carbon black (rCB) from the Schwalbe Recycling System and recycled nylon from old fishing nets are used. During production, recycled rubber and old inner tubes are also used, as are renewable materials such as silica from rice husk ash and soybean oil, environmentally friendly alternatives to energy-intensive materials in tire manufacturing.

Life cycle assessment (LCA)

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

Cradle-to-cradle

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

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

Product carbon footprint (PCF)

The product carbon footprint (PCF) describes the sum of the greenhouse gases emitted throughout a product’s life cycle, measured in units of CO₂ equivalents or CO₂e. A PCF is computed based on an LCA on application of one impact model only, namely its global warming potential or GWP.

Tier 1 and tier 2

Tier 1 and tier 2 suppliers are terms frequently used in supply chain management to describe the various levels within a company’s supplier structure. Tier 1 suppliers have direct business relations with the company. They supply components, materials, or services to the company directly and are thus of relevance to quality management, logistics and sustainability requirements.

Tier 2 suppliers, on the other hand, do not supply the company itself but instead its tier 1 suppliers. They are part of the upstream supply chain and often not as immediately visible, yet they play just as important a role when it comes to traceability, risk management, and adherence to social and ecological standards. In practice, transparent cooperation across this level of the supply chain is becoming increasingly important to achieve sustainability targets and comply with regulatory requirements such as the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG).

Materiality analysis

Materiality analysis is a key tool in corporate governance, particularly with respect to sustainability. It serves to identify those topics that are of immense importance for both the company itself and for its internal and external stakeholder groups. A materiality analysis systematically evaluates which impact corporate actions have on the environment and society (inside-out perspective) and which external requirements, expectations and developments affect the company (outside-in perspective).

Inside-out analysis highlights the responsibility and effects a company has on ecological, social, and economic systems through its products, production processes, or social campaigns, for instance. In contrast, outside-in analysis focuses on external influencing factors, such as climate change, social trends, regulatory developments or changed customer requirements, which can have a major impact on the company business model and strategic alignment.

A structured materiality analysis permits resources to be channeled towards a business’s most significant ecological, social, and economic challenges and to clearly define priorities. It creates a basis upon which corporate strategy can be aligned with actual needs and impacts, allowing risks to be identified in good time and opportunities to be exploited in the long term. With regular updates, a materiality analysis retains its dynamism and helps companies to react flexibly to new developments. It means that their commitment to sustainability remains effective, responsible and in line with changing requirements from markets, society, and the environment.

Stakeholder dialogue

“Stakeholder dialogue” describes the systematic, active exchange between a company and the groups who are directly or indirectly related to its economic, social, or ecological activities. It is a core component of responsible corporate governance and plays a key role in the continuous further development of CSR strategies. Its purpose is to identify the needs, expectations, and perspectives of relevant interest groups early on and incorporate these into decision-making processes.

Dialogue with stakeholders can be entered into in several different ways – during personal talks, in written communication, at events or through various participation formats, for example. Key interest groups include customers, business partners, employees, suppliers, and civil society stakeholders, among others. This continuing dialogue provides companies with valuable input, allowing them to make sound decisions and specifically develop their sustainability strategies further in relation to current practice.

SBTi (Science-Based Targets initiative)

The Science-Based Targets initiative (SBTi) is a global framework that assists companies with the development of climate goals based on scientific findings. These targets are rooted in the specifications laid out by the Paris Agreement and aim to ensure that cuts in corporate emissions help to limit global warming to well below 2°C (ideally, 1.5°C). The SBTi assesses and validates targets and is considered an internationally recognized standard for credible climate protection in a corporate context.

Abbreviations

- EU: European Union
- PATH: Partnership for Active Travel and Health
- Reannin: Research Analysis Insights
- UBA: Umweltbundesamt (German environmental protection agency)
- UN-Habitat: United Nations Human Settlements Program

Get there

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