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SWERVE
IMPACT
REPORT

NØPINZ

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INTRODUCTION

As passionate cyclists ourselves, we understand the profound connection between nature and the joy of cycling. We are proud that all of our products are durable, long-lasting, and high-performing, being used by both amateur and elite athletes all over the world.

Our commitment to quality and performance has always been the top priority. However, we also strive to be responsible, transparent and take accountability of any impacts associated with the production and use of our kit.

Our original Nopinz pocket is a permanent, reusable, fully integrated and machine washable addition to skin suits or other cycling wear which has been wind tunnel and track tested. The pocket prolongs the life of the product which reduces the need for frequent replacements and the chance of needing to be disposed of. In addition to this, removing the need to use safety pins reduces the risk of unintentional littering and therefore the risk of harm to wildlife and the surrounding environment.

Sustainability has always been important to us and we are proud to have put together our first impact report which documents our transparency, progress and future ambitions as part of our ongoing sustainability journey.

TIMELINE

Repair Service (2015)

We introduced a repair service to prolong the life of our products and improve customer satisfaction

Zero Waste to landfill (2015)

We work with South West Metals to ensure our waste is disposed of correctly and doesn't end up in landfill

Charity collaborations (2021)

We have been working with the Bike Network charity since 2020 to provide them with kit as well as financial support

Powered by renewables (2022)

Since 2022 we have used 100% renewable energy to power our office and manufacturing site

Software improvements (2022)

New software developed to work alongside our existing programs to streamline our production and reduce the amount of waste

Danish days (2023)

Introduction of reduced hours to ensure our employees the best work-life balance

Supplier transparency (2024)

We have published a Supplier Code of conduct which all our suppliers must adhere to. This ensures high standards of safe working conditions and ethical practices

Carbon neutral (2024)

We started measuring our scope 1 and 2 emissions and became carbon neutral through a verified offset provider

EMPLOYEE WELL-BEING

We recognise that our greatest asset is our people. All our employees live locally here in North Devon. We are committed to fostering a work environment that prioritises the health, happiness, and overall well-being of our employees.

Danish days: As part of our commitment to work-life balance and employee well-being, we introduced 'Danish Days' where all staff work reduced hours on these days.

Environmental and social training: We believe that education is key to driving positive change. That's why we conduct annual environmental and social training sessions with all our employees. These sessions cover topics such as sustainability practices, ethical sourcing and community engagement.

Health Risk Assessment and Employee Satisfaction surveys: These annual assessments gauge employee satisfaction and gather feedback on how we can further enhance their well being and job satisfaction.

Policy improvements: We are continuously refining our policies to better support the needs and well-being of our employees. New policies include offering paid days off for employees to volunteer in the local community and diversity and inclusion policies to ensure a welcoming and supportive workplace for all employees.

WASTE MANAGEMENT

We are dedicated to minimising waste throughout our operations. Our waste management practices are an integral part of our sustainability strategy.

Reducing waste at the source: In order to keep waste to a minimum, we have worked with specialists to streamline our production systems on site. The installation of new software has enabled a 30% reduction in paper and fabric waste when producing our garments. By optimising our production methods, we strive to minimise excess waste and maximize resource efficiency.

Upcycling: We prioritise upcycling unwanted garments through working with the Bike Network and donating spare or unwanted cycling gear.

Repairs: We aim to extend the life cycle of our products by offering a repair service to any customers that need some support restoring their garments. This reduces the need for new purchases and minimises waste.

Zero waste to landfill: We work closely with SWM to record the amount of waste that we produce each month. Collecting this data is important as we strive to keep waste to an absolute minimum. Working with SWM ensures that our waste is treated and disposed of correctly (and ensures that none of it ends up in landfill).

Packaging: We are conscious of keeping waste to a minimum and using the most sustainable options which is why our packaging uses recycled and reclaimed material which can be recycled.





CHARITY PARTNERS

Since 2021 NopinZ has supported the Bike Network with free kit for resale and financial contribution.

The Bike Network is a Plymouth based charity that supports cancer patients, survivors and their families by supplying them with free or low cost bikes and equipment.

Supporting charities and families on our doorstep is important to us and during the cost of living crisis we have made financial donations to the local food bank.

New for 2024 NopinZ have introduced paid volunteering days for all our employees, this means they can volunteer for charities or causes they feel passionate about and in the process have a positive impact on our local community.

CARBON FOOTPRINT

We recently measured our scope 1 and 2 carbon emissions for the reporting year 2023. Due to our use of renewable energy and having an electric vehicle as the company car we found that our scope 1 and 2 emissions are already very low producing 2.233 kg CO₂e per year.

We have offset the carbon that we produce via Ecologi, purchasing 3 tonnes in 2024 which supports a range of high-quality and verified renewable energy projects around the world. These are verified carbon standard projects.

Going forward, we will continue to measure our scope 1 and 2 emissions annually. We will also start measuring our scope 3 emissions next year and are currently looking into options for this. We recognise that this will be the biggest contributor to our overall carbon footprint and also provide the biggest opportunity where carbon reductions can take place.





SUPPLY CHAIN TRANSPARENCY

We are proud to have great relationships with our key suppliers and have been working with some of them since we started trading (more than 9 years ago). We strive to use environmentally responsible suppliers where we can who share our commitment to sustainability and transparency. Suppliers and materials which have environmental certifications (such as OEKO-TEX®, Bluesign® and GRS) are preferred and used in our products where possible.

To ensure we are conducting business ethically, we set out principles that we expect our suppliers to follow in our Supplier Code of Conduct. We expect suppliers to strive to exceed both international and industry best practices by implementing environmental and social practices which go beyond what is required by regulations. In addition to this, we send out annual Supplier Surveys in order to ensure that any chemicals, waste, carbon emissions, water use and biodiversity impact are disclosed.

Our priority when working with suppliers is to ensure that they provide high-quality materials whilst also having an environmental and sustainability commitment. Our suppliers expand across parts of Europe but we also have a few which are based in the UK. We recognise that working with suppliers as local to us as possible can help keep our carbon footprint and environmental impact to a minimum.

STAKE HOLDER ENGAGEMENT AND SURVEY RESULTS

At NopinZ, we seek to engage with our wider stakeholders in order to identify key sustainability concerns and priorities from a diverse range of perspectives. In 2024 we made a conscious effort to engage with stakeholders on a range of sustainability topics to build trust and credibility as we become more transparent in communicating our sustainability efforts.

We recently conducted our first ever stakeholder engagement which 520 individuals took part in.

Sent out to all our email subscribers via Mailchimp, it was structured to understand how different stakeholder groups rate the following in terms of NopinZ corporate social responsibility:

Stakeholders were also given the opportunity to provide any additional feedback on our sustainability journey.

Environmental impact reduction: energy, carbon, waste and water

Packaging and waste

Sustainable and responsible sourcing

Supply chain transparency

Community engagement and charity efforts

Employee benefits, health and well-being

Equality, Diversity and Inclusion

The results showed that 'Environmental impact reduction', 'Packaging and waste' and 'Sustainable and responsible sourcing' were the most important issues to our stakeholders concerning our corporate and social responsibility.

153 respondents provided comments in the open question on our sustainability journey.

There were a lot of comments which encouraged Nopinz to ensure our packaging was 'minimal', had no 'avoidable waste' and was 'reduced' as much as possible. Respondents also wanted to see that our packaging was made of recycled or recyclable materials and that there is zero plastic content.

Some respondents also highlighted that they would like to see a 'repair' scheme or a refurbishment/take back scheme for old cycling clothes.

Some comments were made which shared that individuals were impressed and appreciative towards us for reaching out to engage with the wider community on our sustainability strategy.

"Please choose the aspects that you believe are significant regarding Nopinz' corporate social responsibility"



'Respondents also wanted to see that our packaging contains zero plastic content'

They commented on sustainability aspects that we are already exceeding on such as manufacturing in the UK and providing employment opportunities to the local community.

STRATEGY

Based on the results of our stakeholder engagement, we will prioritise 'Environmental impact reduction', 'Packaging and waste' and 'Sustainable and responsible sourcing' at the centre of our sustainability strategy.

While we take pride in our current waste reduction strategies, we recognise the need for continuous improvement. Our ongoing commitment involves exploring innovative ways to further reduce scrap fabric as we are currently exploring partnerships within our local community.

To further reduce our environmental impact, we are expanding our measurement framework beyond scope 1 and 2 emissions to encompass scope 3 emissions as well. We understand that scope 3 emissions will have a significant impact, and accurate data is key in order to work out areas for reduction.

Our collaborative approach extends to our valued suppliers with whom we maintain strong relationships. Through our Supplier Code of Conduct and our supplier engagement surveys, we have gained enhanced collaboration and insight into our supply chains environmental and social practices. We recognise the need for enhanced collaboration with our suppliers in order to measure scope 3 emissions accurately.





NEXT STEPS

We are proud of our sustainability achievements so far but recognise that sustainability is a continual journey and we have further milestones to reach.

We passed the B Impact Assessment which is a well respected and recognised sustainability framework. Through this we obtained B Corp certification. In addition to this, we have set ourselves other sustainability targets including:

Move 100% of our company vehicles to electric.

Continue to engage with suppliers and work with them closely to accurately measure our carbon emissions and track other environmental and social metrics.

Measure scope 3 emissions alongside our ongoing annual assessments of scope 1 and 2 emissions.

Develop a carbon reduction plan to reduce emissions where possible, whilst also using credible offsetting schemes for emissions that cannot be further reduced.

Explore whether any additional waste partnerships can be established in order to further improve our waste management strategy.

Through these measures, we seek to ensure accountability and transparency in our sustainability initiatives with the wider Nopinz community. We have put these targets in place to make tangible progress towards a more sustainable and responsible future.

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