

Revision History

Revision	Date	Who	Notes	Issued to website
1	19.03.19	David George	Approved for first release	
2	11.07.22	David George	Reviewed and approved	yes
3	12.11.25	Sian Elmore	Reviewed	
3	18.11.25	David George	Approved	yes

Policy Owner(s) and Key Individuals

Policy Role	Name	Job Role	Notes
Policy Owner	Ceri Griffith	POS	
Relevant Persons	Sian Elmore	Sustainability Lead	
Relevant Persons	David George	CEO	

Our mission is to protect the world's riders and the places we ride.

As a Certified B Corp and proud 1% for the Planet member, Bikmo turns business success into real-world impact, supporting projects that keep trails, roads, and wild places thriving for riders today and for generations to come. We believe that caring for riders and the planet go hand in hand.

We recognise the climate emergency caused by the impact humans have on our planet which is why we aim to run a business with reducing negative impact as well as one which creates positive benefits for society, our environment, climate, communities and economies.

We do this by evaluating our social and environmental impact, setting and meeting targets to reduce our emissions, supporting our local communities through our business partnerships and contributing towards the UN's global [Sustainable Development Goals \(SDG\)](#).

Bikmo uses the B Corp framework to address the complexity of these interconnected goals, allowing us to benchmark ourselves against other mission led businesses in our sector, with similar FTE headcount and revenue. We are currently certified under the previous B Corp standards with a score of 96.7.

In 2026 we will transition to the [new B Corp standards](#) which are a big step up for the movement. We will meet over 30 detailed requirements in the following 7 impact topics:



**Purpose &
Stakeholder
Governance**



**Fair
Work**



**Justice, Equity,
Diversity &
Inclusion**



**Human
Rights**



**Climate
Action**



**Environmental
Stewardship
& Circularity**



**Government
Affairs &
Collective Action**

Maintaining B Corp certification is just one part of the journey, with measured continuous improvement required under the new standards.

In our everyday operations we aim to:

- use our insurance products to get our customers back on their bikes as quickly as possible. More people riding more = fewer people in cars;
- where possible, use local and independent retailers for repairs and replacement bikes to give a great experience to customers, support bike businesses and help prevent fraud;
- salvage damage parts and bikes and process through our salvage scheme;
- exceed environmental, social and business governance benchmark/moral obligation/legal requirement set by the countries in which we work;
- regularly review our operations and targets at board level;
- provide information regarding Bikmo's sustainability performance to all stakeholders including our staff, board members and customers;
- use technology and best working practices to reduce unnecessary travel, enabling and supporting remote first working;
- give 1% of our annual revenue through the credible and verifiable 1% for the Planet program;
- incentivise our teams to choose bikes and public transport over cars;
- measure 100% of our carbon emissions and set ambitious targets to reduce our impact;
- use our knowledge and experience as cyclists to support our local communities to be more active in the outdoors;
- report publicly on where we've hit our goals and when we've missed in our annual Impact Report;
- ensure that our Sustainability Policy is reviewed annually, documented, implemented, communicated and available publicly.