



CARBON REDUCTION CASE STUDY

EEZYBIKE's journey to become recognised as a Silver Level Carbon Charter Award Member

EEZYBIKE Ltd is a Suffolk-based e-bike rental company established in 2021. The company currently manages four electric bike hubs that are used by commuters, students, tourists, and local businesses.



"We've been keen to manage our carbon emissions right from the start, so it is fantastic to have achieved a Carbon Charter award" -Simon Cooper, EEZYBIKE



Reducing Carbon Footprints

EEZYBIKE is reducing their customer's emissions by encouraging the use of their e-bikes in place of cars



Awareness Raising

EEZYBIKE provides support for test-using their e-bikes during public environmental awareness events



Home Working

EEZYBIKE employees save approx 2.7tCO₂e per year by working from home



Virtual Meetings

Virtual meetings and remote working are prioritised over in-person meetings wherever possible.



Parts & Materials Reuse

Materials are reused wherever possible, including parts from routine servicing, wherever safe to do so.

✓ Reducing Energy Use

Timers for lights and appliances have been installed at EEZYBIKE's Aldeburgh site, and their bike servicing was redesigned, removing the need for one of their storage sites -and its associated emissions- altogether.

✓ Service Innovation

New innovations are underway, radically changing how e-bikes are stored, accessed and recharged. These designs reduce electricity use, increase renewable energy use, improve security (meaning less repairs needed/avoided maintenance journeys), and reduce the amount of commuting needed for service provision - leading to a significant reduction in emissions.

✓ Policy & Action Plan

With the support of the Sustainable Business Team at Groundwork East, EEZYBIKE have a new Environmental Policy and Action Plan in place and are committed to making continued improvements going forwards.



The Carbon Charter is an environmental award scheme and sustainable business network which recognises and supports organisations on the journey to Net Zero.

As a Carbon Charter Pathfinder Partner, Suffolk Growth supported Suffolk business EEZYBIKE to join the Carbon Charter in Summer 2023, as part of its aims to reduce emissions from Suffolk's Visitor Economy.

EEZYBIKE was awarded their Silver Carbon Charter in July 2023 in recognition of the steps taken to reduce their carbon emissions and wider environmental impacts.