



Corporate Social Responsibility Policy - Sunshine Cycles

Sun powered fun

Why?

Sunshine Cycles has been built on the foundations of reducing the harm to humans and the planet through creating e-bike solar charging stations. We understand that climate related risk and our contributions become everyone's business.

By developing and sharing our vision, technology and creating a business that is built on the pillars of doing no harm, our contribution to a sustainable global future is providing a solution of solar powered off grid stations to power electric bikes and Light electric vehicles. By becoming a global business and offering this solution to everyone we create maximum exposure of the concept, ideas of being carbon neutral and how our products can benefit many and the whole.

Sunshine Cycles was founded and created by Luke Young when during a normal day at the local beach made him think, why are we sitting in traffic to park a car at the beach when we could ride there, and even better take in the beautiful scenery at the same time. Since this date in 2015, Luke has made it his mission to create a self-sustaining solar powered charging station to support last mile travel, and encouraging others to be more immersed in their environment by doing so.

Having devoted the past 7 years to development and technological advancement, Luke and the team at Sunshine Cycles have always embedded themselves and invested their time into their local community, creating a product that fits with their individual and collective initiatives, healthy for you, healthy for the planet, doing it powered by the sun.

Whilst Sunshine Cycles is not perfect, we strive to ensure that our ethics are at the core of every decision we make, we work hard to be completely transparent, and constantly look at ways we can improve, that is part of our DNA. We realise that to be in business in today's climate, we must do more than just be profitable, we must look at how we can create opportunities for others to thrive and we do this by being involved in community projects, fundraising activities and through the simplicity of our product removing fossil fuel power from the equation.

Core Values

Our core values are a reflection of the individuals that work tirelessly delivering our product and offering to you. We are visionaries with a purpose, we look to sustain ourselves, but also to sustain future generations that are not yet with us. We are sun powered, fun powered and are a part of the solution.

Global Locals

Whilst we (our core team) can physically not be everywhere in the world, our product can, and should be accessed by as many people, cultures and communities as far and as wide as possible. By offering accessible green transport, even to the remotest of places, Sunshine Cycles has a local heart powered by a global mindset.

KPI - Deployment of Sunpods to remote South Pacific Island empowering locals to exercise, have better access and opportunities, expected 2024

Authenticity

Sunshine Cycles has the capacity to revolutionise the way people travel, and consume travel. We have put our hand up and said we are not perfect, however we strive to be perfect and completely transparent. We don't greenwash, and we stand behind what we do with authenticity.

KPI - To show our complete value chain and chain of command via blockchain, expected 2024

Mitigate Harm

We know that business will always have a footprint on the planet, and while we acknowledge this fact, we work tirelessly on ensuring that our e-bikes, Sunpods and the electronics have had a Life Cycle Assessment and we know where the components come from, who made them, we even know them by name. We are working towards helping you mitigate your harm on the planet while working on mitigating our harm.

KPI: To work towards becoming a circular, carbon neutral business by 2024.

Business for Good

Through all of our communications, experience and business acumen we have positioned ourselves to be leaders and pioneers in the micro mobility space. We can identify risk, act on it, learn from it and then restore balance within our organisation and assist our partners and other organisations through this process. We understand that life is forever changing and we have to also change, but we will always stay true to our core values through this process.

KPI: Constant audit of our existing partners supply chains, value chains and criteria checking new and potential partners. 80% of all partnerships are in line with our company's core values.

Architects of the Future

Our success is defined by not being bound to convention, and looking at our competitors wondering why we are not doing what they are doing, but instead looking within, having fun and developing new ways of doing business and creating a better world for all of us.
Powered by the sun, fun and adventure.