



CUSTOMER SUCCESS STORY June '22

Riese & Müller

How Riese & Müller creates transparency in the supply chain with sustainabill

Riese & Müller is a German premium manufacturer of e-bikes, cargo bikes and folding bikes. With its innovative products and as an expert for cargo bikes and fast HS bikes, Riese & Müller shapes the mobility of tomorrow and stands for a sustainable lifestyle, application-oriented product development and forward-looking e-bike technologies.

In addition to the continuous further development of products, responsibility for people and the environment is part of Riese & Müller's overall strategy.

The company has set itself the goal of being the most sustainable company in the e-bike industry by 2025.

Full transparency as a goal with sustainabill as a long-term partner

Riese & Müller is one of the leading premium manufacturers of e-bikes. An important building block in the sustainability strategy is more transparent supply chains. "We are convinced that transparency is the basis for trustworthy and responsible cooperation in the global supply chain," says Managing Director Dr Sandra Wolf determinedly.

Furthermore, transparency also enables us to meet regulatory requirements such as the German Act on Corporate Due Diligence Obligations in Supply Chains or the upcoming EU Sustainability Due Diligence Directive - even though Riese & Müller is not currently covered by the German law due to the number of employees.

"After defining the transparent supply chain as a goal, we started making huge Excel lists and working out criteria. That quickly became quite time-consuming and quite confusing. Since an assessment also includes many criteria of a political, economic, human rights nature that are completely outside our area of competence, it was obvious that we needed a tool to support us. "

Dr. Sandra Wolf
Managing Director Riese & Müller

At the start of the collaboration, transparency in the supply chain was still a new topic in the bicycle industry. The first step was therefore to set up a pilot project, in particular to test the willingness of suppliers to provide the necessary information.

For the three-month pilot, 16 suppliers were involved who already account for a large part of the purchasing volume. All selected suppliers registered on the sustainabill cloud platform and completed the Maturity Assessment.

The Maturity Assessment enables information to be obtained from the suppliers via self-disclosure with minimal effort and automatically determines a Maturity Score, which can be viewed by the suppliers and their customers.

The pilot already provided the first important insights into the suppliers' sustainability processes and risks. Given the quick implementation of the pilot and the positive feedback from suppliers, the stage was set for a long-term partnership to achieve comprehensive transparency along the supply chain.

"The platform, the visualisation and the processes convinced us immediately, "

Hannah Müßener
Sustainability Managerin

The pilot was followed by the roll-out to the entire supplier base. Over 70 direct suppliers were invited onto the platform, accounting for more than 90% of Riese & Müller's purchasing volume. Another 60 suppliers from the profounder supply chain have registered on the platform.

Supply chain mapping for risk commodities as a second step

As part of its risk management, Riese & Müller has also used sustainabill to identify the three risk raw materials aluminium, copper and cobalt, for which comprehensive transparency is also to be achieved at lower supply chain levels.

With sustainabill, a so-called supply chain mapping was therefore carried out for components and frames that contain these risk raw materials in significant quantities. This is still a young methodology that requires intelligent technology due to its complexity. After only six months, transparency was created up to the second and third levels of the supply chain.

The analysis possibilities of sustainabill enabled a comprehensive overview of the geographical distribution and the supply chain structure, including possible risks, in order to initiate measures.

After more than a year of cooperation between sustainabill and Riese & Müller, the conclusion is thoroughly positive. The goals set - to position themselves for regulatory requirements and to enable a comprehensive risk analysis - were successfully implemented.

With the Maturity Assessment, the supplier base can now be continuously developed. Progress in the sustainability performance of the supply chain automatically becomes transparent. The supply chain mapping also enables the in-depth analysis of risk raw materials.

"sustainabill helps us to continuously expand the transparency in the supply chain and to qualify our suppliers in terms of sustainability."

Alexander Eilhauer

Head of Purchasing and Supply Chain Management, Riese & Müller

At the same time, the sustainabill cloud platform supports quick and easy CSR reporting thanks to its comprehensive key figures: for example, the first progress could already be documented in the sustainability report from the 2020/2021 financial year.

Other players from the bicycle industry have already followed, including Fazua, a manufacturer of e-bike drives.



is a cloud platform that helps procurement and CSR departments to future-proof and efficiently implement sustainability requirements through supply chain transparency.