



- The problematic use of non-renewable energy in gyms leads to pollution, depletion of energy supplies, and increased CO2 emissions.
- Contradicts low-carbon economy and sustainable development.
- Contributes to climate change.

## CSR Importance

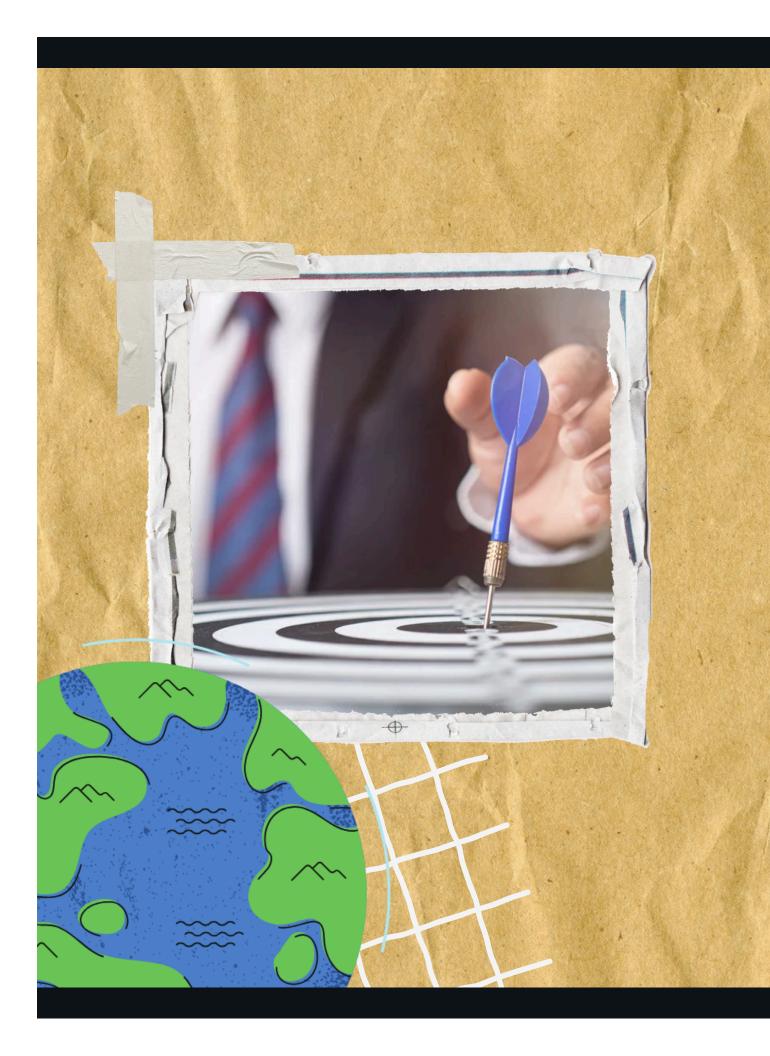


77% of consumers and 73% of investors are motivated to purchase from or invest in companies focusing on enhancing the environment and society. (Stobierski)



- A simple way of meeting CSR demands, while staying profitable is by making CSR part of your company plans.
- Pedal Power is an environmentally friendly gym that integrates electricity from bicycles into its operations, reducing its carbon footprint and meeting CSR demands while maintaining profitability.





## BENEFITS

Think win-win. Here are the benefits that Pedal Power may gain due to its CSR implementation:

- Affirming the UN's Sustainable Development Goals for inclusive, safe, resilient, and sustainable cities and human settlements. (United Nations)
- · Lower electricity expenses.
- · Draws in new clients.
- Enhance the company's reputation.
- · Increase customer loyalty.



- Transparency in financial reporting and company operations (with regard to GAAPS & IFRS).
- Fair handling of employees and customers.
- Affirming more of the UN's sustainable development goals.
- Implementation of recycling and trash management initiatives.
- Collaborating with local communities and meeting their requirements.

## CONCLUSION

- Ethical corporate principles, sustainable practices, and public bonds enhance business success.
- Balancing social responsibility and profit is crucial for community benefits and morale, contributing to the community's benefits.



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