

RAD+REISEN Eurocycle

Sustainability Report 2026



Introduction

Sustainability is becoming increasingly important. Climate change, resource scarcity, social changes and rising expectations from travelers and partners make it clear, that responsible business practices are not an option, but a necessity.

Especially in tourism every decision – from product development to the collaboration with partners and day-to-day operations within the company – has a direct impact on the environment, society and the regional economy. Sustainability therefore is more than the protection of nature, it also includes fair work ethics, respectful cooperation and long-term-value creation in the destinations.

RAD+REISEN Eurocycle is aware of this responsibility. As a provider of bike tours, as well as bike + boat tours, we operate in sensitive natural areas and collaborate closely with regional partners. We therefore see it as our duty to continuously evaluate our actions and increasingly align them with sustainable principles.

Due to the growing importance of sustainability and the need to develop our commitment in a structured and verifiable manner, RAD+REISEN Eurocycle has been part of [Travelife](#) since 2024, an internationally recognized sustainability program for the tourism industry. It supports tour operators and touristic companies integrating sustainability into their processes and continuously improving them.

As [Travelife Partner](#), we are also officially committed to gradually implementing these standards. This partner status is a conscious intermediate step on our path to a comprehensive sustainability integration and external verification. We focus on transparency, realistic goals and continuous improvement rather than short-term promises. Our aim is to take responsibility and develop trips in such a way, that it remains possible, meaningful and valuable in the long term - for our guests, our partners and future generations.

The following sustainability report outlines the efforts RAD+REISEN Eurocycle has made in this regard since 2024.

Sustainability Management

The topic of sustainability has been implemented at all levels within the company. Sustainability is established at the management, all organizational and communication levels. This is intended to ensure that sustainability is widely accepted, approved, and supported within the company.

- A cross-departmental sustainability team was established and expanded in 2024 to intensify efforts.
- An action plan with clear goals, measures, responsibilities and a timeline was created and is continuously updated.
- A general sustainability policy has been established, providing guidance to all employees and business partners. The document is intended to be a living document that is regularly updated.
- Sustainability topics have been included in monthly team meetings in order to actively involve employees and ensure clear communication.
- Measures were taken to promote the development of expertise on the topic of sustainability. These include ongoing participation in courses, coaching sessions, workshops, and meetings. This ensures the continuous development of the knowledge base.

Social Responsibility & Commitment

Employees are the most important asset of RAD+REISEN Eurocycle and crucial to the company's success. For this reason, employee satisfaction and development are a high priority. In recent years, various measures have been put in place to ensure a modern working environment that promotes work-life balance and is tailored to the individual needs of employees.

Training & General measures

- General and professional trainings are actively encouraged and supported both financially and organizationally. Specific training requests can be discussed with the management.
- Once per year, employees can take part free of charge in a bike tour that is included in the product portfolio.
- Once per year, appraisal interviews are conducted with all employees. This feedback covers current collaboration and satisfaction, employee goals, suggestions for improvement and requests.
- Official and informal feedback and complaint channels have been put in place. In addition, trusted individuals have been nominated within the team to act as points of contact for general questions.
- A comprehensive employee handbook has been created that defines internal standards for cooperation.
- Home office options and flexible working hours have been expanded. Every full-time employee is entitled to six home office days per month. For part-time employees, this rule applies proportionally to their level of employment. In the event of urgent personal matters, this option can be adjusted after consultation with management.
- Company vehicles can be used for private transportation after approval by the management.
- A fruit basket is provided in the office every week. Only organic products and regional/seasonal fruit and vegetables are purchased. Fair Trade coffee and various types of tea are available to employees. A Sodastream device is available if carbonated drinks are preferred.

Sport & Health

- Ergonomic office equipment is being gradually purchased to maintain the physical health of employees.
- Every employee has free access to the sports facilities offered by myClubs once per month.
- A shower and lockers are available in the office.
- Bicycles from the bicycle fleet can be used for private purposes.
- Annual participation in the Vienna Business Run.

Team-Events

- A team event with overnight accommodation is organized before the start or after the end of the bike season.
- There are two Christmas parties, including a raffle with attractive prizes (e.g., multi-day hotel stays at partner hotels).
- Birthdays, personal achievements/milestones and team successes are officially celebrated within the team.

Social Projects

Over the past two years, RAD+REISEN Eurocycle has been able to support social and charitable projects.

- During the “Auf die Räder fertig los” (Ready, set, go!) campaign organized by Caritas Vienna, children's bikes were repaired in a supervised residential unit.
- The town of Freilassing received a prize donation as part of the CITY CYCLING campaign, a competition organized by the local climate alliance.
- The humanitarian organization SOCIUS Austria regularly receives donations of toner cartridges. These donations are used to purchase free computers for families in need in Austria as learning aids.

Sustainable Office Life

The entire internal procurement process, including producers, was evaluated with regard to sustainability. A sustainable purchasing policy was drawn up and initial targets set to optimize the purchasing process. Procurement is increasingly geared towards actual demand, sustainable production and packaging, and sensible transport routes.

Paper, Plastic and General Waste Management

Waste in the office premises is separated into waste paper, residual waste, and plastic. A central disposal point has been created. In addition to raising internal awareness, this also enables a precise analysis of waste production.

- Internal office paper consumption has been reduced by 80% in recent years. Digitalization projects lead to ongoing reduction of paper consumption.
- Contracts are being created, sent and signed digitally only.
- When printing is necessary, care is taken to ensure that printing is done on both sides and on sustainable printing paper.
- The production volume of product catalogues could be significantly adjusted to actual demand with the help of the procurement policy. Only 4% of the catalogues produced in 2025 were considered surplus.
- The packaging of all ordered goods has been analyzed. The goal is to have all delivered products packaged in a collective manner. For future orders, care will be taken to reduce packaging materials in such a way that transport can still be carried out safely.
- Product catalogues are already shipped to customers using compostable packaging.
- We stopped purchasing plastic bottles of mineral water. Instead, water carafes were purchased, as Vienna's mountain spring water is of the highest drinking quality. In addition, a SodaStream device was purchased to provide employees with sparkling water.

Electricity and Water consumption

The consumption of electricity and water is being measured constantly to outline potential for improvement.

- Flow restrictors are installed on all taps in the office premises to minimize unnecessary water consumption.
- The office's electricity is sourced entirely from renewable energy sources.
- All office lighting was converted to LED lighting to reduce energy consumption.

- Reminders to turn off the power in the respective areas are posted in the office to minimize unnecessary power consumption.
- Wherever possible, electrical appliances are used in energy-saving mode. When purchasing new electrical appliances, sustainable solutions are preferred.

Mobility & Emissions

A sustainable internal mobility policy has been set up, covering business travel, internal commuting, the company vehicle fleet and driving style.

- The company vehicle fleet complies with at least the EU Euro 6 emissions standard.
- The company vehicle fleet includes two electric cars. An electric charging station has been installed on the office premises. Employees can use this charging station for their own needs.
- Every employee can borrow a bicycle from the company's internal fleet free of charge or use it for transportation.
- The office is well connected to public transportation. Subway, tram, rapid transit, and regional train services are available in the immediate vicinity (<500m).
- CO₂ emissions from business trips are recorded. Various compensation models are currently being evaluated.
- Meetings outside Vienna are mainly held via video call.
- Air travel is already offset in the form of CO₂ certificates.
- Logistics routes are continuously optimized and cooperation with local service providers is expanded. In 2025, a storage area was rented in Passau to optimize organization at the season start and tour starts during the season to reduce transport routes.

Sustainable Partnerships

RAD+REISEN Eurocycle pursues the goal of establishing, promoting and further developing sustainable practices not only within its own organization, but also within existing and future partnerships. The aim is for 80% of all active partners to have a documented sustainability strategy in place within 10 years.

To achieve this goal, a general code of conduct with sustainability principles for all partnerships was drawn up in 2025 and integrated into existing contracts. This code of conduct includes standards on environmental and climate protection, respect for human rights, protection of children, and fair and ethical business practices.

The analysis and further development of the sustainability efforts of business partners is being carried out in stages and has begun with the 10 strongest partnerships in the outgoing and incoming sectors. A web-based analysis with publicly available information has already been carried out. The evaluation included content from company websites, published sustainability reports, and existing certifications. A structured survey to record specific measures is currently being developed at the time of the sustainability report. Together, these two forms of survey enable a well-founded assessment of the status quo and provide starting points for targeted further development. From 2026 onwards, the analysis will be gradually extended to other partnerships. This creates a dynamic system designed for continuity and progress.

Sustainable Trips

Cycling tours are inherently a sustainable form of travel. Traveling by bicycle is not only environmentally friendly, but also promotes the mental and physical health of travelers. Nevertheless, cycle tours have various impacts on both the local environment and population.

The product portfolio was evaluated in terms of sustainability. An overview of all risk factors in the destinations offered was created. The destination focus within our portfolio has clearly been placed on Europe. Tours that had been evaluated critically were removed from the product portfolio.

The greatest influence in terms of sustainability in the product portfolio lies in the company's self-made bike tours. These tours were analyzed in detail and potential for improvement was identified. The greatest lever for optimizing sustainability in RAD+REISEN Eurocycle's self-made trips lies in the transport of guests and luggage during the trips. A distinction is made within the portfolio between bike + boat trips, round trips, and centre-based trips.

Bike + Boat Tours

The portfolio includes bike and boat trips along the Danube. River cruise ships consume large amounts of diesel fuel. Since the ships used are chartered during the season, the possibilities for influencing the propulsion technologies used are limited. Our sphere of influence for improving sustainability lies in offsetting the CO² emissions caused, in the ongoing organization on board the ships during the season, in ongoing communication with the ship owners, and in participating in sustainability workshops and information events at cruise ship industry conferences.

Sustainable propulsion technology

Sustainable propulsion technology in river cruising is currently limited and takes the form of fuel optimisation. Initial tests with hydrogen and fuel cell propulsion systems are currently underway in the industry. In addition, the European Union is putting increased pressure on the cruise ship industry to reduce CO² emissions. One example is the agreement at European level on the “[FuelEU Maritime](#)” project.

Compensation

The CO² emissions caused by the ongoing operation of the ships during the season were calculated using the [CARMACAL](#) analysis tool and will be offset from the 2026 season onwards. A suitable form of compensation is currently being assessed at the time of writing.

Ongoing organization on board

Wastewater on board is filtered using a certified [Qua-vac cleaning system](#), purified and treated using specific bacteria. The treated water is then returned to the river, while the filtered sludge is regularly disposed in a professional manner.

Measures to reduce plastic on board have been taken and implemented:

- Drinking water dispensers have been installed instead of handing out plastic water bottles.
- Packed lunches are wrapped in paper bags instead of plastic wrap.
- A salad bar is available to guests as a self-selectable and packable lunch package for the daily tour stages. Guests are advised in advance to bring lunch boxes with them. Appropriate containers are also available in the on-board shop.

The reuse of purchased items and sustainable giveaways in the on-board shop is encouraged:

- Rain ponchos and pens are biodegradable.
- Shopping bags are made from recycled plastic bottles (rPET).
- Towels are only washed if they are left on the floor by guests. Appropriate signs are installed in the cabins.

Regionality and short transport routes

- Mainly regional wines are offered on board.
- Regional excursions are offered as an additional service that can be booked. Guided city tours are offered by bicycle.
- Buses for various excursions are booked efficiently and a minimum number of participants is required.
- Regional sights, specialties, and places to stop for refreshments during the bike tour are presented as POIs (points of interest) in the travel documents and on site.
- The loading of the necessary materials on board is optimized in terms of transport routes. Loading takes place exclusively in Passau and Vienna to ensure short transport routes.
- A bicycle mechanic is always on board the ship to immediately fix any problems with the bikes. This minimizes additional transport routes.

Round Trips

On round trips, guests change hotels every day. Their luggage is transported to the next hotel on an ongoing basis.

Hotel partnerships

Most of the trips we offer are in areas with a low density of hotels. For this reason, we are dependent on the existing hotel offerings in order to be able to offer our products. We influence the sustainability efforts of our partner hotels by defining basic sustainability standards and providing ongoing information on sustainability issues to keep the topic in the spotlight. The code of conduct for our partnerships serves as a basic prerequisite for cooperation. Acceptance of this code and the protection of fundamental human rights have been included in existing and new hotel contracts.

The sustainability efforts of our hotel partners were initially analyzed through online research. We plan to introduce a sustainability newsletter, which we will use to regularly inform our contracted hotels about our sustainability policy, goals, and expectations.

Luggage transport and included services

- Luggage transport is logically optimized, and the frequency of tour departures is planned according to available resources and economic efficiency.
- Luggage drivers are regularly trained in sustainable driving. Replacement rental bikes are placed at strategically important locations to offer immediate and quick solutions in case of problems. As a positive side effect, the logistics route has been optimized.
- The CO² emissions caused by luggage transport have been calculated using the [CARMACAL](#) analysis tool and will be offset from the 2026 season onwards.
- Regional sights, specialties, and places to stop for refreshments during the bike tour are presented as POIs (points of interest) in the travel documents.
- If transfers within a day's stage are necessary or possible, only public transportation is included in the offer or it is recommended to use it.

Centre-Based Tours

Centre-based tours are characterized by travelers staying at a specific hotel during the tour and taking day trips from there.

Our centre-based tours consistently integrate regional producers and offers, which are included in the tour price. On the one hand, customers have the opportunity to taste and purchase regional products, and on the other hand, they get to know the region in depth.

Examples of included services are:

- Meals and tastings at regional producers and suppliers
- Summer cards or regional cards to take advantage of the wide range of services in a region.

Sustainable Tour Information

An essential part of RAD+REISEN's sustainability strategy is the consistent reduction of physical travel documents and the increased use of digital solutions. Travel documents sent to guests in advance are provided to customers exclusively in digital form. This significantly reduces paper consumption and shipping costs.

For all self-made tours, guests are provided with a digital navigation app at least two weeks before the start of their trip. In addition, all route books, information brochures, city and excursion maps are available digitally. These digital documents allow for flexible use during the trip and are increasingly replacing printed materials.

The travel documents also highlight regional sights, specialties, and places to stop for refreshments along the routes. This not only makes it easier to find your way around, but also supports regional value creation and raises awareness of local offerings.

As travelers make their own way to and from the bike tours, the travel documents contain comprehensive information on environmentally friendly travel options. Particular emphasis is placed on the use of public transport in order to promote the most climate-friendly design of the entire trip.

Outlook

At RAD+REISEN Eurocycle, sustainability is understood as a continuous development process that builds on existing measures and is constantly being refined. The aim is to make progress transparent, embed responsibility in the long term, and gradually strengthen sustainability in all areas of the company.

The coming months will be marked by the consistent implementation and ongoing updating of the existing action plan. This includes in particular the regular recording, evaluation, and publication of relevant progress in order to present developments in a comprehensible manner. At the same time, CO₂accounting will be further developed and suitable compensation models implemented. Digital travel documents will be supplemented with specific information and recommendations on sustainable behavior before and during the trip in order to involve guests more closely and raise their awareness. In addition, we will examine areas where transport-intensive services can be further reduced.

In the long term, sustainability will be established as an integral part of all strategic and operational decisions. Cooperation with partner companies will be further intensified through concrete joint sustainability measures, regular knowledge exchange, and training formats. At the same time, the expansion of internal competencies and clear responsibilities will be promoted. Through this holistic approach, RAD+REISEN Eurocycle aims to make an active contribution to the further development of responsible and sustainable tourism.