

THE TOUR'S COMMITMENTS

OUR POSITIVE IMPACT • RIDING INTO THE FUTURE

OUR MISSION: TO INSPIRE EVERYONE WHO IS ABLE TO GIVE CYCLING A GREATER PLACE IN THEIR EVERYDAY LIFE



CYCLE CITY LABEL

- 133 towns and cities have received the label since 2021
- 50 local authorities present at the 2 conferences on "making our territories more cycle-friendly" organised by the Tour de France



LES P'TITS VÉLOS

- 167,000 children supported since 2018
- 3,000 balance bikes offered by solidarity since 2021



1 VÉLO POUR TOUS

- 4,400 bicycles donated since 2018

SCHOOL SOLIDARITY

A challenge in schools based on cycling and learning how to cycle aimed at underprivileged and disabled children in France and abroad.

100,000 children trained
= € 100,000 for purchases of bicycles

LES PETITES BOUCLES

To support access to cycling for as many people as possible, Strava and the Tour de France have launched this challenge.

For the first 40,000 little loops of 29km covered by bike during July, the French charity Secours Populaire will receive € 40,000 in donations that will help to offer bicycles to underprivileged children.



LET'S ALL MAKE CYCLING PART OF OUR LIVES

A promotional campaign for the mobility broadcast on France Télévisions, the social networks, in the press and on the radio (135 adverts on the channels of Radio France), also made available to international broadcasters. Outreach to **44.7 million** people.

OUR ECO-RESPONSIBILITY C'EST MON TOUR, J'AGIS!



For the last ten years, the Tour de France has fully endeavoured to make its organisation more environmentally friendly. As a founding member of the Charter of 15 Eco-responsible Commitment (an adaptation of the United Nations' 17 Sustainable Development Goals) under the aegis of the French Ministry of Sports and WWF France, it is also a signatory of its second version.

THE GOAL

PREVENT

REDUCE

COMPENSATE

RAISE AWARENESS



100% of XPO Logistics' trucks dedicated to organisation of the race run on biofuel



SKODA

100% of the official car fleet by Škoda with alternative engines using Rexel's mobile charging station



86 sensitive natural zones protected



Go green to watch the Tour
Special train ticket offers, a car-sharing platform and bicycle parks available to the public



Awareness-raising stands on Eco-responsibility for the general public in the Fan Park (sport and mobility murals, biodiversity game)



119 collection zones dedicated to collection of rider's litter (4 to 8 depending on stages)

SOLIDARITY AND RESPONSIBILITY IN THE CARAVAN

ENVIRONMENT

All the partners offer useful promotional gifts that are made of recycled or recyclable materials.

Haribo distributes sweets in packets that are entirely made of recyclable paper. This will also be the case for all the packaging of food samples, such as those offered by **E. Leclerc** which, for the 4th consecutive year, will be mainly made up of paper. Furthermore, they are all made in France, mainly from French ingredients.

Cochonou only distributes product samples in recyclable packets.

JULES provides the race organisation teams with garments made from materials with a smaller environmental footprint, such as organically farmed cotton or recycled polyester. All the leaders' jerseys made by **Santini** are manufactured in Bergamo, in Europe. The short-sleeved jerseys are chiefly made of recycled fabrics and their packaging can be composted.

Sodexo will be providing sustainable food: 100% French produce that is 100% seasonal.

CYCLING

The **FDJ Corporate Foundation** supports the "**Les oubliés du sport**", programme, in partnership with Secours Populaire français, which will allow 1,000 young people to get a first taste of cycling and savour the atmosphere of the Tour de France.

Each morning, on the signature podium, **LCL** will offer 8 helmets to children registered at a local cycling club.

AG2R LA MONDIALE and the **Tour de France** are setting up bike parks to encourage spectators to come to watch the Tour on their bicycles.

The **Cadets-Juniors operation sponsored by Continental** allows 8 young cyclists to ride in the tracks of the professionals by racing on a part of the stage as a curtain raiser to the main event.

With its **Domitys 10-km operation**, **Domitys** proposes cycling training and refresher lessons to senior citizens with a view to cycling 10 kilometres along the stages of the Tour de France.

SOLIDARITY

The **Hauts-de-Seine** department will invite children from the **Vacans'Sports** programme to the Champs-Élysées to present the Best Team prize on the podium.

Krys will again be carrying out its **White Stage** operation to provide financial support to school pupils in difficulty. On Tuesday 4th July, the spectators of the Tour de France will be invited to wear a white t-shirt.

With its **A bicycle for all operation**, **CENTURY 21** has already made it possible to collect more than 800 bicycles and offer them to underprivileged children.

E.Leclerc will again be carrying out its **Summits of the Heart initiative** to support the actions of Mécénat Chirurgie Cardiaque.

Ecosystem will be organising a collection of phones in the stage hosting towns and cities on the Tour. 3,000 reconditioned telephones will be offered to associations in towns and cities participating in the Tour de France as well as France Victimes.

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