

SHOPBOP



Company Info

Shopbop is a 2014 MPower Business Champion. Implementing sustainability within their historic buildings limitations has proven Shopbop's dedication as a green, forward thinking company.

Getting Involved

Shopbop joined the MPower Business Champions program because a significant number of staff showed interest in sustainability in regards to the environmental and social benefits. 5 MPower projects were designed during the program year that focused on integrating and increasing employee engagement, community involvement, and cost savings. Through the implementation of these projects, Shopbop is creating sustainable change amongst their workplace and community.

Highlight: MPower Sustainability Project



Bike Maintenance Station

Project overview

The *Bike Maintenance Station* MPower project funded and installed a bike maintenance station for the purpose of encouraging Shopbop employees and other Madisonians to commute on bicycle. The maintenance station allows cyclists to service and tune-up their bikes for free while on-the-go.

Outcome

Shopbop is located in a historic building and therefore faced restrictions when determining the location of the bike maintenance station. Accessibility and visibility were key factors for maximizing employee and community engagement with the bike maintenance station. Since the bike maintenance station was installed, Shopbop has had an increase in employee engagement. This has increased awareness of the benefits program offered to employees who bike, walk, or skate into work.

Moving Forward

In addition to the employee engagement created by the *Bike Maintenance Station* MPower project, Shopbop has created a "greenbop" logo to identify their ongoing projects. Shopbop is continuing their journey of implementing sustainable business practices through projects and programs designed through the MPower Business Champion program. And through their efforts Shopbop has been labeled as an active community member.