

UN agency and Chinese bike-share firm team up to raise awareness about climate change



Li Zekun, Vice President of Marketing (left), and Mr. Dai Wei, Founder and CEO of ofo, a Beijing-based start-up company that has become the world's first and largest bike-sharing platform. Photo: UNDP/Freya Moralesofo

25 April 2017 – The United Nations development agency is teaming up with ofo, a China-based bike sharing platform, to raise public awareness about climate change, it was announced today.

“This is an [innovative partnership](#) which will make real strides towards protecting our precious environment,” said Michael O’Neill, UN Assistant Secretary-General and Director of External Relations at the UN Development Programme ([UNDP](#)).

Ofo, which is recognized by yellow bicycles in China, Singapore and the United States, will also donate its income on the 17th of the month to celebrate the universally approved 17 Sustainable Development Goals ([SDGs](#)). The [SDGs](#) are a to-do list to wipe out poverty, fight inequality and tackle climate change by 2030.

The funding will be used to provide financial support “to innovative projects that address urban environmental challenges,” according to a press release.

The includes creating campaign messages about how each and every person can reduce CO2 emissions.

UNDP and ofo have also said that they will establish a scholarship program for environment research and start-ups offering green products and technologies.

In addition, ofo will share abandoned bikes with children in rural areas to improve their access to education.