

Adam Ridgway, appointed of Middle East Ambassador

Start Up EV manufacturer ONE MOTO meet 15 of 17 UN SDGs



London, United Kingdom Mar 7, 2022 ([IssueWire.com](https://www.issuewire.com)) - One Moto drives a new wave of sustainability in Dubai.

- Innovative electric vehicle startup becomes the first company in Dubai to pledge to measure and improve sustainability using FuturePlus.
- FuturePlus is a revolutionary new tool for sustainability measurement and management.
- ONE MOTO's CEO will champion FuturePlus across Dubai and the UAE to support and encourage

others

Launched in the UAE, UK, and India, One Moto designs and develops electric motorcycles, bikes, vehicles, and scooters for inner-city commuters and the delivery community. The company's CEO and FuturePlus champion, Adam Ridgway, has pledged to showcase ONE MOTO's journey towards creating a more equitable and sustainable world.

Expanding into global markets, One Moto has been working closely with FuturePlus to clearly define its sustainability ambitions and turn them into positive actions that can be easily understood and shared with organisations across the UAE and beyond.

Mike Penrose, CoFounder of FuturePlus, said, "Helping One Moto in their mission to change the way people travel and goods are delivered is an amazing challenge for all of us at FuturePlus. Having spent years in cities where mopeds are the main form of transport, I have no doubt that the transport revolution One Moto is championing will have an enormous impact on reducing emissions and improving the health of millions. We are thrilled to be working with Adam, and his team at OneMoto as FuturePlus is the perfect tool for them to define, measure, manage and share their sustainability goals and achievements. "

One Moto is fully supported by FuturePlus in mapping out its sustainability strategy and will measure and manage its ambitious goals across five sustainability themes: Environment, Climate, Social and Economic Impact, and Diversity and Inclusion.

Adam Ridgway wants to share ONE MOTO's progress against each of these themes with his investors, customers, and supporters, and showcase how FuturePlus can empower every organisation, no matter how big or small, with an accessible, achievable, and affordable entry to understanding and communicating their sustainability goals.

Ridgway believes that an honest and transparent demonstration of what just one business can achieve is key to encouraging other organisations to play their part in securing a more sustainable future.

For ONE MOTO, sustainability is an ongoing process that brings adaptability and resilience and improves profitability. Actively committed to ensuring their business ventures create positive social and environmental impact, the company is now inviting all organisations to join them on the FuturePlus platform.

Ridgway said, "Being invited to become a FuturePlus Champion in the Middle East is an incredible honour. I've been a sustainabilist for several years and trying to navigate ways of improving my impact on the environment, and people was a lonely journey. Over the years, I set a personal mandate "to bring change" in every aspect of my life, and I've been pioneering sustainable mobility with ONE MOTO, a brand built of five values and several audacious goals. Before taking the leap away from my 'past life' in the media, I asked myself a question, "do I want to be doing this for the next decade?" And as I was becoming a father for the first time, I decided I wanted to commit to my mandate and make a difference. Ensuring our customers have accessibility to transport is a major factor in our growth map. We have several ESG and CSR initiatives scheduled to ensure we can commit to this in 'income-weak' territories. As part of our journey and one of our values of affordability, EVs are traditionally known for having a high-ticket price (justified by the tech investment required). Yet, we've foregone this to ensure our vehicles, brand, values, and the problems we address are affordable, aspirational, and achievable.

As of today, 90% of our business focus is driven to the commercial EV market with delivery motorcycles and vans, and the environmental impact petrol motorcycles have on the environment is staggering and overlooked by many. We actively share wisdom and encourage customers to make a choice, and it's theirs to define if it's the right one."

For more information visit -
www.future-plus.co.uk www.one-moto.com

About ONE MOTO

Multi-award-winning EV manufacturer, producing the highest performing transport for the delivery and last-mile industry. ONE MOTO was born from a need to bring change, identifying three critical issues; Environment, Profitability of the industry, and the safety and welfare of riders/drivers. As our vehicles are data-driven, they are considered a “smartphone on wheels”. ONE MOTO, a brand built on five core values; Sustainability, Experience, Affordability, Convenience, and Technology.

We have a global vision to bring change, join our journey (don't follow it):

LinkedIn - www.linkedin.com/company/one-moto Facebook - www.facebook.com/on.motoev Instagram - www.instagram.com/one.moto Twitter - www.twitter.com/onemotoev

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About FuturePlus

FuturePlus is a revolutionary platform that allows any organisation, particularly SMEs, to understand, measure, manage and report their sustainability. We measure across five sustainability themes, Environment, Climate, Social and Economic Impact, and Diversity and Inclusion. This simple tool provides a verified sustainability score showing your current standing and gives an ambition score based on where you want to be in three years. Our FuturePlus advisors provide ongoing support to help organisations meet their goals. A bespoke three-year sustainability roadmap is created wholly aligned with your business model. FuturePlus aims to make sustainability accessible, achievable, and affordable for everyone.

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LinkedIn www.linkedin.com/company/future-plus/ Facebook

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Twitter www.twitter.com/Future_Plus_

ONE MOTO Technologies Ltd is currently positively impacting **15** out of the **17** UN SDGs.





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Source : The Sustainability Group

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