

Offering the essentials
for their future.



To educate people is to give them control of their future

For more than 75 years, BIC has offered high-quality writing instruments to millions of people at fair prices. Education is naturally, intrinsically linked to our business and that is why BIC has, for many years, backed a wide range of educational initiatives all over the world. With the BIC Corporate Foundation, we want to go even further. After four years of working closely with top-level organizations in 19 countries, we are proud to see that our efforts are paying off. We are also proud to contribute, in our own way, on our own scale, to promoting education for those in the greatest need.

Education: a single word that opens many doors. It could mean a classroom for children who have never been to school before. Or a cultural and artistic program, training for the entrepreneurs of tomorrow, raising awareness of environmental issues... **Education** is a key that can take many forms, benefiting individuals along their personal life paths, but also having an impact on society by fostering initiatives, talents and more equitable social balances.

Education is the art of training people, especially children and teenagers, by cultivating their physical, intellectual and moral capacities, thus enabling them to manage their personal and social lives with a sufficiently developed personality.¹ We have quite simply returned to the essence of education: its very definition.



34 million

young girls drop out starting in elementary school (more than 64 million children in all)²

ABC

2/3 of the 796 million

illiterate people in the world are women³



258 million

children between the ages of 6 and 17 do not go to school⁴

Our policy: Give to create

The BIC Corporate Foundation supports education in every sense of the word, with the goal of “**give to create.**” Never limited to merely providing aid, our actions seek to make the beneficiaries stronger, more versatile and more self-reliant. By developing their skills and sharing methods, we show them a path forward: their own. Learning how to learn and to take control of one’s future is the principle upheld by all the organizations we work with.

3 KEY COMMITMENTS BASED ON SOCIAL ENTREPRENEURSHIP

In order to make the Foundation’s actions as consistent and effective as possible, we have focused our attention and structured our approach on three key commitments.

All of the projects that we support target one or more of them.

Reducing the school dropout rate

To make young people part of a stimulating, collective educational environment in which they can develop their skills and self-confidence.

Promoting educational opportunities for girls and women

Because 130 million girls around the world¹ do not have access to the basic schooling that they need to explore and develop their potential.

Supporting education on environmental issues

To inform young people about environmental and societal challenges, equipping them to take constructive action for their future, their countries and our planet.

N°4

The UN Sustainable Development Goal



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



31

organizations and associations backed by the Foundation.



39,000

people, including children, young people and adults, have benefited from our initiatives since the BIC Corporate Foundation was founded in 2016.

Reducing the school dropout rate by turning ideas into words



Poverty, a lack of school facilities (especially in the world's poorest regions), unsupportive family environments, cognitive problems, discouragement in the face of difficulties...

There are many reasons for dropping out of school, but there are also more inclusive alternative channels that foster sharing a collective dynamic and a desire to learn, helping students explore and develop their potential.

Playing an active role in remedial education

Classes, programs, mentoring, small groups in settings that can give more attention to each student's problems: these channels, as an alternative or a supplement to the regular educational system, can motivate youngsters who are failing or dropping out of school.

Who? AFEV, City Year, Croix Rouge, Instituto Ayrton Senna, Kids Are Kids Center

Developing the entrepreneurial spirit

Supporting young people engaged in concrete projects, whether economically or community-oriented, is an effective way to cultivate the talents and entrepreneurs of tomorrow.

Who? Enactus, MCIS, EPA, Instituto Alair Martins

Opening to the world through sports and the arts

Artistic and sports activities can be excellent ways to focus young people's attention, giving them a taste for effort and success, instilling self-confidence and giving them the keys to understanding the world and other people. These values complement those of more scholastic pursuits and help young people build a social life.

Who? Le Bal, Labo des Histoires, Sport dans la Ville

Securing and preparing the future

This depends on the most fundamental right of all: a childhood free of violence and abuse. But it also involves the consolidation of personal assets and self-confidence: helping eliminate obstacles to employment for the most disadvantaged, offering courses in effective speaking and supporting professional orientation and integration.

Who? Article 1, Eloquentia, Terre des Hommes, Projeto UERÊ

This mentoring made me realize that I too could go on to higher education.

Dounia, a former beneficiary of AFEV mentoring



AFEV'S STUDENT VOLUNTEERS

The non-profit organization AFEV (Association de la Fondation Etudiante pour la Ville) mobilizes university students to help young people facing difficulties. They aim to motivate young people in school, support their cultural openness and self-esteem and help students become invested in their studies through fun activities, help with homework and more. Mentoring is AFEV's weapon in the battle against inequalities and exclusion in over 350 working-class neighborhoods. The BIC Corporate Foundation supports AFEV in 4 territories (Reims, Rennes, Brest, Bordeaux) by funding operations including volunteer recruitment, monitoring child-student pairs and partnership coordination with local stakeholders. Active for almost 30 years, AFEV has campaigned to have the skills developed by its student volunteers recognized for university credit, which is already the case for a third of them.

Promoting
educational
opportunities for
girls and women
means making
the most of their
strengths and talents



*It is important to point
out that Laboratoria's
success rate has
been extraordinary.*

Barack Obama

Today, millions of children in the world do not have the opportunity to attend school: the situation is even more alarming for young girls, more than 34 million of whom are deprived of education, especially in developing countries. To educate them is to free them from a hardship that is by no means inevitable. Thanks to the actions of dedicated organizations, the situation is improving.

Protecting

The organizations that we support work in underprivileged regions and countries whose development is impeded by violence, cultural obstacles, traditions and/or the role of women in society. Our partners' specific actions to promote girls' and women's education offer them new opportunities and different models, giving them the means to escape from insecure or hostile living conditions.

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Uniting

Allowing women to express themselves, to interact and to share plans and dreams, the initiatives backed by the Foundation create networks among women, making them stronger as they stand together. It is much more difficult for a woman alone to find the strength to learn and become a new person.

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Empowering

The power of education is that it gives people the ability to learn to do, think, and be empowered to play an active, creative role in the world. This is made possible through access to basic schooling, specialized training and entrepreneurship programs. These initiatives offer a safer environment, vital psychological support and alternatives to a future of early marriage or dropping out of school. They serve as springboards for women to become more fully developed and better equipped for life.

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Who? Laboratoria, Friendship, Carolina For Kibera, Rev'Elle, Life Project 4 Youth, Fundacion Paiz

FRIENDSHIP, THE BASIS OF EVERYTHING

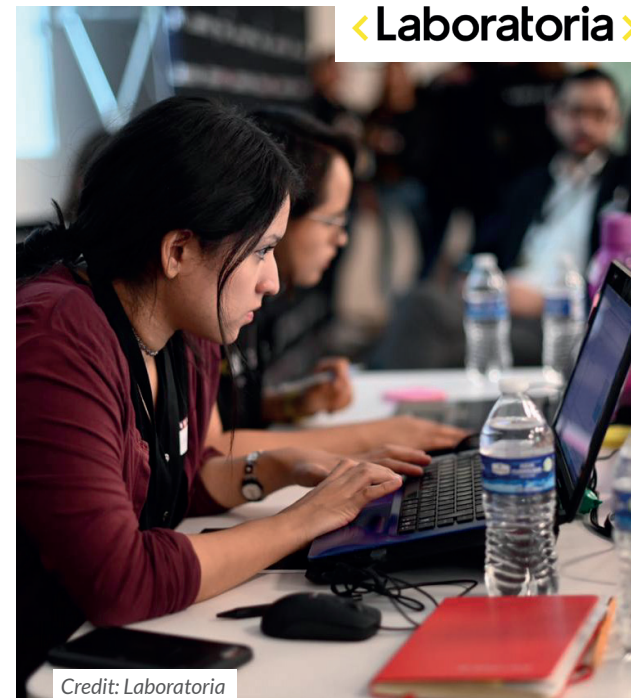
The Friendship program works among the poorest communities in Bangladesh, especially in the "chars," isolated, sedimentary deltaic islands that are regularly devastated by the rising Brahmaputra River. The BIC Corporate Foundation supports two schools (primary and secondary) and a center for adult education. Friendship's educational approach is holistic: academic subjects (e.g. writing, reading, mathematics, English) are enriched with key topics including ethics, biodiversity, hygiene, nutrition and inclusive citizenship. Friendship struggles thus against child marriage (practice illegal but common), and to give back dignity and future for these communities.



Credit: Friendship



< Laboratoria >



Credit: Laboratoria

LABORATORIA: THE DIGITAL FUTURE

Tech for women: that is the mission of Laboratoria, a Latin American association offering six-month training programs in computer coding for underprivileged women. Once selected and trained, graduates receive job placement assistance. Promoting greater diversity in a predominantly masculine world while providing trainees with a source of income and a future in a profitable sector, the initiative has been honored by the **Google Rise Awards** and **MIT Technology Review's Social Impact Innovator prize** (*Innovators Under 35*). Ninety women graduated from the program in 2019.

Education on environmental issues:

a win-win effort
toward a brighter
future for young
people and our
planet



Today's youth is concerned about tomorrow: they must have a voice, and above all the ability to invent, create and discover the solutions necessary for a more sustainable world. That is why our third key commitment is to environmental education. This a fast-growing field, with more and more eco-initiatives launching worldwide.

Managing disasters

In parts of the world devastated by ecological or natural disasters, communities need help in order to manage the situation and/or simply continue living in these zones. One organization in this field is Solidarités International, which takes action in disaster areas all over the planet, educating local communities in health and natural resource management while supplying vital necessities like food, water and shelter.

Who? Solidarités International

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Educating and training

Young people are growing up facing tremendous ecological challenges. Teaching them to manage these issues is key to their future and our planet's. One organization leading the charge is Tara Oceans, which brings together scientists, teachers and students to address threats to the world's oceans, including biodiversity, climate change, pollution and more. Another group, Nébédáy, helps Senegalese populations deal with the depletion of natural resources.

Who? Tara Oceans, Nébédáy

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Credit: Maeva Bardy



Credit: Nébédáy



MAYDAY, NÉBÉDAY

Nébédáy is active in Senegal, a country whose rapid demographic growth and economic development have led to the overexploitation of natural resources. The situation has reached the crisis point, severely disrupting the natural balance in the form of species extinction, soil impoverishment and dangerous reductions in reserves of marine and forest resources.

The project backed by the BIC Corporate Foundation promotes environmental education in schools through participative sessions as well as reforestation activities in Fatick, a coastal region especially hard-hit by soil erosion and desertification.

The videoconferences with researchers are an amazing opportunity to do environmental and scientific work, with concrete applications of the theory discussed in class.

C Dupouy- 5th grade
Académie de Nancy Metz
(Tara Oceans project)



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Reducing the school dropout rate

1_AFEV (France)

Promoting education to combat inequality and exclusion in underprivileged neighborhoods through a network of student volunteers.
www.afev.org

2_Article 1 (France)

Fighting the inequalities faced by underprivileged youth by helping them improve soft skills and find jobs.
www.article1.eu

3_City Year (United States)

Targeted intervention in high schools to keep students from dropping out and encourage them to pursue higher education.
www.cityyear.org

4_Cruz Roja (Spain)

Helping young people overcome their academic difficulties through special classes adapted to every level.
www2.cruzroja.es

5_Eloquentia (France)

Teaching students from underprivileged neighborhoods to express themselves effectively and hosting public speaking competitions to help students build their self-confidence.
www.eloquentia-saintdenis.fr

6_Enactus (United Kingdom, Kenya, Nigeria)

Involving young entrepreneurs in projects that combine innovation and business with the goal of improving our planet's future.
www.enactus.org

7_Enseña (Ecuador)

Mobilizing everyone in the educational ecosystem to transform education and build a more equitable society.
www.ensenaecuador.org

8_EPA (France)

Developing the entrepreneurial spirit in primary school by creating mini-companies.
www.entreprendre-pour-apprendre.fr

9_Instituto Alair Martins (Brazil)

Developing young people's entrepreneurship potential by training them in a full program that includes field experience. (ZAPe).
www.virtudesqueencaminham.org.br/iamar/

10_Instituto Ayrton Senna (Brazil)

Proposing innovative alternative educational systems to improve students' academic performance.
www.institutoayrtonsenna.org.br/pt-br.html

11_Kids R Kids (Russia)

Supporting and aiding disadvantaged populations, especially refugees, through classes, psychological counseling, university preparation and more.
www.kidsarekids-center.com

12_Labo des Histoires (France)

Building writing skills through workshops in which children and teenagers write novels, comics, short fiction and more to cultivate their desire to learn.
www.labodeshistoires.com/lbh/

13_Le Bal (France)

Teaching participants how to express themselves through visual imagery and decipher its language, broadening their awareness through the art of photography and helping them reflect on societal issues through programs like "The Vision Factory."
www.le-bal.fr

14_Moroccan Center for Innovation & Social Entrepreneurship (Morocco)

Supplementing the education system with entrepreneurial programs dedicated to societal innovation.
www.mcise.org

15_Projeto Uerê (Brazil)

Helping students from disadvantaged neighborhoods in Rio de Janeiro to stay and succeed in school.
www.projetoouere.org.br

16_Sport dans la Ville (France)

Helping troubled youth find their place in society by promoting the values of sports.
www.sportdanslaville.com

17_Terre des Hommes (Italy)

Fighting harassment at school by uniting young people and empowering them to combat this scourge among their peers.
www.terredeshommes.fr

Promoting educational opportunities for girls and women

18_Carolina for Kibera (Kenya)

Giving Kenya's youth the tools to become self-reliant through education.
www.carolinaforkibera.org

19_Children of the Mekong (Philippines)

Educating, training and coaching children and young people to help them improve their living conditions and grow intellectually, emotionally and morally.
www.childrenofthemekong.org

20_Friendship (Bangladesh)

Facilitating access to high-quality education for children from underprivileged regions of Bangladesh and improving their quality of life.
www.friendship.ngo

21_Fundación Paiz (Guatemala)

Giving girls from rural areas access to high-quality education so they can finish their studies and look forward to a brighter future.
www.fundacionpaiz.org.gt/

22_Laboratoria (Mexico)

Training young women for IT careers through a computer coding school and job placement program.
www.laboratoria.la

23_Life Project 4 Youth [LP4Y] (India)

Promoting social and professional reintegration through a three-month training program in micro-business management.
www.lp4y.org

24_Rêv'Elles (France)

Inspiring, motivating and helping young women from disadvantaged backgrounds to define and realize plans for their professional and personal future.
www.revelles.org

Supporting education on environmental issues

25_ActionAid Hellas (Greece)

Making a real difference in the lives of marginalized people through education, collective action and solidarity.
www.actionaid.gr

26_Nébédáy (Senegal)

Using reforestation projects to raise young people's awareness of the importance of environmental protection.
www.nebeday.org

27_Solidarités International (world)

Helping provide access to water and hygienic living conditions, especially for populations affected by armed conflict, epidemics or natural disasters.
www.solidarites.org

28_Tara Oceans (France)

Raising awareness of ecological issues affecting the oceans through classes and workshops involving scientists, teachers and students.
www.oceans.taraexpeditions.org



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Cover photo credits: 1_City Year - Elliot Haney
2_Friendship / 3_Nébédáy - Briec Debontridder