



BIC, SIGNATORY OF THE FRENCH BUSINESS CLIMATE PLEDGE

September 4, 2019 - On the occasion of the Entrepreneurs Meeting of France (*La rencontre des Entrepreneurs de France - LaREF*), BIC renewed its commitment to the climate by signing, alongside 98 other French companies, the *French Business Climate Pledge*. These companies reaffirm the need to collectively change direction by accelerating innovation and R&D through their investments in low carbon solutions.

The signatory companies are fighting climate change around the globe by defining concrete approaches and developing solutions, products and services that significantly reduce GHG emissions, particularly in the fields of energy, transportation, industry, construction, agriculture and consumer goods.

In April 2018, BIC launched its new 2025 sustainable development commitment program *Writing the Future, Together* based on five ambitious pillars, two of which have a positive impact on the climate:

- Foster sustainable innovation in BIC® products to improve their environmental and/or societal footprint,
- Act against climate change by using 80% renewable electricity by 2025 (with a 100% vision).

By renewing the commitment initially made in December 2017 by 91 French companies on the eve of the *One Planet Summit*, BIC confirms its willingness to take part in the collective momentum stimulated by the MEDEF and is delighted to see that new signatories join this group to accelerate the reduction of greenhouse gases in French companies.

For more details on BIC's *Writing the Future, Together* sustainable development commitments program, click here: <https://www.bicworld.com/en/writing-future-together-major-steps-achieved-during-first-year>