



## **BIC JOINS CIRCULAR ECONOMY INITIATIVE OF THE ELLEN MACARTHUR FOUNDATION**

*BIC will collaborate with other leading companies, governments, academics and innovators in the CE100 Network to identify innovative solutions to support the transition to a circular economy.*

BIC is proud to be joining the CE100 Network, an initiative of the Ellen MacArthur Foundation, the leading global thought leader in circular economy. BIC will collaborate with more than 100 companies, governments, academics and emerging innovators to identify solutions to today's environmental challenges to support the transition to the circular economy.

"We are thrilled to join the CE100 Network and to work with the Ellen MacArthur Foundation and other partners to support the transition to the circular economy," said Thomas Brette, Group Insights & Innovation Officer at BIC. "BIC products are lightweight and long-lasting: some deliver more than 2 km of writing, up to 3,000 flames and 17 shaves. But there is still more to be done. Joining other global brands, governments and experts in the CE100 will help us identify new ways to use fewer materials, experiment with recycled or alternative materials, make more refillable products and improve and test the recyclability of our products and packaging."

The CE100's goal is to truly transform how our global economy manages resources, produces goods and handles materials after use. Specifically, the circular economy is based on the principles of designing out waste and pollution from business models, looking to redefine economic growth so it results in positive, society-wide benefits.

Joe Murphy, CE100 Lead at the Ellen MacArthur Foundation said, "The Ellen MacArthur Foundation is delighted to welcome BIC to the CE100, the world's leading circular economy network. The CE100 provides a pre-competitive space for members to learn, share knowledge, and put ideas into practice. Most global businesses understand that in

order to remain competitive, a circular economy must feature in their strategy. Success requires significant individual effort but serious actors also acknowledge the necessity to work collectively to build new markets. The Foundation welcomes BIC's commitment to work with the CE100 to accelerate the transition to a circular economy."

Joining the CE100 is the latest step BIC has taken in its journey to support the transition to a more circular economy model. Other recent initiatives include:

- Partnering with TerraCycle, a pioneer in the collection and reuse of non-recyclable waste, to collect and recycle used stationery items in Europe. Since 2011, more than 46M pens have been collected in Europe.
- Developing and launching the first range of outdoor furniture made in France from recycled pens called Ubicuity™, in partnership with TerraCycle, Govaplast and Plas Eco, which specializes in the design, manufacture and supply of outdoor furniture. Began in 2017, this unique program helps fund collection programs for discarded pens and encourages post-consumer waste recycling.
- Kicking off its "Writing the Future, Together" program in 2018 with five goals to accomplish by 2025, the first of which is "fostering sustainable innovation in BIC products" by improving our products' environmental and/or societal footprint.
- Partnering last year with LOOP, a new e-commerce circular economy platform created by TerraCycle aimed at eliminating waste and reducing dependence on packaging. For BIC, it's a unique opportunity to experiment with a new circular business model: selling how long one can write with our products, rather than the product itself.

The Ellen MacArthur Foundation was launched in 2010 with the aim of accelerating the transition to the circular economy. Since its creation, the charity has emerged as a global thought leader, putting the circular economy on the agenda of decision makers around the world. The Ellen MacArthur Foundation's CE100 network is the world's leading circular economy network, providing a pre-competitive space to learn, share, and put ideas into practice.