



## LA 2EME BIC GLOBAL EDUCATION WEEK AIDE DES MILLIERS D'ÉTUDIANTS

25 Novembre, 2019 - En novembre, BIC a organisé la deuxième édition de sa Semaine Mondiale de l'Éducation BIC visant à améliorer les conditions d'apprentissage des enfants et étudiants dans leur région. Du 11 au 15 novembre, plusieurs actions ont pris place simultanément dans plus de 40 pays sur cinq continents.

Dans chaque filiale et dans chaque usine, les collaborateurs de BIC à travers le monde se sont mobilisés pour créer des actions en fonction des besoins et des intérêts locaux, comme par exemple des lectures dans les écoles ou le recrutement d'étudiants bénévoles pour le soutien scolaire dans les quartiers défavorisés en France, l'organisation d'un salon de l'emploi en Amérique du Nord pour les étudiants de lycée, la rénovation de bibliothèques et des salles de classe en Amérique latine ou des activités de construction de bibliothèques au Moyen-Orient.

La Semaine Mondiale de l'Éducation BIC a été créée pour améliorer les conditions d'apprentissage de 250 millions d'enfants dans le monde à l'horizon 2025. Cette initiative s'inscrit dans le programme de développement durable de BIC « Writing the future together » lancé en 2017.

### Article complet en anglais:

NOV 2019 - Team Members worldwide took part in the second annual BIC Global Education Week in November, continuing the company's legacy of giving back.

With events happening in 50 countries from Nov. 11 and 15, Team Members refurbished libraries and classrooms, held career fairs, and raised thousands for children in need.

Here are a few examples of this year's accomplishments:

European team members in Clichy organized a range of local activities such as reading to school children, collecting and distributing books to schools, recruiting volunteers to tutor students in at-risk neighborhoods, and welcoming BIC Technologies to provide support for career orientations.

North American team members in Shelton, Conn. held a mock career fair, introducing local high school students to potential career paths.

Latin American team members refurbished libraries and classrooms, addressed classes and workshops, and distributed BIC products to over 4,200 children.

African, Indian, and Middle Eastern team members collected donations, renovated classrooms, and hosted library building activities to improve learning conditions for thousands of students in their communities.

Global Education Week is part of BIC's commitment to improving learning conditions for 250 million children globally by 2025, as outlined in its seven-year "Writing the Future, Together" sustainable development commitments that launched in 2017. The commitments outline BIC's ambition to limit its impact on the planet and to make a long-term, meaningful contribution to the lives of its employees and the society.

"As a third-generation family-led organization, the team at BIC cares deeply about the generations that came before us and those that will follow," said Gonzalve Bich, Chief Executive Officer at BIC. "We firmly believe that each of us has the opportunity – and responsibility – to make a meaningful contribution to the lives of those around us, and efforts like BIC Global Education Week allow us to put those beliefs into action within our local communities."

During the first annual Global Education Week in 2018, thousands of BIC team members across 50 countries worked together to impact more than 40,000 children worldwide.

For more information on BIC and the "Writing the Future, Together" commitments, visit [www.bicworld.com](http://www.bicworld.com).