

The 3 pillars of sustainable development :



Growth, perennially
Demographics, tomorrow's market
Responsible consumption

ECONOMY




Climate change
Fresh water management
Waste management
Non-renewable resources

ECOLOGY




Fundamental human rights
Education
Health

SOCIAL



Working together

Sustainable development requires everyone's commitment, every day. Our simple actions today will allow our children to say "thank you" tomorrow.



The



SUSTAINABLE DEVELOPMENT PROGRAM

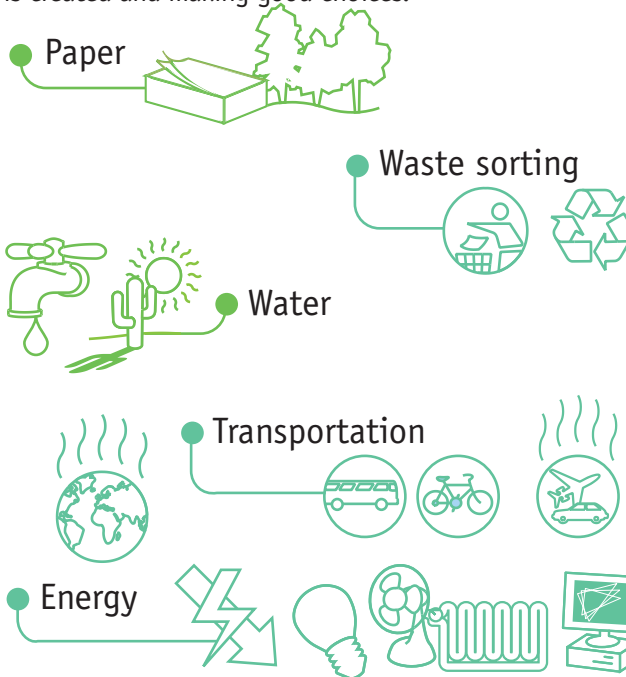


"...development which meets the needs of the present without compromising the ability of future generations to meet their own needs."

*The Brundtland Report (1987)
"Our Common Future"*

Sustainability at work ?

It is simply a question of being more aware of how waste is created and making good choices.



Everything matters

As we move forward,

we welcome your comments and ideas.

These can be sent to:
Développement Durable SOCIÉTÉ BIC,

92611 Clichy Cedex

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Why ?

BIC fully embraces its commitment towards sustainability. This is a focus for all employees going forward.

Our broad and realistic program deals with all the sustainable development issues, focusing on our products.

This is a great opportunity to share our values and our business vision.

Together, we will implement this program and contribute to its success.

Bruno Bich

Our objectives are genuine and simple

1



Our products

Minimize impact on the environment



2



Our factories

Safe and clean

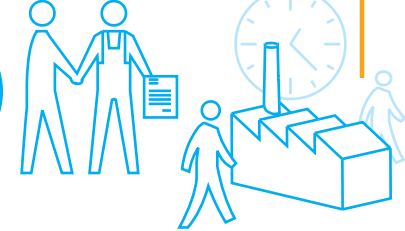


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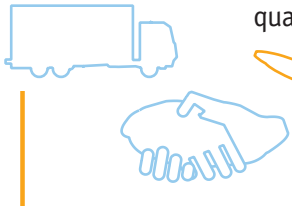
Our subcontractors

Respect the International Labor Organization (ILO) standards



Our consumers, our customers

Trust based on responsibility, quality and safety



8



Our program consists in supporting and **developing these activities.**

These efforts **make us a strong, united force**, each of us contributing from our areas of expertise from around the BIC world.

Our packaging

Light and practical

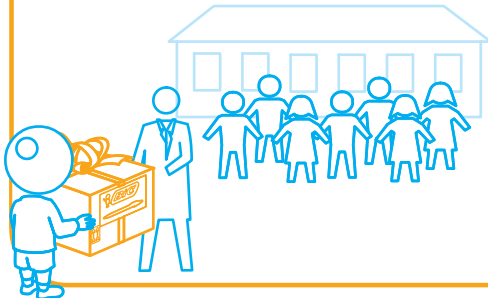
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Our spirit of solidarity

We offer help to citizens of the world who are in need

7



Our employees

Individual development and training for a shared future

6



Our values, our commitment to ethics

A day-to-day reality for each and every employee

5



BIC our values	
Ethics	Teamwork
Responsibility	Ingenuity
Simplicity	



We will pursue our commitment