


BUY A PEN, DONATE A PEN PROGRAM

BIC's CSR Programme originated in 2011, we have donated an average of 1 million pens a year to the Read Foundation and under-privileged schools.



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| <h2>Why</h2> <p><i>we do what we do – what is our purpose?</i></p> <p>“Education is the most powerful weapon you can use to change the world” Nelson Mandela</p> <p>We're passionate about the power of the pen and its ability to impact the future of a scholar</p> |
| <h2>How</h2> <p><i>how we will do it in a differentiated way</i></p> <ul style="list-style-type: none"> •Lack of basic amenities, infrastructure and learning resources in South African townships and rural schools are one of the biggest challenges facing education •Together with our customers we supply under-privileged schools with pens & other stationery requirements that will empower scholars & children with the tools to write & ultimately learn |
| <h2>What</h2> <p><i>what we do</i></p> <ul style="list-style-type: none"> •We offer our customers high quality, affordable stationery products that they can trust to empower their children the best start to school •They support our buy 1 give 1 campaign and help give a pen and change A future |

We use the following media platforms to encourage engagement and awareness: Digital platforms, Radio Advertising, Billboards, Bus shelters, Street Poles, In-Store Point of Sale, and In-Store Promoters.