

11 February 2022

A new collaboration for the planet!

We are proud to announce that we are now members of the [1% for the Planet](#) movement. We are committed to donating 1% of our revenues to concrete sustainable actions every year. When Black Winch was created last year, the very same year, our vision was drafted and getting a membership to the 1% for the planet is one of the ways to make it concrete:

Shift from planned obsolescence
to regenerative business culture
with **As-A-Service**

This decision follows the idea that companies have a responsibility to the individuals and communities they impact. Corporate citizenship is a strong value that our employees, collaborators and stakeholders share.

The **As-A-Service** business model is one of the most comprehensive circular strategies in the value chain. We want circularity to be an integral part of the offer we make to our customers, but also of the way we manage our daily internal activities.

What is 1% for the Planet?

[1% for the Planet](#) is a global organization that exists to ensure our planet and future generations thrive. We inspire businesses and individuals to support environmental nonprofits through membership and everyday actions. We make environmental giving easy and effective through partnership advising, impact storytelling and third-party certification.



*Currently, only 3% of total philanthropy goes to the environment and only 5% of that comes from businesses. The planet needs bigger support than this, and our growing network of business members is doing its valuable part to increase giving and support on-the-ground outcomes." says
Kate Williams, CEO of 1% for the Planet.*

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our business members and individual members have given hundreds of millions of dollars to our approved nonprofit partners to date.

This document has been purposefully set to a black background to discourage printing.

*For any CSR related queries/comments please contact: CSR Coordinator -
solene.ponson@blackwinch.eu*