



## Back Market partners with BNP Paribas Cardif and bolttech to offer an ambitious upskilling program for the repair industry

Paris, June 20th, 2023 – Leading refurbishing marketplace Back Market alongside insurer BNP Paribas Cardif and insurtech bolttech today announced the Re.Purpose Careers training program dedicated to the repair and refurbishing industry. This initiative affirms Back Market's commitment to the professional integration and upskilling of the unemployed in a fast-growing sector, and follows the French Government's announcement that it will be doubling device "repair bonus" in July 2023, to encourage consumers to repair their devices rather than buying new ones.

### Seizing the opportunities in the repair sector

The training and recruitment of technicians is vital to the repair industry, which currently has a challenge of meeting growing customer needs and reaching the government set goal of 500,000 repairs by the end of 2023. In response to this challenge Back Market has joined forces with BNP Paribas Cardif and bolttech to launch Re.Purpose Careers, a training program open to all with no cost to the individual with an aim of training around 100 technicians by the end of 2023 in electronic appliance repair and reconditioning techniques. The program is offered in conjunction with the CFA Ducretet training organization who will support the upskilling and training of candidates.

In support of this program, Back Market, BNP Paribas Cardif and bolttech are donating €1 to the CFA Ducretet network for every purchase of refurbished mobile device insurance, which protects against everyday risks such as breakage, oxidation, or theft. €120,000 has been donated to the training organization in 2022.

*"The refurbished market is estimated to be worth over 80 billion dollars, and it is growing exponentially every year. Repair professions are essential to the future, as we move away from a linear economy, where job opportunities are set to multiply. We are very proud to be supporting the training of the repairers of tomorrow, so that we can help our partner merchants to find more talented people!",* states **Nathanaël Berbessou, Chief Executive Officer of Back Market en France.**

*"We are proud to help train people in repairing household appliances or personal devices. This solidarity-based initiative, which is part of a virtuous approach grounded on the circular economy, is in line with our ambition to make our offers more inclusive and accessible",* says **Baptiste Auffret, Head of Affinity Partnerships at BNP Paribas Cardif.**

*"At bolttech we truly see the value of the circular economy, and so we are proud to be part of such a worthy initiative to help provide opportunities for the future talent of the repair industry. We are continually looking for ways to meet the needs of our customers and ensure accessibility for all, and this project is a great example of how we work with our partners to achieve this goal",* declares **Jens Schaedler, Chief Executive Officer, bolttech Europe**

### Re.Purpose Careers, a successful job placement program

Following success of the first wave of training courses held in January, the group recently conducted a second wave of training, which started on June 14, with a session dedicated to mobile devices. The training

courses, which last between 5-10 weeks, will enable each candidate to obtain the skill sets necessary to integrate into the professional world.

The first sessions at the beginning of the year saw 20 participants completing their training and successfully finding employment.

*"The training program I've just completed has enabled me to discover the profession of household appliance technician. This five-week program took away the doubts I previously had and gave me confidence in the next stage of my professional career, in which I'm now pursuing a job with a brand specializing in household equipment!"* shares **David Akono Amara, a trainee from the CFA Ducretet**.

Initially launched in the Île-de-France region, the program plans to expand into the Auvergne-Rhône-Alpes region from September, New Aquitaine in early 2024, while also extending the training to cover other types of devices.

#### **About Back Market**

Launched in 2014 by Thibaud Hug de Larauze, Vianney Vaute and Quentin Le Brouster, Back Market is the first marketplace enabling the general public to buy thousands of electrical and electronic products reconditioned by verified professionals. The company, which became B Corp in 2023, is now present in 17 countries and employs 700 people in its 6 offices: Paris, Bordeaux, New York, Berlin, Barcelona and Tokyo.

#### **About BNP Paribas Cardif**

BNP Paribas Cardif is a world leader in creditor insurance\*, providing its more than 80 million customers with products and services that let them realize their goals while protecting themselves from unforeseen events. BNP Paribas Cardif is committed to having a positive impact on society and to making insurance more accessible. A subsidiary of BNP Paribas, the insurer has a unique business model anchored in partnerships. It creates solutions for more than 500 partner distributors in a variety of sectors – including banks and financial institutions, automotive sector companies, retailers, telecommunications companies and energy companies – as well as for financial advisors and brokers who market the products to their customers. With a presence in more than 30 countries and strong positions in Europe, Asia and Latin America, BNP Paribas Cardif is a global specialist in personal insurance and a major contributor to financing for the real economy. With nearly 8,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €30,0 billion in 2022. Follow the latest news about BNP Paribas Cardif on @bnpp\_cardif

\*Source : Finaccord - 2022

#### **About bolttech**

bolttech is an international insurtech with a mission to build the world's leading, technology-enabled ecosystem for protection and insurance. bolttech serves customers in 30+ markets across North America, Asia and Europe. With a full suite of digital and data-driven capabilities, bolttech powers connections between insurers, distributors, and customers to make it easier and more efficient to buy and sell insurance and protection products. More information at [www.bolttech.io](http://www.bolttech.io)

#### **About CFA Ducretet**

Created in 1992 by industry and distribution professionals and federations, Réseau Ducretet trains young people and adults in sales and repair of household appliances, multimedia and connected objects, as well as in telecommunications, fiber optics and digital infrastructures.

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