

## **Black Bear awarded as Technology Pioneer by World Economic Forum**

- The World Economic Forum has announced its selection of the 56 most promising Technology Pioneers of 2019 who are shaping industries from agriculture and cleantech to modern policing and many more.
- Companies were selected for their potential to “transform their industries” and “improve society for years to come,” Fulvia Montresor of the World Economic Forum said.
- Black Bear is being recognized for its unique and innovative approach to solving the global waste tire problem. By slashing CO<sub>2</sub> emissions and contributing resources to the circular economy, the Dutch scale-up has the potential to have a lasting and global impact on environment and society.
- The full list of recognized Technology Pioneers can be viewed [here](#).

**Nederweert, NETHERLANDS, 01.07.2019** – Black Bear, the Netherlands-based scale-up that has reinvented tire recycling, has been selected among hundreds of candidates as one of the World Economic Forum’s “Technology Pioneers”. Black Bear aims to solve the global waste tire problem by recovering valuable materials from waste tires in a more sustainable way, which can be re-used in the production of new tires and all sorts of rubbers, paints, inks and plastics.

The World Economic Forum’s Technology Pioneers are early to growth-stage companies from around the world that are involved in the design, development and deployment of new technologies and innovations, and are poised to have a significant impact on business and society.

This year’s Tech Pioneers are emerging innovators from a diverse set of industries. These firms are shaping the future by advancing technologies such as AI, IoT, robotics, blockchain, biotechnology and many more. The focus areas of this year’s Tech Pioneers include: Agtech, smart cities, cleantech, supply chain, manufacturing, cybersecurity, autonomous vehicles and drones. The diversity of these companies extends to their leadership as well, as 25% of 2019 Tech Pioneers are female led. The firms also come from many different regions beyond the United States and Silicon Valley. In fact, this year’s class of 56 firms represent every continent except Antarctica. The full list of technology pioneers can be found [here](#).

Following its selection as Technology Pioneer, Black Bear will be participating in the World Economic Forum Annual Meeting of the New Champions. This meeting, also dubbed “Summer Davos” will be held in Dalian, China, from July 1st-3rd. Many Pioneers will also attend the Annual Meeting in Davos, in January 2020, and continue to contribute to Forum initiatives over the next two years.

“We’re excited to welcome Black Bear to this year’s innovative class of technology pioneers,” says Fulvia Montresor, Head of Technology Pioneers at the World Economic Forum. “Black Bear and its fellow pioneers are leaders in using novel technologies to transform their industries. We see great potential for these next generation companies to shape solutions to global challenges and improve society for years to come.”

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“It’s an absolute honor to be acknowledged as a pioneer by the World Economic Forum”, said Black Bear’s CEO Martijn Lopes Cardozo. “It is a confirmation that our technology is unique and that it carries the potential to have a global impact on both environmental and societal levels. We’ve tackled the waste tire problem by following principles of the Circular Economy: we identified a waste stream and figured out how to recover these valuable materials as sustainably as possible. We believe that a worldwide transition to a circular economy is essential in solving the climate crisis. This makes it extra rewarding that we’ve been named a Tech Pioneer and we are looking forward contributing to the Forum dialogues.”

The Technology Pioneers were chosen by a [selection committee](#) of more than 59 academics, entrepreneurs, venture capitalists and corporate executives. The committee based its decisions on criteria including innovation, potential impact and leadership. Past recipients include Airbnb, Google, Kickstarter, Mozilla, Palantir Technologies, Spotify, TransferWise, Twitter and Wikimedia.

**All info on this year’s Technology Pioneers can be found here:** <http://wef.ch/techpioneers19>  
More information on past winners can be found [here](#).

### **About Black Bear**

Black Bear is a green, recovered carbon black (rCB) manufacturer that produces carbon black using end-of-life tires instead of fossil oil as a resource material. Black Bear chooses to change the industry with breakthrough technology and with passionate people; because we believe that we can save considerable amounts of CO<sub>2</sub> in the carbon black market, solve the waste-tire problem and operate a profitable business at the same time.

Carbon black is a crucial component in rubber, plastics, inks and paints and is used to modify their properties into usable products. Almost everything that you see around you that is black in color has carbon black in it. Current manufacturers produce carbon black by combusting oil (the “furnace process”), emitting CO<sub>2</sub> and thereby polluting the environment. Black Bear recovers carbon black from used tires in a clean and sustainable way.

Black Bear plans to lead the transition towards a circular economy for tires by rolling out hundreds of tire upcycling plants with local partners around the world, with the initial focus on Europe. After 6 years of testing and 2 years production experience, Black Bear is now ready to roll-out its concept worldwide and start producing on a large commercial scale. When we reach our full potential of repurposing every end-of-life tire with our circular solution, Black Bear will reduce global annual oil consumption by more than 215 million barrels and thus reduce global CO<sub>2</sub> emissions by over 35 million tonnes per annum. Black Bear recently announced their teaming up with EPC contractor MMEC Mannesmann to accelerate the global roll-out of its technology. In Early 2019 Black Bear was selected as a Global Cleantech 100 Company.

Further information: [Website](#), [LinkedIn](#), [Twitter](#), [Instagram](#)

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## **About World Economic Forum**

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. ([www.weforum.org](http://www.weforum.org)).

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