

MICHELIN CORPORATE FOUNDATION

2020 ANNUAL REPORT



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FOREWORD

"2020 will go down as the year of Covid-19, with its attendant health, economic, social, political and human crises.

The pandemic, which is still raging, has left its mark on people working for the common good.

Numerous associations and public interest organizations have responded to the urgent needs of suffering people in such varied areas as medical care, food aid, education, culture and digital technologies.

And many of them have bravely continued their work in spite of the obstacles created by periods of lock-down and by the frequent reduction of their financial resources. Let us pay homage to them here.

In this context our Foundation's concern has been to confirm to our partners our commitment to be at their side and maintain our support during this particularly trying time for them.

Among other actions, we have backed medical research programs linked to Covid 19 at the Institut Pasteur and Clermont-Ferrand University Hospital. By assisting this research with other donors, we hope to help beat the Covid 19 pandemic as soon as possible."



PHILIPPE LEGREZ,
MICHELIN CORPORATE FOUNDATION
EXECUTIVE DIRECTOR

FONDATION.MICHELIN.COM

🐦 @FOND_MICHELIN 📺 MICHELIN

THE FOUNDATION TEAM



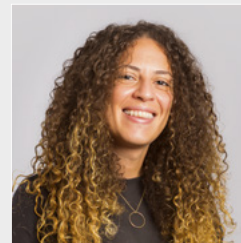
PHILIPPE LEGREZ

EXECUTIVE DIRECTOR



ANNE TEFFO

EXECUTIVE DEPUTY
DIRECTOR



MERIEB BELYFA

COMMUNICATION AND GIVING
PROJECTS MANAGEMENT



ANNE DUQUENOIS

RESPONSIBLE FOR GIVING
PROJECTS AND CONTRACT
MANAGEMENT



NATHALIE ELLIE

EVENTS AND GIVING PROJECTS
MANAGEMENT



BÉATRICE GAUDARD

ADMINISTRATION
AND GIVING PROJECTS
MANAGEMENT

***THE FOUNDATION'S PRESENCE
IN THE WORLD***

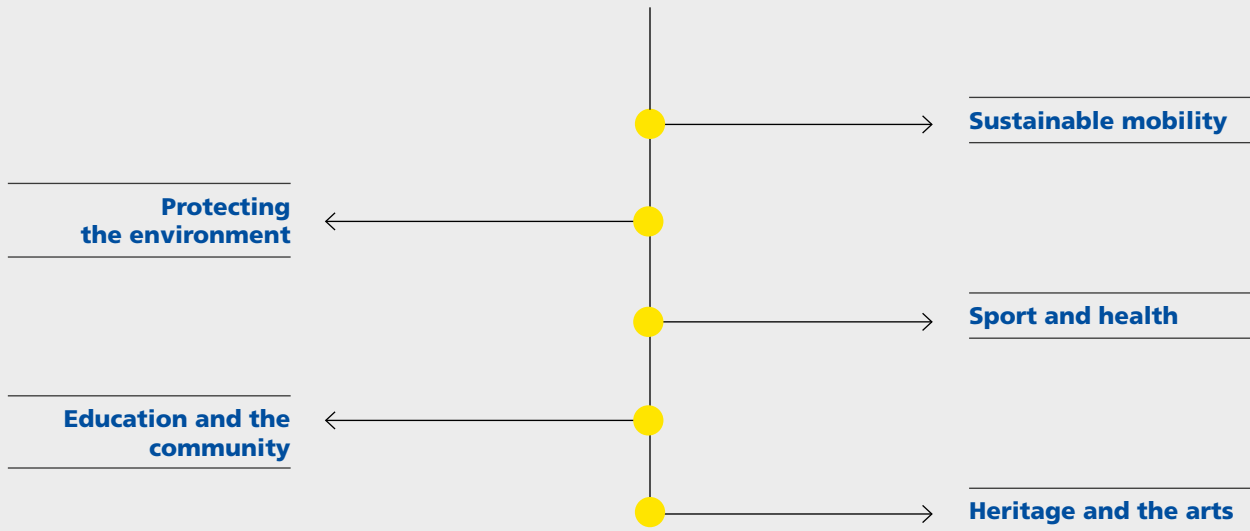




INTRODUCING THE FOUNDATION

Established at the start of 2014, the Michelin Corporate Foundation has as its purpose to back projects of general interest in all the countries where the Michelin Group is present.

The Foundation supports projects in five areas:



Since its creation, the Foundation has given its patronage to 426 projects in these five areas in around thirty countries.

The Foundation's aim is to sustain philanthropical activities that bring increasing benefit to our communities and fully assert the role in society we intend to play.

The Foundation contributes to upholding the Michelin Group's values and purpose.

INTRODUCING THE BOARD MEMBERS



FLORENT MENEGAUX

CEO, Michelin & President of Michelin
Corporate Foundation



YVES CHAPOT

Partner & Chief Financial
Officer



ADELINE CHALLON-KEMOUN

EVP, Engagement & Brands, Group
Executive Committee Member



JEAN-CLAUDE PATS

Chief People Officer,
Group Executive Committee Member



JEAN-MICHEL GUILLON

Chief Innovation Officer,
responsible for partnerships



PATRICK BERNARD

Michelin Group Staff
Representative



BRICE LALONDE

Former French Minister of the
Environment, President of the
Académie de l'Eau



CATHERINE PÉGARD

President of the Public Establishment
of the Palace, Museum and National
Estate of Versailles



JEAN CHAZAL

University professor, neurosurgeon,
Honorary Dean of the Faculty of Medicine,
University of Clermont-Ferrand

GOVERNANCE AND FINANCE

TWO GOVERNING BODIES MANAGE THE MICHELIN CORPORATE FOUNDATION:

The Executive Board

Chaired by Florent Menegaux, comprises four members of the Michelin Group Executive Committee, a staff representative and three personalities from outside the company. The Executive Board defines overall strategy and approves projects of 100,000 euros and over.

-

The Selection Committee

Is made up of eight members representing the main activities or divisions of the Group. It is responsible for approving projects with budgets over 5,000 euros and below 100,000 euros.

-

The Executive Director

Philippe Legrez, manages the corporate giving activities of the Group with Executive Deputy Director Anne Teffo. He directly makes decisions concerning projects with budgets up to 5,000 euros.

-



**THE FOUNDATION'S ENDOWMENT
IN 2020 WAS 21,033,750 EUROS.**

VALUES AND COMMITMENTS

THE MICHELIN GROUP'S LONG COMMITMENT

to social responsibility is at the origins of the Foundation. Its creation echoes the values and the engagement of the Group through the support given to innovative, socially committed projects in line with its tradition of respect and concern for humanity. Moreover, the Group backs projects that are consistent with its activities and close to its staff and its locations.



THE FOUNDATION'S MISSION

is to complement the corporate giving initiatives of the Group's subsidiaries and their involvement in local communities. This patronage is already in effect in the many countries where the Group operates.

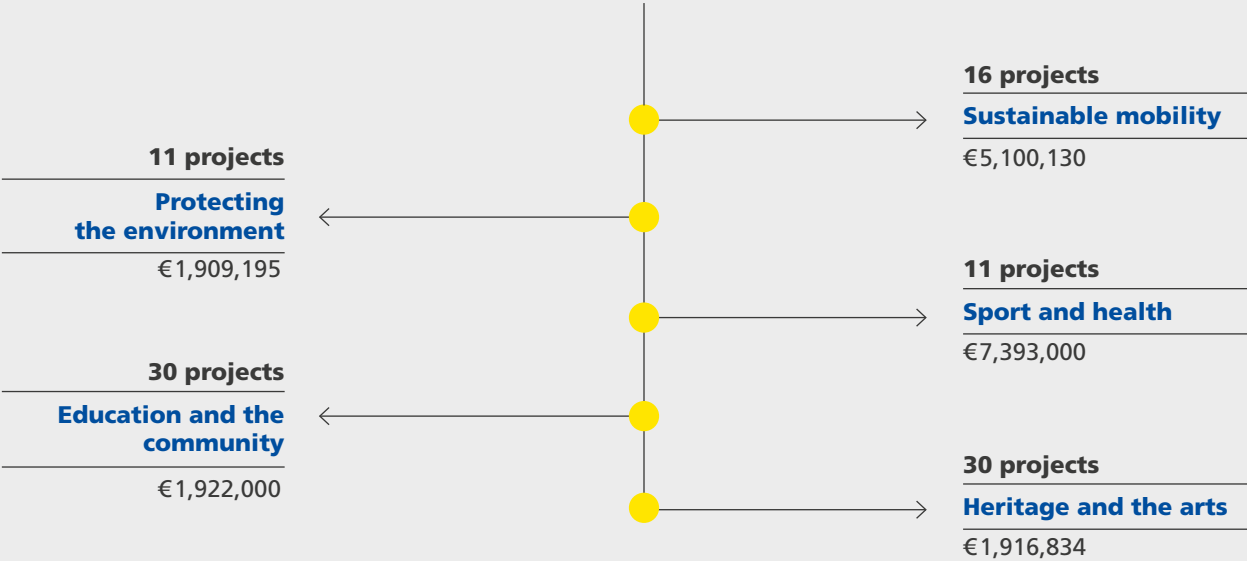
THE FIELDS

in which the Foundation operates are broad enough to encourage the many people working in associations, foundations and charitable organizations to ask for support. The Foundation gives them a new opportunity to show their civic commitment, generosity and inventiveness.

THE FOUNDATION IN FIGURES

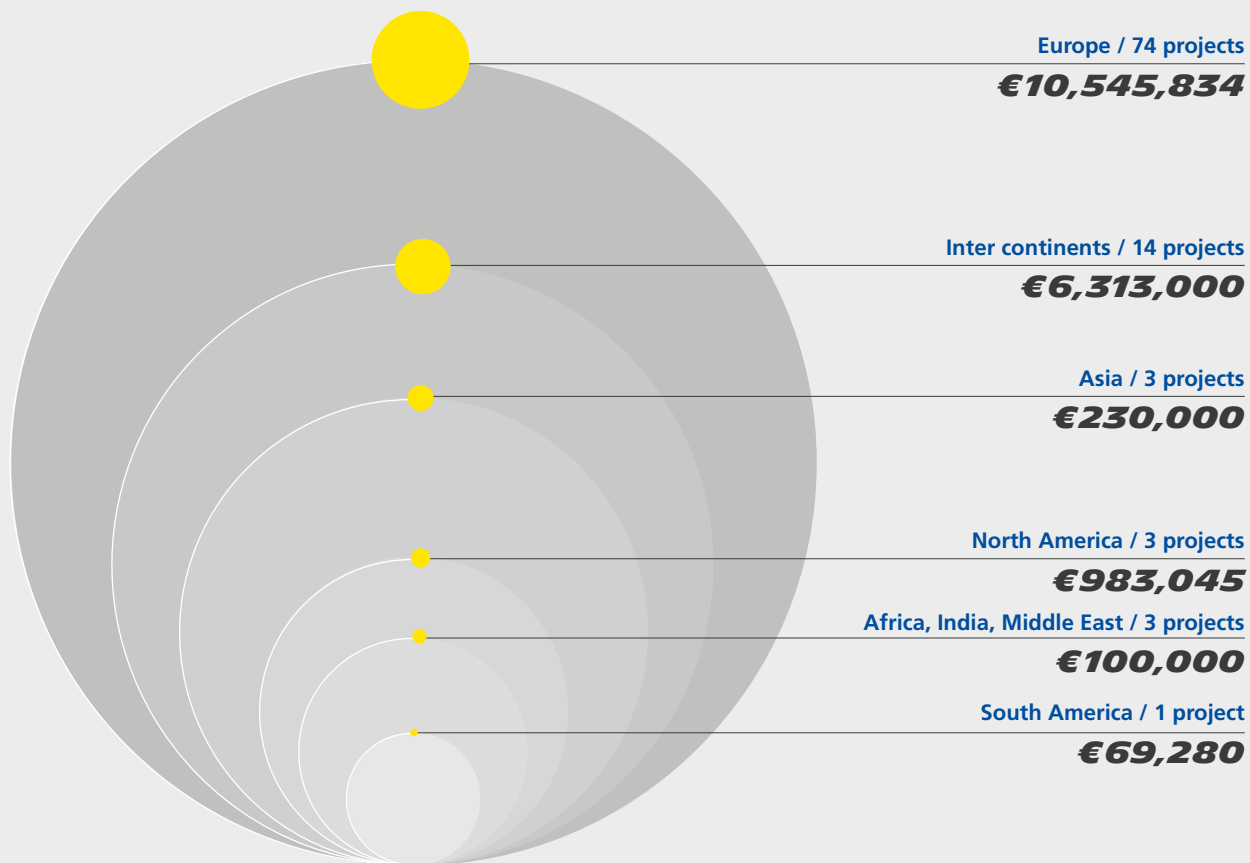
The Foundation backed **98 projects in 2020**,
with a total budget **of 18,241,159 euros**.

ONGOING PROJECTS BY FOCUS AREA



TOTAL ————— **98 PROJECTS**
€18,241,159

ONGOING PROJECTS BY GEOGRAPHICAL REGION



OFFERING A BETTER WAY FORWARD

IS:

COMMITTING TO SUSTAINABLE MOBILITY

ACTING TO PRESERVE OUR CULTURAL HERITAGE

PROMOTING EDUCATION AND COMMUNITY ACTION

HELPING TO PROTECT THE ENVIRONMENT

WORKING FOR THE BENEFIT OF SPORT AND HEALTH

**MORE THAN PROJECTS,
THESE ARE THE SHARED
ADVENTURES OF PEOPLE
DRIVEN BY THEIR
COMMITMENT.**

Find out more





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SUSTAINABLE MOBILITY

The Foundation backs projects encouraging the development of sustainable mobility.



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SPORT AND HEALTH

The Foundation is actively working for the wellbeing of the communities where the Michelin Group is located.



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EDUCATION AND THE COMMUNITY

In keeping with its principles, the Foundation provides community support and encourages education as a stimulus to development.



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PROTECTING THE ENVIRONMENT

Respect for the environment and the preservation of resources are among the Foundation's priorities.



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HERITAGE AND THE ARTS

With its strong commitment to community life, the Foundation encourages the creative spirit which contributes to local development.

1. SUSTAINABLE MOBILITY

***THE FOUNDATION BACKS PROJECTS
THAT PROMOTE THE DEVELOPMENT OF PERMANENTLY
SUSTAINABLE MOBILITY.***





PROJECTS BACKED BY THE FOUNDATION

Agence du Don en Nature

Distribution of unsold essential non-foodstuff products to the most deprived

-

Association Enfants du Mékong

Road safety training for children in Cambodia, The Philippines and Thailand

-

Association Pour le Droit à l'Initiative Économique (ADIE)

Employment support for vulnerable populations thanks to a mobility for employment scheme.

-

Association Prévention Routière

Creating road safety awareness for 9 to 11-year-old school students as they travel

-

Climate Chance

Roadmap for a transportation and mobility transformation project in Ivory Coast

-

Fondation France Japon (EHESS)

Funding for the chair in Urban Mobilities in the 21st century

-

Fondation La main à la pâte (LAMAP)

Creating road safety awareness for 9 to 11-year-old school students as they travel

-

Global Road Safety Partnership (IFRC)

Road safety program in Brazil

-

Global Road Safety Partnership (IFRC)

VIA road safety education program for young people throughout the world in partnership with the Total Foundation

-

Global Road Safety Partnership (IFRC)

Support for the activities of the Global Road Safety Partnership

-

Musée de l'Armée

Mobility assistance for school students attending the museum's open days

-

Movin'On

The world's leading co-innovation ecosystem committed to sustainable mobility

-

Movin'On Sustainable Mobility Fund (Fonds de dotation)

Support to initiatives in favor of sustainable mobility and that fight climate change

-

SuM4All

Applying the Global Roadmap of Action Toward Sustainable Mobility (GRA) in South Africa to promote inclusive mobility as seen from the point of view of women

-

Ten at the Top (TATT)

Environmental Sustainability Through Public Transit, increasing the fleet of electric buses in Greenville County and upstate South Carolina

-

YOURS

Support for the road safety activities of Youth for Road Safety in organizing the 2nd youth assembly in Stockholm in February 2020

SUPPORT FOR THE ROAD SAFETY ACTIVITIES OF YOUTH FOR ROAD SAFETY



Mission • Sustainable mobility

Road crashes are the leading killer of young adults aged between 15 and 29. Almost 350,000 die each year and 80% of them are males.

To help in fighting this scourge the NGO YOURS (Youth for Road Safety) was set up in 2007. It has grown steadily and in 2010 became an official member of UNRSC (United Nations Road Safety Collaboration), the road safety body attached to the UN. The aim of YOURS is to improve road safety by encouraging thousands of young people known as 'ambassadors' and 'champions' to take part in preventive actions, to spread information and mobilize their peers.

Despite increased awareness, the death rate in 2019 remained high. The reasons for this are perfectly clear: not wearing a helmet or seat belt, speed, alcohol and loss of attention. In this situation, it is more than ever essential to inform young people and, what is more important, involve them in designing solutions.

This priority was recalled at the 2nd World Youth Conference held in Sweden on February 18th, 2020. Jointly organized by YOURS and the World Health Organization, it was a prelude to the third world ministerial conference on road safety arranged by the United Nations. The assembly called for increased efforts to meet new road safety targets between now and 2030 and speed up the transition to safer, cheaper, easier to use and more sustainable modes of transport.

In July 2020, YOURS launched the Global Youth Coalition for Road Safety, a platform bringing together individual members and organizations with the aim of creating momentum to make roads safer. Its objective is to offer resources, skills, partnerships and opportunities to spread ideas and maximize their impact. Since its creation, 300 members from 76 countries have joined the Coalition.

The potential behind this initiative has encouraged Michelin to extend its support for YOURS whose ambition of promoting safer mobility in tune with sustainable development is central to Michelin's own commitments. ■

WORLDWIDE

IMPACT

Deploy road safety actions among young people



YOURS launches Global Youth Coalition for Road Safety

RAISING ROAD SAFETY AWARENESS AMONG SCHOOL CHILDREN



Mission • Sustainable mobility

Deeply committed to making roads less dangerous, the Michelin Corporate Foundation has decided to undertake actions to improve the safety of children on their journeys to and from school. One major concern is the peak in pedestrian accidents among 11-year-olds when they enter middle school.

The Foundation was especially attracted by a project entitled 'On the road, my brain is my buddy', because the project has created synergies between two complementary organizations that the Foundation already supports.

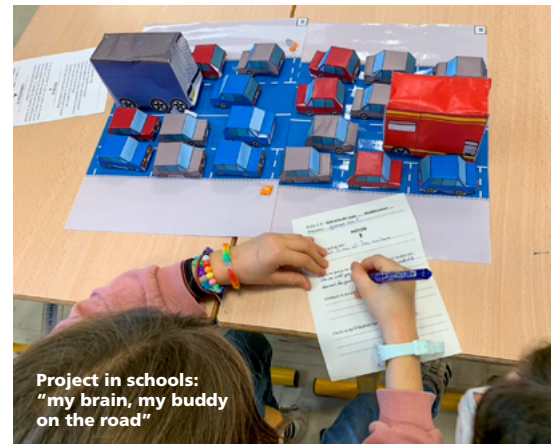
- On the one hand, the association Prévention Routière is known for its widescale national campaigns and for outreach activities towards all road users, especially children, creating awareness from the earliest age of correct behaviors when faced with the hazards of the road.
- On the other, the foundation *La main à la pâte* is considered a leading player by the French Ministry of Education for the support it gives to teachers in elementary and middle schools in making science education more fun and easier to understand.

With the backing of the Michelin Corporate Foundation and the expert skills of the association Prévention Routière, *La main à la pâte* has developed an entire and innovative teaching

kit designed to make 4th, 5th and 6th grades pupils better aware of risks on the roads. Its originality comes from scientific experimentation in the areas of perception, attentiveness and inattentive blindness. These phenomena are handled in class by teachers who have at their disposal a range of teaching aids such as self-tutoring courses, fact sheets and visual supporting materials, all available online. It is an effective way of creating awareness and acquiring the right behaviors in the children's daily journeys.

The scheme was tested in 2020 despite the Covid-19 health crisis and since the first trimester 2021, is available on the *La main à la pâte* website using the e learning platform L@map. It is totally free to use. The aim is to roll out the program to between 1,000 and 2,000 teachers a year. An introductory webinar will also be created by the association Prévention Routière for the use of its teams with help from the Foundation *La main à la pâte*.

This fine joint initiative serves an essential cause, the safety of young people. ■



FRANCE

IMPACT

Educate schoolchildren
about road safety

A full-page background image of a laboratory. A scientist wearing a white lab coat, a white hairnet, and blue gloves is using a compound microscope. The lab bench is cluttered with various glassware, including Erlenmeyer flasks, test tubes, and a beaker. A warning sign is visible in the background. The overall color scheme is blue and white.

2. SPORT AND HEALTH

***THE FOUNDATION WORKS ACTIVELY
FOR THE WELLBEING OF THE COMMUNITIES
WHERE THE MICHELIN GROUP IS LOCATED.***



PROJECTS BACKED BY THE FOUNDATION

ASM Omnisports

Support for the activities of ASM Omnisports in 2020

-

Autisme Info Service

Free information and call service providing help and guidance for people with autism, their families and the professionals working alongside them

-

Cavalitude

'Amazones' project to help women suffering from or in remission from cancer using equithérapie

-

Clermont-Ferrand University Hospital

Support for research linked to Covid-19

-

Un Défi de taille

Creating public awareness of multiple epiphyseal dysplasia, a rare genetic disorder

-

Fondation les Amis de l'Arche

Inclusive shared housing for disabled adults provided by 'L'Arche' at Clermont-Ferrand

-

Fonds pour les Soins palliatifs

Support for two actions carried out by Fonds pour les Soins palliatifs

-

FORRAD

Ongoing activities of the mobile unit in Thiruvallur district in the state of Tamil Nadu in India

-

Institut Pasteur

Covid-19 research program

-

Médecins du Monde

Providing medical coverage in rural areas of the Combrailles region in Auvergne as well as in the upper Aude valley

-

Du Répit pour les Familles

Guide for family caregivers in the Gironde and Morbihan departments

INSTITUT PASTEUR: COVID-19 RESEARCH PROGRAM



Mission • Sport and health

The Michelin Corporate Foundation has pledged its commitment to the Institut Pasteur in Paris to support an ambitious research program aimed at finding science-based solutions to the Covid-19 pandemic.

Mustering unprecedented resources, this program has brought together over 50 teams and more than 400 people involved in Covid-19 research on the Paris campus.

The program has made significant breakthroughs in the following areas:

- perfection of testing techniques, including antibody testing
- epidemiological studies and modelling
- biology of the SARS-CoV-2 virus and interactions between virus and host
- therapeutic approaches to the treatment and prevention of Covid-19
- vaccination strategies for preventing Covid-19

Major results include:

- sequencing of SARS-CoV-2 and the development of a RT-PCR test by the end of January
- seroprevalence studies into the French population
- use of models to define scenarios in different areas, for example, the effects of lock-down on the spread of the epidemic, on death rates and hospital admissions
- mapping interactions between SARS-CoV-2 proteins and cell proteins

- exploration of different Covid-19 vaccination models

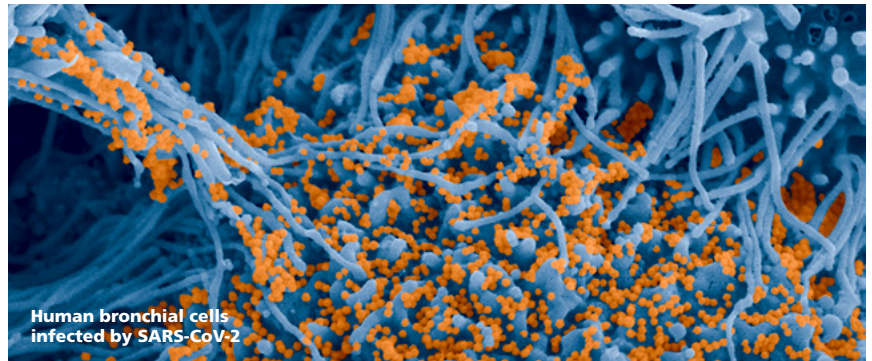
At the end of December 2020, 89 research projects on SARS-CoV-2 were in progress with around 100 known publications in scientific journals. 56 of these projects were taking place within the Institut Pasteur in Paris and 33 in establishments belonging to the international network of Pasteur institutes.

This work has been achieved thanks to public and private funding. This includes corporate giving such as that of the Michelin Corporate Foundation which was keen to act in the face of the health crisis. ■

WORLDWIDE

IMPACT

Fighting the Covid-19 pandemic



Human bronchial cells
infected by SARS-CoV-2



Covid-19 research

3. EDUCATION AND THE COMMUNITY

***IN KEEPING WITH ITS PRINCIPLES, THE FOUNDATION PROVIDES
COMMUNITY SUPPORT AND ENCOURAGES EDUCATION
AS A STIMULUS TO DEVELOPMENT.***





PROJECTS BACKED BY THE FOUNDATION

Académie des Sciences

Establishment of the Michelin Corporate Foundation-Académie des Sciences prize with l'Institut de France

Agence Universitaire de la Francophonie

Support for university admission to refugee students from non-French-speaking countries

AMPEI

Support to the International Bilingual School (EBI) in Clermont-Ferrand for the 2019-2020 school year

Association Chemins d'avenir

Customized program to help young middle and high school students, from deprived neighborhoods in France, develop their potential

Association CoCoShaker

Incubation 2020 - men and women of all ages wishing to set up an organization to respond to a social or environmental need

Association pour le Développement des œuvres d'entraide dans l'Armée (ADO)

Educational sponsorship scheme to help military orphans

Association IPAG Business School

Support for a study entitled 'Giving birth to change' designed to improve corporate management practices

Association Maîtrise de la cathédrale d'Autun - Petits Chanteurs à la Croix de Bois

Support for the Petits Chanteurs à la Croix de Bois choristers

Association RCF Solidarité

Support to RCF's radio broadcasts

Au Bar des Sciences

Spreading science education

CeCler

Backing for an employment assistance platform project for refugees set up by CeCler

Centre français des Fonds et Fondations (CFF)

Support for the activities of CFF

Ma Chance Moi Aussi

Giving support to educational deprived children in the La Gauthière neighborhood of Clermont-Ferrand

Croix Rouge française

Scheme to reestablish family ties among refugees in the Calais and Grande-Synthe areas

Fondation un Avenir Ensemble

Sponsorship for six promising young people from deprived backgrounds in Clermont-Ferrand, from beginning of high school to their first job

Fondation pour l'Innovation et la Transmission du Goût (FACE)

Education in taste and healthy eating with 'lessons in taste' in 7,000 school classes

Fondation La main à la pâte (Fondation Education à la Science)

Promoting and coordinating science education in elementary and junior high schools within the Maisons pour la Science network

Fondation Panthéon Sorbonne

Aid to mobility for students in Pondicherry, India

Fondation Sigma

Support for the development of the Sigma engineering school which will become the Institut National Polytechnique

Fondation l'Usine Extraordinaire (FACE)

Support for the development of French industry

Fonds de dotation Emeraude Solidaire

Opening of a Café Joyeux in Tours

Fonds ESPCI

Support for the UPtoParis program

Global Development Network

Moving the headquarters of the Global Development Network (GDN) from New Delhi to Clermont-Ferrand

Handicap International

Helping to employ handicapped people with the aid of internationally inclusive companies

IRCROM

Reorganizing the spaces used for social work and international aid training

Technical high school in Romania

Creating a day release program at the Mihai Viteazul high school at Zalău

Technical high school in Romania

Creating a day release program in industrial skills at Energetic technical high school at Campina

Restaurant Solidaire

Opening a community training restaurant

Le Samusocial International

Setting up an online help line called 'SOS Confinement'

Université Clermont Auvergne Fondation (UCAF)

Support for UCAF's teaching programs

AN EMPLOYMENT SCHEME FOR REFUGEES CREATED BY CECLER



Mission • Education and the community

For more than 24 years, the CeCler association has been fighting against the exclusion of people in need in the Clermont-Ferrand metropolitan area. Its mission is to facilitate their reintegration into society and employment by using four levers: housing, health care, support towards autonomy and adapting to the workplace.

The association responded to the invitation to tender for a project by the French Ministry of Employment at the end of 2018 in a context of increasing migratory flow. The objective was to speed up the reemployment of refugees as part of a skills investment program.

CeCler was selected for the project and put forward PIETRA (standing for integrated enterprise and local area mobilization and acceleration platform), an innovative experimental scheme designed to lift the obstacles to the reemployment of refugees in the Puy-de-Dôme area.

As an exchange platform, PIETRA aims to respond to the recruitment needs of businesses in the Puy-de-Dôme area while providing real, durable jobs to refugees under international protection. Two separate services are on offer:

- The first targets refugees that CeCler helps in their search for lasting employment. The program is planned to last 12 months at the most. There are

two aspects. Support towards employment based on skills development and focused on learning workplace behaviors. The second is support in the workplace to ensure recruitment is guaranteed right up until the new hire has been assimilated into the company.

- The second service is geared towards businesses that CeCler helps in defining their human resource requirements and supplying matching candidates. It also has two aspects: an assistance towards recruitment and support for new hires in their assimilation into the workplace.

The project is based on solid partnerships and mobilizes the whole local ecosystem. It has managed to bring together a network of more than 200 organizations in different sectors such as hotels and restaurants, construction, servicing and cleaning, handling and logistics. The scheme has met with success and by November 1st, 2020, 201 refugees had already benefitted from it.

Co-funded for three years, notably by Michelin Corporate Foundation, the platform is intended to become over time a permanent economic model. ■



Professional integration project

OPENING A COMMUNITY TEACHING RESTAURANT



Mission • Education and the community

The Michelin Corporate Foundation wished to become associated with the Toques Académie restaurant, a novel community training and social assimilation project that is unique in France.

This unusual eating place located in Clermont-Ferrand opened in June 2020 in spite of the coronavirus crisis. The chef, Hugo Czechowicz, has a dazzling professional record. He offers inventive, sophisticated cooking based on fresh ingredients from short supply chains. More than fine dining, this restaurant is intended to be a learning center and offers training in culinary and serving skills open to all.

To bring this new project to fruition, different social and community organizations had to be brought together, notably Chôm'Actif and the Secours Catholique. The 'Goûts & Solidarité' association was created under the chairmanship of Thourya Albert. Then, in October 2019, 'Le Restaurant Solidaire Apprenant' cooperative society was set up, chaired by Jacques Rousset.

Today, the cooperative owns and manages the Toques Académie community restaurant. It has two missions:

1. The teaching restaurant trains young people and adults in culinary and service skills using existing back-to-work, apprenticeship and pro-



A community teaching restaurant in Clermont-Ferrand

fessional qualification schemes. Priority is given to persons having a disability.

2. The community restaurant offers its tables to the usual connoisseurs of gourmet dining in Clermont-Ferrand. It also provides a moderately priced daily menu (5 euros instead of 21) for jobseekers enrolled with employment and retraining organizations.

The Toques Académie collaborative community restaurant embodies the concept of the social economy which combines training, solidarity, social integration and work. It perfectly corresponds to the convictions of the Michelin Corporate Foundation. ■

FRANCE

IMPACT

Develop inclusion into
the professional world



4. PROTECTING THE ENVIRONMENT

***RESPECT FOR THE ENVIRONMENT
AND THE PRESERVATION OF RESOURCES ARE AMONG
THE FOUNDATION'S PRIORITIES.***



PROJECTS BACKED BY THE FOUNDATION

Académie de l'Eau

Aid for the development of the 'Global Panel on the Chemical Pollution of the Environment' (GPCPE) to monitor chemical pollution worldwide

-

The Community Foundation of Greenville

Reedy River reclamation in Unity Park scheme

-

Solar Impulse Foundation

Identifying and implementing 1000 technical solutions for sustainable development

-

Movin'On endowment fund

Contribution to the Solar Impulse Foundation project

-

INRAE (CNRS)

Support for research to limit competition between man and nature by preserving the ecosystem of rooks (*Corvus frugilegus*)

-

Institut du Développement Durable et des Relations Internationales (IDDRI)

Submission of proposals to national governments and businesses to implement the COP21 recommendations for achieving low-carbon mobility

-

Institut Europlace de Finances

(Fondation Université Paris Dauphine)

Research program into CO₂ pricing and low-carbon innovation within the Department of Climate Economics

-

UniLaSalle

Funding for a chair in agricultural machinery and new technologies

-

WWF Indonesia

Environmental protection activities in Sumatra

-

WWF

Supporting WWF's activities worldwide

-

Yellowstone Forever

Redeveloping access to the 'Brink of the Lower Falls' area of Yellowstone's Grand Canyon, one of America's treasures

FUNDING FOR THE CHAIR IN AGRICULTURAL MACHINERY AND NEW TECHNOLOGIES



Mission • Protecting the environment

Founded in 2015 at the Institut Polytechnique UniLaSalle, the chair in Agricultural Machinery and New Technologies has the triple objective of anticipating changes in agriculture and new technologies to design agricultural equipment closely matching farmers' needs, create new research capacity and train its engineering students in both agronomy and engineering.

The first three years were taken up in establishing the chair, with some notable successes:

- creation of a specialist program in Agricultural Equipment and New Technologies (AENT) with a first intake of students in 2016;
- recruitment of a team of researchers who also teach and an engineer specializing in plant experimentation;
- initial research projects on agricultural equipment.

The Michelin Corporate Foundation, which contributed to establishing the chair, has been encouraged by these favorable results and has wished to renew its backing for a second phase of consolidation and development. Among the actions which have been undertaken at this stage are:

- giving shape to an ambitious and innovative science program for 2020 to 2023 designed to meet the major development challenges of the profession,

- building up student numbers in the AENT program with the key aim of offering graduates excellent employment prospects and professional recognition,
- reinforcing the teaching and research team,
- achieving recognition for the chair's scientific work,
- publication in November 2020 of the first research thesis funded by the chair.

For example, this thesis on soil root compaction has provided a novel method of measuring the impact of farm machines passing over roots in the soil and is a significant contribution to the development of sustainable farming practices.

The Michelin Corporate Foundation is pleased to be involved in supporting agriculture and to be funding the chair whose objective is to respond to the major environmental, digital and energy challenges facing farm machinery today and tomorrow. ■



FRANCE

IMPACT

Support innovative and sustainable projects for agriculture

MANAGING CONFLICTS BETWEEN MAN AND NATURE, THE EXAMPLE OF ROOKS



Mission • Protecting the environment

Preserving Nature and biodiversity is a priority to which the Michelin Corporate Foundation is committed. The Foundation is participating with the Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement (INRAE) in the protection of rooks who are key players in a unique ecosystem.

The rook (*Corvus frugilegus*) is one of four European species belonging to the Corvidae family (jays, jackdaws, magpies, common crows, ravens). The rook, which belongs to the passerine order, nests in colonies, can live for up to 20 years, and is recognized for its high intelligence and exceptional capacity for memorization and anticipation. As a comparison, the rook's brain represents almost 2% of its body weight, a proportion equivalent to that of humans.

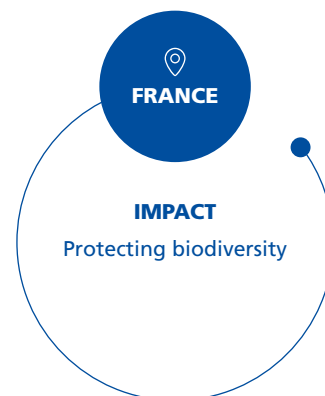
Despite or because of these capacities, rooks are unliked, feared and hunted by farmers to protect their crops and even demonized in movies because they are black. As they are not shy, they are often exterminated by the destruction of their nests and by shooting, trapping and poisoning because of the nuisance they cause. However, they are central to a biodiverse ecosystem which it is crucial to preserve.

To reduce conflict between humans and rooks Valérie Dufour* an ethologist at INRAE has

been observing and studying the rooks' mode of communication. With the backing of the Michelin Corporate Foundation, she has found a place to start observing rook colonies on the Michelin site at Ladoux**. With the help of research graduates and students in the second year of their masters course, she has created an original program based on the vocal signatures of male and female rooks in the colony. The aim is to encourage rooks to settle in less contentious areas. Tests will start in Spring 2021. ■

* Researcher at CNRS/INRAE's, Laboratoire PRC (Physiologie de la reproduction et des comportements) at Nouzilly)

** Michelin's research and development site at Cébazat 63118



The rook: key player in a unique ecosystem



5. HERITAGE AND THE ARTS

***WITH ITS STRONG COMMITMENT TO COMMUNITY LIFE,
THE FOUNDATION ENCOURAGES THE CREATIVE SPIRIT
THAT CONTRIBUTES TO LOCAL DEVELOPMENT.***



PROJECTS BACKED BY THE FOUNDATION

Association AMOS

Les Jours de Lumière festival

-

Association des élèves et anciens élèves de l'Institut de Haute Finance

Backing for the 33rd Prix Turgot rewarding the best financial economy book of the year

-

Association Festival de La Chaise-Dieu

54th La Chaise-Dieu festival

-

Association Hélios

Support for the Théâtre Hélios 2020 cultural season

-

Association Pop'Art (Coopérative de Mai)

2020 arts season

-

Association pour la Valorisation du Velay, Auvergne et Gévaudan

Development of the Forteresse Saint-Vidal cultural heritage site with the creation of new events and attractions

-

Centre Culturel Jules-Isaac

Support for the development of the Centre Culturel Jules-Isaac digital and multimedia platform

-

Choeur Régional d'Auvergne

2019-2020 choral season

-

Clermont Auvergne Opéra

2019-2020 musical season

-

Comédie de Clermont-Ferrand National Theatre

2020-2021 theatre season

-

Dundee Museums Foundation

Creation of the Michelin Design Gallery within the Victoria and Albert Museum of Design, Dundee

-

École Supérieure d'Art de Clermont Métropole

Support for artistic projects

-

Eglise Sainte Thérèse

Restoration of the stained-glass windows in the church of Sainte Thérèse de l'Enfant Jésus at Boulogne-Billancourt

-

Ensemble Correspondances

2020 musical season

-

Fondation Comédie-Française (Fondation de France)

Digitalization of the historic Comédie Française costume and manuscript collection

-

Fondation des Monastères (archives Franciscains)

Conservation and transmission of the Franciscan art treasures

-

Fondation Notre Dame

Restoring Notre-Dame cathedral in Paris following the fire on April 15th, 2019

-

Fondation du Patrimoine

Heritage restoration projects in Auvergne

-

FRAC Auvergne

Contemporary arts events

-

Il Faut Aller Voir

21st Rendez-vous du Carnet de Voyage travel journal festival

-

Mairie de Cébazat

Sémaphore festival and cultural season

-

Ministère de la Culture

36th European Heritage Days

-

Musée national des arts asiatiques - Guimet

'A porcelain firmament, from China to Europe' exhibition

-

Orchestre National d'Auvergne

2019-2020 orchestral season

-

Orchestre Symphonique des Dômes

019-2020 orchestral season

-

Sauve qui peut le court métrage

International short film festival

-

Sauvegarde de l'Art Français

2020 'The Biggest Museum in France' event

-

Sauvegarde de l'Art Français

Funding for the restauration of art treasures discovered by our employees in the vicinity of eight Michelin sites

-

Universcience Partenaires

Promoting scientific, technological and environmental education for the general public and especially young people

-

City of Clermont-Ferrand Effervescences project

Support for Clermont-Ferrand's nomination as the European Capital of Culture in 2028

RESTORING THE CATHEDRAL OF NOTRE DAME DE PARIS



Mission • Heritage and the arts

Notre Dame cathedral in Paris was ravaged by fire on April 15th 2019. The appalling images will remain in our memories for ever. The catastrophe triggered a worldwide outpouring of generosity with hundreds of thousands of donors in over 150 countries wanting to contribute to the mammoth restoration project.

In the immediate aftermath of the disaster, the priority was to shore up and secure the edifice. Funded mainly by le Fonds Cathédrale de Paris established by la Fondation Notre Dame, the first phase of the work to stabilize the structure has already started. Between 80 and 200 craftsmen are working daily on this exceptional and particularly complex project.

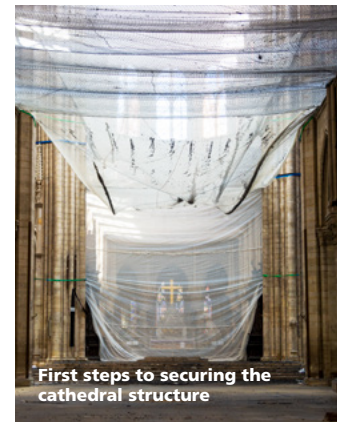
From the very first stage of the project, the Michelin Corporate Foundation wished to work closely with la Fondation Notre Dame, chaired by the archbishop of Paris the Most Reverend Michel Aupetit, to play its part in restoring this unique treasure of our cultural heritage.

After the fire brigade had done its work, one of the first tasks was to make the choir, the transepts and the nave watertight and an enormous protective umbrella was constructed. Several emergency measures were taken in the months following the fire. They include:

- evacuating the cathedral's art works;
- making the choir, the transepts and the nave watertight;
- clearing debris;
- implementing protective measures;
- underpropping the flying buttresses;
- inspecting the vaulting;
- installing construction machinery for working at great heights;
- bracing the scaffolding of the damaged nave so it can be dismantled.

The scaffolding was scheduled to be dismantled and cut up in the Spring of 2020 but the work was only finished at the end of November. Bad weather and then the Covid-19 health crisis reduced the labor force, with a resulting overrun of delivery dates and the initial budget. But despite these difficulties, completion of this crucial stage is a new step forward for the project.

The phase of restoring and rebuilding the edifice, including the floors, walls, timberwork and roofing, is an enormous challenge whose duration and cost are as yet unknown. Archbishop Michel Aupetit nonetheless hopes the first celebration will take place by 2024. ■



FRANCE

IMPACT

Restore cultural heritage

MEMORIES OF LA COMÉDIE-FRANÇAISE



Mission • Heritage and the arts

With archives going back 300 years and thousands of costumes and accessories, la Comédie-Française has a remarkable patrimony that has to be digitalized to ensure its survival. The institution has acquired software to catalog and archive its records and reappraise its history. The key aim is to make access easier for everyone.

Three major projects are planned:

- migration to new software of the La Grange database, the daily-updated catalog going back to the foundation of la Comédie-Française in 1680;
- scanning all the 19th and 20th century registers of the Library and Museum so as to safeguard the archives and make them available to researchers and also the general public;
- purchase of software to catalog and create a digital index of the collection of thousands of costumes.

The Michelin Corporate Foundation has given its backing to this extensive program enabling it to be totally funded over three years.

In this way, redesign has started of the La Grange document base which contains around 70,000 playbills and around 15,000 images. The aim is to make consultation easier, more intuitive and accessible to a wider public.

The work to scan documents and create the digital library has started. Over the next two years, about 500,000 pages of archives will have been scanned and made available, revealing the program of la Comédie-Française day by day since its foundation in 1680.

It must be emphasized that the forecast timeline and project launch have had to be replanned because of the health crisis. ■



Preservation of the Comédie Française manuscripts

CORPORATE GIVING PROJECTS AT COUNTRY LEVEL, THE FOUNDATION'S FAVORITES

The work of the Michelin Corporate Foundation complements the corporate giving and local community initiatives of the Group's affiliate corporations that take place in and around Michelin locations all over the world.

In 2020, the Foundation selected two special projects that in its eyes exemplify the generosity and commitment of the Group's workforce.

Sustainable mobility favorite • Brazil

In this very peculiar year, Michelin Brazil has been eager to work on groundbreaking mobility solutions that have a strong social impact and are fully digital.

With the support of the JA Start-up company, 25 employees from different regions (Rio de Janeiro, Campo Grande, Resende, Guarulhos and Sascar) have volunteered to develop projects. And 50 students from Rio, aged between 16 and 24, have been selected to take part in the initiative.

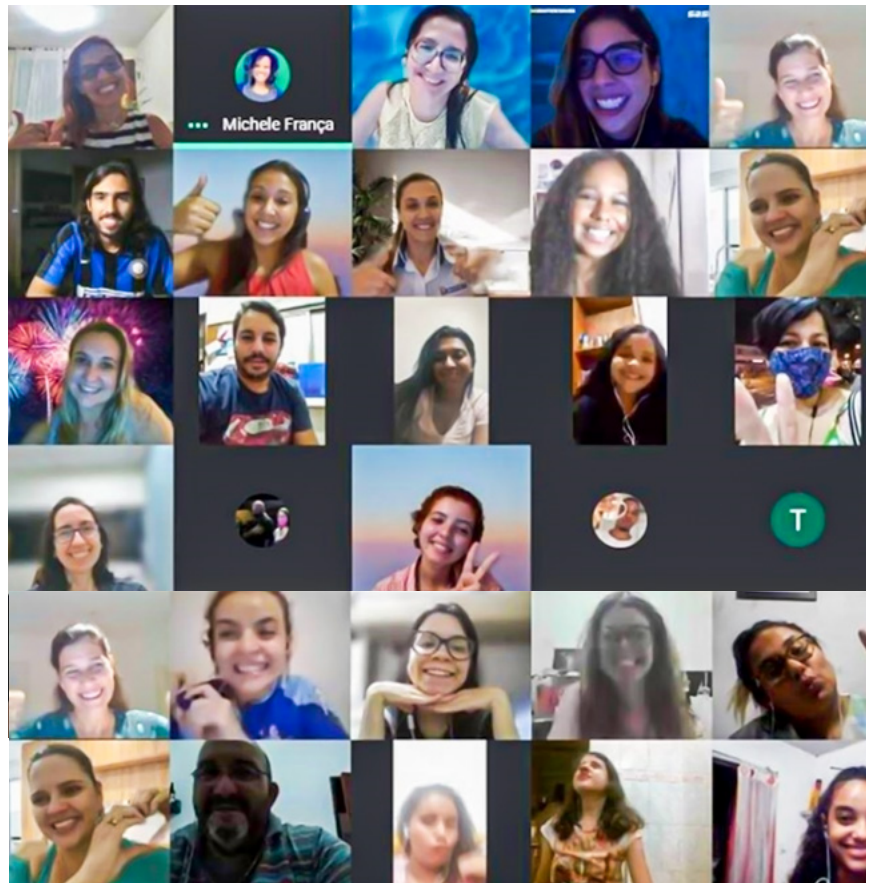
In all, 10 working parties have been set up, each operating in 'startup' mode, as if each were an enterprise, with focus on teamwork and problem solving. And they have come up with some particularly creative ideas.

A panel has selected and rewarded three of them:

First prize: A customizable application for the handicapped which shows bus routes and places accessible to the disabled.

Second prize: A startup that leverages sustainable mobility to enable women to earn their living and travel to and from work exclusively with female drivers and passengers.

Third prize: A company that uses novel ideas to aid mobility and recycling. ■



Sustainable mobility favorite • Spain and Portugal

The Michelin Foundation in Spain and Portugal (FMEP) has been working for several years alongside the food banks in the two countries to come to the aid of needy people. This has been a crucial challenge in 2020, at a time when the health crisis has downgraded the living conditions of many such people.

To respond to the crisis FMEP has launched, for the third year, a campaign of solidarity entitled 'It's in your hands'. Michelin's aim in doing this has been to improve the quality of life of the deprived and at the same time encourage community work initiatives among its own staff.

The response has met expectations. The campaign has raised around 25,000 euros in employee donations, to which FMEP has added 35,000 euros given to the Federation of food banks of Spain and Portugal.

In addition, FMEP has continued its regular donations to the food banks of the seven provinces in which Michelin has a presence (Guipúzcoa, Álava, Burgos, Valladolid, Madrid, Toledo and Almería).

In all, donations made by Michelin and its employees to Spanish and Portuguese food banks represent 80 tons of food products. This collaboration is part of an agreement signed with the Spanish Federation of food banks

(FESBAL) and is additional to the gift of tires to equip the vehicles belonging to the 54 associated food banks that are used to carry and distribute the foodstuffs donated at all the collection points in Spain.

Not only did employees make donations, but they also took part in the food banks' 'Great harvest' by their presence in supermarkets informing customers and at food bank collection centers. Their investment was greatly appreciated and justly recognized. ■





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