

**MICHELIN  
CORPORATE  
FOUNDATION**  
2017 ANNUAL REPORT





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*« BEHIND EACH PROJECT,  
THE MICHELIN CORPORATE  
FOUNDATION HAS ENDEAVORED,  
AS BEST IT CAN, TO MEET  
THE EXPECTATIONS OF CIVIL  
SOCIETY AND DEVELOP EXISTING  
INITIATIVES AND NEW ACTIVITIES. »*

Philippe Legrez



## **QUESTIONS TO Philippe Legrez**

*EXECUTIVE DIRECTOR OF THE MICHELIN  
CORPORATE FOUNDATION*

### **How would you sum up the Michelin Corporate Foundation's activity in 2017?**

**Philippe Legrez :** The philanthropic activity of the Michelin Corporate Foundation has continued to develop in 2017. Whereas our foundation gave its backing to 56 projects in 2015 and then 73 projects in 2016, it sponsored nearly 80 projects in 2017. For example, the Michelin Corporate Foundation has supported WWF in its combat against the deforestation being carried out in Sumatra in Indonesia. It has taken part in road safety campaigns in South Africa, Brazil and France. It has contributed to the protection of Yellowstone Park in the United States. It has enabled the Institut Pasteur to conduct research into the propagation of viruses and parasites in rubber plantations in Côte d'Ivoire and Laos, and come up with preventive solutions. Hospitals in Romania have been provided with essential medical equipment. The Foundation has helped resettle refugees in France and has sponsored cultural institutions and museums in several countries. Behind each project, the Michelin Corporate Foundation has endeavored, as best it can,

to meet the expectations of civil society and develop existing initiatives and new activities, in the name of its founding principle of "Helping People Move Forward".

### **What criteria does the Michelin Corporate Foundation use to select the projects submitted to it?**

**P.L. :** Our foundation receives very many requests for donations and must therefore apply the strict selection criteria it has defined, and at the same time, keep within its budget. Briefly, for a project submitted to benefit from a Michelin Corporate Foundation donation, it must meet all of several conditions. A project must satisfy the legal requirement that it should be in the general interest and not serve a limited number of individuals. It must comply with our statutes which state that our sponsorship is exclusively exercised in the areas of sustainable mobility, protection of the environment, education and the community, sport and health and heritage and the arts. A project must be relevant for Michelin in that it has to be implemented close to a Michelin site or be consistent with Michelin's activities, values or image. And lastly, a project must meet certain quality criteria:

it must make an impact or be innovative, embody excellence and be championed by a beneficiary of the donation who is able to carry the project through effectively.

### **What objectives has the Michelin Corporate Foundation set itself for 2018?**

**P.L. :** While working to reinforce its core philanthropic activities, the Michelin Corporate Foundation wishes to make those activities better known. With this end in mind, we are going to update and improve our website, be present in the social media and create a quarterly newsletter. We are going to distribute a movie we have recently made about the Michelin Corporate Foundation and we are going to take part in events to launch and celebrate the projects we are backing. We will be doing all this in close cooperation with the Michelin Corporation part of whose image and ethos we represent.

## **The Michelin Corporate Foundation**

was created in January 2014 on the initiative of Mr. Jean-Dominique Senard, President of the Michelin Group. The activities of the Foundation go by the signature theme of “Helping People Move Forward” and seek to promote long-term projects in all the countries where Michelin is present.

In line with the commitments and values of the Group, the Foundation operates in five areas:

- Sustainable mobility
- Sport and health
- Education and the community
- Protecting the environment
- Heritage and the arts.



**Jean-Dominique Senard,**  
President of the Michelin Group and  
President of the Executive Board  
of the Michelin Corporate Foundation



**François Corbin,**  
Executive Vice President, Development  
and Progress, member of the Michelin  
Group Executive Committee



**Claire Dorland-Clauzel,**  
Executive Vice President Brands and  
External Relations, member of  
the Michelin Group Executive Committee



**Marc Henry,**  
Chief Financial Officer,  
member of the Michelin Group  
Executive Committee



**Jean-Michel Guillon,**  
Executive Vice President Personnel,  
member of the Michelin Group  
Executive Committee



**Patrick Bernard,**  
Michelin Group employee  
representative



**Jean Chazal,**  
University professor, neurosurgeon,  
Honorary Dean of the Faculty  
of Medicine at the University  
of Clermont-Ferrand



**Brice Lalonde,**  
Formerly 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

## Governance and finance

**Two governing bodies** manage the Michelin Corporate Foundation:

- **The Executive Board**, chaired by Jean-Dominique Senard, includes four members of the Michelin Group Executive Committee, an employee representative and three external personalities. The Board defines overall strategy and validates projects over 100,000 euros.
- **The Selection Committee** is made up of nine members representing the main activities or divisions of the Group. The Committee is responsible for validating projects with budgets between 5,001 and 100,000 euros.

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

**The Foundation was endowed** with 15 million euros in 2017.



## Values and commitments

**The Michelin Group's long-lasting commitment to social responsibility** lies behind 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 a tradition of respect and concern for humanity. Moreover, the Group backs projects that are consistent with its activities and close to the concerns of its employees and their local communities.

**The Foundation's vocation** is to complement the philanthropic initiatives of the Group's subsidiaries and their involvement in community life. This sponsorship is already widespread in the many countries where the Group has developed its activities.

**The key fields** in which the Foundation operates are broad enough to encourage many associations, foundations and charitable organizations to ask for support. The Foundation provides them with a further opportunity to demonstrate their civic commitment, generosity and inventiveness.

## KEY EVENTS

**2017** was a year marked by the engagement of the Michelin Corporate Foundation alongside refugees in France, with:

- The travelling RLF scheme to re-establish family links set up by the **Croix-Rouge française** which is campaigning to prevent the loss of contact between refugees and their families.
- The welcome extended to researchers and teachers from war-torn countries **with the PAUSE program**, a national emergency aid scheme for the reception of exiled scientists organized by the **Collège de France**.
- The support given to the settlement of non-French-speaking student refugees with the **Agence Universitaire de la Francophonie** in 35 universities and schools spread across all regions of France.
- Environmentally-focused acculturation activities for the refugees supported by the **CeCler association**.
- Occupational training for young Iraqi refugees at the Michelin technical college thanks to the **Association Accueil des Chrétiens d'Orient**.



The Croix-Rouge française in action helping migrants



Testimony of Muhammad Ali Sammuneh,  
Syrian astronomer, father of four children.

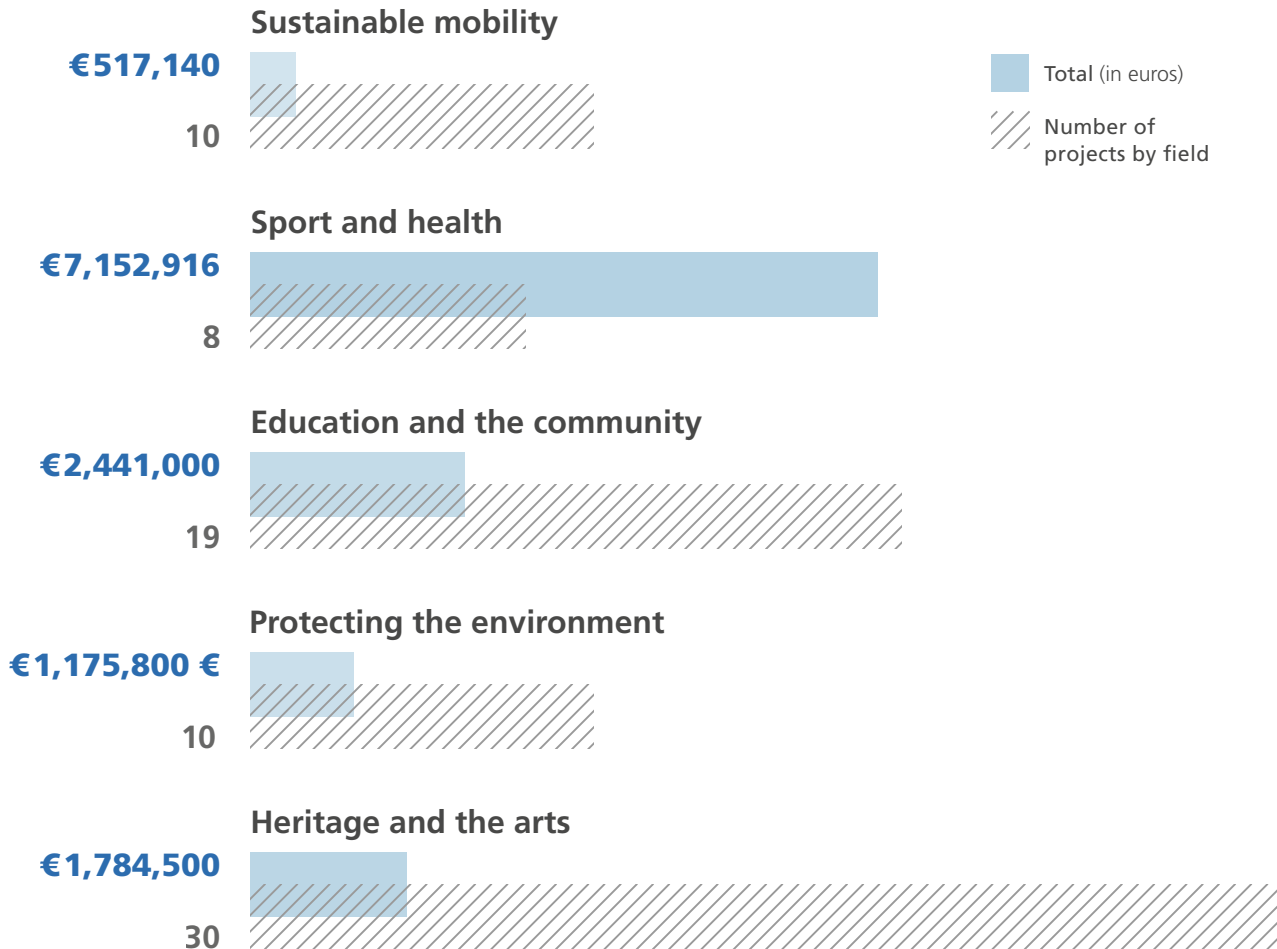
*"THE PAUSE PROGRAM IS LIKE A HAND HELD OUT TO HEAL, A REASSURING SMILE WHICH CAN BE SEEN FROM ALL THE COLD AND DARK CORNERS OF THE PLANET AS A SIGN OF HOPE. PAUSE PUT ME BACK ON MY FEET BY GIVING ME THE TIME TO REBUILD MY PROFESSIONAL ACTIVITY FROM SCRATCH AND PROVIDE A LIVELIHOOD FOR MY FAMILY."*



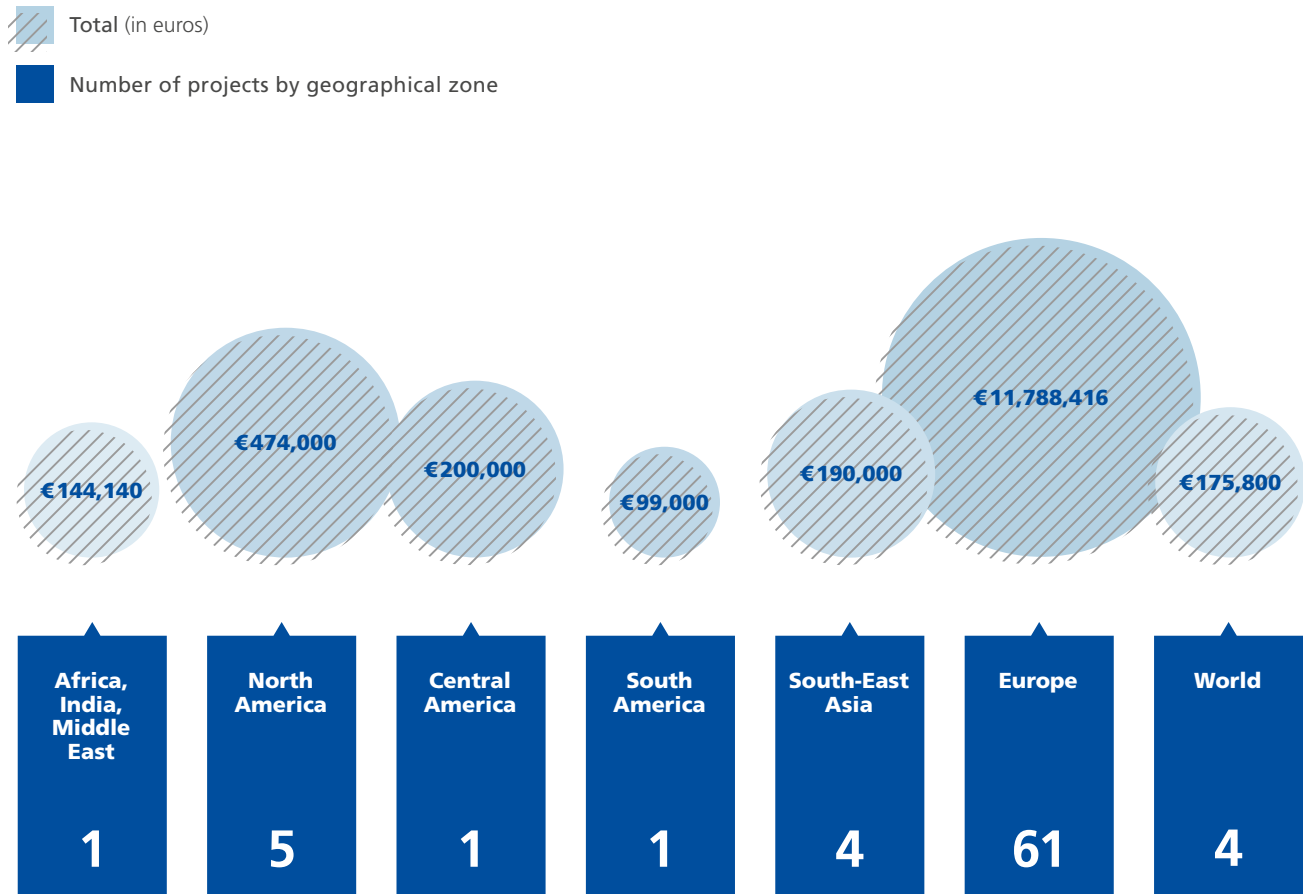
Syrian scientist Muhammad Ali Sammuneh aided by the PAUSE scheme

## ONGOING PROJECTS FIELD BY FIELD

The Foundation gave its backing to **77 projects in 2017**, for a total budget of **13,071,356 euros**.



## ONGOING PROJECTS BY GEOGRAPHICAL ZONE



# SUSTAINABLE MOBILITY

The Foundation supports projects  
which encourage the development of mobility  
in a lasting way.

## Projects supported by the Foundation

### **Association Prévention Routière**

Creating road safety awareness among young trainees in apprentice training centers

### **Association RCF Solidarité**

Round table conferences and special broadcasts on inclusive mobility

### **Conseil Représentatif des Institutions Juives de France (CRIF)**

Aid to mobility enabling the last witnesses of the Holocaust to attend commemoration ceremonies

### **Fondation Frédéric Sausset (FACE)**

Opening access to driving and motor sports to the handicapped

### **Global Road Safety Partnership (IFRC)**

Contributing to the GRSP's actions for road safety internationally

### **Global Road Safety Partnership (IFRC)**

Road safety program in South Africa

### **Global Road Safety Partnership (IFRC)**

Road safety program in Brazil

### **Handi Cap Évasion**

Purchase of "Joëlettes", one-wheeled chairs enabling persons with reduced mobility to travel along mountain hiking trails

### **Laboratoire de la Mobilité Inclusive (FACE)**

Facilitating everyday mobility for vulnerable persons

### **Rose Association**

RoseCar, carshare scheme for cancer patients



Handi Cap Evasion using a "Joëlette" mobile chair in Morocco

## Road safety program in South Africa and Brazil

GRSP



### Road safety is a major focus of the Michelin Corporate Foundation.

To this end the Foundation is involved with Youth for Road Safety (YOURS), a worldwide organization which particularly targets young people under 25 who are the most frequent victims of road accidents. Every year, 400,000 young pedestrians, cyclists, motor cyclists, car drivers and passengers are

involved in road accidents, especially in emerging and low and middle-income countries.

The trademark activity of Youth for Road Safety (YOURS) is deploying road safety awareness programs which it tries to make as effective as possible. In South Africa, a country which is particularly affected, YOURS is working alongside the Global Road Safety Partnership (GRSP), a significant international road safety player, to roll out a major campaign in Limpopo province. A novel feature of the approach is that it entrusts the road safety messages to a network of ambassadors who are not celebrities but young spokespeople from the targeted communities. After receiving thorough training on every aspect of

road safety, these young people are tasked with passing on technical advice and behaviors to their families, friends and communities. This initiative helps tie road safety to daily life, as close as possible to the concerns of the intended audience.

At Canaã dos Carajas in Brazil, again with the GRSP, the Michelin Corporate Foundation is providing financial backing to an urban development project aimed at improving the quality of life by involving the inhabitants in innovative schemes to advance road safety and mobility in the city. As an expert recognized for its road safety knowhow and good practices, the GRSP is playing a key role in the training of committed road safety practitioners. ◀



YOURS ambassadors in Limpopo province







## RoseCar, carshare scheme for cancer patients

ROSE ASSOCIATION

**ROSE**  
association

**In keeping with its commitment to sustainable mobility, the Michelin Corporate Foundation is partnering RoseCar, a digitalized community carshare solution helping patients and their families travel between home and hospital.**

The service offered by Rose Association started from the observation that the development of outpatient care increases the number of journeys between home and hospital. This rapid rise in medical transportation is expensive (costing France over 4 billion euros in 2015) at a time when budget restrictions are forcing health organizations to reduce spending, particularly on transportation. Patients find it difficult to find officially approved taxis while public transport is not always appropriate because of their state of health. And when they use their own vehicles, they find that hospital parking lots are most of the time already full. The RoseCar platform provides an innovative solution by putting patients in touch with other patients, carers, users and visitors living near the same hospital. Rosecar offers a new and more pleasant way of getting to hospital. It is a mutual community aid initiative which also makes economic and environmental sense. ◀

# SPORT AND HEALTH

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

## Projects supported by the Foundation

### **Anney Cyclisme Compétition**

Taking part in the French cup and championship

### **ASM Omnisports**

2017 sports season

### **Du Répit pour les Familles**

Publication of a guide for family caregivers

### **Fonds pour les soins palliatifs**

Support for the development of palliative care in France

### **Groupe associatif Siel Bleu**

« La Maison de la Vie », improving care after cancer treatment

### **Groupe associatif Siel Bleu**

Tour de France cycle tour to mark the association's 20<sup>th</sup> anniversary

### **Hospitals in Romania**

Purchase of equipment for two hospitals

### **Institut Pasteur**

Yersin research project in Laos and Republic of Côte d'Ivoire

# MOBILE MEDICAL UNIT INAUGURATION

MICHELIN CORPORATE FOUNDATION



Official opening of the mobile clinic at Chennai in the presence of Jean-Dominique Senard, President of the Michelin Group, on October 10<sup>th</sup> 2017



## Medical research project on rubber tree plantations in Laos and Republic of Côte d'Ivoire

INSTITUT PASTEUR



**The Michelin Corporate Foundation is active in the health sphere. For three years it has been backing local Institut Pasteur teams in Laos and Côte d'Ivoire.**

The aim of the project has been to limit exposure to mosquitoes bearing potentially deadly diseases such as malaria and dengue fever in emerging countries. The research has been mainly conducted in rubber tree plantations where the risk of being stung is much

greater than in the villages (by a factor of up to 16 in Laos) and where mosquitos are more likely to be disease carriers. In Côte d'Ivoire for example, 20% of mosquitoes in the scope of the study are of the Anopheles and Aedes types which are the main vectors for transmitting malaria, yellow fever and chikungunya. The results have enabled the effectiveness of different means of protection to be established and recommendations to be made on

reducing exposure by adopting correct behaviors such as wearing thick, long-sleeved garments, using mosquito nets, paying attention to stagnant water and plastic waste and going to a treatment center if running a temperature. These practical measures should reduce the occurrence of these diseases which often have devastating consequences. ◀



## Publication of a guide for family caregivers

DU RÉPIT POUR LES FAMILLES

**The association “Du Répit pour les Familles” established in the Puy-de-Dôme département has two objectives. The first is to assist patients suffering from memory loss and similar conditions such as Alzheimer’s disease, Parkinson’s or stroke. The second is to help sufferers’ families in their crucial role by offering them support and training and enabling them to liaise and meet.**

This second area, which is particularly important, is where the Michelin Corporate Foundation has chosen to give its backing to the association. More especially, the Foundation has provided help in the design and publication of a guide for family caregivers. This is intended to help prepare families to confront the hardship and stress of daily life. Simple and easy to use, the guide contains factsheets describing available

aids, gives information on providing care at home or in a medical institution and lists helpful organizations and networks. It also answers the practical questions faced by the family caregiver. The guide is currently available in the Auvergne region. The aim in 2018 is to extend publication to the Haute-Loire and Rhône départements. ◀



Helping sufferers of memory loss and similar conditions



# EDUCATION AND THE COMMUNITY

Faithful to its principles,  
the Foundation supports community  
action and promotes education  
as a driver of development.

## Projects supported by the Foundation

### **Agence Universitaire de la Francophonie**

Providing French lessons to refugee students in centers for the teaching of French as a foreign language

### **American Red Cross**

Purchase of an emergency response vehicle

### **AMPEI**

Support for the activities of the International Bilingual School

### **The Children's Museum of the Upstate, Greenville**

Permanent "Bib's World" exhibit

### **Collège de France (PAUSE)**

Giving hospitality to teachers and researchers from countries at war

### **Confederazione Nazionale delle Misericordie d'Italia**

Support for the Institut Professionale Renzo Frau in San Ginesio after the 2016 earthquakes

### **Croix-Rouge française**

Scheme to re-establish family ties for refugees

### **Croix-Rouge française**

Bringing disaster relief to the islanders of Saint-Martin after Hurricane Irma

### **Discovery Center, Halifax**

Creation of the Innovation Lab

### **Femmes Leaders Mondiales**

Conference "Living better after cancer"

### **Fondation École Centrale**

Creation of the Michelin Auditorium

### **Fondation ESCP Europe**

Establishment of a chair for the study of the manufacturing plant of the future

### **Fondation HEC**

Support for the school's activities

### **Fondation INSA de Lyon**

Creation of the Institut Gaston Berger

### **Fondation SIGMA**

Support for SIGMA's activities

### **IRCOM**

CreativeLab project: creation of a coworking space

### **Mai Nha**

Children's home in Vietnam

### **Petites sœurs des Pauvres**

Restoration of the gardens

### **United Way of the Bay Area**

Aid for wildfire victims in California



Amphithéâtre Michelin  
Ecole Centrale Supélec Paris - Saclay



## Support for the Institut Professionale Renzo Frau in San Ginesio after the 2016 earthquakes

CONFEDERAZIONE NATIONALE DELLE MISERICORDIE D'ITALIA



Inaugurating the new equipment in the presence of Nazzareno Miele, Eraldo Riccucci, Massimo Mereta and Nicola Freducci

### **The powerful earth tremors which shook the Marche region of Italy between August and October 2016 caused major destruction.**

Restating its commitment to action in situations of humanitarian crisis, the Michelin Corporate Foundation wished to bring its support to the local population by donating to the Institut Professionale Renzo Frau in San Ginesio. This establishment is noted for two student courses, one in mechanical engineering specializing in automated

systems and robotics and the other in cabinetmaking. To enable students to carry on their studies as normally as possible, the school was rehoused in a recently-completed municipal building, initially designated as a community center. Part of the necessary technical equipment was installed there and made available to the students. The donation, which was made through the Confederazione Nazionale Misericordie d'Italia, will serve to provide the institution with equipment which is more modern and better suited to the needs of local industrial firms. ◀





## Purchase of an emergency response vehicle

AMERICAN RED CROSS



**American Red Cross**  
Palmetto South Carolina Region

**The Michelin Corporate Foundation rallied to help the victims of Hurricane Harvey, by supporting the American Red Cross.**

More specifically, it has given financial backing to the Upstate SC (South Carolina) Chapter of the American Red Cross for the purchase of an ERV to replace a damaged 20-year-old vehicle. It will join the chapters three existing ERVs assigned to the Houston area. Essential for delivering food, materials and medical services, ERVs are the backbone of the relief effort. Thanks

to this donation, the Upstate Chapter now owns a new-generation ERV which is more powerful and fuel-efficient, requires less maintenance and is more reliable, even in the most extreme conditions of use. It will thus be able to meet future disaster situations even more rapidly and effectively. ◀



Bringing aid to victims of Hurricane Harvey

# PROTECTING THE ENVIRONMENT

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

## Projects supported by the Foundation

### **Académie de l'Eau**

International study group on chemical pollution of the environment (GIEP - Chimie)

### **CeCler**

Environmentally-friendly project for CeCler residents

### **Climate Chance**

Implementing the Cop 21 Paris climate change agreement

### **Ecomoustik**

A novel process using recycled tires to equip gutters and protect people in Thailand from mosquitoes

### **Entreprises Pour l'Environnement**

"ZEN 2050" study

### **Institut du Développement Durable et des Relations Internationales (IDDRI)**

Aligning governments and businesses to implement low-carbon mobility

### **UniLaSalle**

Establishment of a chair for the study of agricultural machinery and new technologies

### **WWF**

Environmental protection activities in Indonesia

### **WWF**

Support for WWF's activities worldwide

### **Yellowstone Forever**

Renovating a pathway around the Old Faithful Geyser, phase III



## Environmental protection activities in Sumatra

WWF



### Sensitizing local people to issues concerning the forest and its ecosystem and finding solutions to live in harmony with nature.

That is the aim of the project which the WWF, with the support of the Michelin Corporate Foundation, has been running for two years in the Bukit Tigapuluh area of Jambi province on the island of Sumatra. In 1995, the WWF succeeded in having part of this zone, which lies at the heart of an equatorial paradise renowned for its forests and biodiversity, declared a national park and since 2015 has been managing two timber concessions to ensure their conservation. And yet the region and its forests still suffer from illegal logging with particularly damaging effects for local people and native wildlife species such as tigers and elephants. The awareness program funded by the Michelin Corporate Foundation is being deployed against this background. It has two aims. The first is to build tools for creating environmental awareness in schools and businesses and among villagers and other local stakeholders. The second is to encourage the emergence of alternate economic activities to deforestation that are viable for local people. In both areas there have been measurable advances. A vehicle has been converted into a library and now travels from village to village with educational materials to stimulate discussion of environmental issues. The teaching manuals developed within the project are regularly used in awareness workshops organized in ten schools. Training sessions on the problem of conflict between man and elephant have been held in



Tropical forest, Indonesia

local businesses. And lastly, the WWF, with the support of the local authorities, has installed 40 information panels emphasizing the importance of protecting the forest and reminding people of the laws governing the use of the forest and the protection of species. At the same time, meetings have been organized in several target villages to seek economically sustainable activities to reduce pressure on the ecosystem. ◀

## International study group on chemical pollution of the environment (GIEP - Chimie)



ACADÉMIE DE L'EAU

Académie de l'Eau

**To address the impacts on health and the environment of the chemical industry and its products (140,000 man-made molecules have been identified to date), the need for an independent, objective and scientific risk analysis organization is becoming increasingly necessary.**

If communities are more and more concerned about chemical pollution, they find it hard, just as for climate change, to evaluate the seriousness of its effects.

Such an organization, which is crucial for the future, could take the form of a body responsible for the worldwide monitoring of chemical pollution.

This is what many experts from the scientific community are demanding.

The role of this body might be to produce a report on the level of chemical pollution of the planet which would then be used to evaluate the impacts and risks of such pollution.

The need for urgent action has prompted the Michelin Corporate Foundation to give its backing to

the Académie de l'Eau, an association founded in 1993 on the initiative of the French Ministry for the Environment and the six water agencies, in launching a worldwide campaign for the creation of an international study group on chemical pollution of the environment.

Managed by supranational institutions and independent of pressure groups, the work of this body will be to produce a periodical digest of international knowledge on chemical pollution of the environment. ◀



The Académie de l'Eau team (from left to right: Marie-Morgane Petit, Yves Levi, Myrto Tripathi, Brice Lalonde and Lidia Gabor)

# HERITAGE AND THE ARTS

With its deep commitment to life within the community, the Foundation supports the creative spirit which contributes to local development.

## Projects supported by the Foundation

### **Agglomération du Puy-en-Velay**

"Picasso and motherhood" exhibition

### **Aix-en-Arts**

Cultural events in Aix-en-Provence

### **Amos**

10<sup>th</sup> "Jours de Lumière" festival

### **Association des Amis de l'Abbaye d'Abu-Gosh**

Publication of the book "The Church of Abu Gosh and its frescos, the 850-year history of a Crusader church in the Holy Land"

### **Association Festival de La Chaise-Dieu**

51<sup>st</sup> La Chaise-Dieu festival

### **Association Pop'Art - Coopérative de Mai**

2017 cultural season

### **Association pour la Valorisation du Velay, Auvergne et Gévaudan**

Forteresse Saint-Vidal

### **Centre lyrique Clermont-Auvergne**

2017-2018 musical season

### **Chœur Régional d'Auvergne**

2017-2018 choral season

### **Comédie de Clermont - Scène nationale**

2017-2018 cultural season

### **Dundee Museums Foundation**

Foundation of "The Michelin Design Gallery" within the Victoria and Albert Museum of Design Dundee

### **École Supérieure d'Art de Clermont Métropole**

Photographic memory of La Muraille

### **École Supérieure d'Art de Clermont Métropole**

Artistic projects

### **Est-Ouest 371**

"The Fabulous History of Yunan" 2018 exhibition by Chinese artist Li Kunwu at the FRAC Auvergne art center

### **ExpoFrance 2025**

Support for France's bid for the 2025 World Expo

### **Fondation Comédie-Française (Fondation de France)**

Restoration of the Salle Mounet-Sully

### **Fondation du Patrimoine**

La Chaise-Dieu enhancement project

### **FRAC Auvergne**

Contemporary art events

### **Il Faut Aller Voir**

18<sup>th</sup> "Rendez-vous du Carnet de Voyage" travel festival

### **Insula orchestra**

Partnership to launch Insula orchestra at the La Seine Musicale music center

### **Ministère de la Culture**

34<sup>th</sup> European Heritage Days

### **Observatoire du Patrimoine Religieux**

Inventory of religious buildings in the Puy-de-Dôme département

### **Orchestre d'Auvergne**

2017-2018 orchestral season

### **Orchestre Symphonique des Dômes**

2017-2018 orchestral season

### **Sauve qui peut le court-métrage**

39<sup>th</sup> international short film festival

### **La Sauvegarde de l'Art Français**

2017 "The Biggest Museum in France" campaign

### **La Sauvegarde de l'Art Français**

"The Biggest Museum in France" campaign in partnership with three Michelin sites

### **Société des Cincinnati de France**

"La Fayette, nous voilà" event

### **Universcience Partenaires**

Promoting science and technology to children and the general public

### **Ville de Clermont-Ferrand Projet Effervescences**

Support for Clermont-Ferrand's bid to become European Culture Capital in 2028



Verdi Requiem  
Giuseppe Verdi Symphonic Orchestra and  
Choir of Milan under the direction of  
Daniel Kawka - La Chaise-Dieu festival

## 2017-2018 choral season

CHŒUR RÉGIONAL D'Auvergne



**The Chœur Régional d'Auvergne is an ensemble of amateur singers whose director since its creation has been Blaise Plumettaz.**

Its reason for being is the pursuit of choral excellence and the pleasure of sharing music. Formed in 2000, the choir has acquired a reputation extending beyond borders thanks to



its spirited music-making in the four départements of the region. In ten years it has taken part in prestigious concerts such as those given by the Grande Ecurie et la Chambre du Roy under Jean-Claude Malgoire or by the

Orchestre d'Auvergne conducted by Arie van Beek. It has also participated in numerous regional musical festivals such as La Chaise-Dieu, les Musicales du Lubéron, les Temps Musicaux de Ramatuelle, Bach en Combrailles, Piano à Riom, Musiques Démesurées, Cour du soir de Cusset.



The Chœur Régional d'Auvergne

A real center of culture bringing together talented choral singers, the choir offers not only concerts, but also rehearsals with commentary and lectures around works and programs which are often highly innovative. It also organizes partnerships with educational institutions. In everything it does the choir actively contributes to the musical education of all audiences and, by making access to concerts easier, even reaches out to a public which usually gives cultural events a miss. This mission of service echoes the values of the Michelin Corporate Foundation which has chosen to back the Chœur Régional d'Auvergne in all its activities. ◀



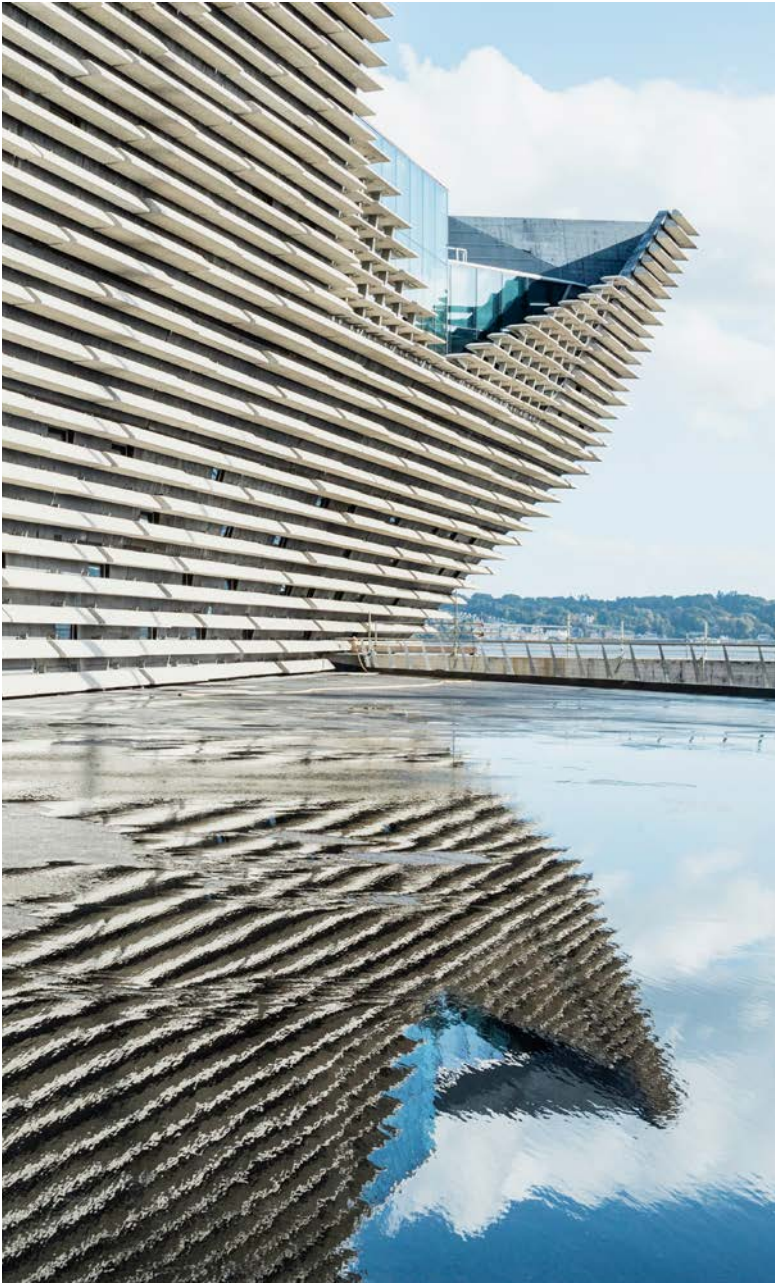
## Victoria and Albert Museum of Design Dundee in Scotland



### **The Michelin Corporate Foundation is actively committed to opening access to the arts and culture.**

To this end it has chosen to sponsor the first ten years of an ambitious project, V&A Dundee. This first international center dedicated to design in Scotland is due to open on September 15<sup>th</sup>, 2018.

The museum is an extension of the renowned Victoria and Albert Museum (V&A), the largest museum of art and design in the world and one of Europe's most important museums. A place of inspiration, creation, discovery and learning, V&A Dundee aims to illustrate the little-known history of Scotland's exceptional design heritage. It will bring together celebrated collections from the V&A and works and items from Scotland and other parts of the world. Design of the building has been entrusted to the prominent Japanese architect Kengo Kuma who aspires to make V&A Dundee a new "living room for the city" where everyone can rightly appreciate an outstandingly rich legacy. ◀



The Victoria and Albert Museum Dundee under construction

## Partnering the launch of Insula orchestra at the La Seine Musicale music center

INSULA ORCHESTRA



**Founded in 2012, Insula orchestra is a musical ensemble which under the impetus of its founder and artistic director Laurence Equilbey is dazzling concertgoers in France and abroad.**

In 2017, the orchestra took a new step by moving to La Seine Musicale on the Ile Seguin at Boulogne-Billancourt. There it plays a double role. As Auditorium orchestra in residence, it stages its own productions which are performed on period instruments and characterized by a rare pursuit of style and emotion. It is also responsible for inviting a variety of artists to appear at La Seine Musicale. By seeking to break down barriers between musical styles, attract new audiences and make classical music approachable to all, Insula orchestra embodies high standards of excellence and openness. By becoming Founder Partner of Insula orchestra and pledging to sponsor the orchestra for its first three seasons on the Ile Seguin, the Michelin Corporate Foundation intends to promote those values. Its aim is to sustain the orchestra's artistic ambitions and programs, contribute to its international development and help deliver audacious projects to the widest possible audience. ◀



Laurence Equilbey, conductor and musical director of Insula orchestra at La Seine Musicale



The Clermont-Ferrand wall in color!

## Photographic memory of La Muraille

ÉCOLE SUPÉRIEURE D'ART DE CLERMONT MÉTROPOLE



**With the backing of the Michelin Corporate Foundation, the Clermont-Ferrand Metropolitan Art School (ESACM) is conducting an innovative cultural project to mark the planned demolition of the emblematic Muraille housing development.**

In so-called “story workshops”, current and former residents are invited to recount their experiences using varied supporting materials such as testimonies, recipes, objects, narratives, pictures, etc. This work of recollection is also open to people living near La Muraille and who see the block as a barrier, a protection or a screen. Very different artistic forms will emerge from this venture, ranging from journals to movies and including narratives,

songs, plays and choreography. Photo, drawing and painting workshops will also be organized in and around the building using the reminiscences expressed.

The initiative targets people from poorer neighborhoods, giving them an insight into art and culture. ◀

## **SPONSORSHIP SCHEMES AT COUNTRY LEVEL - THE FOUNDATION'S FAVORITES**

The work of the Michelin Corporate Foundation complements the sponsorship and local community activities of the affiliate corporations of the Group in and around Michelin locations in all countries.

In **2017**, the Foundation selected two special projects which in its eyes exemplify the generosity and commitment of the Group's workforce.

### **The Michelin Foundation in Spain and Portugal (FMFP) is working with food banks in Spain**

The Michelin Foundation in Spain and Portugal (FMFP) has been entrusted since 2017 with the management of all Michelin's corporate citizenship activities in Spain and Portugal. It has strengthened its collaboration with food banks in the areas where the Group has a presence. It is particularly engaged in Spain where, despite the economic upturn, large numbers of families still need help. In practical terms, its work with food banks in the Spanish

regions of Guipúzcoa, Alava, Burgos, Valladolid, Madrid, Toledo and Almeria has enabled over 350,000 meal rations to be distributed to those most in need. In addition, the FMFP has maintained the cooperation agreement it signed with the Spanish federation of food banks (FESBAL). As a result of this partnership, free tires are fitted on the vehicles used by the 56 food banks in Spain to transport the supplies for distribution.



The Michelin Corporate Foundation Spain and Portugal team helping needy people with the aid of food banks

## Tree planting at Davydovo (Russia)

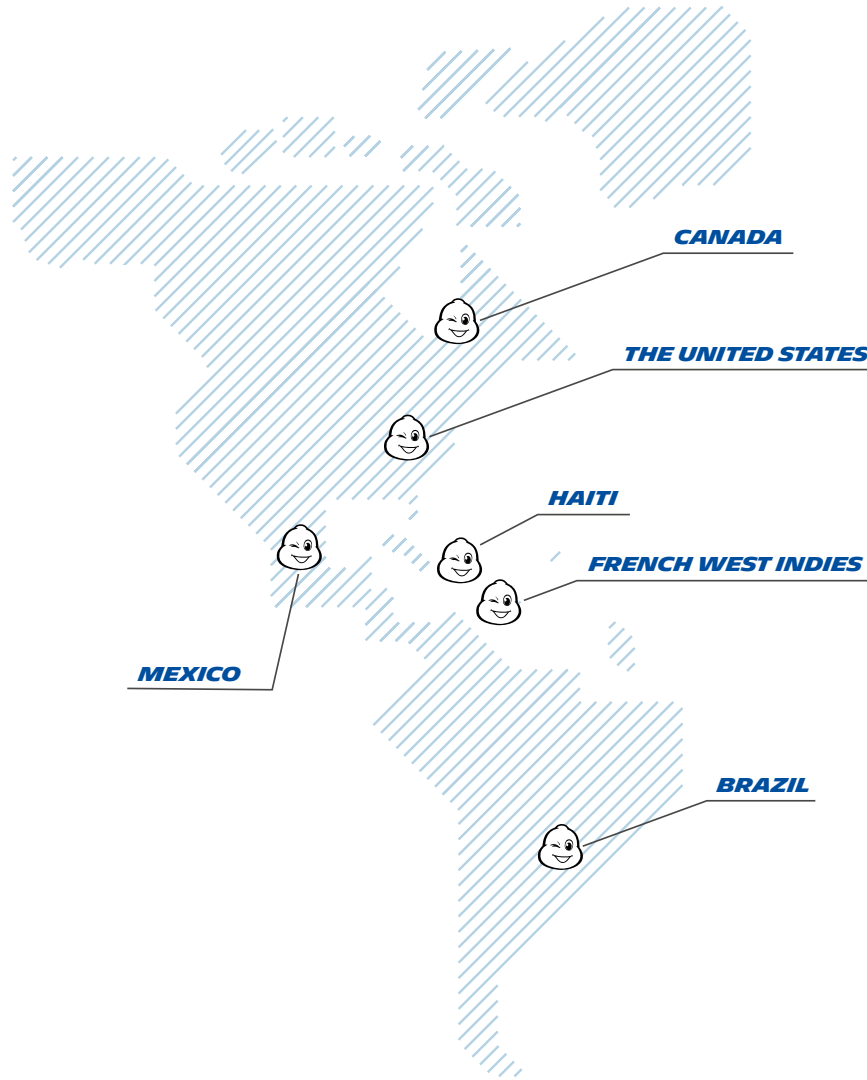
For the third consecutive year, Michelin has given its support to the environmental preservation actions of the regional government of Davydovo in Russia where one of the Group's manufacturing plants is located. The area has been particularly affected by wildfires and drought which have caused major destruction of forests. The Ministry for Ecology has responded by initiating an ambitious tree-planting program where twice a year, in spring and autumn, around 300,000 local people join in. Among them are the

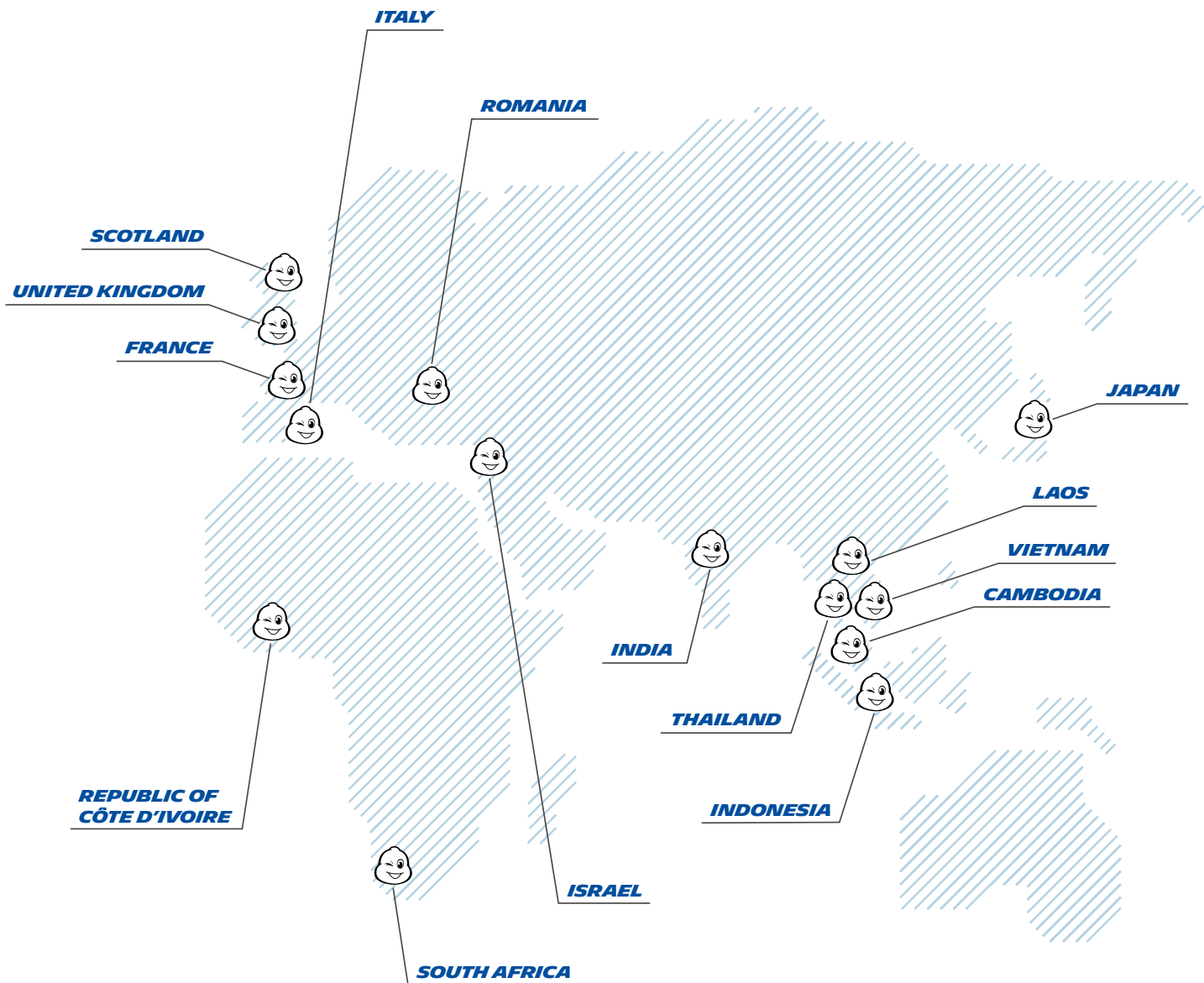
employees of the Michelin facility who are especially sensitive and responsive to questions of the environment. In 2017, a hundred or so employees, most of them with their children, took part in the replanting, mainly of fir trees. The Group's commitment through the investment of its workforce is greatly appreciated by the authorities of the region who intend to continue their actions for the environment in 2018.



Michelin employees and their families planting trees in the Davydovo region

## **WORLD MAP SHOWING WHERE THE FOUNDATION IS PRESENT**





Design and production: W

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