

**MEDIA DAY** 2024



## ***SUPPORTING LOCAL AREAS AND COMMUNITIES***

---

***“Wherever we operate, we are committed  
to acting as a good corporate citizen.”***

**Eric Le Corre,**  
Director for Public Affairs  
for the Michelin group

---

# ***A CORPORATE CITIZEN: PROVIDING COLLECTIVE RESPONSES TO SOCIAL CHALLENGES***

## ***BE PRAGMATIC***

No single company can meet the challenges of today's world, whether technological, economic, ecological or social.

## ***PROVIDE SOLUTIONS***

Because they are intimately familiar with the aspirations of their customers, who are also members of society, and because they bring together a wide range of public and private sector stakeholders, companies are part of the solutions and responses to these challenges.

## ***ACT***

Wherever Michelin operates, we are committed to acting as a good corporate citizen, leading the way and shouldering our responsibilities.





*THE CAC 40 COMPANY **WITH THE LARGEST GLOBAL PRESENCE...***

## ***MICHELIN, A PEOPLE-CENTERED STORY***

This story has unfolded gradually across every continent to meet the mobility needs of people and businesses.

## ONE GROUP, MANY LOCATIONS

We have developed a strong history of involvement in local community life, around our **121 production plants**.





# **... WITH A STRONG FOCUS ON LOCAL LIFE**

## **OUR RESPONSIBILITY**

As a major economic stakeholder, Michelin contributes to the attractiveness, vitality and cohesion of these areas.

## **OUR COMMITMENT**

A strong commitment to the communities where our production plants are located is a hallmark of our strategy and our commitment to these areas.

## **CONCRETE ACTIONS...**

- Direct and indirect job creation
- Active participation in private organizations and public initiatives
- Initiatives promoting involvement in local community life
- Skill-based sponsorship
- Shared know-how and expertise, etc.

## **... FOR THE LONG TERM**

This long-term commitment means we can come up with innovative solutions when we need to transform or upgrade our industrial footprint.





# ***A PRESENCE THAT MEETS BOTH NEEDS AND EXPECTATIONS***

## ***AN ECOSYSTEM THAT MEETS OUR NEEDS***

We need a fertile ground for economic development in the area to attract talented people and other companies that can provide us with the services we need to run our business successfully.

*“We think it’s only fair and responsible that we contribute to the development and vitality of the areas we operate in, in the same way that these areas contribute to the growth and development of our business”*  
**Florent Menegaux**



# ***A DEMANDING MISSION THAT REQUIRES ONGOING DIALOGUE WITH LOCAL COMMUNITIES***

## ***A DIFFICULT BALANCE***

The interests of stakeholders can be very different.

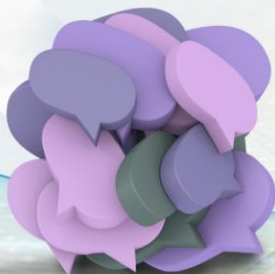
## ***TARGETED RESPONSES***

We recognize the complexity of each area, and provide targeted, creative and customized responses to meet their needs.

## ***ONGOING DIALOGUE***

We develop these responses with all stakeholders:

- Public authorities
- Economic development agencies
- SMEs and VSEs
- Business leaders' networks and clubs
- Chambers of Commerce and Industry, etc.





# **INNOVATIVE SOLUTIONS FOR LOCAL COMMUNITIES**

## **INNOVATIVE LEVERS AND TOOLS**

for the local economic, educational and cultural fabric

## **AN INTEGRATED ECONOMIC AGENCY**

## **A SPONSORSHIP AND VOLUNTEER PROGRAM**

## **A CLUSTER FOR THE FUTURE: PARC CATAROUX**

