



PARC CATAROUX

A revitalization project unique in Europe,
an innovation accelerator

MEDIA DAY
17-18 April 2024

PUTTING PEOPLE AT THE
HEART OF TRANSFORMATION



MEDIA DAY 2024



PARC CATAROUX, A NEW MODEL OF COMMITMENT TO LOCAL AREAS

***“Innovation is integral to the Parc Cataroux concept
and the sustainable foundation for the development of
Clermont Ferrand and the surrounding area.”***

Jean-Philippe Ollier,
Director of Parc Cataroux Transformation

A 42-HECTARE SITE IN THE HEART OF THE CLERMONT-FERRAND METROPOLITAN AREA



AN INNOVATION ACCELERATOR, DRIVING ECONOMIC AND CULTURAL RENEWAL

CATAROUX: A HISTORIC SITE OF INNOVATION AND A KEY DRIVER OF MICHELIN'S GROWTH IN CLERMONT- FERRAND AND THE SURROUNDING AREA

- 100 years of industrial and technological innovation and change.
- A district inextricably linked with the growth of Clermont-Ferrand and a reflection of a pioneering social policy.

TURNING THIS SITE INTO AN INNOVATION ACCELERATOR, DRIVING THE ECONOMIC AND CULTURAL RENEWAL OF THE CITY AND THE SURROUNDING AREA

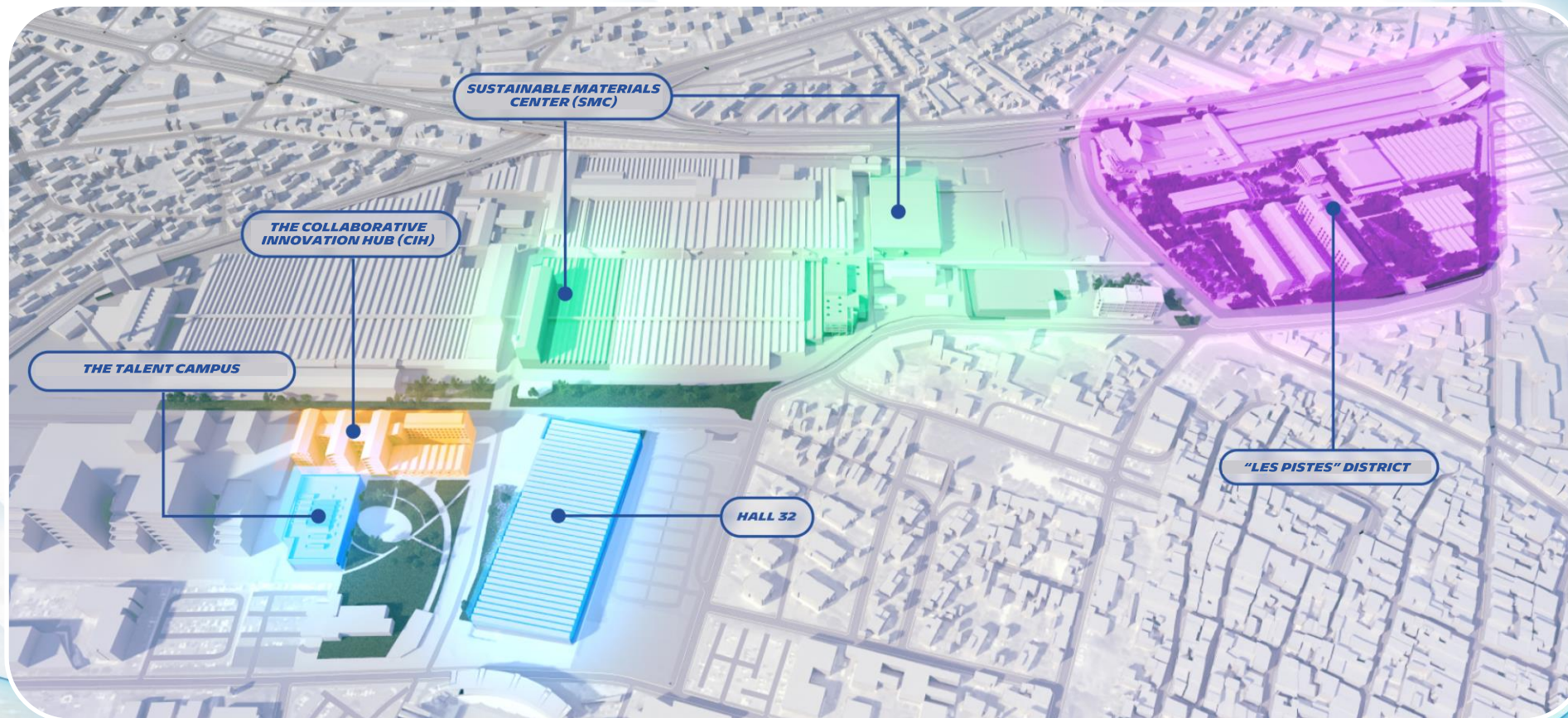
- Innovation at the heart of Parc Cataroux:
- A project that embraces economic, social and societal challenges.
- Parc Cataroux is a perfect example of how a balanced approach to growth is essential for today's transformations.



INVENTING THE CITY OF TOMORROW

- Joining forces to build the future.
- Promoting equal opportunity and technological progress for a sustainable future.

A €300 MILLION PROJECT COVERING 42 HECTARES **JOINTLY DEVELOPED WITH PUBLIC AND PRIVATE PARTNERS**



TRAINING CENTER: SUPPORTING THE TRANSITION TO THE JOBS OF THE FUTURE

TALENT CAMPUS

- Career guidance
- Continuous development
- Innovation, excellence and inclusion
- For Michelin group employees, employees of other companies and people returning to work
- Lifelong training



TRAINING CENTER: SUPPORTING THE TRANSITION TO THE JOBS OF THE FUTURE



A CENTER TO SUPPORT THE DEVELOPMENT OF INDUSTRY: HALL 32

- An association bringing together stakeholders from the public and private sectors
- A higher education program designed with the local education authority, focusing on knowledge, know-how and interpersonal skills
- Services to help manufacturing companies grow

CIH: ONE OF EUROPE'S LARGEST CO-LIVING AND CO-WORKING SPACES DEDICATED TO INNOVATION

**OPENING
END 2025**

<https://pic.life/>



**AN 18,000 M²,
€61 MILLION PROJECT**

- Capacity for 2,500 people per day
- For all positive-impact innovators, whatever their size
- A voluntary BREEAM Very Good certified environmental approach

*Impact economy: creating measurable social and environmental value while reducing negative impacts on people and the environment, without compromising economic viability.

CIH: ONE OF EUROPE'S LARGEST CO-LIVING AND CO-WORKING SPACES DEDICATED TO INNOVATION

SCREENING/PROJECTION ROOMS



RECORDING ROOMS



SPORTS FACILITIES



500-SEAT FOOD COURT

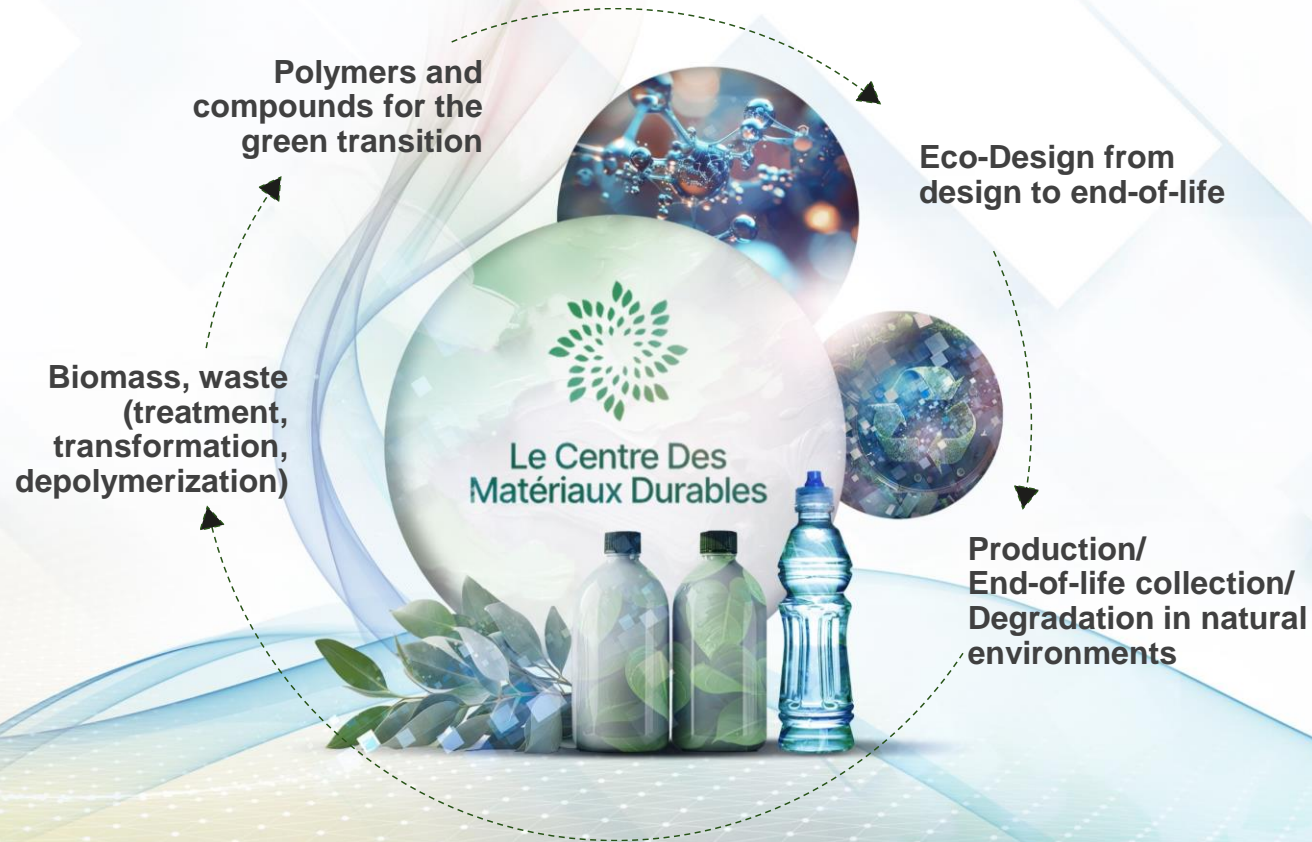


CO-WORKING SPACE WITH 1,200 WORKSTATIONS



SUSTAINABLE MATERIALS CENTER: ACCELERATING THE TRANSITION TO A CIRCULAR ECONOMY

- Over 20,000 square meters of flexible industrial space.
- The right infrastructure and customized support so that each company can build its own industrial demonstrator.



Carbios, the first company to move into the CIH in 2021, provides revolutionary enzymatic solutions for the end-of-life processing of plastic and textile polymers.

SUSTAINABLE MATERIALS CENTER: ACCELERATING THE TRANSITION TO A CIRCULAR ECONOMY



"LES PISTES" DISTRICT

- Creation of a vibrant, welcoming and inclusive 10-hectare district in the heart of the Clermont-Ferrand metropolitan area.
- €130 million investment.
- 400,000 visitors expected.
- Opening fully in early 2028, preview of the district coming in the second half of 2025.

