

MICHELIN
CORPORATE
FOUNDATION
ACTIVITY
REPORT
2024



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—A WORD FROM THE CHAIRMAN

At Michelin, our actions are guided by our primary purpose, which is to, 'offer everyone a better way forward'. Since its inception, our Company has recognized its role and responsibility as an engaged citizen, in particular with regards to the regions in which it operates.

The Michelin Corporate Foundation is a natural extension of the impact we strive to make every day in everything we do. By selecting and supporting projects coherent with its purpose and all-sustainable approach, the Foundation effectively brings to life Michelin's values to serve human progress.

Corporate citizenship is, first and foremost, a company made up of citizens. I would like to praise the Foundation's team members and charity partners, who, for more than a decade have contributed, through proactive projects, to turn these values into a reality worldwide. Their action, and that of every employee of the Group, committed to a broader engagement, illustrates all the diversity and vitality of our efforts to further the common good."

Florent Menegaux

CEO of the Michelin Group

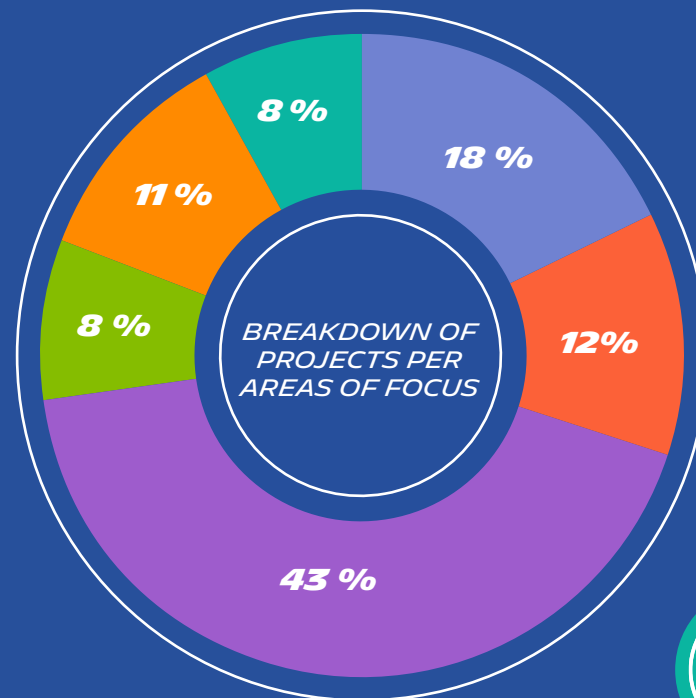
—2024 REPORT

Since 2014, the Michelin Corporate Foundation has worked as a catalyst and intensifier in support of projects with strong local impact. That commitment is part of a broader initiative known as *Michelin Corporate Citizenship*. It brings together all the Group's efforts in support of public interest, in close collaboration with the employees that form it and the communities to which it belongs. In keeping with this vision and to mark its tenth anniversary, the Foundation has refocused its efforts around seven key areas of focus, aiming to deliver tangible benefits in service of the common good.

**MORE
THAN 700**
PROJECTS SUPPORTED
SINCE 2014

65
NEW PROJECTS
SUPPORTED IN 2024

9,281,074 €
PAID OUT IN 2024



—METIERS FOR THE FUTURE

Encouraging training in scientific, industrial and digital professions and promoting manual skills.



—INCLUSION & EQUAL OPPORTUNITIES

Improving access to employment for all, as well as initiatives promoting inclusion and diversity in the workplace.



—REGIONAL INITIATIVES

Promoting local initiatives that make an impact on the vitality of the regions in addition to the six new domains of action.



—BIODIVERSITY OF FORESTS

Supporting initiatives to preserve and restore forest ecosystems in which Man and Nature can thrive together.



—HEALTHY LIVING & NUTRITION

Promoting physical activity and access to healthy and sustainable nutrition for all.



—SUSTAINABLE MOBILITIES

Encouraging innovative solutions for a safer and more accessible mobility.



—COLLABORATIVE SOCIAL MODELS

Boosting acceptance of our collective responsibilities and our ability to act together, to facilitate the transitions essential to our societies.

—A NEW STRATEGY FOR ENGAGEMENT



The year 2024 opened a new chapter for the Michelin Corporate Foundation. Ten years after its creation, we entered a fresh cycle, driven by the ambition to deepen our impact at the heart of local communities and serve the benefit of all.

From the outset, the Foundation has embodied one of Michelin's core beliefs: that companies have a social responsibility to help provide collective solutions to today's challenges.

In order to live in harmony with all its environments, Michelin aims to contribute to the common good beyond its core business, by mobilising available resources, skills, and capabilities wherever it operates.

The Michelin Corporate Foundation is one of the Group's main drivers of action in this regard. Our mission is to act where we are relevant and legitimate, in those areas where we can support meaningful, innovative projects that create value for people, places, and the natural world.

In response to urgent and complex global issues, we have refined our approach: to be more targeted, more collaborative, and more ambitious.

In 2024, our work was guided by three key priorities: encouraging vocations and developing skills for the jobs of the future, both scientific and manual; promoting inclusion and equal opportunities, particularly in access to employment; and supporting regional initiatives with strong social, economic or environmental impact.

Aware of the diversity and scale of current challenges, we are expanding our focus from 2025 to include four additional areas: preserving forest biodiversity; promoting healthy living and nutrition; developing sustainable mobility; and supporting collaborative social models.

This dynamic fully reflects the Michelin Group's desire to make civic engagement a cornerstone of its identity. The Foundation acts in harmony with this ambition, contributing to the broader common good by mobilising every available resource in a spirit of responsibility and shared progress.

The enthusiasm of our partners, the dedication of our teams, and the energy of the projects that we support all affirm the relevance of our direction. They strengthen our determination to scale up our action, with others and for others, guided by a clear conviction: in the face of today's challenges, we have the power to act. Together. Sustainably.

Forrest Patterson

Director of Corporate Citizenship – Michelin

Executive Director – Michelin Corporate Foundation

—OUR AREAS OF FOCUS IN 2024



—METIERS
FOR THE FUTURE



—INCLUSION
& EQUAL
OPPORTUNITIES

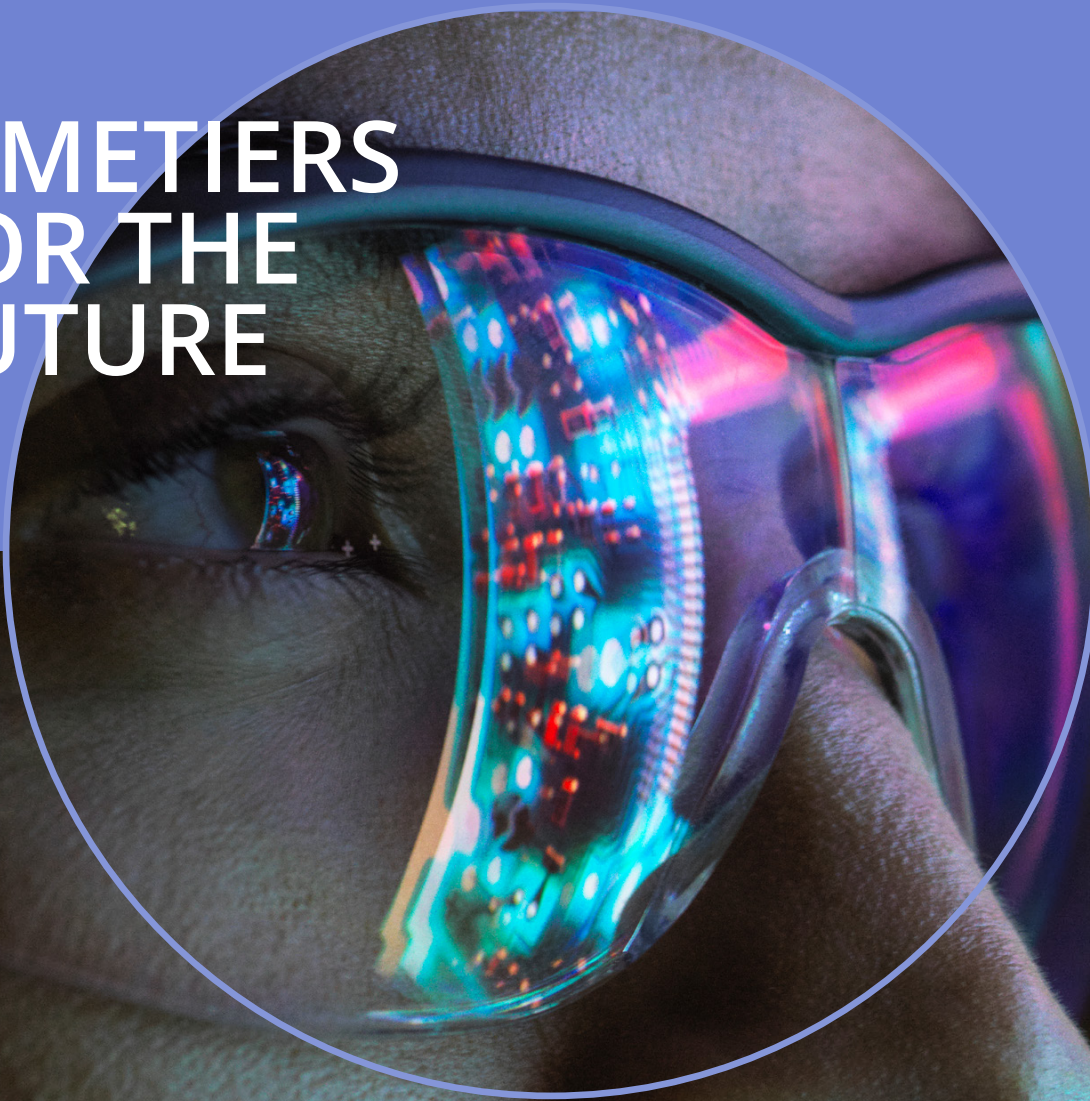


—REGIONAL
INITIATIVES





—METIERS FOR THE FUTURE





—METIERS FOR THE FUTURE

Preparing tomorrow's skills today

The Michelin Corporate Foundation is committed to supporting the careers of the future, in line with the Group's scientific and manufacturing vocation. It promotes scientific education as a gateway to careers in research and development, digital technology, and advanced manufacturing. It also champions manual skills, whether based in industry, the arts, or heritage preservation. These continually evolving sectors are already shaping the world of tomorrow. Through concrete projects, particularly those aimed at young people and women, the Foundation is helping open the door to these fields: enabling people to explore, engage, and find a path to personal fulfilment, professional integration, and collective progress.



12
PROJECTS
SUPPORTED
IN 2024

6.65%
OF THE BUDGET
ALREADY
COMMITTED



Highlighted
Partner 2024



42 Lyon
Auvergne-Rhône-Alpes
CODING
TO SUCCESS

42 Lyon Auvergne-Rhône-Alpes is a member of a global network of 56 campuses that teach coding and IT development professions. 100% free of charge, the training provided without lessons or teachers offers an innovative approach that is fully adapted to the challenges of a sector that is recruiting growing numbers of people. Offering career prospects and a promising future, the Lyon campus, that opened in 2017, has already trained more than 1,000 students and is now seeking to extend its scope.

4 QUESTIONS
for **Caroline Le Brun**, Director of 42 Lyon Auvergne-Rhône-Alpes

"What audience does 42 Lyon Auvergne-Rhône-Alpes target and how does it promote diversity?"

42 Lyon Auvergne-Rhône-Alpes is a free school, open to all and without entry requirements. It offers training in IT development based on peer-learning without lessons or teachers. The school targets school dropouts, with none or few qualifications and the unemployed: 15% of our students failed their high school leaving certificate, 50% are scholarship holders or job-seekers. We work hand in hand with community aid projects and *France Travail*. The **Michelin Corporate Foundation** supports the school in its efforts to ensure diversity: **42 Lyon Auvergne-Rhône-Alpes** aims to attract more female students, who are currently underrepresented in the school and in the digital universe. To achieve this, many initiatives have been introduced to attract women, including 5-day, free discovery courses open to women only to allow them to discover the web and connected job opportunities at the school. This immersive experience enables women to work on tangible projects and represents a unique opportunity for them to learn to enjoy coding and see that women have as much a rightful place in the industry as their male counterparts.

"What obstacles do your students encounter when looking for a job?"

While digital professions are still facing recruiting difficulties and the students of **42 Lyon Auvergne-Rhône-Alpes** are highly sought-after thanks to the quality of their training, some have never worked in a company and are worried about entering the world of work. They don't always know what is expected of them and suffer from imposter syndrome. Students need to be reassured and have their confidence boosted so they begin to believe in their technical and social abilities and so they start to understand the world of work. The school has a role to play in offering students a framework to prepare them for their future careers. Team members help the students to find internships and apprenticeships. They can also discuss their CV and LinkedIn profile. In partnership with the HR departments of sponsor companies, the school offers interview workshops. Students can also sign up for many off-site events to prepare for the world of work (hackathons, challenges, etc.). All of these initiatives are promoted pedagogically and prepare students for their future careers.



**—METIERS
FOR
THE FUTURE**

**Highlighted
Partner 2024**



42 Lyon

Auvergne-Rhône-Alpes

**CODING
TO SUCCESS**

42 | **LYON**
Auvergne-Rhône-Alpes

4 QUESTIONS
for **Caroline Le Brun**, Director of 42 Lyon Auvergne-Rhône-Alpes

*" Why is coding training
useful for these students?"*

Learning coding allows them to access a wide range of sectors and professions: some go on to work in artificial intelligence and cybersecurity, while others work on the web, software, robotics and networks.

The training provided by 42 has a great advantage when it comes to meeting the needs of a rapidly changing market: it is a school where people want to learn. The students' ability to find information, to do ongoing training, to be curious and to work in a team, gives them a substantial benefit in the world of work. Peer-learning is particularly suited to independent, hard-working and motivated profiles, who wish to share their love for digital technology.

Finally, **42 Lyon Auvergne-Rhône-Alpes** offers a long-format course. It ensures that students leave with all the technological skills developers need. On average, students stay for 3-4 years in the school and while 60% have never coded before starting their training, 100% find a job upon leaving the course.

*" How does the Michelin
Corporate Foundation
support your mission?"*

The school is an association that requires financing to run and to fulfil its task. Thanks to support from the **Michelin Corporate Foundation**, we were able to recruit a Communication Manager in 2025 to attract new applicants, particularly female applicants, and to launch initiatives to promote diversity. This important endeavour goes beyond educational aspects, and changes mindsets about these much sought-after professions of the future.

100%
professional
insertion rate

of which
93%
with permanent
contracts

30%
scholarship
students

24
students
average age



De l'or dans *les* *mains*



DE L'OR DANS LES MAINS

Rekindling young peoples' interest in manual professions

Craft trades and manual jobs still suffer from a lack of recognition, despite constituting an essential part of the economy and of innovation. And yet, these professions offer solid future prospects, combining skills and professional opportunities. The association, **De l'or dans les mains** (Gold in your Hands) has strived for several years to reconcile young people with these often overlooked careers.

In 2024, thanks to support from the **Michelin Corporate Foundation**, the association deployed its programme in France's Clermont- Ferrand education district to enable 9 middle schools to discover manual jobs through a fun and immersive approach. The initiative was based on two complementary levers: a pedagogical workbook designed with ONISEP and used in class with teachers, and 291 practical workshops, hosted by artisans and industry professionals.

In 2024, the **Michelin Corporate Foundation's** support enabled the association to mobilise 50 artisans and entrepreneurs to run the workshops and to transmit their know-how to 6th and 7th grade students. The programme allowed the students to try out a number of professions including cabinet-making, dressmaking, mechanics, gilding, building work, embroidery, watchmaking, wood-frame making and upholstery, by producing an object or by trying out a technique.

The impact of this project is significant: apart from discovering new professions, it helps to promote manual skills and to tear down prejudices about craft industries. The deployment of the programme in the Clermont-Ferrand education district marks a new step in the association's aim to extend its action to other areas, after its initial success in several regions (Bourgogne Franche-Comté, Centre-Val-de-Loire & Île-de-France). By supporting this initiative, the **Michelin Corporate Foundation** encourages skills transmission and helps to promote the professions of tomorrow, by building a bridge between young people and the opportunities offered by the world of craft trades.

690
middle school student
beneficiaries
in the Clermont-Ferrand
education district

291
practical workshops
held in partner middle
schools

50
craftsmen and companies
mobilised to pass on their
expertise



—METIERS
FOR
THE FUTURE

PASSERELLES NUMÉRIQUES - VIETNAM

Opening the doors of digital technology
to underprivileged Vietnamese youth

While Vietnam is witnessing a rapid digital transformation, deep inequalities persist, in particular between urban and rural areas. One in five Vietnamese people still lives on less than 5.5 dollars per day, and many companies have trouble recruiting people with digital qualifications.

Passerelles Numériques is taking action to offer the most disadvantaged young people a professional future in this booming sector.

With support from the **Michelin Corporate Foundation**, each year the association offers 45 young, underprivileged Vietnamese people the chance to join a 3-year certifying training programme, entirely free of charge and covering training in IT skills, English and the development of professional skills. The association also pays for students' accommodation, food, transport and healthcare, thereby enabling them to concentrate fully on their studies.

By the summer of 2025, thanks to the support of the **Michelin Corporate Foundation**, 135 young people, 90% of whom hail from rural areas and 50% young women, will have taken this demanding course. The training comprises three stages: year one dedicated to acquiring the basics, year two when students deepen their IT knowledge through an internship and year three, when they specialise and do an end of course internship.

The course does not only positively impact the students themselves: on average, graduates give 25% of their salary to their family, thereby improving the living conditions of more than 600 people. Moreover, the project is helping to fill the talent shortage in the Vietnamese tech industry by supplying companies with web developers and automated test specialists.

By supporting **Passerelles Numériques**, the **Michelin Corporate Foundation** is acting to promote professional insertion for young people and for a more inclusive digital economy.



**Passerelles
Numériques**

Un passeport pour la vie



135
young people
trained by 2025

90% from rural
areas and
50% young
women

25
partner companies
who recruit young graduates
from the programme

By August 2025,
500 young people
will have attended a career
guidance session about
digital professions



—METIERS
FOR
THE FUTURE



FONDATION MATHÉMATIQUE JACQUES HADAMARD

Encouraging female excellence in maths

Maths is central to scientific and technological developments, and yet, women are still underrepresented in the discipline. In France, only 20% of maths PhD students are women. To reverse this trend, in 2024 the **Fondation Mathématique Jacques Hadamard (FMJH)** launched a scholarship programme entitled, "Mathématique au Féminin", to support female students in the third year of their degree course and through to their master's.

In 2024, the **FMJH** awarded ten scholarships to talented young women, 4 of whom through the direct support of the **Michelin Corporate Foundation**. The online call for applicants was an overwhelming success, with 143 applicants. The scholarships cover three years of study, from undergraduate degree to master's and are automatically renewed each year, subject to the scholarship holders' academic success. The aim is to enable the students to pursue a programme of excellence in maths at Paris-Saclay University or at Paris' Institut Polytechnique.

The programme offers an annual grant of 11,000€ net, a grant for university registration fees of approximately 500€, and an additional grant of up to 2,000€ per year for overseas students to cover travel and visa costs. Each scholarship holder is also supported by a male or female maths mentor, who guides them throughout their time at university. The aim of the mentorship is to build the students' confidence and to encourage them to go on to do a PhD.

By supporting this programme, the **Michelin Corporate Foundation** helps to promote diversity and equality in science and maths. This partnership, which is part of the Foundation's long-standing support of the **FMJH**, aims to encourage women's vocations in a discipline in which women are still underrepresented and to train the researchers of tomorrow, who will be involved in scientific and technological innovations.

Only **20%**
of maths PhD students
in France are women

4
scholarships awarded
in 2024 thanks to the support
of the Michelin Corporate
Foundation

Scholarships covering
3 years of studies,
from undergraduate
degree to master's



—INCLUSION & EQUAL OPPORTUNITIES





—INCLUSION & EQUAL OPPORTUNITIES

Opening the scope of opportunities to all

Guided by Michelin's core value of Respect for People, the Foundation works to foster inclusion and equal opportunity. Access to vocational training and employment are powerful drivers of empowerment and social justice. Yet many people remain excluded: young people without networks, people with disabilities, seniors, and those living in rural or medium-sized towns.

The Michelin Corporate Foundation partners with organisations that support those who most need help in building their professional future. It backs initiatives that promote inclusion, celebrate diversity, and contribute to both individual well-being and the collective good.

8
PROJECTS
SUPPORTED
IN 2024

6%
OF THE
BUDGET
ALREADY
COMMITTED



—INCLUSION & EQUAL OPPORTUNITIES

Highlighted
Partner 2024



Enfants du Mékong

EDUCATION TRANSFORMS LIVES

Since 1958, **Enfants du Mékong** has undertaken human and humanitarian initiatives in South-East Asia to offer underprivileged children a future through learning. Thanks to structured, adapted and bespoke educational projects, the association gives the children dignity, hope and confidence in themselves. By working closely with those suffering hardships, **Enfants du Mékong** turns every beneficiary into a model of social transformation for the entire community.

4 QUESTIONS

for **Guillaume Mariau**, Communication Manager,
& **Agathe de Courville**, Enfants du Mékong
Partnership Development Manager

"What hindrances limit girls' access to education in South-East Asia?"

Sex discrimination plays a major role in the region: thousands of girls go without education due to deep-seated inequalities. Girls are three times less likely to attend school than boys because in some communities, girls' education is seen as less important. Child marriage is also a major hindrance: one in four girls is married before 18, preventing them from continuing their education and choosing their own future.

The poorest families often opt for work or marriage for their girls instead of education. School, housing and food costs are a major obstacle. Geographical constraints also complicate access to education: in rural areas, schools are often far away, making travelling difficult and even dangerous for girls. The burden of family responsibilities is another barrier: girls often assume a heavier domestic burden, preventing them from studying under the right conditions. The Covid-19 crisis exacerbated these inequalities, accentuating non-school attendance among girls and increasing the risk of violence, forced marriage and exploitation.

"How does your project address these challenges?"

To tackle these injustices, we are taking action. Thanks to support from the **Michelin Corporate Foundation**, we are rolling out an effective and adapted response in Thailand, Cambodia, Vietnam and the Philippines. Our programme enables some one hundred vulnerable girls to access education and receive support to achieve lasting professional insertion.

In particular, the girls benefit from study grants to cover school, housing and food costs, as well as bespoke educational and social support. Most beneficiaries have been supported by **Enfants du Mékong** for several years, enabling us to offer a stable and effective follow-up.



—INCLUSION & EQUAL OPPORTUNITIES

Highlighted
Partner 2024



Enfants du Mékong

EDUCATION TRANSFORMS LIVES



4 QUESTIONS

for **Guillaume Mariau**, Communication Manager,
& **Agathe de Courville**, Enfants du Mékong
Partnership Development Manager

"What impact does professional training have on their future?"

Access to training and employment substantially changes the perception of girls in their communities. When a young woman obtains a diploma and a stable job, she enhances not only her own living conditions, but also contributes to the economic prosperity of her family and village.

However, in some regions, social pressure and traditions are still hindering girls' emancipation.

Some families continue to think that girls must work in the home or that the investment in boys' education should remain the priority.

This is why we are raising awareness among parents, showing them that girls' education is not a burden but an investment in their future. An educated girl becomes an independent woman, a mother who can transmit knowledge, and a stronger community.

"Why is the support of the Michelin Corporate Foundation important?"

It is a powerful lever of transformation for these young women. By covering all the costs linked to schooling and daily life, they are able to devote themselves entirely to their studies without worrying about stopping for financial reasons.

But this engagement is not limited to material support: it offers bespoke educational, social and professional guidance and opens the way to additional initiatives such as training and professional insertion, to consolidate their autonomy.

Thanks to this collaboration, we are building a future in which each girl has the right to learn, to be fulfilled and to choose her own future.

Together, we are giving young girls in South-East Asia the means to change their lives and to transform their world.

102
young girls
supported in 2024

100%
success
in their studies

Average earnings
3
times higher
than their parents



—INCLUSION & EQUAL OPPORTUNITIES



60,000 REBONDS

Bouncing back after an entrepreneurial experience

A company closure is a difficult ordeal, both professionally and personally. To help entrepreneurs bounce back after going into liquidation, the association **60,000 Rebonds** provides caring and structured support. Since 2020, the Auvergne office has supported 46 entrepreneurs, 20 of whom are still receiving guidance.

Faced with an increase in company liquidations, in the region (+69% in Puy-de-Dôme), the association must step up its presence to meet growing needs. The support of the **Michelin Corporate Foundation** will enable it to extend its regional network to be accessible less than one hour from each entrepreneur. By 2026, thanks to this support, new offices will be opened, in particular in Vichy and Aurillac, to support 45 entrepreneurs in 2025 and 60 in 2026.

Support is provided by a network of 42 volunteers (coaches, sponsors and experts) who guide the entrepreneurs through a reconstruction pathway combining individual monitoring, group workshops and networking.

Each entrepreneur who restarts their activity after receiving support from the association creates on average 6.2 jobs, thereby helping to improve the local economy. The association also raises awareness among entrepreneurship players (CCI, Business Tribunal, Medef, etc.) to change perceptions about failure.

To support this escalation, **60,000 Rebonds Auvergne Rhône-Alpes** is also modifying its governance, with the appointment of a regional Vice-President. Through this partnership, the **Michelin Corporate Foundation** is committing to inclusion and equal opportunities by helping male and female entrepreneurs who are bouncing back and envisaging new projects.



46
entrepreneurs
supported since 2020

42
volunteers
mobilised

Objective:
To help
57 entrepreneurs
by 2026 in Auvergne



—INCLUSION & EQUAL OPPORTUNITIES

FONDS DE DOTATION ENVIE

A new lease of life for your objects,
A new start for people

Access to employment is still a major challenge for many long-term unemployed people. **ENVIE** is acting to change this; offering a model that combines social inclusion and circular economy. The principle is simple: they collect, repair and resell household appliances while developing the employability of job-seekers. Repairing and refurbishment professions have a promising future due to concerns about spending power, planned obsolescence and the management of natural resources. The second hand economy is already booming and offers promising prospects in terms of local employment in years to come.

The ENVIE network currently comprises 53 insertion companies employing 2,851 13-month fixed-term employees. 69% leave the programme with a permanent contract, a fixed-term contract, or a certifying training course. Thanks to the support

of the **Michelin Corporate Foundation**, **ENVIE** is now consolidating its action by optimising its organisation. By 2026, **ENVIE** hopes to improve working conditions in its workshops in order to accommodate more diversified profiles.

With new production procedures, better ergonomics and closer support, by 2026, thanks to the support of the **Michelin Corporate Foundation**, **ENVIE** will have enhanced the well-being of its re-inclusion programme employees and their supervisors, thereby making a significant impact on its capacity and level of re-inclusion after the programme. Through this project, the **Michelin Corporate Foundation** is taking a stand for social inclusion and environmental protection. By supporting **ENVIE**, it is contributing to a circular model, in which every repaired appliance represents an opportunity for a person to make a fresh start.



69%
of beneficiaries
find employment
or certifying training

2,851
employees
in re-inclusion
programmes

4
equipment prototypes
to enhance working conditions
in **ENVIE** appliance
refurbishment workshops

7
pilot structures
involved in the project



—INCLUSION & EQUAL OPPORTUNITIES



RURA
Révéler le potentiel de la jeunesse des territoires

RURA

Revealing the potential of young people in rural areas and small towns

In France, 10 million young people aged under 20 live in rural areas or small towns, and often face a lack of educational, professional and cultural opportunities. This deficit in support hinders their ambition and broadens regional inequalities. **RURA**, formerly Chemins d'Avenirs, is committed to opening up possibilities by means of tailored support.

With support from the **Michelin Corporate Foundation**, each year, the association assists 2,900 young people from low-population areas, offering them bespoke mentorship, training and tangible opportunities (internships, scholarships and cultural opportunities). Support comes in the form of several specialised programmes, ranging from female empowerment and public speaking to guidance and cultural opening. The aim is to help the young people to look beyond their regions and to develop their skills, which are essential for building their future.

By 2026, thanks to support from the **Michelin Corporate Foundation**, **RURA** will continue to grow, strengthening its network of mentors and by stepping up awareness raising campaigns. Since its inception in 2016, the association has

extended its reach, passing from 60 partner establishments in 2021 to 140 today, and has supported more than 13,000 young people.

Beyond individual support, **RURA** is also extending its scope, by advocating for young people in rural areas, who have remained invisible for so long in equal opportunity policies. The association helps to drive public debate about regional inequalities by publishing studies, books and media initiatives. In particular, it conducted a mission for the French Ministry of Education, carried out awareness raising drives in the media, conducted scientific studies about rural youth and launched the collection: *Raconter les Territoires*, [Talking about the Regions] with its first book entitled, *Loin de Paris* [Far from Paris].

The impact has been considerable: 91% of young people plan to make a career choice coherent with their potential, after receiving support from RURA. By helping **RURA** to grow, the **Michelin Corporate Foundation** is helping to break the glass ceiling that so many young people in rural communities deal with, so that their place of birth no longer determines their future.

91%
of young people consider
that RURA's support
has made them believe
in their own potential

72%
feel freer to pursue
training far from home

RURA supports
2,900 young people per year.
13,000 young people have received support
since its inception in 2016

RURA partners with
140 primary, middle
and high schools



—REGIONAL INITIATIVES





—REGIONAL INITIATIVES

Fostering the vitality of Michelin's local communities

A community thrives through its networks, its projects, and its spirit of solidarity. In addition to its six strategic priorities, the Michelin Corporate Foundation supports local initiatives that enhance social cohesion and regional development. These initiatives help to strengthen quality of life and attractiveness while respecting each region's unique character.

28
PROJECTS
SUPPORTED
IN 2024

68%
OF THE BUDGET
ALREADY
COMMITTED



—REGIONAL INITIATIVES

Highlighted
Partner 2024



Guimet+

CULTURE
FOR EVERYONE,
EVERYWHERE

In December 2024, the **GUIMET+** exhibition went on show in Clermont-Ferrand at the Roger-Quilliot Art Museum (MARQ), offering the Auvergne public masterpieces from the French National Asian Arts Museum – Guimet. The travelling programme, supported by the Michelin Corporate Foundation, promotes a different aspect of Asian culture each year. Until November 2025, the exhibition will showcase China, whisking visitors away on an immersive journey, accessible to all.

4 QUESTIONS

for **Anne Yanover**, head of the programme and audiences

" Why did the Guimet museum decide to present its collections in the regions?"

As a French national museum, the Guimet museum aims to reach audiences around the country. To achieve this goal, the Guimet French National Asian Arts Museum wished to exhibit in various cities around France, and to display some of the masterpieces in its collections, to make them accessible to all those who are unable to come to the Guimet Museum in Paris. The works are presented in a high-quality and eco-friendly layout, and are accompanied by sensory mediation, interactive and digital features to promote their discovery by audiences unfamiliar with Asian art. The durability of the exhibition, remaining on show for 4 years, is also an innovative way of reducing the carbon footprint of cultural projects.

" What kind of local emulation are you trying to create around these experiences?"

We opted for a long option, by deploying the **Guimet+** over four years in each city and in several cities at once. This time period will give rise to fresh momentum that will have space to develop, to enable the appropriation of Guimet+ by artistic and educational communities, charities and health and social players. The Guimet museum trains local mediators and supports teams on-site whenever needed, to design educational activity programmes.

Every year, a different aspect of culture is showcased. This principle fosters emulation in terms of programming, as museums, theatres, cinemas, book fairs, media libraries and other cultural stakeholders can easily seize hold of it. Moreover, one section of each **Guimet+** visit is unique. This enables the regional partner to showcase its own Asian collections or to present works stored in the region and loaned for the occasion.



—REGIONAL INITIATIVES

Highlighted
Partner 2024



Guimet+

CULTURE
FOR EVERYONE,
EVERYWHERE

Guimet 
Musée national des arts asiatiques

4 QUESTIONS

for **Anne Yanover**, head of the programme and audiences

"How were the exhibitions designed?"

Guimet+ was designed to be as accessible as possible, for audiences unfamiliar with Asian art and culture. The **Guimet+** are based on the principle of a model exhibition, designed specifically to engage visitors.

The visit begins with an introductory area to remind visitors that Asia is already familiar to them, through examples from daily life and popular culture to spark their curiosity. Each contemporary example is combined with a historical or heritage reference (an image of Tintin and the Blue Lotus or a piece of Chinese porcelain for example).

Visitors are then invited to discover a cultural universe, by exploring universal themes such as prestige, beauty, wisdom and transgression – that give rise to traditions, iconography and practices that differ from one culture to the next. The themes were chosen to be easy to identify by visitors who, wherever they are from, can feel involved.

At the centre of the exhibition, an immersive area invites visitors to enter an Asian building, starting with a Japanese tea pavilion, a garden, a Chinese literary studio and an Indian music room.

"What role does the **Michelin Corporate Foundation** play?"

Thanks to its support, the Guimet Museum designs, produces and installs a full exhibition in each partner city. The host cities commit, in turn, to bringing the exhibition to life, ensuring security, mediation and programming. This principle enables the regional partners to host a **Guimet+** even with limited financial means and helps to promote equal access to culture for all.

Almost
10,000
visitors in 3 months
for Guimet+
Clermont-Ferrand

1
highlight per month
in the programming
of each **Guimet+**

20 TO 30
masterpieces from
national collections
to discover at
each Guimet+



—REGIONAL INITIATIVES

COCOSHAKER

Supporting entrepreneurs who are committed to the regions

To tackle social and environmental challenges, new kinds of entrepreneurship are emerging to meet local needs. **CoCoShaker**, an incubator for committed social and local entrepreneurs, supports entrepreneurs who are making a social and environmental impact; helping them to structure and develop their projects in Auvergne.

Thanks to support from the **Michelin Corporate Foundation**, the incubator is consolidating its action by proposing four support programmes adapted to the various stages of development in entrepreneurs' projects: emergence, piloting, incubation and deployment.

This initiative enables initiators to take action in key areas such as the circular economy, healthy aging, sustainable nutrition, disability and mobility.

Every year, some 500 entrepreneurs and initiators are identified and/or benefit from support, 43 of whom benefit from long-term support. Around sixty local events take place, involving more than 800 participants, and fostering networking among local stakeholders.

A key component of the project is the *Épicerie des Idées*, a think tank and space for local cooperation that carries the *French Fabriques à Initiatives* label. This initiative helps to offer tangible solutions to the needs of rural areas, with the cooperation of local authorities, citizens and entrepreneurs.

By supporting **CoCoShaker**, the **Michelin Corporate Foundation** supports the development of a social and supportive economy, rooted in the regions, and supports drivers of innovative solutions serving the common good.



More than
60 events
held per year

800
participants,
150 of whom have benefitted
from short-term support

4
entrepreneurs
support programmes

1
regional
support programme



—REGIONAL INITIATIVES



FONDATION
**LA SAUVEGARDE DE L'ART
FRANÇAIS**

LA SAUVEGARDE DE L'ART FRANÇAIS

Employees committed to the regions

Because means and visibility are often lacking, our regions' heritage is at risk of disappearing; taking with it invaluable, local historical treasures. To address this urgent need, the **Fondation Sauvegarde de l'Art Français** set up **Le Plus Grand Musée de France** in 2013, a programme which mobilises citizens and companies in order to safeguard local art heritage.

Since 2017, the campaign, supported by the **Michelin Corporate Foundation**, has shone a light on the diversity of local heritage, be it religious, automobile, industrial or musical. Every year, this initiative involves employees from Michelin's sites, who have been able to identify, select and help to restore more than 65 works in France. In 2024, 16 new works benefitted from restoration financing, ranging from religious sculptures to antique musical instruments.

The programme goes beyond simple restoration: it enables inhabitants to rediscover their heritage and to regain possession of their local history. It also creates a collective momentum involving local authorities, associations and citizens and strengthens the rooting of Michelin's sites in their local areas.

By supporting **Le Plus Grand Musée de France**, the **Michelin Corporate Foundation** is making an active contribution to preserving regional heritage, while immersing its employees in a cultural and social initiative.

65
works restored
through the programme

16
new works
saved in 2024

492,000€
euros invested
in six years to
safeguard
local heritage



—REGIONAL INITIATIVES

AMPEI-CLERMUN

Training tomorrow's citizens in international diplomacy

One such initiative is the **International Bilingual School (EBI)**, part of the Massillon School Group in Clermont-Ferrand, run by the AMPEI (Association for the Mobility and Promotion of International Education).

Its mission is to welcome and support non-French-speaking pupils who have recently arrived in France. Thanks to tailored support, intensive **French as a Foreign Language (FLE)** courses, and **enhanced academic assistance**, these students gradually integrate into the French school system and prepare for the same exams as their classmates. The EBI also prepares them for international exams, helping them maintain a link with their original education and gain access to the higher education pathways of their choice.

Among its flagship initiatives, each year the EBI hosts **ClerMUN**, a United Nations simulation based on the Model United Nations (MUN) format. This event immerses around 100 secondary school students in the role of diplomats debating key international issues, in English or French.

ClerMUN aims **to train the citizens** of tomorrow by developing students' skills in **diplomacy, negotiation, cooperation, and leadership**, while also raising awareness of contemporary global challenges.

Supported by the Michelin Corporate Foundation, the 2024 edition was held at the Regional Council building in Clermont-Ferrand. It brought together students from the Massillon School, the EBI, and international schools from Turkey, Croatia, Kuwait, and Switzerland. The selected theme, "Global Disruption and Climate Justice", inspired enthusiastic, constructive discussions. Among the recognised experts who participated were **Alain Le Roy**, Ambassador and former United Nations Under-Secretary-General, and **Antoine Sautenet**, Director of Sustainable Development at Michelin.

By supporting the EBI and initiatives such as ClerMUN, the **Michelin Corporate Foundation** actively contributes to raising young people's awareness of international issues while promoting access to high-quality language education.



100
high school students
involved in the programme

4
days of debates
as part of a United Nations
simulation



—REGIONAL INITIATIVES

La Chaise-Dieu
FESTIVAL DE MUSIQUE

FESTIVAL CHAISE-DIEU

Making classical music
ring out in the regions

Since 1966, **La Chaise-Dieu Festival** has brought classical music to rural communities. Every year, this major cultural event brings together more than 20,000 festival-goers in Saint-Robert Abbey and at other iconic venues in the Haute-Loire, Puy-de-Dôme and the Loire. More than a simple event, the festival plays a vital role in revitalising the region, promoting its heritage and making music accessible to all.

With support from the **Michelin Corporate Foundation**, the **Festival** is boosting its reputation, with an outstanding programme, and by developing cultural mediation initiatives. In 2024, the major international event organised 33 concerts, including several outside the town centre to reach new audiences. The programme entitled, *Génération Chaise-Dieu*, also enabled young ensembles from conservatories to perform and to share their passion in heritage sites.

The **Festival** is not only limited to the summer: throughout its cultural season it plays host to artists in residence and organises concerts and educational activities year-round. This important work helps to turn La Chaise-Dieu, a small village with 630 inhabitants, into a lively and accessible musical centre, which has become a conveyor of social connection and local appeal.

By supporting **La Chaise-Dieu Festival**, the **Michelin Corporate Foundation** supports access to culture in rural communities and helps to safeguard and transmit an exceptional musical heritage.

23,000
festival-goers
in 2024

33
fee-based concerts
in 2024,
and 15 free concerts

4
young people
in the process of
professionalisation

—THE AREAS OF FOCUS WE ARE DEVELOPING



—BIODIVERSITY
OF FORESTS



—HEALTHY
LIVING &
NUTRITION



—SUSTAINABLE
MOBILITIES



—COLLABORATIVE
SOCIAL MODELS





—BIODIVERSITY OF FORESTS

As part of its renewed momentum, the Foundation is strengthening its commitment to fostering forest biodiversity and promoting healthy lifestyles and nutrition.

It has already begun supporting new partners and projects, and will step up its efforts in 2025 to fully address these vital challenges.

—HEALTHY LIVING & NUTRITION





—BIODIVERSITY OF FORESTS

Supporting initiatives to preserve and restore forest ecosystems
in which Man and Nature can thrive together

BSF

Raising communities' awareness about forest protection

In Ivory Coast, 80% of forests have disappeared in the last 60 years. To deal with this emergency, **Bibliothèques Sans Frontières** is raising awareness and training local communities on ways to preserve forests. With support from the **Michelin Corporate Foundation**, it is stocking its innovative *Ideas Box* and *Ideas Cubelibraries* with bespoke, educational and thematic content. The programme will reach 50,000 people, train 400 teachers and support 70 organisations and 250 young leaders involved in sustainable local activities.



**Bibliothèques
Sans Frontières**
Libraries Without Borders



CLIMATE CHANCE

Restoring a biodiversity corridor in Guinea



Climate Chance is creating a 62,000-hectare biodiversity corridor in Guinea to connect two parks and to safeguard local fauna. With support from the **Michelin Business Foundation**, the project is joining a climate-biodiversity certification initiative to generate carbon credits and sustainably finance local communities. In parallel, 400 stakeholders are being trained in environmental management. The project is strengthening conservation and is incorporating ecological connectivity into Guinean policies.





—BIODIVERSITY OF FORESTS

Supporting initiatives to preserve and restore forest ecosystems
in which Man and Nature can thrive together

PLANÈTE URGENCE

Restoring mangroves and supporting local communities

Close to the future Indonesian capital, the Mahakam Delta is threatened by fish farming and erosion. To protect this ecosystem, **Planète Urgence** is restoring the mangroves and raising public awareness. Starting in 2025, the **Michelin Corporate Foundation** will partner with **Planète Urgence** to replant 50 hectares and create plant nurseries. The project is also helping fishermen and farmers to adopt sustainable practices, reinforcing coastal resilience and bolstering the livelihoods of local communities.



PLANÈTE URGENCE
Groupe SOS



© Planète Urgence



© SYLV'ACCTES



SYLV'ACCTES

Promoting sustainable management of forests in Auvergne

The **Michelin Corporate Foundation** will support forest restoration in Auvergne (150 to 200 hectares in 2025).

The aim is to involve landowners in responsible forestry; preserving soil, water and biodiversity. There will be rigorous monitoring to ensure they cope effectively with climate change and to track their role as carbon sinks, while reconciling forestry production and tourism activities.



—HEALTHY LIVING & NUTRITION

Promoting physical activity and access to healthy
and sustainable nutrition for all

CROIX-ROUGE FRANÇAISE

Promoting healthier and sustainable nutrition in food aid

Accessing high quality nutrition remains a challenge for populations facing hardship. The **French Red Cross** is improving the nutritional quality of the food baskets it distributes and is reinforcing its sustainable supply circuits. With support from the **Michelin Corporate Foundation**, three policy officers will be recruited in Auvergne-Rhône-Alpes, the Grand-Est and Occitania to support 250 food aid initiatives. A logistics pooling study will be conducted to enhance management and resource processing, and will lead to more sustainable food aid.



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ÉCOLE COMESTIBLE

Children must learn to eat well



Since 2019, **École Comestible** [Edible School] has raised children's awareness about healthy, sustainable and tasty eating in more than 150 schools around France. By discovering flavours, foods, kitchen gardens and simple cookery techniques, the association aims to improve the way children eat each day and their relationship with food, with others, with nature and with the Earth. Teaching children through handling products, cookery (especially vegetables), gardening and enjoying food are the drivers of edible education.

With support from the **Michelin Corporate Foundation**, École Comestible is opening a centre in Auvergne-Rhône-Alpes to structure its activities, train teachers and develop local projects. By broadening its network, it is reconnecting children with food, promoting sustainable habits and training knowledgeable and responsible future citizens.



—HEALTHY LIVING & NUTRITION

Promoting physical activity and access to healthy
and sustainable nutrition for all

FONDATION POUR LA NATURE ET L'HOMME

Converting institutional catering into a driver of sustainable nutrition

Serving 3.8 billion meals annually, institutional catering is a key driver for the nutritional transition. Since 2016, the **Fondation pour la Nature et l'Homme (FNH)** has guided canteens and restaurants towards more sustainable practices through the Mon Restau Responsable® programme. Thanks to support from the **Michelin Corporate Foundation**, the FNH has launched an impact evaluation of the programme, is broadening its presence in the regions and is stepping up awareness raising among users. The **FNH** is thereby turning institutional catering into a key driver of sustainable nutrition.



FONDATION
POUR LA NATURE
ET L'HOMME
Dépasser les clivages, inspirer les courages



*Ma Chance
moi aussi!*

MA CHANCE MOI AUSSI

Encouraging wellness and health education from childhood

Children in priority neighbourhoods are more likely to become overweight and to practice less sport. To combat this inequality, **Ma Chance Moi Aussi** is deploying its *Bien-être Ensemble* programme in the AURA and Île-de-France regions. With support from the **Michelin Corporate Foundation**, professionally-run weekly workshops will take place to teach children about sport and nutrition; also involving families to embed long-lasting habits and to improve self-esteem.



—SUSTAINABLE MOBILITIES

Sustainable mobility and collaborative social models are also among the Foundation's new strategic priorities.

In-depth work is currently underway to identify the most relevant partners and projects to bring these ambitions to life.



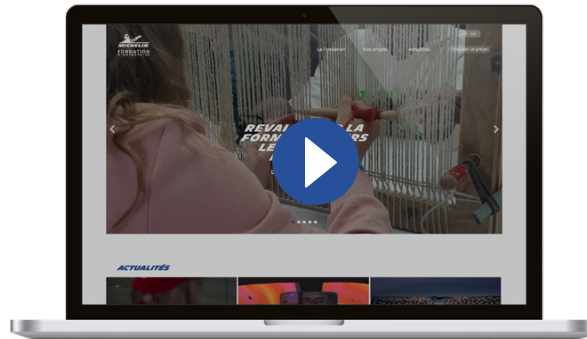
—COLLABORATIVE SOCIAL MODELS



LET'S CONTINUE WORKING TOGETHER FOR LASTING POSITIVE IMPACT

This report invites you to discover some of the inspiring initiatives supported by the Michelin Corporate Foundation in 2024.

We extend our heartfelt thanks to all our partners whose commitment and tangible actions breathe life into our vision of a fairer and more inclusive world. Their work is a genuine source of inspiration, driving us to go even further together.



You'll find eligibility criteria, examples of achievements, and an overview of the projects supported this year on the [Michelin Corporate Foundation](#) website.

The Foundation remains open to new initiatives that align with its values and priorities to further strengthen our collective impact.



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