



VOLUNTARY AGREEMENTS :

GLOBAL PLATFORM FOR SUSTAINABLE NATURAL RUBBER RETRADING – GREEN GROWTH COMMITMENT

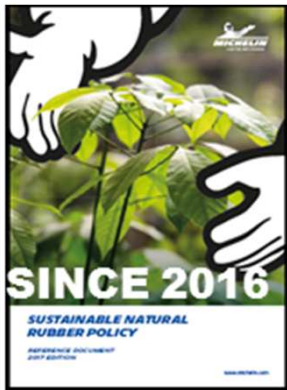
MICHELIN SUSTAINABLE NATURAL RUBBER APPROACH

WHY ?

10 million tons of natural rubber produced each year
High environmental and social stakes
Tyre industry absorbs 70 % of global production

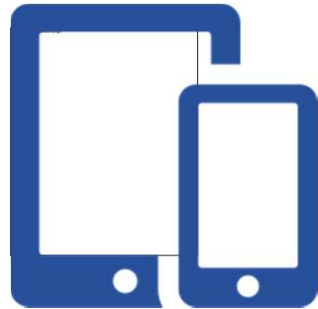
HOW ?

①



COMMITMENTS

②



ASSESSMENTS

③



**EXEMPLARY PRACTICES
IN OWN PLANTATION**

④



**SECTORIAL
APPROACH:
THE GPNSR**



TIP MEMBERS AND BEYOND

Producers, Processors, and Traders



Tire Makers and Other Natural Rubber Makers/Buyers



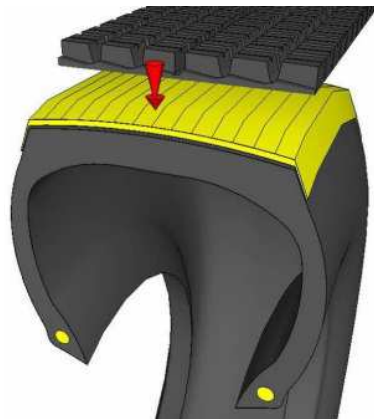
Car Makers, Other Downstream Users, and Financial Institutions



Civil Society



WHAT IS RETREADING?




B2B remanufacturing



DELIVERING BENEFITS FOR CONSUMERS, SOCIETY AND THE ENVIRONMENT

Product Performance

120,000 km
 Low-end imported tyre

220,000 km
 Retreaded tyre

Retreadable x2 = **660,000 km**

Employment



32,000 jobs supported

4.3 times as many jobs as a low-end imported tyre

Environment

70% natural resource extraction

24% CO2 emissions

19% water consumption



RETREADING GREEN GROWTH COMMITMENT



- Signed in 2017 for 3 years
- Ministry and Industry 's commitments:
 - Prevent competition distortions
 - Supporting retreading by simplifying the regulatory framework and communication actions
- Innovative way of working with public authorities
 - **Action plan** shared by public authorities and industry with a **common objective**
 - Monitoring 2 / year

