



1st conference of the International Network
of Michelin Cities

The sustainable city

29 November – 1st December 2017

Clermont-Ferrand – France

Initiated by the City of Clermont-Ferrand and bringing together about 50 municipalities around the world, the aim of the International Network of Michelin Cities is to bring about exchanges of experience, good practices and cooperation projects between the public authorities and the driving forces in the cities that host a Michelin production and/or research centre in their area.

Holding 50 % of the world population (75 % by 2050) and responsible for 70 % of greenhouse gas emissions, cities and urban agglomerations play a major role in the convergence of digital, economy, social, environmental, demographic, and democratic changes.

These planetary changes disrupt our living conditions and require the creation of new scenarios in order to make the city more flexible and hospitable to larger numbers of people. How do we identify practical and reproducible innovations for building a sustainable city? These will be the issues at the heart of

the 1st conference of the International Network of Michelin Cities.

Its objective will be to encourage dialogue, value good practice, and develop new collaborative projects between Network cities. To do this, participating cities are invited to share their initiatives in the workshops and themed tours organised throughout the conference.

Participants will include mayors and elected representatives, local government administrators, universities, business representatives and artists from the Network Cities. The City of Clermont-Ferrand will assume the full costs

of its organisation, and will host the event.

As a complement to the formal programme, there will be areas suitable for informal gatherings: city informational posters, initiative boards for posting new collaborative projects, exhibition of innovative vehicles, a relaxation/work/social room.

DAY 1: WEDNESDAY 29 NOVEMBER: INSPIRATION AND KNOWLEDGE SHARING

Morning	Opening: Opening speech by Olivier Bianchi, Mayor of Clermont-Ferrand, President of Clermont Auvergne Metropole, and Jean-Dominique Senard, President of Michelin Discussions between Experts and Mayors: What are the means of governance of a sustainable city? What infrastructures are needed? What initiatives need to be implemented in cities to provide coherent and suitable solutions that take into account the needs of actors and the specific features of the territory?
Midday	Lunch
Afternoon	Keynote speeches on transport, habitat, appeal, latest sustainable city experiments In parallel: <ul style="list-style-type: none"> • Themed workshops: transport, urban laboratory, quality of life and urban design • Speed-meeting: individual meetings (on prior registration via the online platform)
Evening	Reception at the City Hall

DAY 2: THURSDAY 30 NOVEMBER: BUILDING COLLABORATION

Morning	Themed tours with visits to Clermont locations in groups of twenty people (see below)
Midday	Lunch in the halls of the Marcel-Michelin stadium
Afternoon	In parallel: <ul style="list-style-type: none"> • Workshops to build collaborative projects • Mayors' meeting
Evening	Reception at the Roger-Quilliot Museum of Art

DAY 3: FRIDAY 1st DECEMBER: CONCLUSION AND FUTURE PERSPECTIVES

Morning	Visit to the Michelin RDI (Research, Development, Process Engineering) campus
Midday	Lunch at the Michelin RDI campus
Afternoon	Concluding plenary session at the Opera <ul style="list-style-type: none"> • Conference summary by a keynote speaker • Status of collaborative projects • Conclusion: announcement of the host city and theme for 2019 Conference
16,30	Conference ends
Evening	Visit to the world textiles exhibition at the Bargoin Museum



THEMED TOURS

TRANSPORT

* Vehicles of tomorrow

Issue: Autonomous vehicles: how do they work? How can they be used? How do we support users in the use of these cars? Where are we on clean energy vehicles?

Location: Pavin autonomous vehicles test platform - Cézeaux University campus

* Transport for everyone and transport for people with mobility issues

Issue: How do we make it possible for everyone to get around? How do we provide users with services, in particular those who aren't mobile?

Location: Technical centre for tramway maintenance

URBAN LABORATORY

* Digitalisation, the development engine of the sustainable city

Issue: How can the digital economy reinforce the development or mutability of sustainable cities? What digital tools can we use to manage cities and urban facilities? What innovations are available to public services?

Location: Digital Sector, future reception area for Clermont start-ups

* The creative city

Issue: How can third spaces or collaborative spaces allow us to change our vision of the city? How can areas that welcome start-ups change the urban landscape by creating dedicated quarters or buildings? How do we support these innovative spaces in the transformation of work methods, production, creativity and business? How can we put the digital revolution into the hands of citizens and make it an experimental tool for cities?

Location: Co-working space, Epicentre Factory

* The sustainable city and research

Issue: What collaborative opportunities exist that involve the region and researchers? How can the city contribute to the experiments that support research? What can stakeholders contribute to research on the transformation of cities?

Location: Earth Physics Observatory of the Cézeaux University campus.

QUALITY OF LIFE

* Co-constructing culture

Issue: How do we involve residents to construct an urban vision? How do we reinvent an area by relying on what already exists (heritage, culture, human and social aspects)? How do we make culture an integral part of city life?

Location: Former Hôtel-Dieu Hospital, reception area of the future Grand Library

* Sport city

Issue: How do communities become involved in innovative sports programmes and events that benefit residents?

Location: Jean-Pellez Stadium – University campus sports centre

URBAN DESIGN

* Creating the sustainable city: reuse what is already in place, and involve residents

Issue: How does citizen involvement successfully transform a city? How do we use a collaborative approach to achieve participatory urban planning and reinvent neighbourhoods?

Location: Eco-Quarter Champratel, development in progress

* The sustainable city and climate change

Issue: What facilities are needed to confront the risks and constraints of the impact of climate change? What examples of success already exist? How do we bring together the various stakeholders needed to design and execute plans for adapting to climate change?

Location: Val d'Allier water production plant.

* Sustainable food systems

Issue: How do we feed the city of tomorrow? How do we respond to the challenges of food self-sufficiency, product quality and traceability?

Location: Nelson Mandela Municipal Space

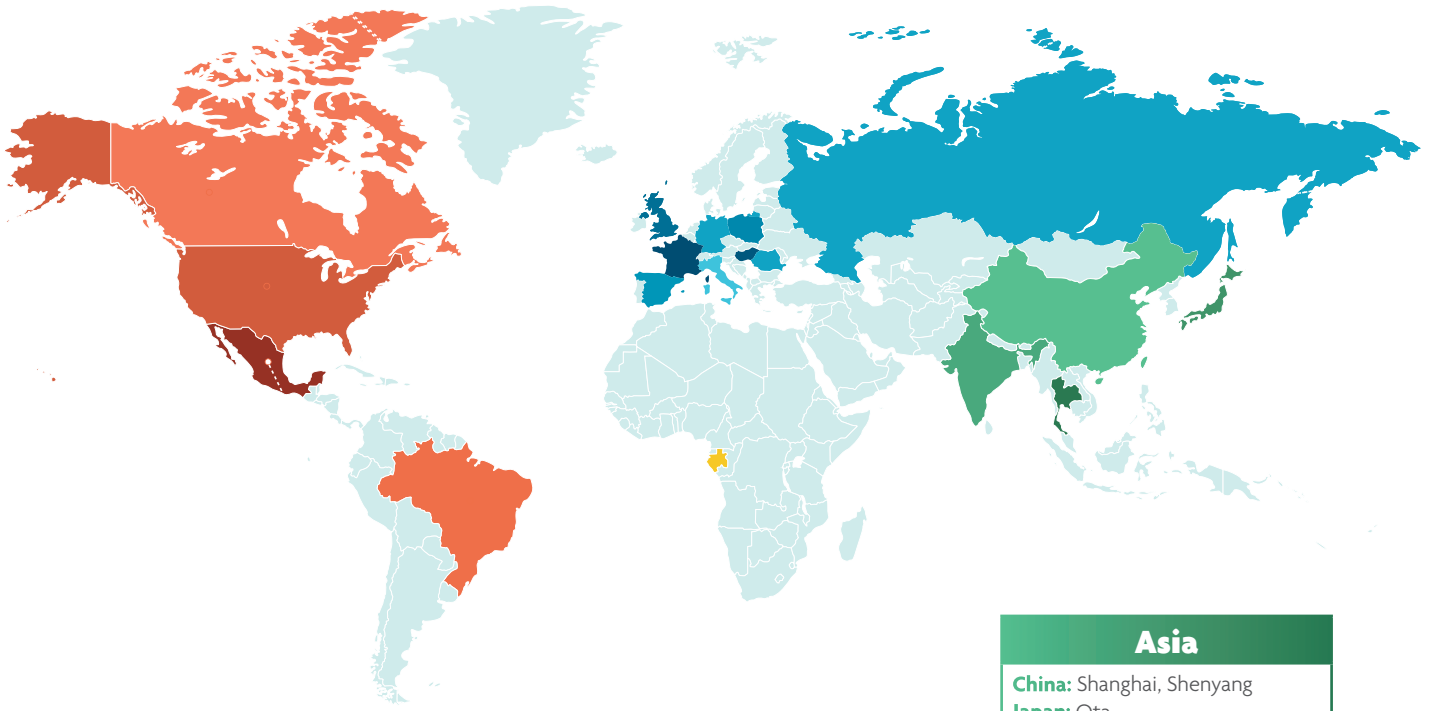




HOW THE NETWORK OPERATES:

- * Administration provided by the City of Clermont-Ferrand;
- * Free membership for towns/cities hosting a Michelin research and/or production centre and for partner cities;
- * Organisation of an international conference on a topic of common interest every two years in one of the cities in the Network;
- * Development of theme-based cooperative ventures within the Network;
- * Running the Network via a collaborative platform (being jointly produced with Clermont-Auvergne University).

They have already shown their interest in the Network:



North and South America

Brazil: Resende, Itatiaia
Canada: Bridgewater (NS), Waterville (NS)
USA: Anderson (SC), Greenville (SC), Lexington (SC), Louisville (KY), Mauldin (SC), Norman (OK), Spartanburg (SC)

Africa

Gabon: Oyem

Asia

China: Shanghai, Shenyang
Japan: Ota
Thailand: Rayong

Europe

Belarus: Gomel
France: Clermont-Ferrand
Germany: Bad Kreuznach, Homburg, Karlsruhe, Regensburg
Hungary: Nyiregyhaza
Italy: Alessandria, Cuneo
Poland: Olsztyn
Portugal: Braga
Romania: Zalau
Serbia: Pirot
Spain: Almeria, Aranda, Lasarte, Oviedo, Valladolid, Vitoria-Gasteiz
Russia: Davydovo
United Kingdom: Aberdeen, Salford

Contact: