“Making Tyres from Fresh Air”

Bryan Bennett – Managing Director Xm Services

& Wind Turbine Project Manager

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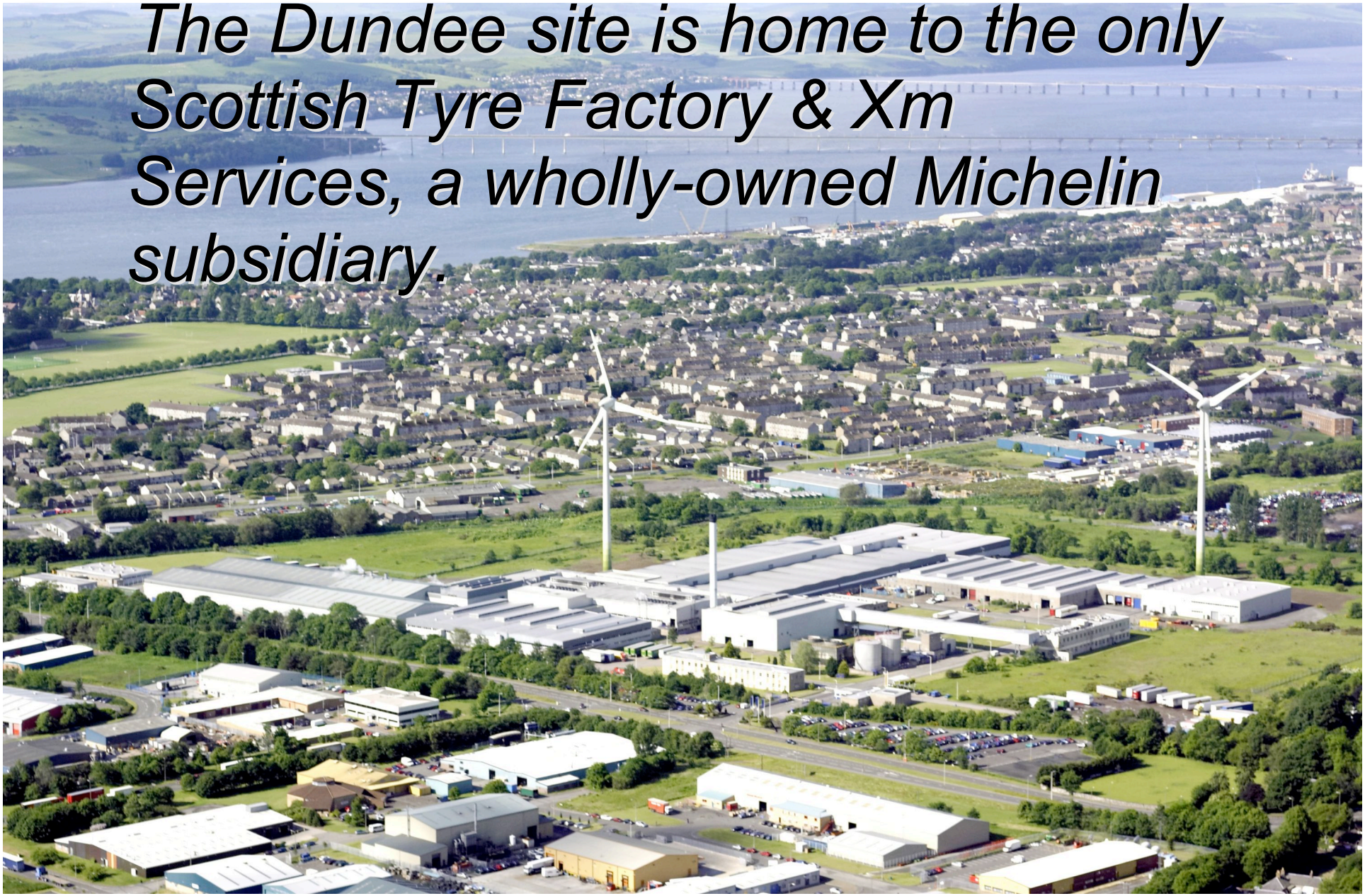

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Factory Profile

- First tyre cured November 1972
- Car Tyre plant – 13”, 14”, 15”
- Summer & Winter tyres
- ~ 6.5 Million tyres / year
- 800 + Employees

Michelin and Sustainable Development

- **Corporate Strategy:**
  Performance *and* Responsibility
  - Social: working conditions, safety, employee diversity, etc.
  - Environmental: reduce risks and impacts of whole life of tyre
    - *Reduce emissions from manufacturing*
    - *Promote lower rolling resistance products*
    - *Stimulate used tyre recycling*

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Michelin and Sustainable Development

- **Reduce energy consumption *and* favour "clean" sourcing**
  - As an industrialist my priority has to be to reduce consumption.
  - It is vital not to be wasteful with energy then claim to be green by using a renewable energy source.
  - In Dundee we have reduced our consumption of energy per production unit by approximately 40% over 8 years.
  - We have completed detailed studies into cogeneration, renewable energy, waste energy recovery, …
  - Real benefit for the environment not just "labelling".

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Michelin Wind Project at Dundee

The project

- Initial opportunity study Nov 2002
- Wind measurement 2003 – 4
- Initial planning permission January 2005
- ecotricity chosen as partner to BOO
- Contract signature September 2005
- First generation May 2006

- 2 x 2 MW Enercon E70

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Michelin Wind Project at Dundee

The benefits

- 8000+ MWh low cost electricity / annum
- Power Station CO2 Emissions reduced by 7000+ Tonnes / annum
- Immediate Financial Gains due to BOO contract solution
- No environmental issues of power cables to point of use (pylons or underground)
- No power distribution losses
- Power consumed rather than “sold”
  – i.e. not a wind farm

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Project Approach

- Initial Dialogue with the planning department was conducted “in confidence” to maintain Michelin “commercial integrity” and to avoid “unmanaged scare-mongering”

- Prior to submitting a planning application we decided to inform all our local “contacts” of the proposal.

- Detailed investigation and modelling was completed for many issues including the issues of:

  Visual Impact
  Noise
  Shadow Flicker
  Fume Dispersal

and all proven to be well within standards or easily solvable.

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Planning Application

- DCC Planning Department insisted that public awareness of this project was maximised and hence the communication plan was extensive
- We met with neighbours, resident associations, MPs, MSPs, Press, …
- The only people you cannot talk to are the Councillors.
- Excellent support from the committee (20 pro 6 anti), subject to conditions:

  Planning Dept (Director & Convenor)
  Lord Provost

Major Debate on the night, with much concern expressed about:

TV RECEPTION

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Communication Plan

- Factory employees have and will continue to receive detailed information regarding the project and the communication plan.
  - The local media were briefed continuously on all the project details.
  - Local councillors and MP's visited the site to ensure they understood both the project plan and the communication plan.
  - A 24/7 telephone "Information Line" was established at the beginning of May 2006, to allow people to request information about the project and / or register a concern or support.
  - Information was provided or any concern investigated rapidly.

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Communication Plan

Information Line Calls - Analysis:

- 162 Calls in total
  - 54 Calls offering support or requesting information
  - 108 Calls registering “complaints”
- Complaints:
  - 63 TV Reception
  - 15 Noise
  - 20 Shadow Flicker
  - 10 Planning / House value / Visual Impact

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Michelin Wind Project at Dundee

Key requirements for success

- Communication
- Confidence building (internal & external)
- Commitment!

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Conclusion

Our Mission is to secure the long term future of the Dundee Factory:

We believe this project delivers significant benefits to both

Michelin and the City of Dundee!

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Thank you for your attention

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