

Convergences World Forum 2015

Zero Exclusion, Zero Carbon, Zero Poverty

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Your Excellency, Ladies and Gentlemen,

Thank you for giving me an opportunity to talk in front of such a distinguished audience.

I am here today, representing the business sector, to urge for audacity, enhanced innovation and cooperation, convinced as I am that we must wholeheartedly work for both job-rich growth and what the UN rightfully calls *Human Security*.

We have all learned from the pitfalls of past growth scenarios. Their major shortcomings, especially in the environmental and social domains, stand to be corrected today. We know that there is no time for incremental progress, but that we must, instead, set to transform large facets of the way society lives and works.

Ladies and Gentlemen! We share a huge responsibility! Society looks to us not to choose between growth or regression, but to enable development, health, peace and a people-friendly environment.

Zero exclusion, zero carbon, zero poverty! These three words stand for our collective responsibility to steer the world in a sustainable and lasting direction. Starting now and collectively! These three words have a strong resonance in Michelin's history and love affair with mobility; our Founders' ambition for Society at large, some 125 years ago, was to provide *mobility for all, at the best price, in the safest conditions*.

Today, in 2015, we equip roughly 15% of all vehicles riding on Earth - cars, buses, subways, trams, bikes, trucks, tractors, earthmoving equipment, aircraft. On all these, tires are critical enablers - I emphasize this - for vehicle energy efficiency and safety. And tires will continue playing a key role because development is strongly dependent on the mobility of people and goods.

Transport is an underlying common thread for the success of the 17 SDGs –Sustainable Development Goals - that the UN will ratify at the end of September; without mobility no access to education, health, or employment is possible.

Demand for mobility is already high. Yet, it is a buoyant sector that is expected to at least double by 2050! Such growth must be anticipated, planned for and accompanied. Three conditions must be met to develop responsible quality growth:

- a. Transport energy intensity and negative externalities must be drastically reduced. And this is feasible!
- b. Seamless inter-modality (including soft mobility) must become a reality. And this is feasible!
- c. Supply and production chains must be shortened and re-designed. And this is feasible too!!!!

The Paris Business and Climate Summit that took place last May convinced me that many business leaders share my belief that the time has come to leave the path of "*more of the same*" and act decisively for smart growth, leveraging the fabulous opportunities that technical, social and political

evolutions offer us today.

At the upcoming Paris COP-21, I hope that governments will send a clear sign that the 450-ppm scenario is what they, as representatives of the common good, want to enforce.

Getting there requires:

- a. Ambitious, globally shared, long term mitigation targets and visibility on the major economic and political instruments chosen to achieve them;
- b. Policies to facilitate investments in the low GHG economy and faster asset rotations, to foster innovation while maintaining a level playing field;
- c. Citizen education on the fact that GHG intensive solutions will, in the long run, be the more expensive option, while the low carbon transition and the new economic paradigms (importance of IS/IT, emergence of collaborative economy and so on) will bring a renaissance in economic vitality and purchasing power.

Civil society is ready. Let's unleash its power!

So, here we are at the heart of our topic! Civil Society, LPAA.

The LPAA process is a brilliant, greatly innovative initiative, which, if properly comforted in the years to come, will bear great fruit. Whereas it is up to States to set the bar high, and commit to ambitious goals for the common good, it is up to civil society to find a variety of transformative solutions that meet the real needs of people, work for the common good, and will hopefully even go beyond State-agreed objectives.

This is why Michelin is thoroughly involved in the LPAA and welcomes the mandate, which has been given to the Paris Process for Mobility and Climate, PPMC, a Michelin Challenge Bibendum - SLoCaT partnership formally launched last May at the Leipzig International Transport Forum.

Michelin Challenge Bibendum's inception dates back to 1998 and initiated a vast collaborative movement within the mobility private sector to move more decisively towards "cleaner, safer, connected, accessible, affordable" mobility for all. SLoCaT is a foundation established in 2009 as a coalition of UN agencies, development banks, NGOs dedicated to the promotion of Sustainable Low Carbon Transport.

The complementarity between these two ecosystems, private and public, is obvious and illustrates the spirit in which the Transport Focus (one of the twelve action areas covered in the LPAA process) will be conducted. This Transport Focus – held on December 3rd - will have two objectives:

First of all, to show that well focused, ambitious initiatives have already been formally launched, some at the global level, some with a more regional outreach. Each initiative has set its scope and commitments:

- Adaptation plans for harbors and waterborne infrastructures
- Global aviation sector commitment to cut emissions by 50% by mid-century
- Global advocacy of reducing passenger car energy consumption by 50% by 2050
- International railway association aiming to reduce specific average CO2 emissions from train operations by 75% by 2050, relative to a 1990 baseline
- Global public transport sector standing for doubling its market share by 2025
- Global clean urban bus initiative launched by C40 for 2020 etc.

These initiatives now aim to scale up and need more support, including from the citizens.

The second objective of the Transport Focus is to inspire other initiatives to broaden the scope of action and achieve as comprehensive as possible a coverage of the transport sector emissions. Plenty of (still) small-scaled initiatives, in cities, with professional fleets, with new ecosystems and related new services, new financing systems, do exist and have proven their effectiveness. They must now be properly coordinated, clustered, and our common challenge is to come up with new, better structured, more impactful initiatives.

Contrary to what many strategic forecast scenarios still contend today, the takeaway from our last edition of Challenge Bibendum in Chengdu/ China last November - where more than 250 private and public institutions met and agreed on a renewed vision of mobility- is that halving emissions while doubling tonnes X kilometers and passengers X kilometers is feasible by 2050.

Convinced of the feasibility of such ambitious targets, and their positive impact on renewed economic activity, we want to contribute a Global Agreement on Climate Change that empowers the transport sector - with the unmitigated support from State and non-State stakeholders - to take visible action on climate change and the transformation of mobility, and assume a leadership role in innovative societal responsibility.

We are committed. We are enthusiastic about the process. Join us in this endeavor!

Thanks for your attention.