“Making Tyres from Fresh Air”

Bryan Bennett – Managing Director Xm Services & Wind Turbine Project Manager
The Dundee site is home to the only Scottish Tyre Factory & Xm Services, a wholly-owned Michelin subsidiary.
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
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”.
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
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
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.
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
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.
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
Michelin Wind Project at Dundee

Key requirements for success

- Communication
- Confidence building (internal & external)
- Commitment!
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!
Thank you for your attention