



MULTI-stakeholders PLATFORM on protecting and restoring the World's forests.

Michelin Lanka's experience

April 24, 2024

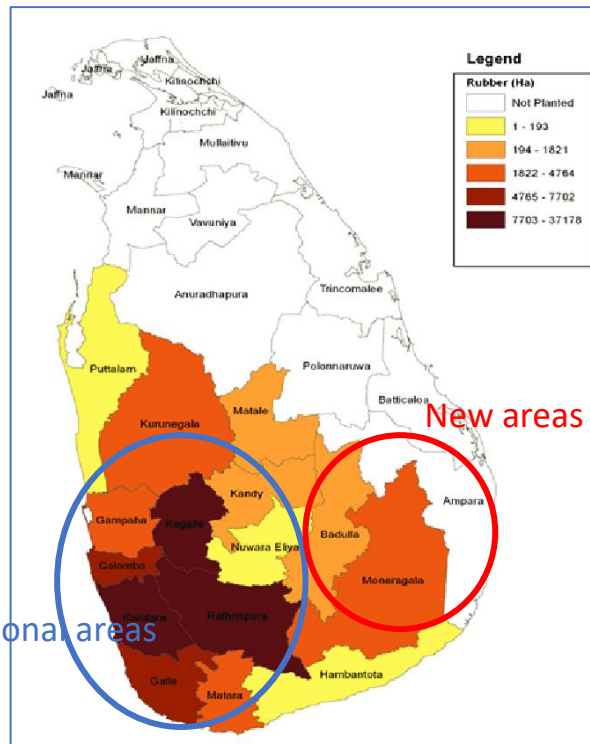
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Camelia Mihaelia Nicoara
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Michelin Lanka. Introduction

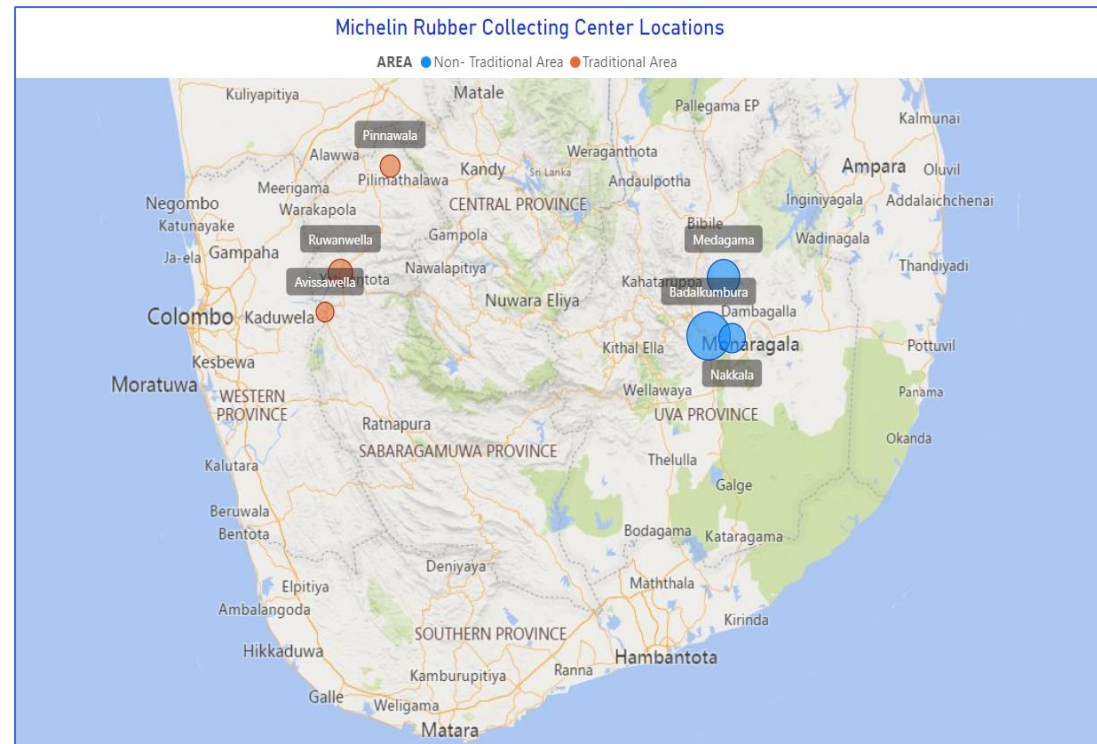
- A subsidiary of the **Michelin Group**
 - As such onboarded in the Michelin group **commitment for planet protection**
- An important **industrial player in Sri Lanka**
 - More than 5000 employees
 - 100 % production is exported
 - Focus on industrial tyres and tracks (manutention handling, construction...)
- A prominent local **rubber collector** with a **long standing experience** of the work **with small farmers**
 - Collecting rubber from more than 5000 farmers in Sri Lanka
 - Proposing enhancement, support through small or big initiatives
 - (Also imports of natural Rubber from other countries).

Who are the rubber farmers in Sri Lanka Michelin Lanka is dealing with ?

Rubber Growing Areas in SL



Michelin Lanka Rubber Collecting Centers



Number of farmers: + 5000
Average surface of plots : +/- 2 Acres
Average tonnage: +/- 2 Metric T/Year
Nature of Business: Family organization

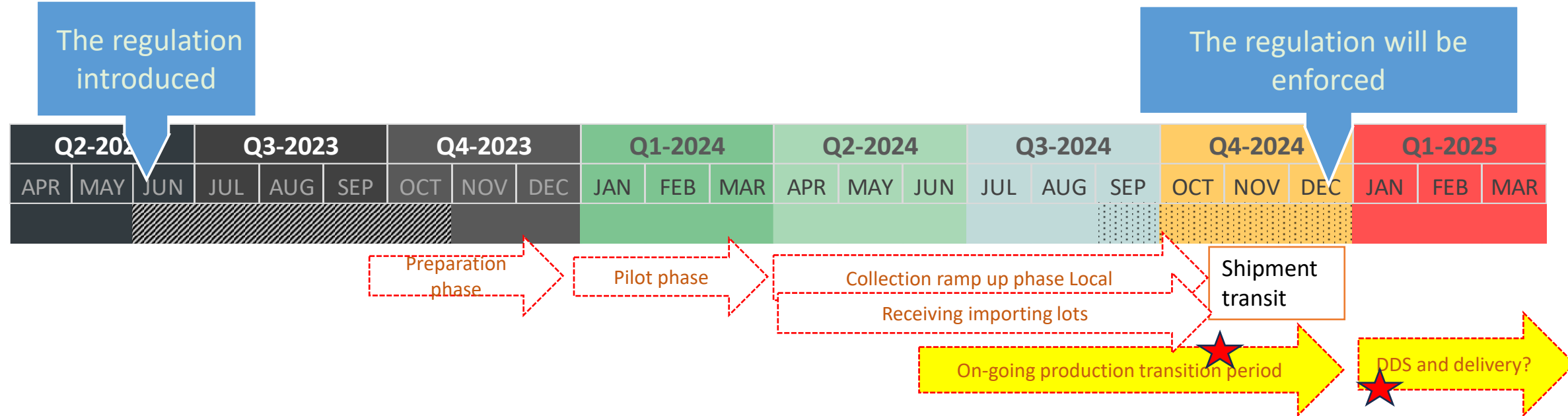
Distance (time to reach): 5hrs from Colombo for the new areas
Intercrops: Some farmers cultivate other crops in the rubber lands to earn extra income (cocoa, bananas...)

Hevea cultivation is a barrier for forest decay, a buffer vs other cultivation and forest, provides canopy vs short term crops, especially in dry zones. Michelin is committed to several initiatives to educate farmers in hevea cultivation

MICHELIN LANKA EUDR PROJECT STATUS

EUDR-Timeline and Challenge for organizing the project: already on the critical path.

When should we complete this?



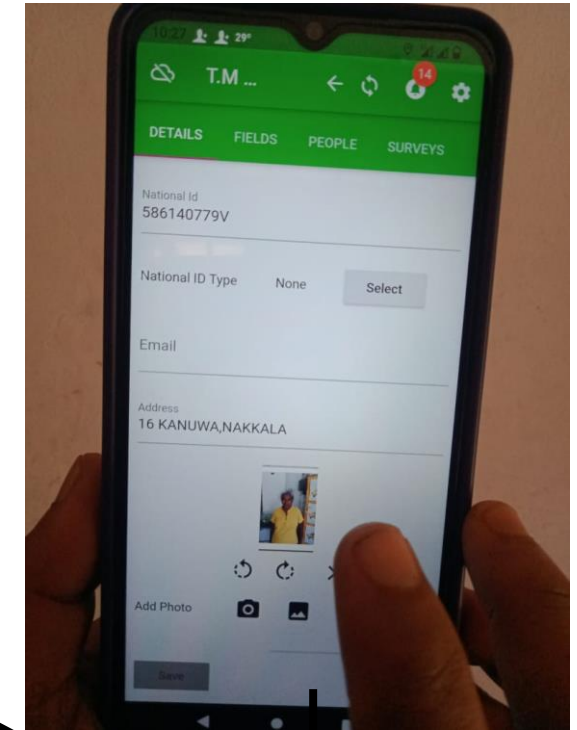
Main challenges:

- Collecting data from 5000 farmers before deadline is a challenge !
- Helping our local traders to do the same with their farmers!! (multi echelon supply chain).
- ★ Organizing the production during a transition period
- ★ DDS compliance at the borders of Europe and shipments in 2025

Current status

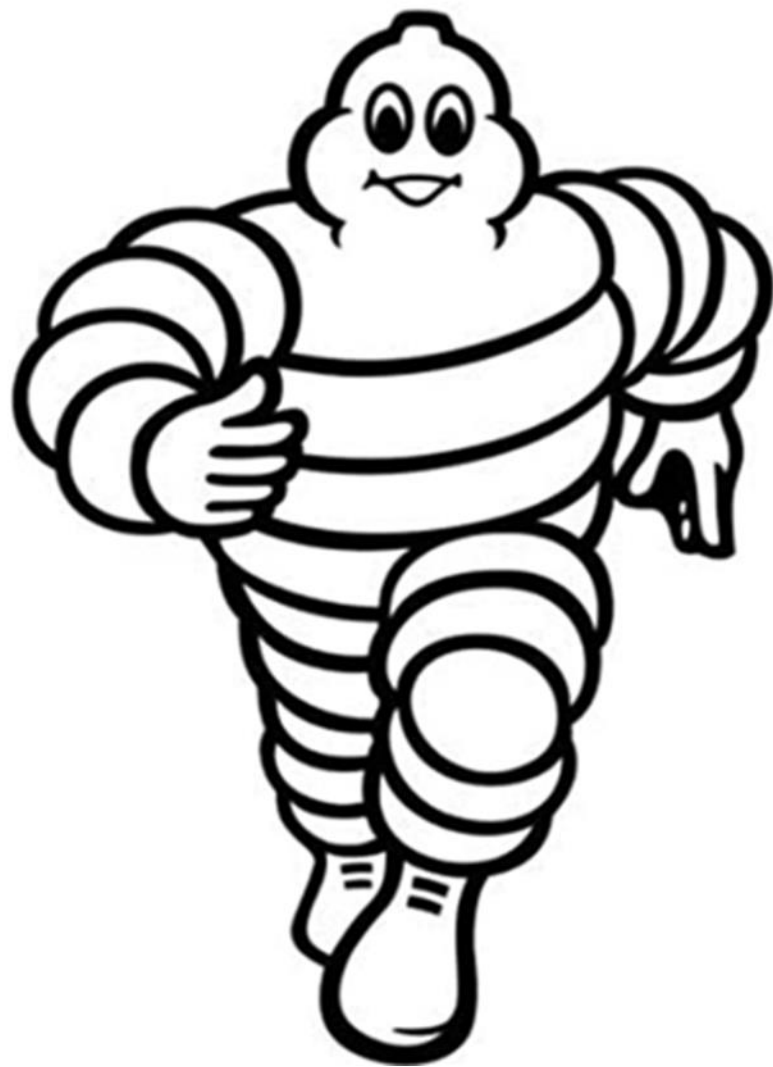
	status
profile of farmers	90% done
mapping collection	late
legality questionnaire	late
production organization	not compatible
DDS and shipments in 2025	to be addressed

Michelin Lanka PILOT Phase implementation for geo localization and survey: Learning and Challenges .



- Most of the farmers **are not aware of EUDR requirement**, and they do not understand the importance.
- **Risk** of walking around the rubber lands: Snake bites, Elephant attacks, Animal traps etc.
- **Difficulty** of walking around the slopy lands **and especially rainy days**.
- **Getting farmer engagement** to complete the requirements: Farmer profile, Questionnaire and sensitive questions
- **Different locations** for rubber lands and the **home location** of the farmer.
- **Happen** to visit same farmer **several times** to meet due to non- availability of farmers.
- **Farmers are afraid** of answering some questions like, about tax, monthly yield/earnings.
- **No vehicle access** for some rubber lands.

- 1-record geolocation on smart phone/tablet.
- 2- load on the web.
- 3-update of the vendor file
- 4- fill in the questionnaire



Q&A ?