

# Michelin Launch First BIB'Action for 5 Years



## Overview

Michelin, a key player in all tyre markets and travel related services, previously launched a BIB'Action (a SIP Partnership Share Award with a 4 month accumulation period) in 2002, 2003 and 2008.

The BIB'Action is a worldwide plan across nearly 50 countries. In the UK, the Company offer a SIP to deliver this Plan to UK employees. This was to be the first launch for 5 years, and as the take-up across the world is high (with an average above 50%), the challenge was to get take-up as close to 50% as possible.

## Our Approach

As Michelin UK had to satisfy a number of criteria set by the French parent company, the planning for the October 2013 launch began in March with a planning meeting with the Company, with the first drafts of the Brochure produced in May.

It was agreed that documentation would be issued in early October; despite the UK SIP Invitation period not being open via the ESP Portal until Monday 4th November 2013.

The early despatch of documents meant that we received a higher proportion of paper applications than we would ordinarily expect. The final % split of paper / Portal (online) applications was 48% / 52%.

## Key Tasks

Michelin communicated with its employees through a number of methods in addition to the distribution of packs arranged by Equiniti. Some of these included;

- Appointment of 53 Plan champions called 'Relays', who received training, support materials, booklets and videos, so they could pass on the message to colleagues
- Posters and Powerpoint presentations were distributed to 92% of the eligible employees via the Relays
- Intranet; this included a simulator that allowed employees to input their monthly amount to obtain an estimate of the impact on their monthly net pay
- Payslip messaging
- Relays had to also complete a quiz of 10 questions to confirm their understanding of the Plan.

As well as producing the Plan documentation, Equiniti contributed to the communication campaign by;

- Updating the share plan Michelin web page
- Introducing a new Michelin Share Plan Portal for applications and viewing SIP holdings.

## Delivered

The 2013 BIB'Action saw a take-up of 42.8%, a 44% increase on the previous BIB'Action in 2008, and a much higher take-up than the most recent launches of the BIB'Action and the industry average for Partnership Shares / Matching Shares.

Michelin's core aims for this project were to increase employee engagement through the Relay process and to develop employee commitment and performance by aligning interests of the employee with the company, through increased employee participation in the Plan so they were delighted with the increased take-up rates.

*"I'd like to express my appreciation for the fantastic job that my Service Delivery Manager and Trustee did re the recent BIB'Action 2013 launch. This is the first scheme I've run as my predecessor retired at the end of 2012. They've provided me with invaluable guidance and assistance throughout.*

*We achieved an excellent subscription rate in the UK of 42.8%. It's a great demonstration of what can be achieved through good team work!"*

*Julie Lovatt, Personnel Information Manager,  
Michelin Tyre Public Limited Company*