



# The 4th Conference of the International Network of Michelin Cities in Anderson

## A New Era of Collaborations

From April 15 to 19, 2024, the city of Anderson, South Carolina, hosted the 4th Conference of International Network of Michelin Cities (INMC), a key event in the internationalization policy initiated by Clermont-Ferrand in 2014.

The meetings brought together over 200 participants from 22 cities around the world, marking a decisive step for the network.

The opening ceremony took place at the beautiful University of Anderson, SC under the presidency of Terence Roberts, mayor of Anderson, and Olivier Bianchi, mayor of Clermont-Ferrand.

Their speech highlighted the importance of international partnerships to address the economic, environmental and social challenges of local communities.

Richard Florida, the eminent urban planner and author of the best-selling book "The Rise of the Creative Class", captivated the audience by highlighting the impact of creativity on the economic development of cities. John Houseal, co-founder of Houseal Lavigne, presented innovative strategies for urban planning, enriching the discussions with his forward-thinking perspectives.



Opening ceremony at Anderson University

Beyond the speeches, the following days were structured around various thematic workshops, "labs", each focused on crucial issues of urban development



Presentation of the partnership "Corridor of Incubators"

### Collaboration & Partnership

1- The Innovation & Technology Lab, led by Clermont Auvergne Innovation, has demonstrated novelty with the organization of the 1st

**INMC StartUp competition**, bringing together 14 young companies from 8 member cities. This competition, combined with the **Corridor of Incubators** project led by Magog in Canada, aims to encourage and support StartUp in their international development.

At the end of the competition, an international jury selected the two winning StartUp: 1st prize (Trophy designed by Laurent Sarpedon - 5000 usd + 5000 usd marketing pack) went to Health Evolve Technologies from Anderson and 2nd prize (2000 eur) to CIDECO from Clermont-Ferrand. Both prizes were financed by the INMC.



Mobility Lab for All: sharing expertise

**3 - The Environment & Climate Change Lab** continued the work initiated at the Regensburg conference on the Sustainable Development Goals (SDGs).

Discussions and presentations by cities focused on renewable energies and energy efficiency (ODD 7), the fight against climate change (ODD 13), and partnerships to achieve these goals (ODD 17), and responded to the commitments of the Querétaro Declaration signed in 2022 at the 3rd INMC Conference.



StartUp and International Jury of the 1st INMC StartUp Award

**2 - The issue of sustainable mobility** was another major focus of discussions, with a lab bringing together some fifteen cities and led by speaker John Houseal .

Member cities exchanged ideas on innovative solutions to promote a change in behavior towards soft mobility and the electrification of vehicles.

5 cities presented and shared their initiatives and projects.



Lab ODD

Adaptation to Climate Change

**4 - The Gender Equality Lab**, led by the cities of Clermont-Ferrand and Anderson, was very much appreciated by the fifty or so people present, including the citizens of Anderson. The award-winning 2024 short film – H24-the forbidden cry- on violence against women, presented as an introduction to the lab by the Short Film Festival, opened the way for debate, questions and reflection.

Clermont-Ferrand's presentation of the Gisèle Halimi social center prompted participants to rethink the decision by a city council to open a free, multi-service center.



Creation of a social home for isolated women in Anderson

**5 - Finally, the Culture Lab** addressed artist mobility. After a very strong cultural presence throughout the Conference- a presentation by artist Adam Rosendahl- Founder of Late Nite Art- involving all delegations in a collaborative creative experience, and the exhibition by New York artist Brian Rutenberg at the Anderson Art Center- the workshop presented a partnership proposal for hosting artists in residence, with the presentation of a charter.

The proposal was supported by feedback from Herman Keith and Diane Simms, 2 Anderson artists in residence in Clermont.



Launch of the partnership "Artist Residencies"

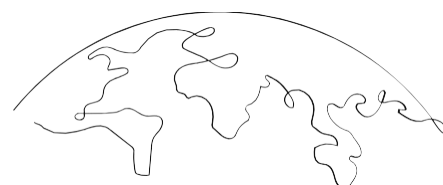
### The student program

One of the novelties of the 4th Conference was the creation of a student program, proposed by the Mayor of Querétaro during the 3rd Conference INMC. This program was relaunched in Anderson with the participation of 8 students from 8 INMC cities and students from Anderson, who were able to share their vision of the themes addressed during the Conference. A collaborative laboratory between the universities is currently being considered, with the aim of maintaining and expanding this dynamic and promising working group.



Student presentations on the themes discussed at the 4th Conference

**The INMC General Assembly** took place at the end of the 4th INMC Conference, bringing together the 19 cities present and 3 more on line, including for the first time the city of Odesa in Ukraine, Regensburg's twin city. There were many exchanges, and the decisions taken validated financial support for 2025 collaborative projects, and strengthened the membership criteria for new cities. A special time was devoted to support for Ukraine, with poignant speeches from the towns of Kremenchuk and Odesa.





INMC General Assembly leaders around the Ukrainian flag

The city of Cuneo in Italy was unanimously voted to host the next Conference in 2026, making its Mayor, Patrizia Manassero, co-president of the INMC for the next 2 years. The Executive Committee was re-elected, with the additional presence of the city of Braga (PT).

The 4th Conference of INMC provided an opportunity to strengthen ties between member cities, and to establish the concrete implementation of collaborative projects for 2025. The enthusiasm, involvement and participation of member cities testify to the network's positive dynamic, and point to a rapid increase in projects.



international network  
of michelin cities

