CASCADE

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Porsche and Michelin are committed to the sustainable sourcing of natural rubber, a raw material used in a wide range of industrial products. As an automotive manufacturer, Porsche uses natural rubber in tires and various vehicle components. The commitment to transparency and better working conditions in the extraction of raw materials is demonstrated by the CASCADE (Committed Actions for Smallholders Capacity Development) project.

CASCADE is one of the first support projects in the world to start at the lowest level of the natural rubber supply chain. Since 2020, the initiative reached 3.600 smallholders trained by local partners to make extraction methods more environmentally compatible and efficient. This makes a significant contribution to sustainably improving the living conditions of smallholder farmers and their families. By 2027, the support is planned to be expanded to 6,500 female and male smallholder farmers.

Long-term partners Porsche and Michelin are supporting Sumatran small plantation farmers in the extraction of rubber. Education and training on cultivation practices, biodiversity and work safety all have the aim of achieving long-term improvements in the living conditions and economic situations of

the Indonesian smallholders.

Indonesia is one of the world's most important rubber production regions and includes the rural Jambi province. Porsche and Michelin identified risks to the sustainability of the supply chain in rubber extraction using an app specially developed for this purpose and by conducting discussions with market participants in the area.

MEDIA ENQUIRIES

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Video

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