



# ANNUAL REPORT 2017

**ecoTYRE**

La Gestione Sostenibile per i tuoi PFU



# ANNUAL REPORT 2017



La Gestione Sostenibile per i tuoi PFU



# INTRODUCTION



*Once again, we have reason to say that our operative year was absolutely a good one, with the consortium marking a further increase in membership and meeting the target set by the law for waste tyres collection by over 100%. This was made possible by a logistics network that keeps expanding and is increasingly widespread. We warmly thank our members, our logistics partners and our staff at EcoTyre for such achievements.*

*These figures see us ranking among the leaders of the Italian Green Economy, pushing us to improve our organisation even further and achieve even better results. This is why we are in the process of completing the procedure that will soon see our quality system (ISO 9001) and our environmental system (ISO 14001) being certified. This will make us even more effective and efficient in running our complex operations and the activities we undertake to protect the environment and keep our customers satisfied.*

*Another novelty in this year's report concerns the results of the survey we conducted to measure our members' perceived quality of service. Results that show a very high satisfaction degree for all our activities, both when directly delivered by our staff and when provided by our external partners. This is because in 2017, while continuing to improve our nation-wide presence, with a particular focus on the southern regions and the peripheral areas where collection is inevitably more challenging, we managed to achieve a punctuality rate vis-à-vis scheduled pick-up dates of over 90%.*

*This year, for the first time, the report includes a full picture of the great team directly or indirectly contributing to the success of our consortium. More than a hundred people, between our staff and those employed at the logistics and plants level, working full time to guarantee the collection and delivery for recycling of about 50 million kilos of waste tyres per year, generating an economic value of about 13 million euros.*

*Throughout 2017, we continued advocating for a lawful sector based on a fair competition among those active within it. Cambio Pulito, the whistleblowing programme we actively support in cooperation with other major partners at the national level, is beginning to bear fruit, exposing import and sales mechanisms that break the rules and risk distorting the market. We thus hope that 2018 will see the approval of the changes to Ministerial Decree 82/11 the legislator has long been working on and for such provisions to clarify and resolve a number of normative ambiguities that have, in recent years, left room for what appeared at times to be questionable behaviour.*

*At the R&D level too we keep on strongly focusing our efforts and resources on the identification of solutions and technologies that can help creating new markets for secondary raw materials, striving to achieve important results for tyre shredding techniques to bring new life to the rubber industry.*

*We shall continue working as hard as always for our waste tyres collection system to remain a case of excellence in Italy and Europe, confirming – and possibly improving – the quality standards that have so far allowed us to always meet the normative and social targets at stake.*

Enrico Ambrogio  
EcoTyre President



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# THE ECOTYRE CONSORTIUM

## THE ROLE OF ECOTYRE

In seven years of business, EcoTyre has consolidated its leading role within the circular economy and remains Italy's largest consortium by membership in the End-of-Life Tyres (ELTs) sector.

Punctuality of service, reliability and an attention to our members' needs continue to be the pillars of our efficiency, guaranteeing an extremely effective waste management process both at the collection and delivery for recovery level and at the administrative and accounting one. This is reflected in high satisfaction rates among our members and the tyre shops we serve.

In the course of time, important investments were made to further improve our tools at logistics and accounting level. Our innovative software and operations management systems, that were designed ad-hoc for our consortium, help us saving on operational costs while constantly keeping the environmental fee as low as possible. This is reflected in high satisfaction rates among our members and the tyre shops we serve.

Another important function EcoTyre serves on behalf of its members is that of representing their interests vis-à-vis relevant institutions, the Ministry of the Environment in particular. EcoTyre initiated a constructive dialogue with the Ministry so as to encourage the improvement of the provisions in force in our sector and ensure a lawful industry based on the principle of fair competition among all those operating along the waste chain. Great efforts were made to expose illegal situations or practices causing financial damage to the industry as a whole and threatening to seriously harm the environment.

Starting from its specific aim, that of collecting ELTs and delivering them for recovery so as to avoid their uncontrolled or illegal disposal, the consortium has thus widened its mission to contribute to the overall promotion of a healthier economy and a better environment for our country by investing in technology, carrying out awareness-raising activities and researching innovative solutions for the reuse of materials derived from recycling.

## HOW IT WORKS

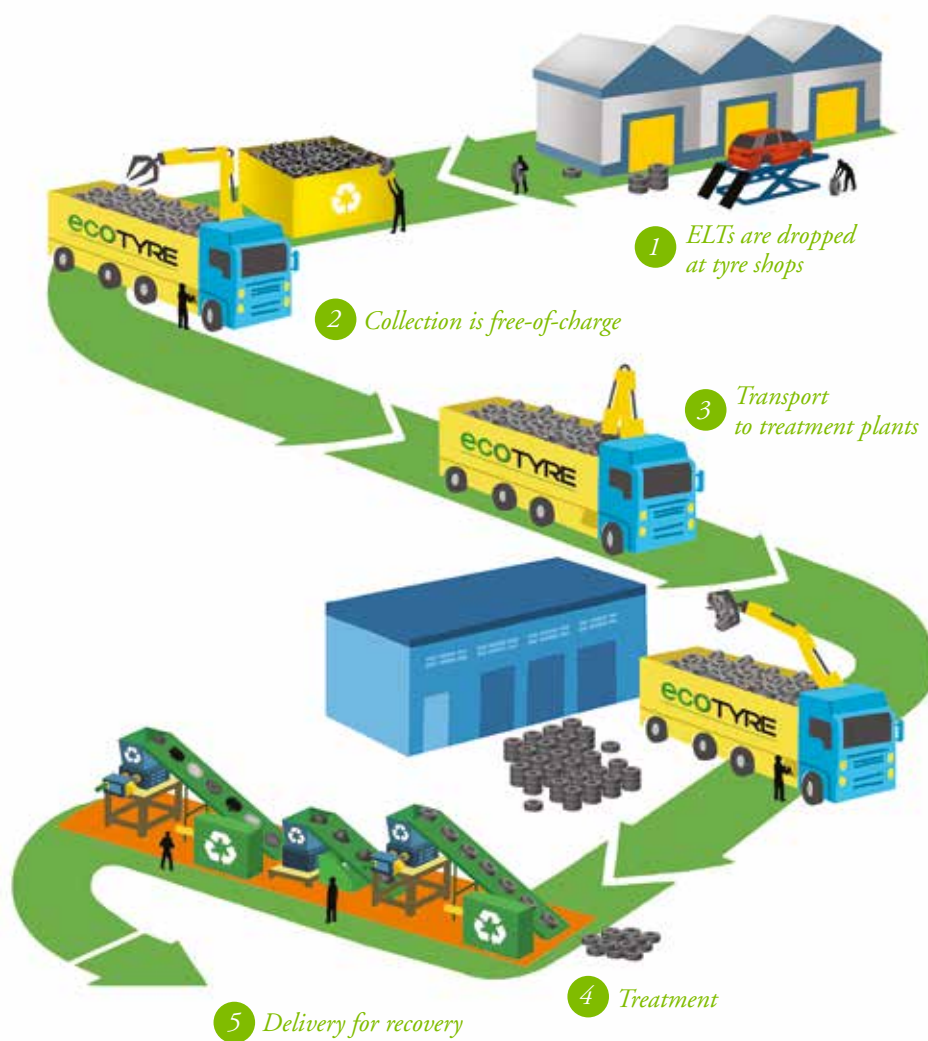
EcoTyre makes hundreds of daily collections where ELTs are generated (i.e. tyre shops, car repair shops and other businesses in the sector). The collection service is entirely free-of-charge: the mechanism is financed by the environmental fee paid by consumers when purchasing new tyres.

The waste tyres collected are then transferred to specialised treatment facilities where they are weighed, stored and sorted by feature. After that, the actual recovery process begins, with the rubber being separated from other iron and textile components and shredded into a variety of formats suitable for materials or energy recovery.

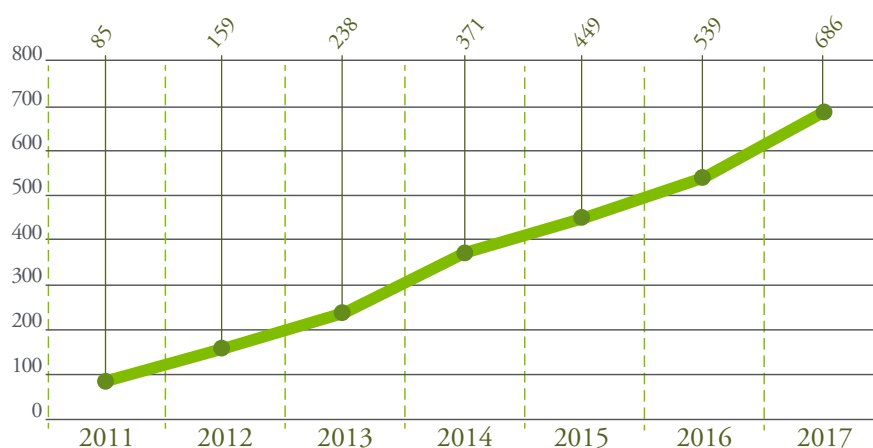
The materials thus obtained are then delivered to companies specialised in the recycling and manufacturing of recycled rubber products such as safety tiles, sound absorbing panels or urban furniture. Another part of the rubber is instead brought to waste-to-energy plants such as incinerators or cement factories for the purposes of energy recovery.

*The waste tyres management flow*

## OUR WASTE TYRES COLLECTION SYSTEM



### Increase in membership 2011-2017



The complete list of our  
Members is available in realtime  
on our web site:  
[www.ecotyre.it/en](http://www.ecotyre.it/en)

2G Gomme	4 Ruote	A.G.O.A.R.	Abitauto
Abrami Giancarlo	Agrotyre Pneumatici	Aj Pneus	Al Box
Albertone Gomme	Albiangomme	Alfa Gomme Car	Al-Fra
Al-Fra Veicoli Industriali	Alleruzzo Gomme	Allini	Alpi Gomma
Alpigomme	Alp-Pneus	Alto Vergante Pneumatici	Altoe' Enrico E C.
Altoli Roberto E C.	Ambrogio Trasporti	Andrea De Tata	Andrea Minto
Angeli Gomme	Antonelli Emanuele	Antonelli Gomme	Aran Gomme
Arbus Gomme	Area Corse Event	Area Gomme	Asso Service
Astigiana Gomme	Auto Art	Auto Officina Morganti Giovanni	Auto Service
Autoaccessorio Polesano	Autoberlin	Autocarrozzeria Barison Nico	Autocenter Sudtirol
Autofficina Anisetti	Autofficina Bernardini D. & C.	Autofficina Bertas.	Autofficina Bs
Autofficina Carraro Luigi	Autofficina Cragolin	Autofficina Elli Bavato	Autofficina Elli Frison
Autofficina Elli Germano E Pierluigi Cacciamani	Autofficina Gandini Maurizio	Autofficina Grassi Adolfo	Autofficina Madaschi Giuseppe

Autofficina Milano	Autofficina Paccagnella Romeo	Autofficina Quadrifoglio	Autogomma Florio
Autoklaus	Autonord	Autopartstrading	Autoriparazioni Alberto
Autoriparazioni Foppiani	Autoriparazioni Saldi Mattia	Autoservice	Autoservice
Autoservizi Dalla Pola	Autosport Rugin	Autotelser	Auto-Tir
Autotrasporti Cortina	Avi Luca & C.	Azzurra Gomme	B.S. Pneumatici
Baldini Enzo & Giuseppe	Barani Rino & C.	Baratti Angelo	Barbieri Danilo & C.
Barlera Gomme	Battistetti Nicola & C.	Bavaria	Bbm
Bcs	Be.Ca. Gomme	Bernard Claudio Motors	Bf Gomme
Bieffe	Bmw Italia	Bonetto	Borgo Gomme
Borrauto	Borrello Giovanni Gommista	Bortignon & Basso	Botol Car Service
Bottari	Bozzato Turibio	Bpa	Bregolato Gomme
Brentagomme	Bricherasio Gomme	British Motors Service	Bruno Gomme
Brusamarello Gomme Schio	Brusamarello Gomme Thiene	C.M.C.	C.R.A.
C.R.A.	C.S. Group	Caiola Gomme	Caiola Sergio
Caller	Campo Gomme	Candela Gomme	Car Gomme
Carbike Gomme	Cargom & Service	Carmix	Carrozzeria 2000
Carrozzeria 3zeta	Carrozzeria Conci	Carrozzeria Quadrifoglio	Casa Del Pneumatico
Casa Del Pneumatico	Castagna Moto	Catalano Nunzio & C.	Cataldo Gomme
Cavagion Roberto	Cdp Group	Cecchetti Alessandro	Cecchinato Pneumatici
Center Lamezia Gomme	Cento Gomme	Centra	Central Car
Centralgomma	Centrauto	Centro Della Gomma	Centro Gomme
Centro Gomme	Centro Gomme	Centro Gomme	Centro Gomme
Centro Gomme Flli Ricci	Centro Gomme S. Martino	Centro Gomme Valdobbiadene	Centro Pneumatici Ladispoli
Centro Pneumatici Sberna	Centro Revisioni Forevol	Centropneus	Cerberus
Cerchi Per Auto	Cherasco Pneumatici	Ciaramitaro Gomme	Cielle
Clubgomme	Codega Pneumatici	Colletti & Serio	Comiotto Silvano & C.
Commercial Pneus Service	Commerciale Mattarollo	Comparin Gomme	Consorzio Autoriparatori Cle-Ma Car

Consorzio Gommisti Sicilia	Cooper Tire And Rubber Company Italia	Corsalini Gomme	Cova Gomme
Crea Antonio	Cremascoli Gomme	Crimar W.S.	Cristofoli Gomme
Cumiana Gomme Group	Cvm	D.P.M.	D3 Autoriparazioni
Dalla Verde Silvano	Dallera Gomme	Danieli Gomme	Dbg Pneumatici
De Biasi Giuseppe	De Gregorio Guido	De Luca Gomme	De Ruggini
Deflorian Marino	Delta Gomme	Delticom AG	Dgt
Di Benedetto Leone	Di Cosmo Gomme	Di Gennaro Pneumatici	Dikabo Italia
D'inca'	Dml Auto Service	Dmo	Do.Car F.Lli Doria
Donati Gomme	Douglas Wheel	Duca Gomme	Duchetti Carmela
E.G.O.L. Group	E.P.T.O. Electronics	E.Tansini Gomme	Eccher Christian
Effegomme	Egimotors	Elite Auto	Elleci Pneumatici
Emak	Emmea	Erinnio Michele	Ermes Gomme
Esquilino Gomme	Ettore Distribuzione	Ettore Gomme	Euganea Service
Eurogomme	Eurogomme	Eurotire	Flli Bagnoli
Flli Bassani	Flli Bini	Flli Capaldi	Flli Chiarulli
Flli Cocchi Gomme	Flli Zomer	F.S.I. Fleet Supplies International	F1 Car
F1 Cerchi e Pneumatici	Fabbrizzi	Falcopneus	Fasano A. & R. Gomme
Fastecom	Fcs Torino	Feltrina Gomme	Feroci
Ferro Ampelio & C.	Fi.Ff	Fiaba	Fincar
Fiorello Ricambi	Flavio Gomme	Florian German	Foltran Service
Fontana Pneumatici	Franco Gomme	Franzosi Pneumatici	Fratelli Martiri
Frisiko Pneus	G.D. Gomme	G.V. Gomme	Garage Centrale
Garage Europa Holzer	Garage Frei	Garage International	Garage Lomellina
Garage Staggl	Garage Touring	Garda Gomme	Gasperini Gomme
GB Car	Ge.Co Racing	Gfi	Ghibaudo Aldo
Giacobazzi Gomme	Giacobazzi Gomme	Giacomelli Paolo	Giaro Pneumatici
Gino Solimene Export Import Pneumatici	Giordangomme	Giordani	Giordano Gomme
Giudici Gomme	Giuliani Gomme	Global Parts Diffusioncar	Gojames Gmbh
Goldoni	Gomma On Web	Gomma Service Adl	Gommamico
Gommaster	Gommauto Bazzoni	Gommauto	Gommauto

Gomme Auto	Gomme Industriali	Gomme Marostica	Gommenonsolo
Gommissima	Gommista B. & B.	Gommista Marco Cellucci	Gorrino Gomme
Gp Gomme	Granit Parts	Grassi Gomme	Grifo Gomme
Grifoni Gomme	Grip Gomme	Grisignano Gomme	Grosso Edmondo
Gruber	Gruppo Casal	Gruppo Minitop	Guardini Graziano
Guastalla Pneumatici	Guerra Elfisio & C.	Gufler Helmut	Guglielmi Sport Kit
Guidetti Luciano	Hankook Tire Italia	Hardgreen	Honda Motor Europe Ltd - Italia
Idea Gomme	Idealgomme	Igas	Il Gommista di Fiducia
Innocenti Pneumatici	Innovabox	Inter Cars Italia	Iorauto
Iorio Gomme	Ipergomme	Iperurano Gomme	Irgom
Irsara	It Ruote.Com	Italdidra	Italgomme Pneumatici
Italgomme	Italytyre	Ivangomme	Izalink
J.Oberrauch KG	King Regeneration	Klaus Pittschieler Karosserie U Mech. Werkstatte	Komland
Kramp	Ks Corporation	La Casa delle Ruote	La Coperton
La Nuova Autoricambi Gregoriana	La Nuova Pneus	La Picena Pneumatici	La Ruota Pneumatici
Lamezia Gomme	Laneve Pneumatici	Langa Pneus	Largherpneus
Larizza Antonio	Larsson Italia	L'arte del Gommista	Laterza Gomme
Lavelli Gomme	Lazzarini Pneuservice	Le Ginestre	Leonardi Pneumatici
Lerma Gomme	Lg Pneus	Liebherr Emtec Italia	Lionetti Gomme
Lk-Komjanc Luigi	Lo Pneumatico	Lora	Lorenzetti C. & A.
Losavio Center	Lr Garage	Luretta Gomme	Lvdue
M.A.F.	M.C. Gomme	M.G.	M.M.Automobili Italia
Mab Pneumatici	Maestrelli Gomme	Magaldi	Mahindra Europe
Mai Italia	Mak	Malaguti	Malatesta Sud
Malz	Mandelli	Mantoan Alberto	Marchesini Pneumatici
Marco & Guido Gomme	Marini	Mario Gomme	Mariolino Gomme
Marro Automobili	Marsiglia Piero Luciano	Martina Tyres	Martinello

Mascitti Gomme	Masiero Gomme	Mastrogomma	Max Auto Reifencenter & Autoreparaturen Des Lechner
Max Solutions	Max Tyre	Maxxitire	Mazara Gomme
Md Distribuzioni	Media Scooter	Medici Gomme	Meroni Service Car
Mestrina Gomme	Mettifogo Service	Miale Francesco	Miceli Gomme
Michele Chiarelli Pneumatici	Mid Pietro Delle Cave	Midi Europe	Midrocar
Millegomme	Mirarchi Pneumatici	Mister Gomma	Mitas
Mobis Parts Europe N.V. Italy	Mock	Modafferi Santino	Moderna Gomme
Modugno Pneumatici	Monaco Tyres	Montebello Gomme	Monterastelli Alfeo
Moretti Multipneus	Moretto Graziano	Morpheus Gomme	Moto
Motocross Marketing	Motorstor	Motorsystem	Murgia Giovanni & C.
Musso Gomme	N.G.Tyres Group	N.P. Tyre	Nasto Pneumatici
Nasto Pneumatici Mo.Da.	Neri Gomme	Nero Gomme	New Bassani Auto
New Lido Gomme	New Pneus 2000	Nik	Nino Stallone
Nissan Italia	No Poser	Noigomme	Noigomme2
Non Solo Gomme	Nori Elio	Nori Racing	Nuova Orrigoni Gomme
O.D.P.	O.R.A. Service	Officina 3d Pneumatici	Officina Riccadonna
Officina Santuliana	Officina Scremin	Officina Tedeschi	Offroadmotors
Ok Gomme	Oliver Group	Oliver Store	Only Machine
Opel Italia	Origlia Pneumatici	Ortagono	Overgom
P.T. Gomme	Palazzi Remo	Palpon Gomme	Panormus Pneumatici
Paoletti Racing	Parmeggiani	Pasini Gomme	Pasini Gomme
Patta Peppino	Pavone Giovanni	Pe.Sa. Gomme	Pedrazzi Pneumatici
Pellizzari Rinaldo	Pendin Gomme	Perego Armando	Perrone Elio
Pfitscher Florian	Piave Gomme	Pichler	Pila Pneus
Pilotto Gomme	Pit Stop	Pit Stop.	Pit Stop
Piva Gomme	Pneucar	Pneudirect	Pneuman Distribuzione Pneumatici
Pneumatici Angrisani Pasquale	Pneumatici Centro Vasto	Pneumatici Dario Bagnoli	Pneumatici e Servizi
Pneumatici Mele	Pneumatici Moschetto	Pneumatici Valtellina	Pneurama



Pneus Acqui Commerce	Pneus Agri	Pneus Auto	Pneus Auto
Pneus Best	Pneus Center	Pneus Center	Pneus Centro Italia
Pneus Cortina	Pneus Express	Pneus Market	Pneus Mellaredo
Pneus Online Trading	Pneus Palladio	Pneus Pio	Pneus Rimini
Pneus Rudy	Pneus Service	Pneus Service Gallo	Pneus Service
Pneus Service	Pneus Service	Pneus Service Venezia	Pneus24
Pneusbox	Pneus-Center	Pneuservice	Pneuservice
Pneuservice	Pneuservice	Pneuservice	Pneusmarche
Pneusmart	Pneustirolo	Pneustore	Pneusystem
Porsche Italia	Pr	Pr Sud	Pratoverde
Professional Pneus	Proietti Gomme	Promauto	Punto Gomme
Punto Gomme Valdisieve	Puntogomme	Pusnar Gomme	Q8 Stefan Eisenstecken
Quinto Cabella	R. e C.	R.M.U.	Racing Gomme
Racing Pneumatici	Real Sud	Recar	Recchia Auto
Reda Gomme	Redmoto	Reifen Hochrainer	Reifencom
Reifendienst Klausen	Rekord Import Export	Ri.Gom.Ma	Ricchetti Ermanno & C.
Rifer Gomme	Rigeneral	Rinova Dischi	Riparto
Riva Punto Gomme	Rivolta Automotive	Rms	Rohrer George Karl
Romagna Pneus	Rosina	Roso Gino	Rossato Gomme
Rossi Orles Ivan	Rotagri	Roalgom	Rs Tuning
S.A.G. Pneumatici	S.B. Car Service	S.D.R.	S.R.S. Gomme
Sabart	Sabre Italia	Sabry Pneus	Saf Gomme
Salvati Antonio	Same Deutz Fahr Italia	Santacroce Pneumatici	Sanyang Italia
Sarda Pneumatici	Sardagomme	Scandellari	Scapini Gianluca
Schettino Gomme	Schirò	Senese Donato	Sergio Gomme
Serravalle Pneumatici	Sestrigomma	Setti Pneumatici	Sg Gomme
Sica Pneumatici	Sicur Tyres Group	Sifam Italia	Simeone Pneumatici
Simply Pneus	Simvar	Sipav	Sirtek
Sl - Autoservice	Soc. Savi	Società Generale Ricambi (Europa)	Soligomme 2
Sonnengarage	Sparkling	Speedy Lavorazioni	Spelta Gomme
Spezia Gomme	Spinello	Sport Pneus	Sportgarage

Sportssystem	St Gomme	Star Tyre	Stefar
Suardi Gomme	Sud Tyre	Supergom	Supergomma
Supergomme	Supergomme	Superpneus	Suzuki Deutschland
Suzuki Italia	Symi	Tagom Tires	Tamburelli Tiziano
Tauriello Gomme	Tecnoauto	Tecnoblock	Tecnogomme
Tecnoruote	Tirendo Holding	Tiresmaster	Tomarchio Angelino
Tomket	Tonin Gianfranco	Tony Pneus	Top Gom
Topgomma	Torreggiani	Tortorella	Tregigomme
Trio	Truck Service Tires	Tudisco Gomme	Tuninetti Pneumatici
Turra Gomme	Tutto Gomme	Tyre Resort Wheels	Tyre Trading
Universalpneus	Valle Gomme	Valli Eden	Vegom Service
Velorama	Veneta Gomme	Vergom	Verri Gomme
Vi.P. Pneumatici	Villanova Gomme	Villgomme	Vimauto
Vimercate Gomme	Vm Gomme & Service	Volvo Car Italia	Vpt Online
Vs Gomme	Vulcanizzatore Nasca Giuseppe	Welna	West Wheels
World of the Wheels	Zagolin Renato		



## OUR MEMBERS-ONLY SERVICES

EcoTyre does not only offer its members to have their waste tyres collected at tyre shops, but also complies to series of legal requirements on their behalf, notably as regards the submission of data to the Ministry of the Environment on the number of new tyres placed on the market and of waste tyres effectively collected.

## THE ONLINE DECLARATION OF TYRES PLACED ON THE MARKET

EcoTyre developed and made available for its members an online management system allowing them to comply with the legally required paperwork in a fast and easy manner. Tyre producers and importers have the legal obligation of submitting a monthly declaration to the Ministry of the Environment on the number of new tyres placed on the market, divided by type.

Via the EcoTyre system, members can not only submit their declarations but also receive all invoices related to the environmental fees paid for and access a log of all occurred transactions. This means abandoning all paper-based documents and reducing both the costs and time involved in data submission and transmission.

Our IT system consists in a control panel through which the consortium constantly monitors market placement flows and plans its collections, achieving greater operational efficiency while saving on costs.

## ANNUAL REPORTING

Ministerial Decree 82/2011 also imposes an annual reporting obligation to our members, who have to declare to the Ministry of the Environment how many ELTs they collected and whether this number matches or not that of new tyres placed on the market.

EcoTyre takes care of this obligation on behalf of members through its online system, simplifying this reporting task and always guaranteeing full compliance with legal collection requirements. Moreover, the system also produces a full account and report of all completed activities, which the consortium voluntarily shares with competent authorities for transparency reasons.

## THE CERTIFICATION OF PROPER MANAGEMENT

At the end of each accounting period, EcoTyre issues a certificate of proper management to all members who met their monthly reporting and payment obligations. The certificate confirms that EcoTyre has taken charge, on behalf of the member, of all ELTs-related collection, reporting and financing obligations.

## INSTITUTIONAL RELATIONS

In the course of time, EcoTyre has become an increasingly authoritative interlocutor for the Ministry of the Environment and other public administration bodies responsible for waste management. The consortium represents the overall interests of its membership vis-à-vis these institutions.

EcoTyre's institutional relations have on multiple occasions made it possible to highlight the criticalities existing at the legislative level and, when and where possible, to correct such provisions in order to promote a fair competition between all market actors.

## NATIONAL AND EUROPEAN LAWS

The management of end-of-life tyres in Italy is covered by Ministerial Decree 82/2011. The Decree defines ELTs as “Tyres taken out of service at any point in their life, which the owner discards, intends to discard, or is obliged to discard, and which are not going to be retreaded, or reused”. The Decree’s main objective is to improve the management of end-of-life tyres so as to safeguard the environment and avoid the creation of new waste.

In line with the European principle of “Extended Producer Responsibility”, producers and importers are identified as being responsible for the management of the system, which has the following objectives:

- Collect and manage an annual amount of ELT (of any brand) which is at least equivalent to the quantity of tyres which have been placed on the national market in the previous year;
- Declare to the competent authority by May 31<sup>st</sup> each year, both the quantity and the types of tyres placed on the replacement market in the previous year and the quantities, types and destinations of ELTs for either recovery or disposal;
- send the competent authority a complete Financial Statement for operations;
- Fulfil the obligation to establish a dedicated organisation, such as the EcoTyre Consortium, which provides all ELTs management activities, including communication and reporting requirements;
- cover the costs arising from the treatment and exploitation of ELTs. The Italian legislation established an environmental fee, applied explicitly on the invoice when purchasing a new tyre.

The level of this environmental fee is set by the Consortium and based on the total costs incurred to guarantee the management of ELT in full compliance with environment and health related laws. The law stipulates that fees must be charged on the type and weight of the tyre being sold. The different fees are revised each year and approved by the Ministry of the Environment

The environmental fee must be paid by all those involved in purchasing or importing tyres from abroad (including through the Internet) and placing them on the Italian market. The application of the fee is mandatory for all tyres placed on the domestic market for the first time, in any capacity. This was reiterated by the Minister in reply to the parliamentary question by Mr. Ermete Realacci, President of the Environmental Commission of the House. The question was based on information provided by EcoTyre. The Minister put an end to a long-running question for the industry: that of the ability for “web” tyre importers to avoid paying the fee that other tyre importers paid. This avoidance had negative consequences not only for the environment and for the tax authorities but it was also detrimental to free competition and funding the management of end-of-life tyres, which in the absence of the fee, would be at the public’s expense.



## EVENTS AND INITIATIVES

### THE NATIONAL COUNCIL FOR THE GREEN ECONOMY

EcoTyre is a member of the National Council for the Green Economy. Promoted by the Foundation for Sustainable Development, the Council brings together 66 organisations and has become Italy's major think tank on environmental issues. EcoTyre follows closely the Council's debate and proposals on all issues related to waste management, recycling and the circular economy. Every year, the National Convention of the Green Economy ("Stati Generali della Green Economy") offers the opportunity to publicly present innovative proposals for our industry and discuss them with the Italian government, the Ministry for the Environment and the Ministry for Economic Development in particular.

### "L'ITALIA DEL RICICLO" REPORT

EcoTyre contributed to the 2017 edition of the report "L'Italia del riciclo" ["The Italy of Recycling"], participating in particular to the drafting of the report's section on ELTs management and recovery in Italy and Europe. The research, published by FISE UNIRE and the Foundation for Sustainable Development, discusses the state-of-the-art of the materials recovery sector in Italy and compares these results with relevant data at the European and world level.

### 10,000 TREES FOR PANTELLERIA

EcoTyre supports the campaign "10,000 trees for Pantelleria" promoted by the Parks for Kyoto Committee and promoting the reforestation of the island, devastated by fire on May 2016. Just a few days after the fire, we held our "PFU Zero" activity in the minor islands and decided right then and there to start cooperating with the project. EcoTyre then signed a memorandum of understanding for the free-of-charge collection of waste tyres and decided to fund the planting of a tree for each of its members active as of December 31st, 2016 – for a total of 564 plants, some of which have already been put into ground.

### CAMBIO PULITO

This year's novelty is "Cambio Pulito" ["Clean Change"], Italy's first whistleblowing platform for the confidential and anonymous reporting of irregular and illegal situations in the sector – from black market sales to the evasion of the environmental fee for waste tyres recovery. The platform is promoted by the Observatory on the illegal flows of tyres and ELTs in Italy that EcoTyre is a founding member of, and recently issued its first Report of Activity. This noted a strong awareness of the problem among our sector's businesses and praised their sense of responsibility, with 122 cases reported during the first months of the platform's activity.



## ECOMONDO

Once again in 2017 EcoTyre was among the protagonists of the “Ecomondo Fair” in Rimini, participating to the event for the fifth year in a row. Our exhibit stand, set up in the B3 Pavilion, served as a meeting point for our members, business operators and public administration representatives, offering the opportunity to discuss both technical and operational matters related to waste tyre management and political matters concerning legislative developments.



The Fair also represents an important occasion to raise awareness among the general public and the schoolchildren profiting from Ecomondo to get informed and updated on the complex yet fascinating world of waste management. To this aim, and in order to explain exactly how its waste management chain works, EcoTyre produced the first 360 degrees virtual reality experience on ELTs recycling. Our stand's visitors were invited to put on a special viewer and immerse themselves in a 3D world to find out what happens to your tyres after you replace them.





## AUTOPROMOTEC

In 2017 EcoTyre set up an exhibit stand in Autopromotec, the biennial fair entirely dedicated to the automotive aftermarket that was held in Bologna on May 24-28. The tradeshow was visited by many tyre producers, dealers and importers and offered us the opportunity to meet our members and suppliers and discuss the state of the sector with them. Official events, such as the presentation of EcoTyre's Annual Report or the seminar illustrating our Cambio Pulito platform to business operators, also played an important role.





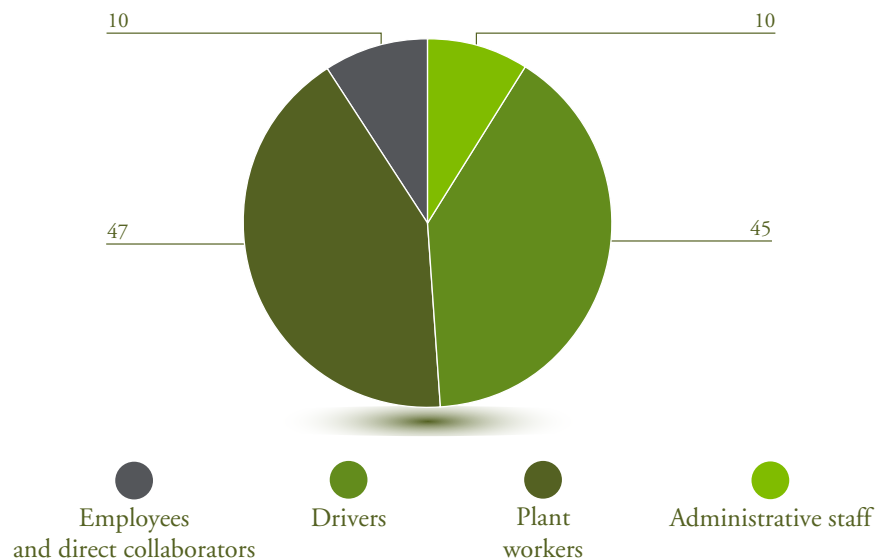
# ACCOUNTABILITY

**116 human resources employed**  
**13 million euros**  
**of value generated**

**(Directly or indirectly)**  
**employed resources**

## OUR SOCIAL AND ECONOMIC IMPACT

EcoTyre rightfully represents an example of circular economy, not only because by collecting ELTs it allows for the full recovery of resources that would otherwise be disposed of, but also because of the important social and economic impact of its organisational model. The consortium opted for a lean organisational structure, with a total staff of 10 people, employees and permanent collaborators included. They coordinate dozens of companies and people working all over Italy at the collection, transport, treatment and delivery for recovery of the waste tyres, while complying with all required paperwork. This generates an economic value of about 13 million euros per year, one comparable to that of medium-to-big size industries and completely green. Considering the man-days required to run the EcoTyre's chain, we can estimate that every day there are 45 drivers and transporters, 47 treatment plant operators and 10 administrative and accounting employees working within the chain, on top of the consortium's ten full-time employees.



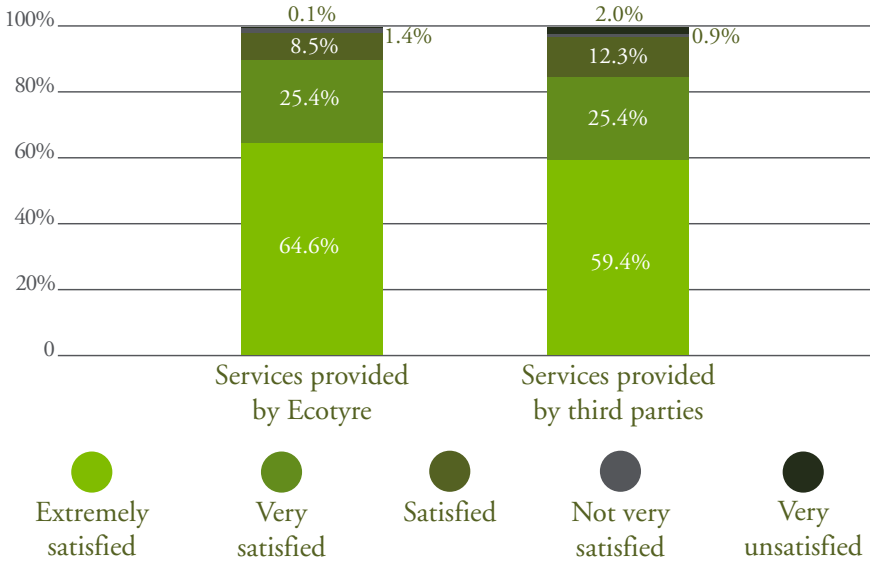
OUR QUALITY POLICY

If you are to work in a sector such as the waste management one, you need well-defined and clearly codified procedures ensuring not only full compliance with all legal requirements but also high management standards protecting quality of service, the environment and the health of your workers.

These procedures have always been one of EcoTyre’s most prominent qualities, partly explaining our high customers retention among members and logistics partners. In 2017, aware that our methodology was sound and well-tested, we decided to start the procedure for our quality management and environmental management systems to be certified as compliant with ISO 9001 and ISO 14001. The certifying procedure is still on-going but has already allowed us to start an objective assessment of our quality of service and of our customers’ perception on the matter.

In particular, EcoTyre’s members filled in an assessment questionnaire where they stated their degree of satisfaction with respect to a number of services provided by the consortium and its logistics partners, assessing items ranging from professional competence to promptness of response through quality of equipment and communication with our members and the public. The results were very encouraging, with an average satisfaction on single items ranging from 4.06 to 4.67 over a 1 to 5 scale. In-house activities scored the highest, with activities carried out by our external partners also totalling a very high score. For what concerns individual perception, the members positively assessing our work ranged from 96% to 100% of the interviewees. Remarkable shares (73% to 85%) were also recorded when it comes to the services provided for by third parties. These data also push us to keep improving our work, helping us to implement solutions for us and our partners to offer the best possible service.

Degree of satisfaction with the provided services





an ECOTYRE  
project

Extraordinary  
collections of used Tyres

Patron



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



# STATEMENT OF ACTIVITY

2013 - 2017

# FOREWORD

*Five years have passed since we began our PFU Zero Project ["ELTs Zero"] in Sestriere. There was nothing particularly new about such a decision for us, given that since its very first day of existence Eco Tyre invested resources to intervene on abandoned waste tyre dumps, reclaiming them and turning the waste tyres into a resource by appropriately recovering them.*

*The real novelty with the PFU Zero Project was enabling the participation of citizens. On the hand, through the [www.pfuzero.EcoTyre.it](http://www.pfuzero.EcoTyre.it) website, we asked for citizens to locate those situations where negligence and illegal activities led to the mushrooming of big and small waste tyre dumps. On the other hand, we strived to give visibility to our remediation operations in rural areas, forests, harbours or mountain tracks. We use these occasions to raise awareness over the fact that end-of-life tyres can be dealt with in a different way, one that runs through the tyre shops and businesses where we collect them free-of-charge.*

*This new strategy bore its fruits and those dumps, damaging the environment and landscape so badly, are becoming more and more scarce. Some were cleaned up by EcoTyre, but we also note that fewer and fewer are mushrooming, which is something of the utmost importance. Also thanks to the precious efforts by the environmental organisations participating to the PFU Zero Project, many citizens have started to pay attention to what would happen to their old tyres after replacement. People realised that the environmental fee they pay for is not a tax or an extra cost but a small contribution to solve a problem at its root. This is why I remain firmly convinced that PFU Zero is one of Eco Tyre's major successes and would like to take this opportunity to wish the project all the best for its fifth-year anniversary and for the years to come.*

*Enrico Ambrogio*  
EcoTyre President

**Over 1.5 million waste  
tyres collected in five years**

## THE PFU ZERO PROJECT

PFU Zero is the first national project mapping abandoned waste tyre dumps. The project aims to locate abandoned ELTs dumps through reports filed by local bodies, organisations and the general public. Dumps can be reported and added to our database through the dedicated website [www.pfuzero.EcoTyre.it](http://www.pfuzero.EcoTyre.it).

Every year, EcoTyre uses part of its budget surplus to clean up some of the dumps reported on PFU Zero. These waste collection activities are conducted free-of-charge for the local administration and made it possible, in 2017 alone, to send to the most appropriate recovery facility 650,000 kilos of waste tyres.

Indeed the programme, officially endorsed by the Ministry for the Environment, does not only take care of collecting the tyres but also of delivering them to certified plants where they can be recovered as appropriate.

Considering that up to 100% of tyre materials can potentially be recovered, following the correct recovery path is essential if we are to save precious resources.

The final product resulting out of the waste treatment process is "rubber crumb", a versatile material that can be used, for example, for roadbeds or to cover athletic tracks and children playgrounds thanks to its bouncing properties. ELTs can also be used for energy recovery.

Over 1.5 million ELTs were collected in five years of operations, for a total of about 100 extraordinary waste collection interventions carried out throughout Italy. EcoTyre uses these opportunities to raise awareness and educate the public on this environmental problem, with the aim of promoting a culture of adequate tyres recovery among citizens and businesses and minimising the risk of waste tyres being indiscriminately dumped into the environment. Many awareness-raising activities are carried out in cooperation with our very special environmental trainer: Gummy, our project's mascot.

In the areas visited by EcoTyre, tourists, local inhabitants and children were encouraged to participate in the activities. The youngest ones had a chance to play fun games in the company of Gummy, also in the framework of our activities for schoolchildren. The games were used to explain to the kids how important it is to handle end-of-life tyres in a correct manner, to the benefit of the environment and of marine ecosystems in particular.





Anzio (RM)



Campoli Appennino (FR)



Gallipoli (LE)

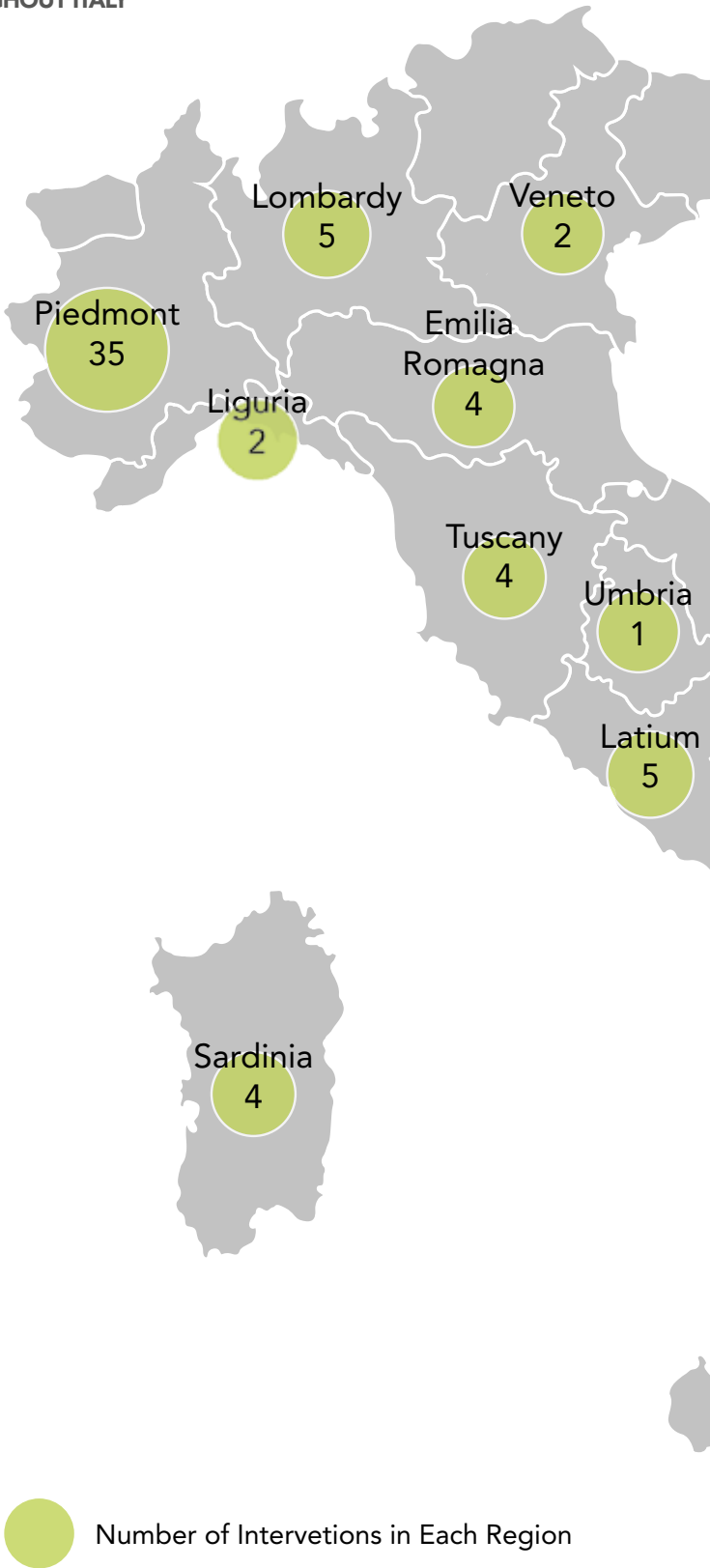


Milazzo (ME)

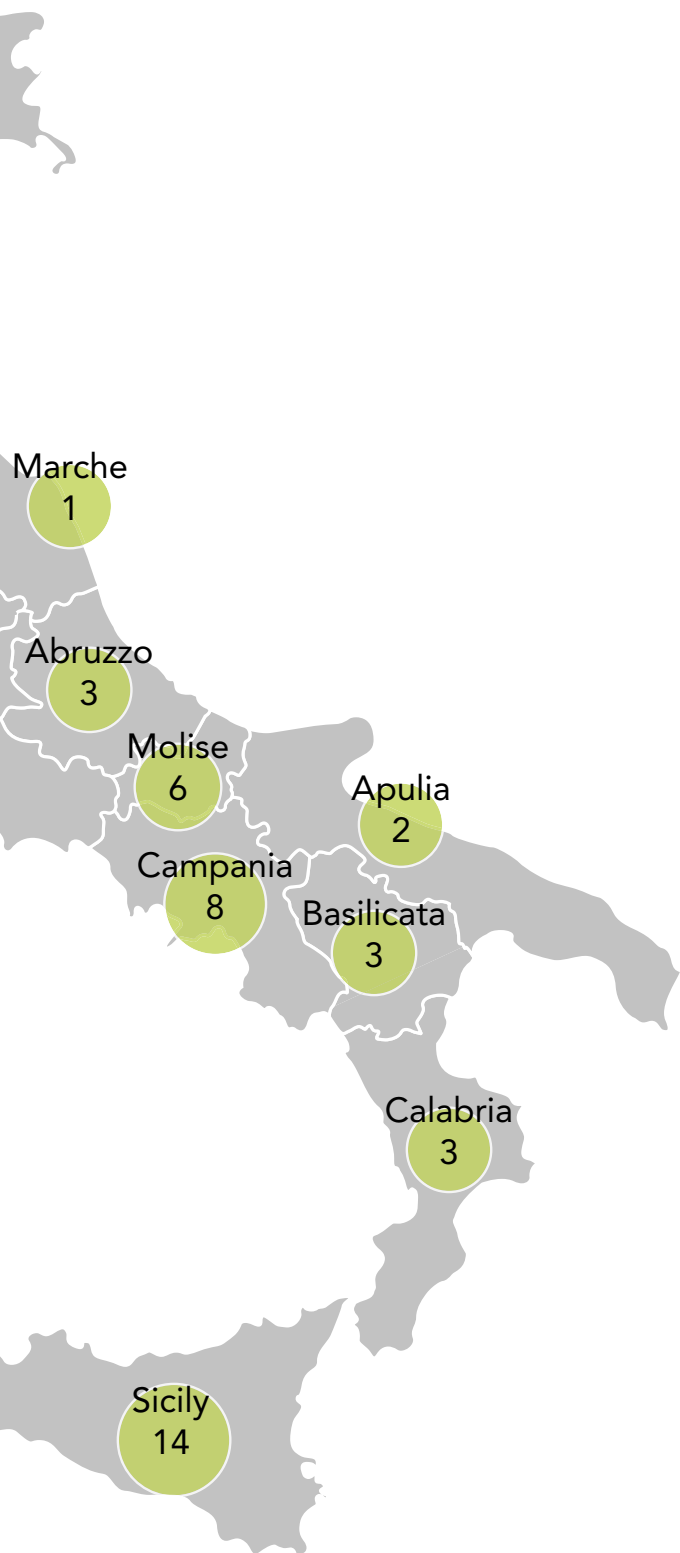


Piea (AT)

INTERVENTIONS THROUGHOUT ITALY







Fiorenzuola D'Arda (PC)



Ponza (LT)



Torano Castello (CS) - Prima



Torano Castello (CS) - Dopo



Isola d'Elba (LI)



## OUR PARTNERSHIPS

EcoTyre has identified a number of strategic partners to help us conferring continuity and visibility to our extraordinary waste collection interventions, also through their technical and logistical support during actual operations. This is because awareness-raising is at heart of the PFU Zero Project.

In light of the project's topics, the first organisation we started cooperating with was Legambiente, notably through their long-established initiative Puliamo il Mondo ["Let's clean up the world"] which for twenty years now sees thousands of volunteers working throughout Italy in a series of extraordinary cleaning interventions. EcoTyre offers its support by collecting waste tyres for free during these actions. Throughout the years, entire abandoned tyre dumps were identified and reclaimed back into woodland, green fields, riverbeds and other sites of community interest, also at the urban level.

PFU Zero led to the creation of PFU Zero in the Minor Islands, who then merged into PFU Zero on the Italian Coast. The campaign, run in cooperation with Marevivo, is dedicated to our shores and seabed. Waste tyres polluting the beaches and ports of smaller islands and of Italian seaside places are located and collected. Their polluting presence is due to the habit of using second-hand tyres as boat fenders. These target-based waste collection actions are carried out by Marevivo's divers. Once the tyres are brought back to surface, EcoTyre's operative network takes them in charge and makes sure they are taken to appropriate recovery facilities.

Our PFU Zero actions in the Minor Islands also led to the possibility of setting up three more structured actions: the agreements signed with the Municipalities of Ustica, Pantelleria and Lampedusa have established for a permanent disposal channel to be put in place for waste tyres, with EcoTyre's logistics network regularly collecting them.

The scope of the PFU Zero Project goes beyond our national borders through our participation to the Let's Clean Up Europe campaign. In May every year the campaign holds its European Clean Up Day, the most important European event on the collection of waste dumped into the environment. Since five years now, EcoTyre organises target-based collection actions in cooperation with the local actors who reported the dumps locations on [www.pfuzero.EcoTyre.it](http://www.pfuzero.EcoTyre.it).





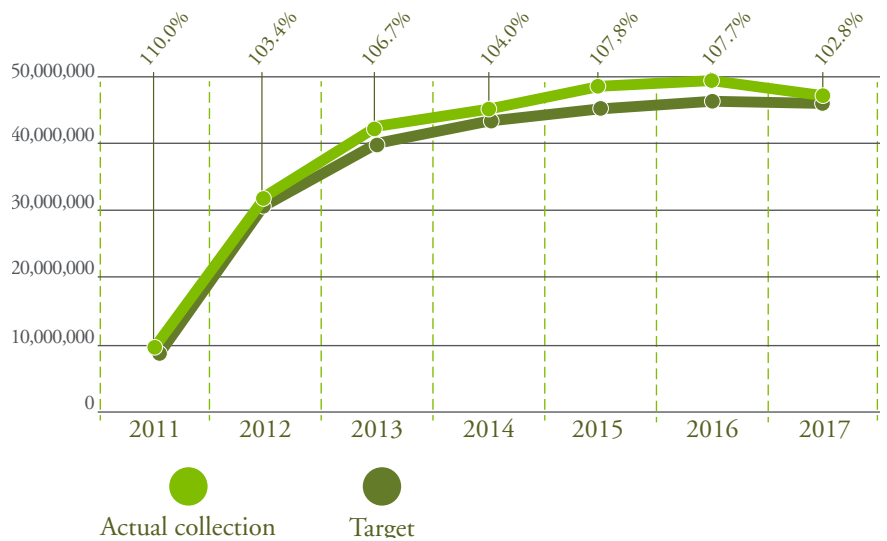
[WWW.PFUZERO.ECOTYRE.IT](http://WWW.PFUZERO.ECOTYRE.IT)

## 2017 DATA

### COLLECTION IN ITALY

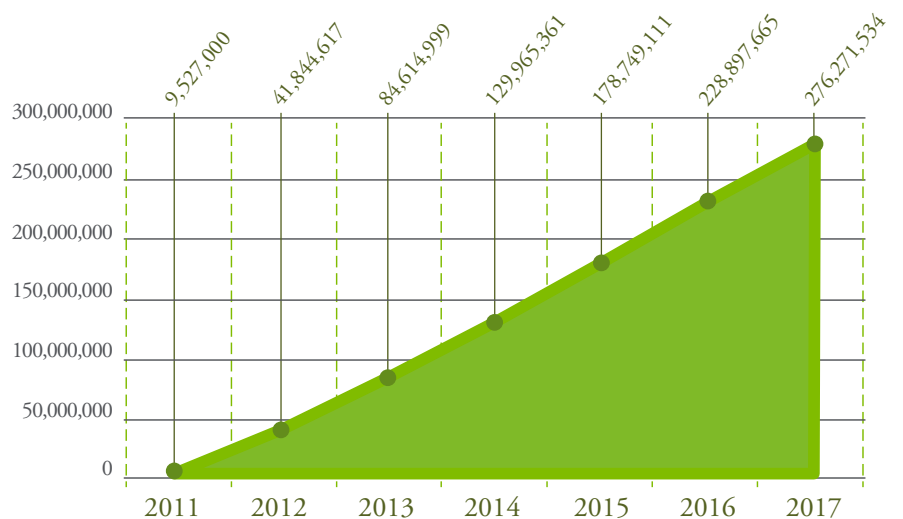
Despite the law simply requires us to collect a number of ELTs equal to the number of new tyres placed on the market by our members, we have always exceeded the 100% target, as shown in the graphic below. In 2017, we collected a total of 47,373,869 kilos of ELTs, 2.8% more than our legal obligation.

**Target attainment levels  
2011-2017 (kilos)**



In 7 years of operations, our waste collection activities led to 276,271,534 kilos of tyres being appropriately delivered for recovery. If all the tyres we collected were to be lined up, one after the other, along a world meridian, they would comfortably cover the North to South Pole distance.

**Cumulative collection  
2011-2017**

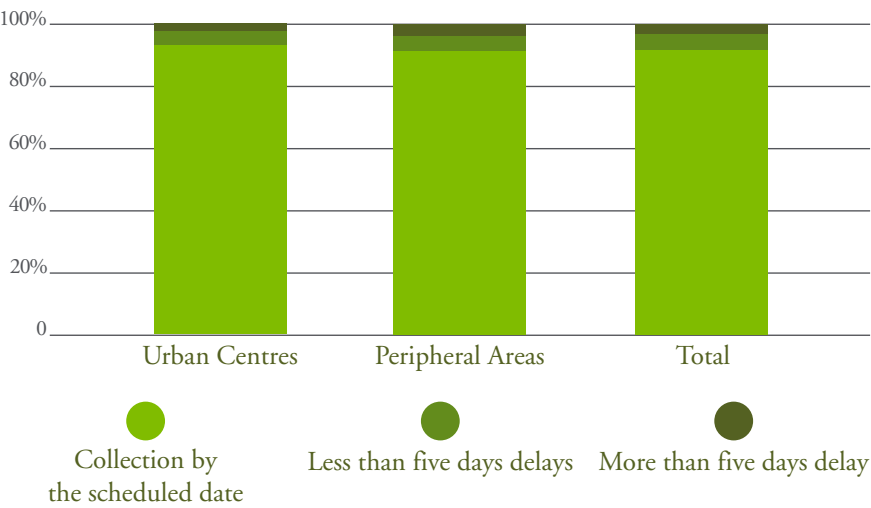


OUR LOGISTICS NETWORK

To make sure waste tyres would be punctually and efficiently collected and transported to treatment facilities, EcoTyre set up a logistics network counting more than 80 operators and 21 area coordinators who take care of 80 tyre collection operations on average per working day, for a total of almost 20,000 operations per year. Despite offering our collection service at any of our 10,000 pick-up points completely for free, we decided to set our own standards on the timeliness of collection so as to assess how much time it actually takes us to respond to a collection request and carry it out in practice.

As shown in the graph below, collection is successfully completed by the scheduled dates in 90% of cases, both in urban areas – the Italian provincial capitals – and peripheral ones (rural areas, mountain communities, etc.). Another 5% of collections happen within 5 days from the scheduled date, with only a minimum percentage of delays exceeding 5 days.

**Punctuality rate  
(percentage of collections  
carried out by  
the scheduled date)**



	Urban Centres	Peripheral areas	Total
Collection by the scheduled date	91.25%	89.64%	90.02%
Less than five days delay	4.62%	4.96%	4.86%
More than five days delay	2.32%	3.56%	3.19%

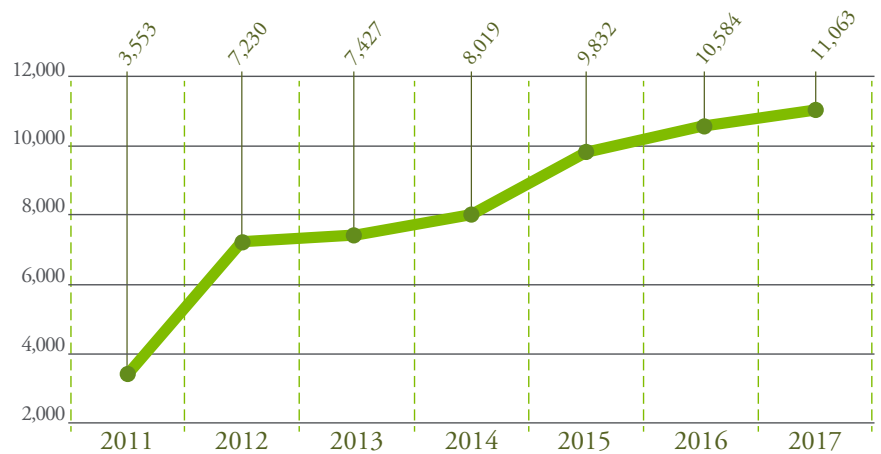
### A widespread presence throughout the country

Another point of strength is our widespread presence throughout the national territory, from the Alps to the minor islands, enabling us to ensure that any tyre shop signing-up to EcoTyre's network is covered by our service. As of today, our network counts 11,063 pick-up points, mainly consisting in tyre shops and other workshops offering tyre replacement services. Since it was created, back in 2011, our network kept steadily expanding in general, but it was in the southern regions in particular that the highest growth in pick-up points was recorded.

Number of ECOTYRE's pick-up points by region Year 2017

Abruzzo	114
Basilicata	114
Calabria	178
Campania	418
Emilia-Romagna	427
Friuli-Venezia Giulia	387
Latium	1,100
Liguria	765
Lombardy	2,489
Marche	118
Molise	13
Piedmont	2,704
Apulia	259
Sardinia	74
Sicily	403
Tuscany	375
Trentino-Alto Adige	293
Umbria	117
Valle d'Aosta	102
Veneto	613
<b>Grand Total</b>	<b>11,063</b>

### Growth in pick-up points 2011-2017



THE ENVIRONMENTAL FEE

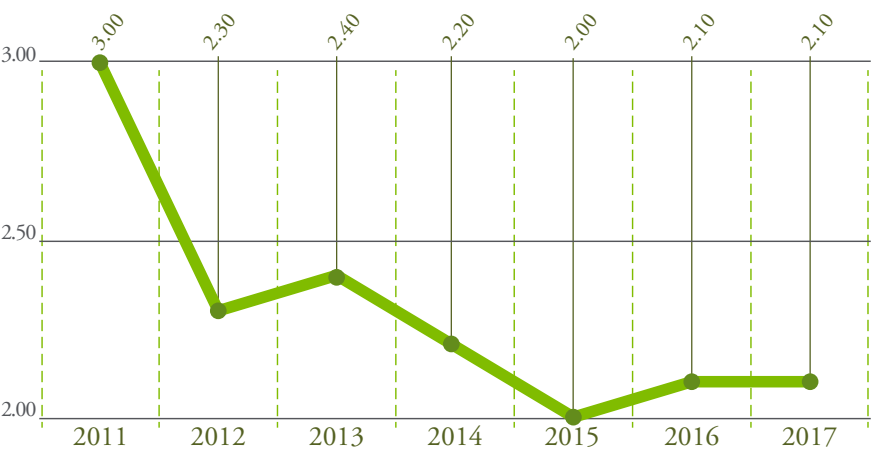
EcoTyre’s approach to the problem of how to manage and rationalise administrative and operational costs enabled the consortium to offer one the lowest environmental fees on the market while guaranteeing a very high quality standard.

Our know-how in reverse logistics and our lean and versatile internal structure allow us to control costs at best and keep our environmental fee down, as proven by its fixed value over the past year.

The amount of the fee is in fact established on the basis of the logistics costs of our collection and delivery operations on the one hand and the administrative costs of running our consortium on the other.

In what follows, we recap the evolution of the fee in the case of motorcars tyres (Category B1) over the past seven years. As the graph suggests, efficiency at the logistics and administrative level enabled us to lower the fee by about 30% over the years, and keep it at fixed value for the past year.

Environmental fee variations  
(B1 Category)  
2011-2017 (€)





## OUR WEBSITE AND OUR LOGISTICS PORTAL

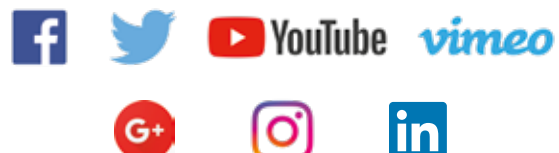
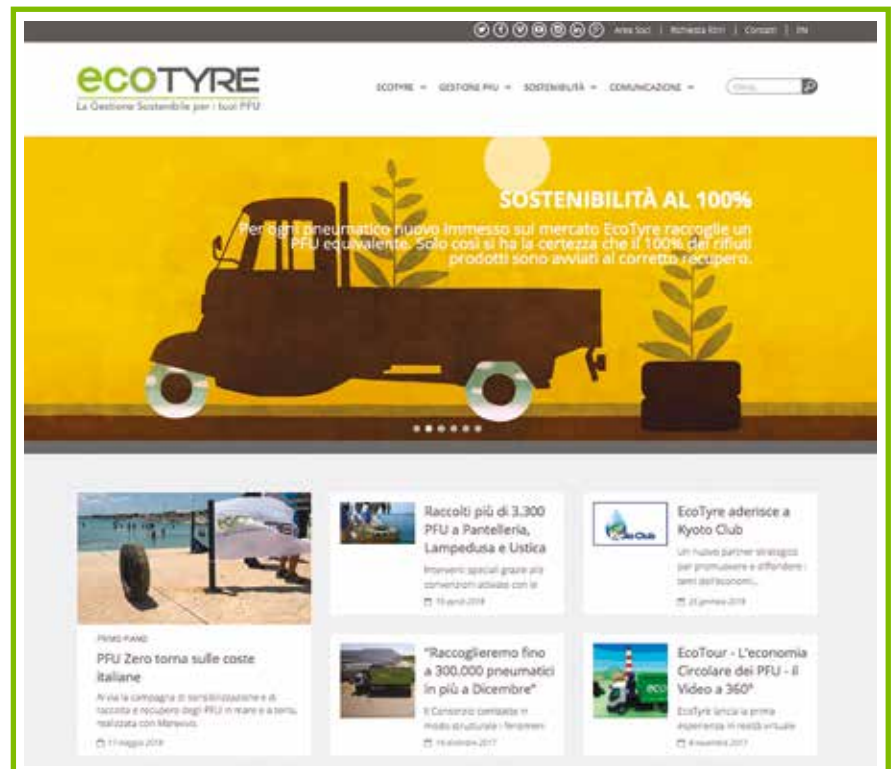
EcoTyre strongly believes in the role of IT tools to ensure our operations are managed and planned in an efficient and cost-saving way. After re-designing and reorganising our logistics portal we innovated our website, which became fully operational in 2017. The site is now accessible from any device and delivers a constant flow of information to our members and the general public on all our initiatives.

Moreover, during 2017 EcoTyre intensified its social media presence, opening up profiles and pages on social media's major platforms and sharing accounts of our daily activities.

The logistics portal for pick-up points can be accessed via the website. On the portal tyre shops can submit, in an easy and time-saving way, their ELTs collection requests and access a log of all the activities requested to EcoTyre. In 2017 alone, 22,000 of such operations were carried out on the portal.

Members can enter a members-only area where they can comply online, with our support, with all relevant paperwork and submit the data required by the Ministry of the Environment on the number of new tyres placed on the market and of ELTs collected every month. In the course of the year, over 8,000 of such online declarations were submitted through the system.

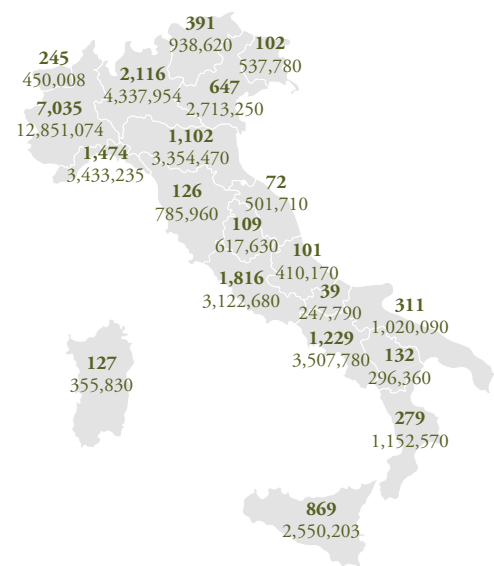
### Our new website's homepage



OUR OPERATIONS ON THE GROUND

In 2017, EcoTyre handled 19,286 collection operations throughout the various Italian regions. 912 of these operations consisted in the collection of a total of 3,551,205 kilos of ELTs at ACI's vehicle dismantlers (see next page), while another 52 were extraordinary operations to collect waste tyres that had been dumped into environment, for a total of 637,500 kilos of such ELTs.

At the geographical level, EcoTyre continues focusing its efforts on the southern regions and the islands. Waste tyres collection has increased six-fold in Sardinia, rising from 60,000 kilos in 2016 to over 355,99 kilos in 2017. Significant increases were also recorded in Molise, Sicily, Calabria, Basilicata and Apulia, as much as in Tuscany and Friuli Venezia Giulia. Results in Sicily and Campania remain important, despite a slight decrease in numbers, with the two regions altogether totalling over 2,000 collection operations for more than 6 million kilos of waste tyres.



Amounts collected by region and at pick-up points in 2017		
Region	Weight (kg)	Nr. of Collections
Abruzzo	410,170	101
Basilicata	296,360	132
Calabria	1,152,570	279
Campania	3,507,780	1,229
Emilia-Romagna	3,354,470	1,102
Friuli-Venezia Giulia	537,780	102
Latium	3,122,680	1,816
Liguria	3,433,235	1,474
Lombardy	4,337,954	2,116
Marche	501,710	72
Molise	247,790	39
Piedmont	12,851,074	7,035
Apulia	1,020,090	311
Sardinia	355,830	127
Sicily	2,550,203	869
Tuscany	785,960	126
Trentino-Alto Adige	938,620	391
Umbria	617,630	109
Valle d'Aosta	450,008	245
Veneto	2,713,250	647
Totale complessivo	43,185,164	18,322
Rete Demolitori ACI	3,551,205	912
Interventi Straordinari	637,500	52
Grand Total	47,373,869	19,286



## COLLECTIONS AT END-OF-LIFE VEHICLE DISMANTLERS

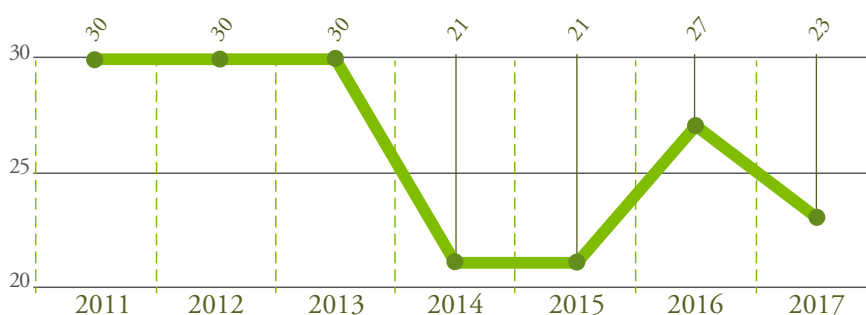
Ministerial Decree 82/2011 set for a dedicated recovery chain to be created for waste tyres resulting out of vehicle dismantlement. The chain is run by the ELTs Committee created for the purpose by Automobile Club d'Italia (ACI), which chose EcoTyre as its logistics partner in collection operations.

The consortium carries out daily collections for all car dismantlers registered on the Motor-vehicles Public Register who request the service on ACI's online system. In this case too, an environmental fee paid to ACI by consumers when purchasing a new car offers financial coverage for the recovery of the waste tyres.

In 2017, EcoTyre carried out a total of 912 collections on behalf of ACI in all Italian regions, ensuring the delivery for recovery of 3,551,205 kilos of ELTs. Operations were particularly intense in the Emilia Romagna region, where a third of the total was collected (1,081,390 kilos), followed by Sicily (724,300 kg) and Apulia (567,120 kg).

Collections from end of life vehicles from the network of dismantlers.		
Region	Nr. of Collection	Total collected (kg)
Abruzzo	49,710.0	11
Basilicata	14,080.0	4
Calabria	96,990.0	24
Campania	8,800.0	3
Emilia-Romagna	1,081,390.0	257
Friuli-Venezia Giulia	35,760.0	8
Lazio	11,140.0	4
Liguria	208,230.0	62
Lombardy	21,265.0	7
Marche	72,490.0	15
Molise	2,440.0	1
Piedmont	274,380.0	97
Apulia	567,120.0	177
Sardinia	147,110.0	21
Sicily	724,300.0	151
Tuscany	34,360.0	7
Trentino-Alto Adige	30,600.0	9
Umbria	2,450.0	1
Valle d'Aosta	16,000.0	4
Veneto	152,590.0	49
<b>Grand Total</b>	<b>3.551.205.0</b>	<b>912</b>

### Treatment facilities used by Ecotyre 2011-2017



In selecting the treatment facilities we follow, in geographical terms, the proximity principle, in order to limit the distances covered by our trucks and control the related financial and environmental costs. At the same time, by working with different types of plants we secure our operational continuity and ensure the treatment of specific types of ELTs such as oversize tyres.

In the table below, the 23 treatment plants cooperating with the consortium for the treatment of waste tyres are listed.

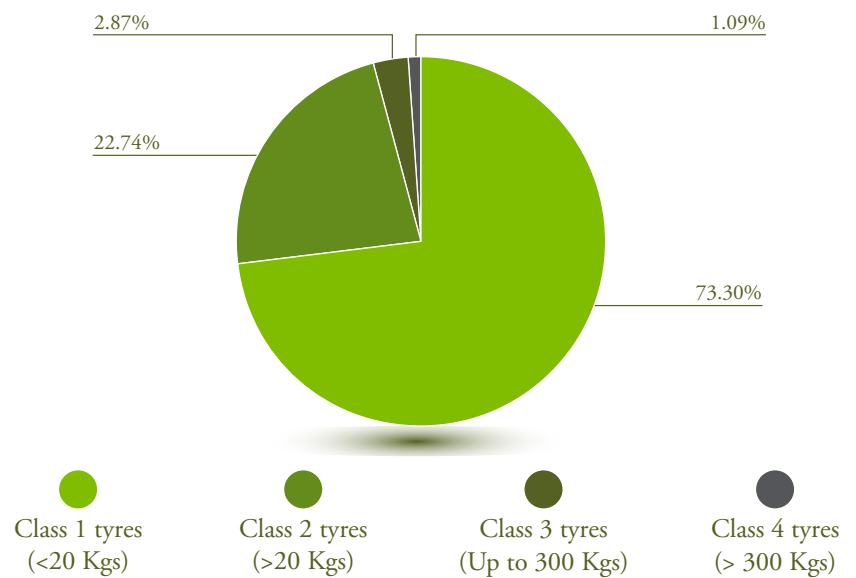
### Treatment facilities currently used by Ecotyre

Name of treatment Plant	Location
Bonus Obchodni Agentura Spol S.r.o	Repubblica Ceca
Genan Gmbh	Germania
Salonit Anhovo Dd	Slovenia
Irigom S.r.l.	TA
Maestrale Industrie Terni S.r.l.	TR
Turin Carta S.r.l.	TO
Gatim S.r.l.	CZ
Ago-Filpress S.r.l.	BN
Smacon S.r.l.	TP
Corgom S.r.l.	BA
Microgamma Energia S.r.l.	SI
Ternienergia S.p.a.	TR
Cumiana Gomme Group S.r.l.	TO
Marche Recycling Srl	PG
Ok Projekt S.r.o.	Repubblica Ceca
Sh Drice S.r.o.	Repubblica Ceca
Tyrewolf Gmbh	Germania
Baucina Recylyng Tyres S.r.l.	PA
Ecoservice S.r.l.	OT
Rep S.r.l.	BS
M.G.M. S.p.a.	SA
Agotech S.r.l.	SA
Estat Gmbh	Germania

**End-of-life  
tyres by type****COLLECTION BY CLASS OF TYRES**

EcoTyre collects all types of tyre existing on the market, from very small wheelbarrows and carts tyres to very big tyres removed from bulldozers and excavators. The law divides the tyres in four classes: Class 1 for car and motorbike tyres weighing less than 20 kilos; Class 2 for tyres weighing over 20 kilos, e.g. truck tyres; Class 3 for tyres weighing up to 200 kilos and Class 4 for tyres over 300 kilos.

Class 1 remains the biggest one in terms of volumes collected, including all the most common types of tyre. Nevertheless, EcoTyre remains strongly committed to the collection of oversize tyres, collecting even more of those than what the law would require. For example, in 2017 we scored 101,8% with respect to our Class 1 target and 114% for the other classes.

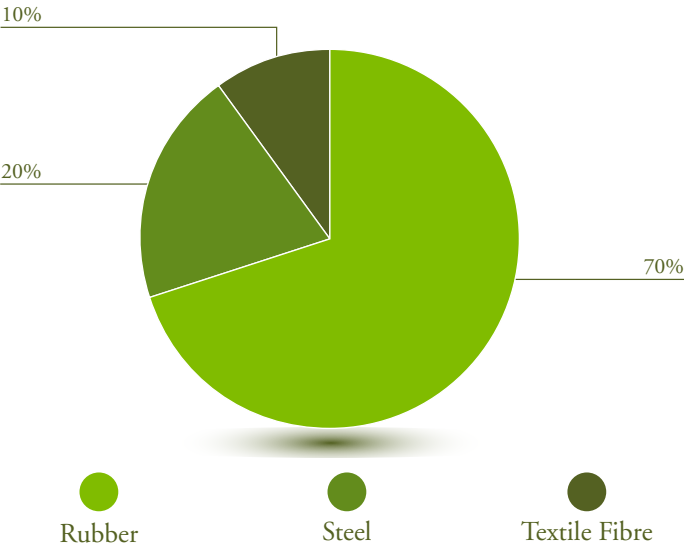


What tyres  
are made of

THE BENEFITS OF RECOVERY

Italy is a case of excellence at the European level in the area of waste tyres recovery, with a very high share of materials being recovered for this type of waste. Recycling indeed represents solution preferable to energy recovery both from the environmental perspective and in terms of the optimisation of resources. A study conducted by the Foundation for Sustainable Development estimated that, for every ELT entering the materials recovery process, about 2 kilos of carbon dioxide are saved with respect to the energy recovery option.

Almost all material that tyres are made of can be recovered, with minimum residual waste produced. In particular, as shown in the chart below, the main component is rubber, covering for about 70% of the overall material, while the remaining 30% consists of steel filaments reinforcing the tyre structure (20%) and textile fibres (10%).



The recovery process begins with the tyres being shredded, with the steel parts being extracted out and the rubber turned into what is commonly referred to as rubber chips. The latter then go through further shredding stages so as to reduce them into increasingly smaller grains usable for a variety of products, until getting the so-called rubber crumb, an extremely versatile material.

ELTs-derived recycled rubber can be used in many ways, including:

Possible uses  
of recycling materials  
derived from ELTs

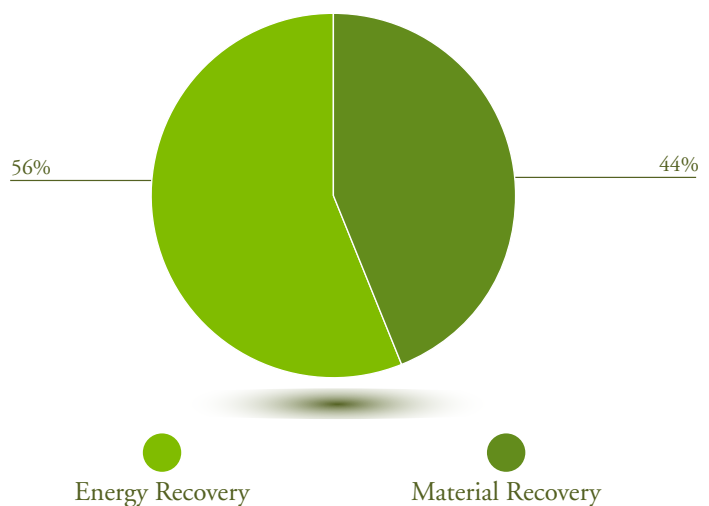
Sports floors	Pavements and products
Urban (street) furniture	Insulation materials
Mulching material	Civil engineering works
Electric arc steel-making	Re-used in mixes

An increasingly innovative application of this secondary raw material is for modified road asphalt, with the recycled rubber adding elasticity to the binder and making both the road surface more durable and traction in curves better, while reducing stopping distance. This very promising option for ELTs recovery has been gaining ground in many European countries following the Green Public Procurement mechanism that promotes the use of modified asphalt in road maintenance and for public infrastructure. In Italy, however, this solution is still struggling to assert itself.

Materials recovery aside, ELTs can also be used for energy recovery purposes. In this case, treatment ends with the first stage. Thanks to its high heating power, rubber chips can be directly used in incinerators to produce electric power.

## RESULTS ACHIEVED

EcoTyre sends 44% of tyres to materials recovery, a share in line with both the national averages published in the *Italia del Riciclo* report of the Foundation for Sustainable Development and those in the rest of Europe.



EcoTyre is permanently committed to finding new and innovative technical and construction solutions to widen the uses of the rubber, steel and textile fibres derived from the recycling of waste tyres. We hope our efforts will help consolidating the role of our sector within the wider framework of the circular economy.



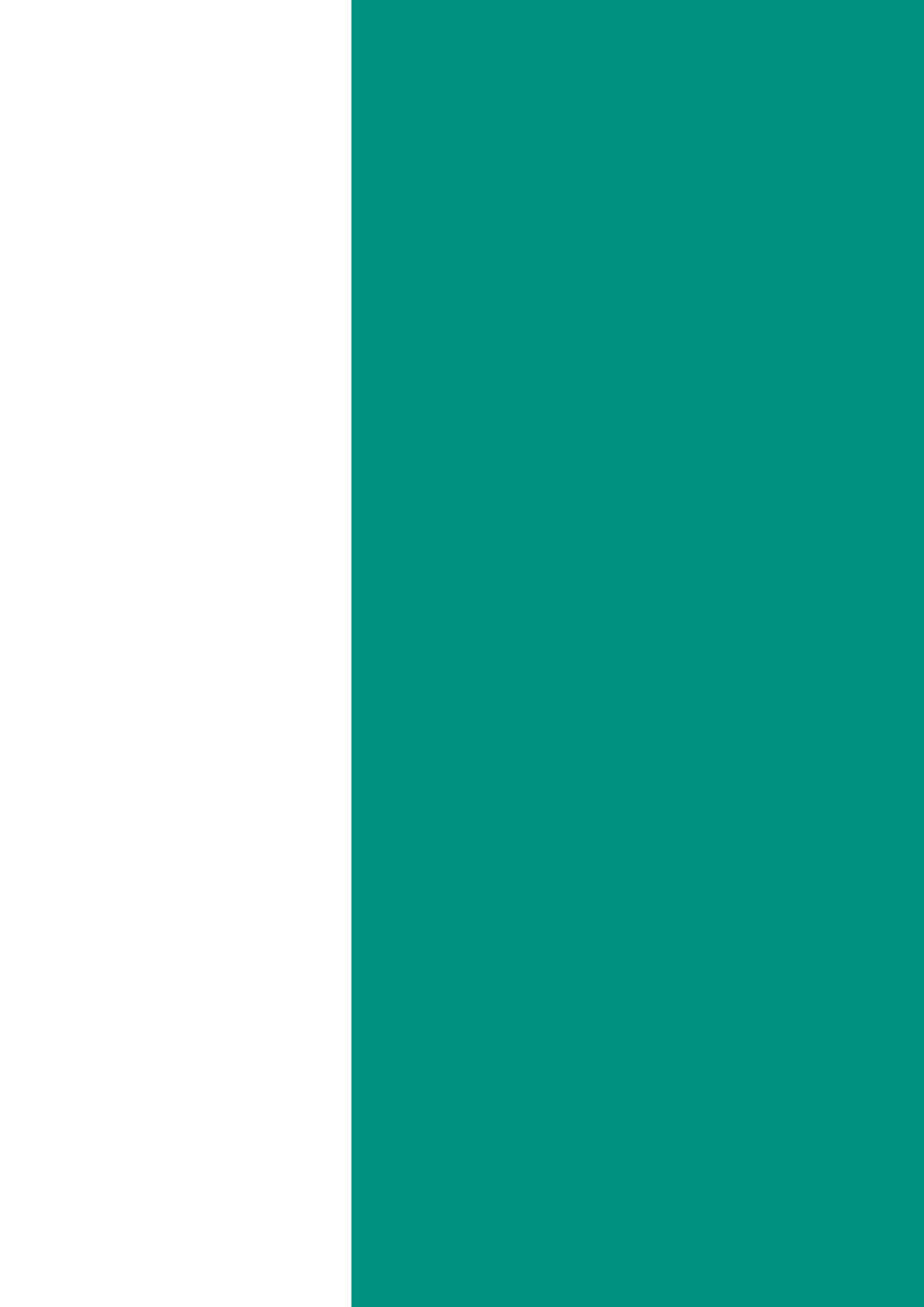




EcoTyre S.c.r.l.  
Registered Office: Via Fratelli Kennedy, 1 - 10048 Vinovo (TO)  
Head Quarters: Strada Prov. Cumiana Piscina, 17 - 10040 Cumiana (TO)  
[info@ecotyre.it](mailto:info@ecotyre.it) - [www.ecotyre.it](http://www.ecotyre.it)

Copy editing: Extra - Comunicazione e Marketing  
Graphic design: Extra - Comunicazione e Marketing





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