

ecoTYRE

L'Economia Circolare dei PFU



REPORT 2022





L'Economia Circolare dei PFU

REPORT 2022

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INTRODUCTION

The past year started with a return to normality that was abruptly interrupted by the invasion of Ukraine, with its subsequent high impact on the cost of the energy and raw materials needed to treat and transport the End-Of-Life Tyres (ELTs) we collect.

We immediately adjusted our operations to this new situation and, with the help of all internal and external collaborators, our 107 Logistics Partners and our 18 Recycling Partners, we managed to continue our collection work without having to raise the environmental fee. This allowed us to achieve not only the results and targets set by applicable legislation, but also the extra collection targets required by the Ministry of Environment and Energy Security.

Please allow me to express my deep gratitude to all those involved for their hard work and extraordinary achievements. I am extremely proud of EcoTyre's team and partners for successfully managing to meet our operational objectives vis-à-vis such a challenging context.

In the course of 2022 the number of registered pick-up points in our network surpassed the 16.000 threshold and we confirmed our determination to provide a truly nation-wide service, continuing to serve even the smallest shops in the most peripheral or disadvantaged areas.

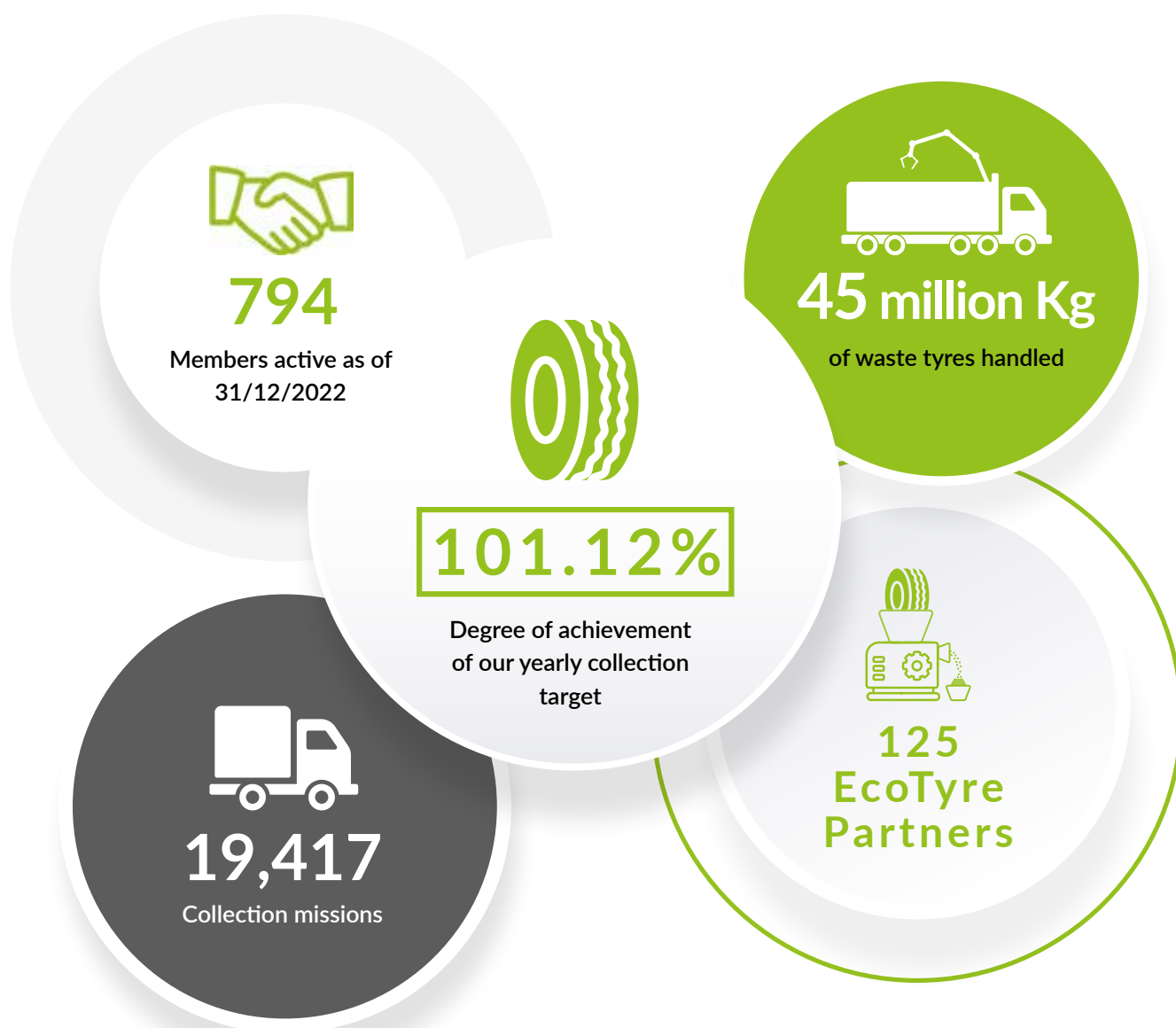
Regarding our commitment to the Circular Economy, our 'Rubber to Rubber' R&D project made great progress and has now entered in its 5.0 phase, thanks to our partnership with new technical and industrial players. The raw materials circular cycle continued being nurtured, with the devulcanised rubber directly obtained by waste tyres now being made available to make new binders employable to manufacture new tyres and other products. In the coming months it will be possible to start equipping our fleet of vehicles with tyres containing rubber directly recycled from the ELTs we collect in Italy.

As has become tradition, our Annual Report outlines and summarises our efforts. We hope it can prove useful not only to learn about our past year's results, data and projects, but also as a tool for further consultation and monitoring. Through its linked-in QR codes, readers can use their smartphones to access real-time data and updates on our website.

We hope you will enjoy it.



ENRICO AMBROGIO
PRESIDENT OF ECOTYRE



EXTENSIVENESS

EcoTyre serves tyre shops throughout Italy, including those located in the smallest towns or remotest areas.

TRANSPARENCY

All collection-related data are available on our website and updated in real time.

AFFORDABILITY

Members can count on an effective service and a robust accounting system.

RELIABILITY

Optimised logistics costs make sure environmental fees remain competitive.

SINCE 2011 STRIVING TO PROVIDE AN EFFICIENT
NATION-WIDE SERVICE TO TYRE PRODUCERS AND IMPORTERS

RESEARCH & DEVELOPMENT AT THE HEART OF OUR WORK

66 MILLION ITEMS DELIVERED FOR RECOVERY

ABOUT US

ITALIAN EXCELLENCE IN WASTE TYRES MANAGEMENT,
AT THE FOREFRONT OF THE CIRCULAR ECONOMY.

Founded in 2011, EcoTyre immediately established itself as a leader in waste tyres management. Hundreds of producers and importers entrust us with handling the end-of-life stage of their products, making us Italy's biggest Consortium by membership.

EcoTyre decided to put the Circular Economy at its heart by providing an efficient and nation-wide collection service that has been improving over the years. Environmental sustainability can thus go together with competitive management costs and high quality of service.

We cover the entire national territory and fully track every operation from the pick up point to the final destination. Guaranteeing effectiveness of collection is a way to contrast the illegal dumping of waste tyres in the environment.

EcoTyre also invests in Research & Development so as to both improve its collection system and, first and foremost, make sure that the materials contained in tyres can have a new life through recycling.

The Circular Economy has indeed become essential for us all and pushes a Consortium as ours to boost its competitiveness. EcoTyre also contributes to environmental advocacy efforts by organising awareness-raising, information and communication campaigns for the general public.

OUR WASTE TYRES COLLECTION FLOW



16,270 TYRE SHOPS CAN REQUEST OUR FREE-OF-CHARGE COLLECTION SERVICE

107 LOGISTICS PARTNERS COLLECT AND TRANSPORT THE ELTS

THROUGHOUT ITALY **18** RECYCLING PARTNERS WORK TO GIVE WASTE TYRES A NEW LIFE

HOW IT WORKS

OUR ELTS COLLECTION SYSTEM ENGAGES MANY PLAYERS, ALL WORKING TO MAKE SURE THE WASTE TYRES GET DESTINED TO RECOVERY AS APPROPRIATE WITH MINIMUM ENVIRONMENTAL IMPACT.

Let us take a closer look at the main players of our chain.

- **The Producers and Importers** who entrust EcoTyre with fulfilling on their behalf all legal obligations related to the management and treatment of the new tyres they place on the national market when at end-of-life stage;
- **The professional operators** (i.e. tyre retailers, car repair shops and other businesses in the sector) providing tyre replacement and requesting our free of charge pick-up service for the resulting waste tyres;
- **EcoTyre**, that organizes and daily manages the collection and transportation of waste tyres at national level, selecting the best recycling facilities;
- **The Logistics Partners** that collect the ELTs throughout Italy and take care of all logistics-related aspects;
- **The Recycling Partners** that carry out the actual rubber recovery process, where the rubber is isolated from other iron and textile components and shredded into various formats suitable for waste-to-material or waste-to-energy recovery. Rubber granules are thus obtained, and can be used to manufacture new recycled rubber products such as safety tiles, sound-absorbing panels, urban and sports furniture (e.g. athletics tracks) or new tyres.

THE ENVIRONMENTAL FEE ON PURCHASED TYRES

- The amount of the fee is established by the Consortium on the basis of the overall costs incurred to ensure the ELTs are handled in full compliance with the law and with all related environmental and health obligations.
- In line with Ministerial Decree 182/19, EcoTyre applies a variable fee on the basis of the type and weight of the ELTs to be treated. Fees are reviewed on an annual basis and forwarded to the Ministry of Environment and Energy Security.
- The environmental fee shall be also paid out by operators established abroad and importing tyres on the Italian market via online channels.
- Such fees must be used for not-for-profit ELTs collection at Italian domestic level.

WHAT WE DO

WE MANAGE THE WASTE TYRES CHAIN AND ENSURE, ON BEHALF OF OUR MEMBERS, THAT ELTS GET COLLECTED, TREATED AND ACCOUNTED FOR, ALWAYS IN FULL LEGAL COMPLIANCE.

WE GUARANTEE MAXIMUM EFFICIENCY AND PUNCTUALITY AND ENGAGE IN A CONTINUOUS DIALOGUE WITH COMPETENT AUTHORITIES.

EcoTyre operates on behalf of its members, tyre producers and importers, who can rest assured that their waste tyres will be seamlessly collected, transported, treated and recovered. This is in line with the EU principle of 'Extended Producer Responsibility', which holds those who place a commodity on the market accountable for its end of life.

Through its staff and IT management tools, EcoTyre also takes care of all the required paperwork. Tyre producers and importers have the legal obligation to report on monthly basis how many new tyres they place on the market and to declare every year how many were sent for recovery. They can do this online, in purely electronic form, thanks to the IT platform made available by the Consortium to its members, that allows them to hugely save on time and costs. Our completely digitalised system also manages and stores all financial data related to the payment of the environmental fees. Once members have fully complied with their obligations, they can download from our portal their certificate of proper ELTs management.

A parallel system allows tyre and car repair shops to request the free of charge collection of ELTs directly at their premises and monitor their order. This provides a further guarantee that waste tyres will truly be delivered for recovery.

Institutions are another major interlocutor of our Consortium, especially the Ministry of the Environment and Energy Security. EcoTyre is indeed always willing to make its expertise available when it comes to understanding of our sector's regulatory mechanisms and find ways to improve the norms.

EcoTyre is also engaged in voluntary activities through our decade-long ELTs Zero Project. The project carries out special missions to collect waste tyres that were dumped into the environment, in cooperation with NGOs and volunteering organisations. These mission are accompanied by communication and advocacy initiatives aimed at contrasting illegal waste dumping and promote appropriate waste management.

Last but not least, in recent years Ecotyre has invested important resources in R&D. Our efforts have focused on the recycling potential of waste tyres making it possible, through our Rubber-to-Rubber Project, to produce ELT-derived binders usable to manufacture new tyres or other rubber products.



110 PEOPLE AT WORK (EMPLOYEES AND EXTERNAL STAFF)

14 MILLION EURO OF GENERATED VALUE

5 EXTERNAL EXPERTS WORKING ON R&D

OUR SOCIAL AND ECONOMIC INCIDENCE

THE ECOTYRE CONSORTIUM IS MADE OF BOTH IN-HOUSE RESOURCES AND EXTERNAL PROVIDERS, WORKING IN AN INTEGRATED MANNER TO DELIVER A TOP QUALITY SERVICE THROUGHOUT ITALY.

In the course of 2022, 110 professionals worked together to deliver the effective, timely and nation-wide collection service that we are renowned for.

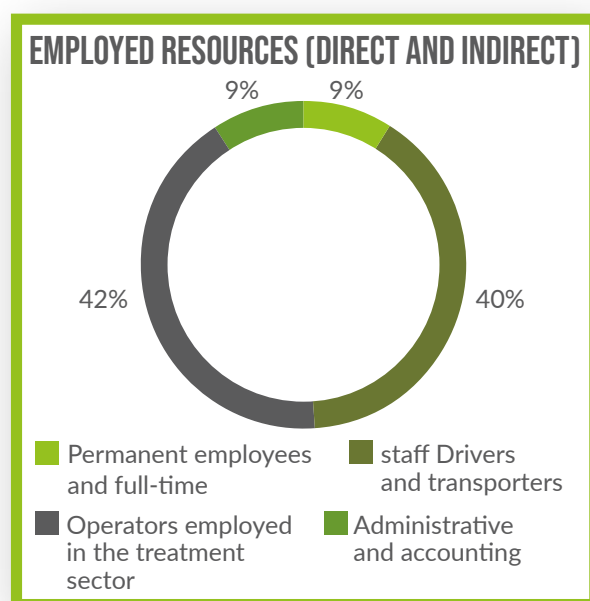
To achieve this objective, we opted for an efficient centralised structure that coordinates a wide network of external collaborators. We also developed online technical and management tools that ensure operative timeliness and reporting precision.

EcoTyre's operations are estimated to generate a value of approximately 14 million Euro, making us a significant player of the Italian Circular Economy.

Considering the man-days required to run our operational chain at best, on top of its ten full-time employees EcoTyre also relies on:

- 43 drivers and transporters;
- 45 treatment plant operators;
- 10 administrative and accounting employees.

On the R&D side, EcoTyre can count on 5 external collaborators, chosen for their scientific and technological competence.



THE LEGISLATIVE DECREE 231/01 GOVERNS OUR ORGANISATIONAL MODEL

ISO 9001:2015 AND 14001:2015 QUALITY AND ENVIRONMENT CERTIFICATION

MEMBERS AND PARTNERS EXPRESS **SATISFACTION**

TRANSPARENCY

THE PILLAR OF OUR EFFORTS IN THE INTEREST OF ALL IS OUR ETHICAL AND SUSTAINABLE METHOD, AIMED AT ENSURING QUALITY AND CONTINUOUS IMPROVEMENT.

Any company operating in the waste treatment sector shall be guided by some fundamental criteria: full legal compliance, a commitment to guaranteeing high quality standards, protecting the environment and promoting the health of workers and of the entire population.

To this aim, we developed a series of instruments to evaluate, account for and fine tune our daily operations.

In the course of 2020, as envisaged by Legislative Decree no. 231 of 8 June 2001, the Consortium adopted an Organisational, Management and Control Model defining our guidelines, operative procedures and assessment and control methodologies. To ensure compliance with the Code of Ethics enshrined in the Model, a Supervisory and Control Committee was created and tasked with overseeing that Ecotyre's personnel abides to the principles and obligations laid out in our texts.

Sustainability and quality are, on the other hand, monitored through ISO standard 9001:2015 and ISO standard 14001:2015. EcoTyre obtained both certifications in 2018. These procedural solutions enabled us to achieve high levels of membership and partnership retention; both our members and partners seem to appreciate our competence and promptness of response, as much as the quality of our equipment and of our communication with members and the public.

794 CONSORTIUM MEMBERS AS OF DECEMBER 2022

ITALIAN AND FOREIGN TYRE **PRODUCERS AND IMPORTERS**

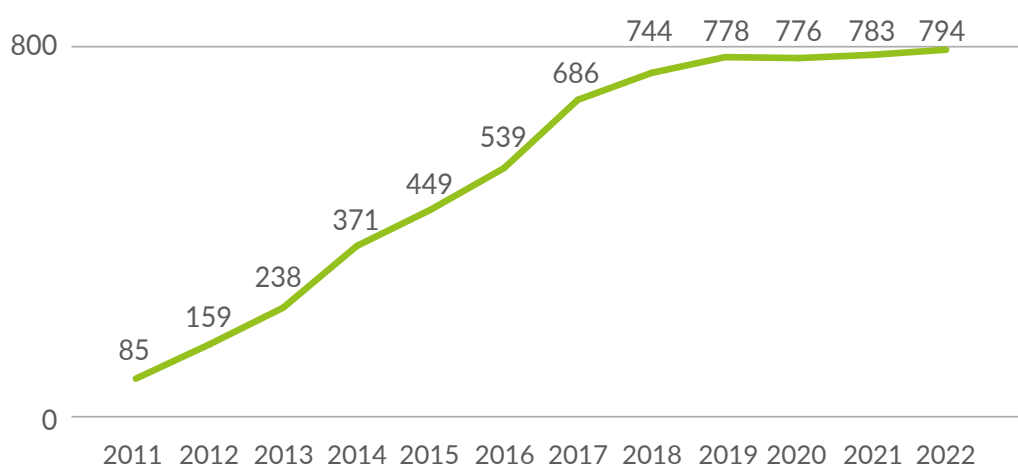
RELIABILITY FOSTERS MEMBERSHIP LOYALTY

ECOTYRE'S MEMBERS

OUR CONSTANT DIALOGUE WITH OUR MEMBERS ALLOWS US TO BUILD A RELATIONSHIP OF MUTUAL TRUST AND OFFER SERVICES TAILORED FOR BOTH LARGE AND SMALL BUSINESSES.

2022 saw EcoTyre once again affirm itself as Italy's largest Consortium by membership. Our well-consolidated leadership and our capacity to deliver quality services to all our members, from international manufacturers to small businesses, allowed us to achieve such high levels of membership retention.

MEMBERSHIP 2011-2022



ECOTYRE LIVE
Scan the QR code and
consult our updated
list of members



15 DIFFERENT TYPES OF ECO-FEES

-30% OPERATING AND MANAGEMENT COSTS REDUCTION IN 11 YEARS

ONGOING **OPTIMISATION** OF LOGISTICS COSTS THROUGH
EFFICIENCY OF SERVICE

ENVIRONMENTAL COMPATIBILITY

ECOTYRE'S SYSTEMATIC APPROACH BOOSTS OUR AFFORDABILITY AND COMPETITIVENESS, WITH CLEAR RULES TO DETERMINE THE FEES TO BE PAID BY CONSUMERS.

The environmental fees to be requested are established on the basis of the recent regulatory review by the Ministry of the Environment and Energy Security, which distinguished 15 types of products according to their weight.

EcoTyre has thus proceeded to reorganising its network so as to optimise its scope and its logistics costs and maintain its competitiveness, to the benefit of our membership. This enabled us to maximise the efficiency of our collection system, allowing EcoTyre to maintain best **balance between efficiency of service and environmental quality**.

Finally, our IT logistics portal, through which tyre businesses and EcoTyre communicate and manage missions in a way that reduces collection costs, has proven to be a very effective choice to deliver savings.

A COLLECTION RATE EXCEEDING ITS APPLICABLE LEGAL TARGET BY **+1,12%**

46,168,465 KILOS COLLECTED IN 2022

500,000,000 KILOS OF ELTS DELIVERED FOR RECOVERY SINCE 2011

COLLECTION IN ITALIAN REGIONS

ECOTYRE'S NATIONAL COLLECTION PLAN ALLOWS US TO THOROUGHLY SCHEDULE THE NUMBER AND VOLUMES OF OUR COLLECTIONS SO AS TO REACH AND SURPASS ALL APPLICABLE LEGAL TARGETS.

EcoTyre is tasked with sending for recovery at least 95% in weight of the tyres placed on the market by its members. The 5% difference is due to the weight drop ELTs suffer because of tread wear. To achieve this, we develop a National Collection Plan that takes seasonal factors and specific local necessities into account.

In 2022 we collected 46,168,465 kg of ELTs, covering all Italian Regions; about 44 million of them were collected by the national tyres replacement network (tyre shops) and 2 million by ACI [Automobile Club d'Italia] dismantlers, while the rest came from the special recovery missions linked to our ELTs Zero Project.

In its 12 years of activity, EcoTyre delivered for suitable recovery about 500,000,000 kilos of ELTs, for a total of about 66 million items.



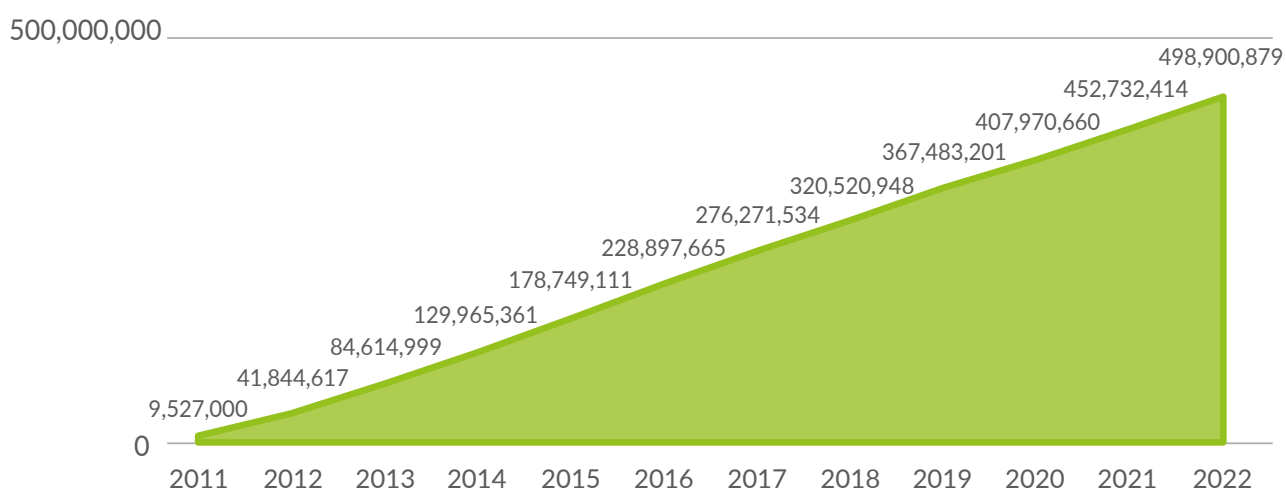
66 MILLION TYRES DELIVERED FOR SUITABLE RECOVERY IN 12 YEARS. ALL LINED UP, THEY WOULD EXCEED THE ENTIRE EQUATORIAL CIRCUMFERENCE OF THE EARTH.

100%



ECOTYRE COLLECTS MORE ELTs (**101,2%** IN TOTAL) THAN THE TYRES ITS MEMBERS PLACE ON THE MARKET

CUMULATIVE COLLECTION 2011-2022 (kg)



19,417 COLLECTION MISSIONS CARRIED OUT THROUGHOUT ITALY IN 2022

2,479 KG OF AVERAGE WEIGHT PER MISSION

55 MISSIONS OF THE ELTS

OUR OPERATIONS ON THE GROUND

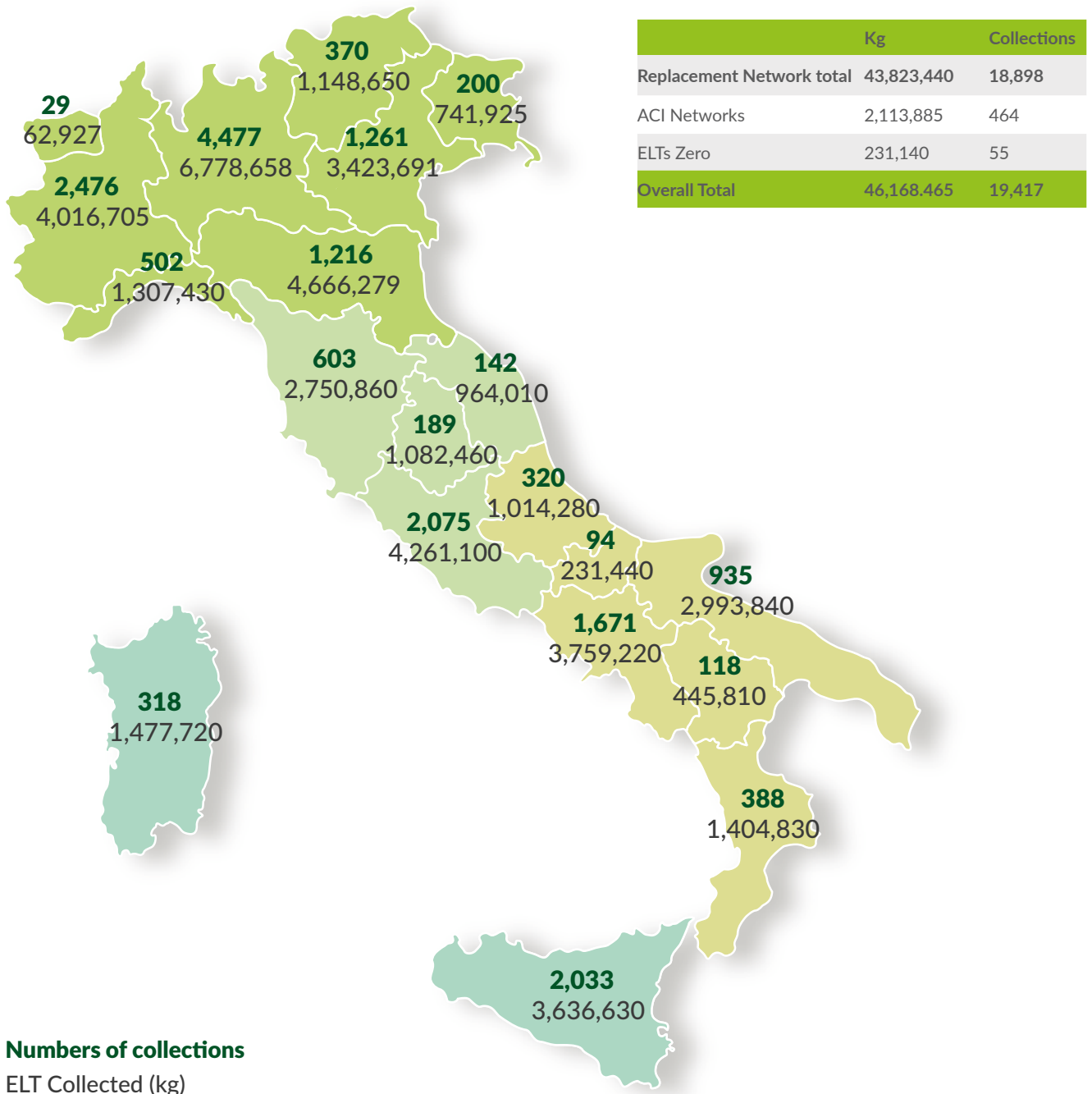
ECOTYRE THOROUGHLY COVERS THE ENTIRE NATIONAL TERRITORY, FROM ALPINE VILLAGES TO THE MINOR ISLANDS.

In 2022 EcoTyre carried out a total of 19,417 collection missions. Most of these were at tyres shops (18,898), while 464 were at the car dismantlers of the ACI network. Moreover, another 49 missions consisted in our special interventions on the abandoned tyre dumps identified through our ELTs Zero Project.

Collection services are organised at provincial and regional level. Volumes are broken down according to the collection targets set forth by Ministerial Decree 182/2019, with seasonal trends in the requests placed by Italian tyre shops taken into account.



ECOTYRE EFFICIENTLY SERVES EVEN THE SMALLEST AND HARD TO REACH SHOPS.



FAST ACCESS TO DATA

ECOTYRE'S WEBSITE INCLUDES A SECTION DEDICATED TO PUNCTUAL AND TRANSPARENT REPORTING.
ANYONE CAN CHECK OUR WORK OUT.

The intuition of making our reporting data available to all stakeholders and the general public on the EcoTyre Live section of our website, allowed us to share tables and graphs through which users can check out our monthly collection trends by geographical area, ELT type and business type. After all, due diligence in reporting and accounting is one of our main assets, as much as one of our main obligations towards both the Ministry and our members.

The results achieved by our National Monthly Collection Plan are always specified vis-à-vis the applicable legal targets, as we are committed to always surpassing the latter. Such surpassing capacity is well visible and enables to increase both the number of collections and the quantities of waste sent for recovery.

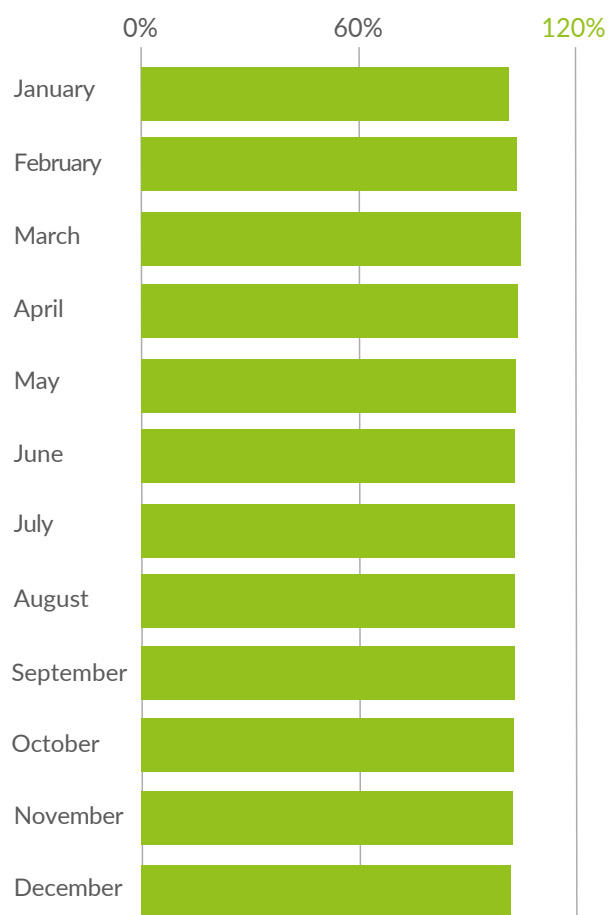


The transparency portal on our website's homepage

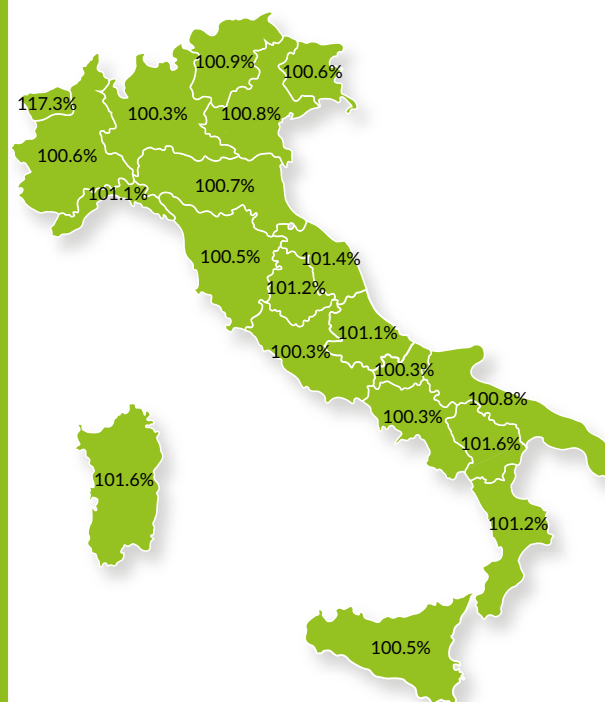
ECOTYRE LIVE
Scan the QR code
to access our real time
collection data



FOCUS ON OUR



DEGREE OF TARGET ACHIEVEMENT BY



16,270 TYRE AND CAR REPAIR SHOPS JOINED US FROM ALL OVER

ITALY 96% OF VEHICLES IN OUR FLEET ARE EURO 5 OR EURO 6

66.99% OF OUR COLLECTIONS SERVE SMALL TRADERS

ECOTYRE PARTNERS

125 OPERATORS WORK WITH ECOTYRE TO MAKE SURE THAT WASTE TYRES ARE PROMPTLY COLLECTED, TRANSPORTED IN ENVIRONMENTALLY COMPATIBLE WAYS AND DYNAMICALLY RECOVERED.

The 107 Logistics Partners working with us to pick up and transport waste tyres on a daily basis offer a complete service, monitoring a tyre's life cycle from the moment it is generated up until its arrival at its final recovery destination. There, our 18 Recycling Partners will treat it as appropriate and transfer it to their final waste-to-material or waste-to-energy destination.

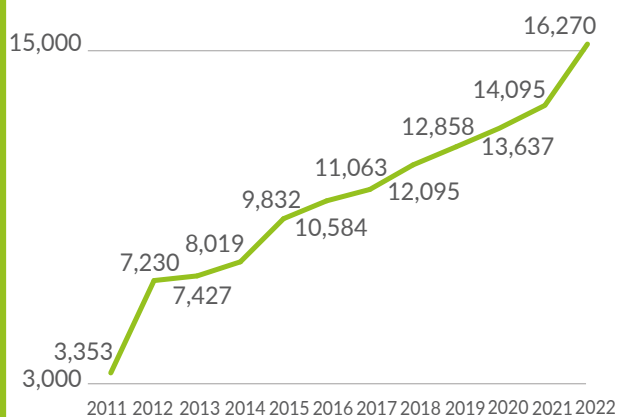
We select our partners according to the sustainability principle: we pick local companies and plants to shorten the distance travelled by waste tyres before being recycled. Another important selection criteria is the type of vehicles used to transport the ELTs: **in 2022, 96% of our fleet consisted in Euro 5 or Euro 6 vehicles.**

Punctuality of collection remains very high, with 80.32% of collections carried out as scheduled in urban centres and 75.43% in peripheral areas. A further 9% was carried out within 5 days from the scheduled date.

EcoTyre is strongly focused on small traders, who have less storage space and need more frequent collections. This entails higher costs for the Consortium, but we managed to rationalise procedures thanks to our It-managed collection rounds. **In 2022, 66,99% of our collection missions served small traders (max 300 tyres per mission).**

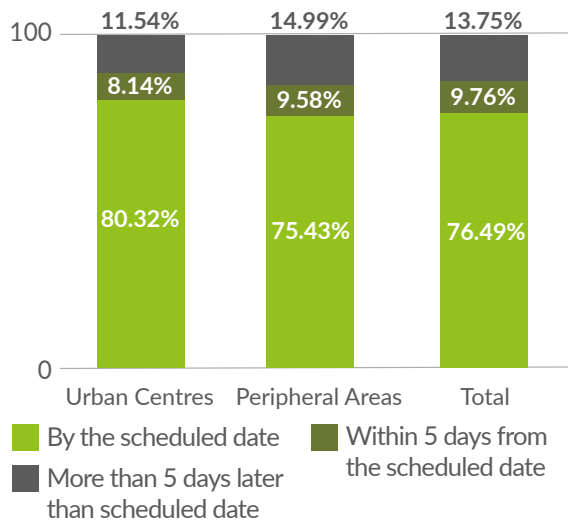
**OVER 2.000 PICK-UP POINTS
REGISTERED IN THE PAST YEAR AND
OUR PUNCTUALITY INDEX IMPROVED**

GROWTH OF PICK-UP POINTS 2011 - 2022

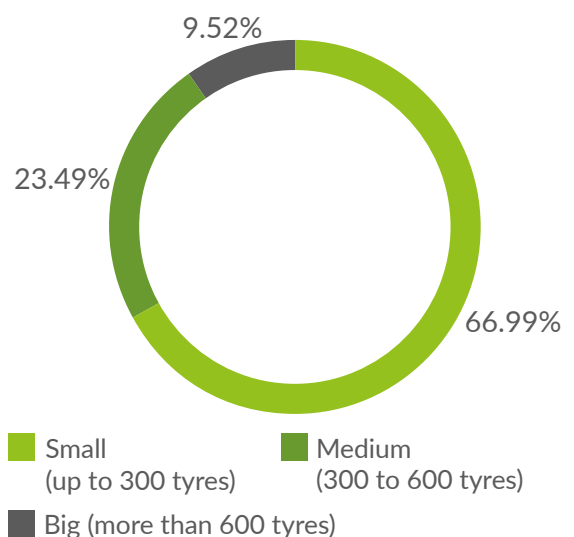


The fleet used
by EcoTyre is made
by **96%** of Euro 5
or Euro 6 vehicles

PUNCTUALITY INDEX (SHARE OF COLLECTIONS CARRIED OUT AS SCHEDULED)



COLLECTIONS BY SHOP SIZE



464 OF COLLECTIONS CARRIED OUT AT ACI'S VEHICLE DISMANTLERS

2,113,885 KG OF WASTE TYRES COLLECTED FOR THE ELT COMMITTEE

100% COVERAGE OF THE NATIONAL TERRITORY

THE JOINT COLLECTION NETWORK WITH ACI'S CAR DISMANTLERS

ECOTYRE COOPERATES WITH THE ELT COMMITTEE SET UP BY ACI,
IN CHARGE OF COLLECTING ALL ELTS RESULTING OUT OF TYRES FITTED
ON NEW CARS PLACED ON THE MARKET.

Ministerial Decree 182/2019 requests a dedicated recovery chain for the tyres that are placed on the market already fitted on newly registered cars. The ELT Committee set up by ACI is in charge of the collection of these items at all car dismantlers registered on the Motorvehicles Public Register.

EcoTyre is one of the partners entrusted by the Committee with this collection category. In 2022, we carried out 464 collection missions at car dismantlers, for a total of 2,113,885 kg of ELTs delivered for recovery.

Region	ELTS COLLECTED (KG)	No. OF COLLECTIONS
BASILICATA	6,410	1
CALABRIA	37,270	11
CAMPANIA	7,180	2
EMILIA ROMAGNA	707,810	133
FRIULI VENEZIA GIULIA	14,640	4
LAZIO	59,120	12
LIGURIA	49,210	14
LOMBARDY	57,460	9
MARCHE	49,500	8
MOLISE	8,080	3
PIEDMONT	180,105	46
APULIA	310,040	65
SARDINIA	228,680	39
SICILY	56,220	21
TUSCANY	174,230	49
TRENTINO ALTO ADIGE	38,270	13
UMBRIA	5,110	1
VALLE D'AOSTA	9,150	4
VENETO	115,400	29
OVERALL TOTAL	2,113,885	464



ELTS ZERO: A PROJECT ON THE SIDE OF CITIZENS

DOZENS OF SPECIAL MISSIONS TO CLEANSE ABANDONED TYRE DUMPS
AND RAISE AWARENESS AMONG THE GENERAL PUBLIC.

With the support of the Ministry of the Environment and Energy Security, eleven years ago EcoTyre started its ELTs Zero Project aimed at reducing the number of abandoned waste dumps in our country. The project revolves around two implementation steps. The first is to identify and clean up, in cooperation with environmental organisations and local authorities, these illegal dumps. The second is to raise awareness among the general public on the right way to dispose of this type of waste.

In the course of 2022, EcoTyre carried out 55 special collection interventions on abandoned dumps, transferring 231,140 kg of waste tyres to recovery. Most missions were implemented thanks to our decade-long collaboration with two major Italian environmental organisations: Legambiente and Marevivo.

EcoTyre is Legambiente's partner in Italy's main event against improper waste disposal: 'Puliamo il Mondo' [Let's Clean Up the World]. This year, we carried out 40 waste collection missions, mainly in Calabria and Sicily.

With Marevivo, on the other hand, in 2022 we continued our ELTs Zero campaign along Italian shores. The organisation's divers intervened in 11 locations - ports and beaches - to remove waste tyres from seabeds, especially in port areas.

Then, in cooperation with Fare Verde, EcoTyre carried out 4 collection missions to pick up these abandoned ELTs.

These collection missions were followed by information and participation activities mainly targeted at a younger audience, so as to educate them on the proper way to manage and recover ELTs and on their recycling potential.

ECOTYRE LIVE

Scan the QR code and find
out more about the ELTs
Zero missions

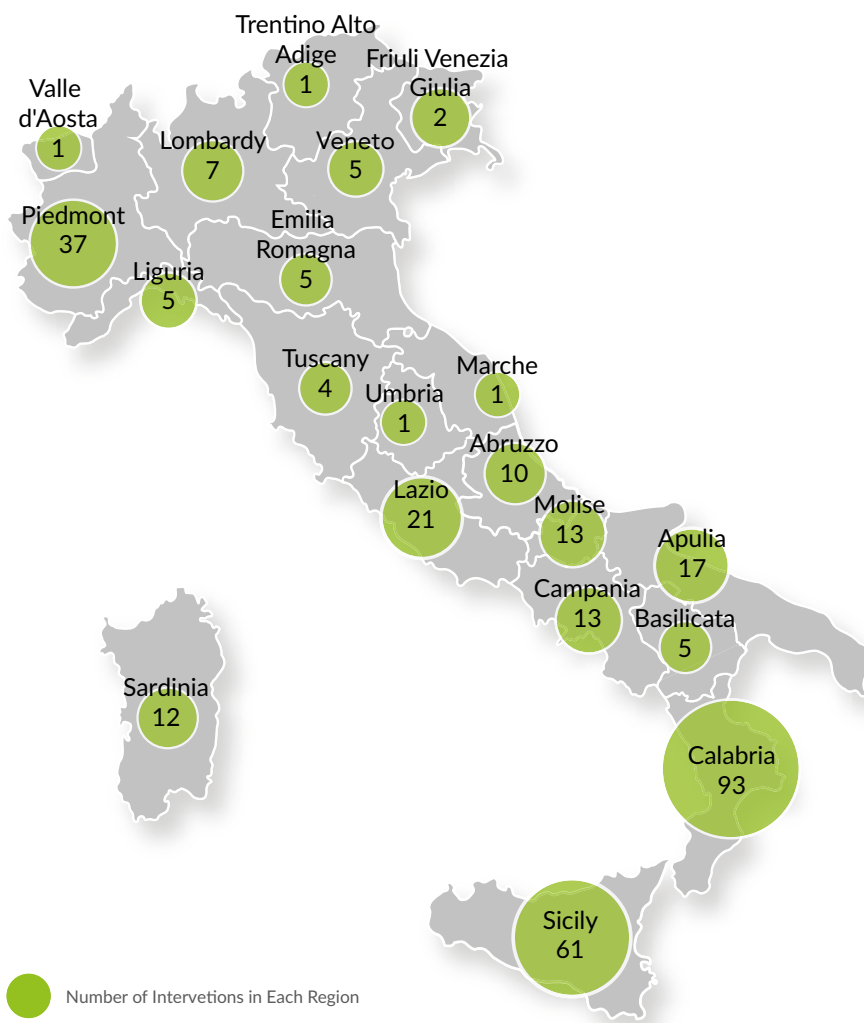




Bosco di Milo (CT)



Gaeta (LT)



Isola delle Femmine (PA)



Alghero (SS)



Mazara del Vallo (TP)

70% OF A TYRE'S RUBBER IS RECYCLABLE

59.8% OF ECOTYRE'S ELTS ARE DESTINED TO WASTE-TO-MATERIAL RECOVERY

2 KG OF CO₂ REDUCTION FOR EVERY RECYCLED WASTE TYRE

RECYCLING MATTERS

FOR THE SAKE OF THE CIRCULAR ECONOMY, IT IS PREFERABLE TO RECOVER MATERIALS RATHER THAN ENERGY: THESE ARE THE SECONDARY RAW MATERIALS OBTAINED BY RECYCLING ELTs.

Recycling end-of-life tyres has become a must if we are to give new life to the materials they contain. Tyres are roughly made by 70% of recyclable rubber, by 20% of steel and by 10% of textile fibres, and these materials are all fully recoverable.

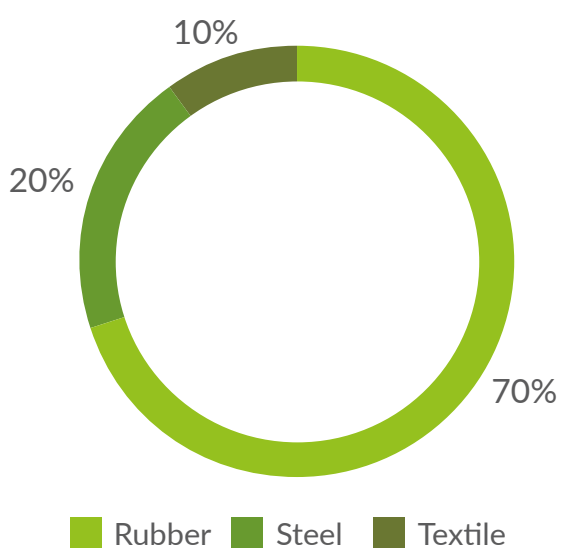
However, given recycled rubber products do not yet absorb all the volumes of material produced by ELTs treatment, a portion is recovered in the form of energy - an option still preferable to the use of fossil fuels. Our R&D efforts are thus highly focused on creating new markets for the rubber produced by recycled waste tyres.

Thanks to our successful Rubber-to-Rubber Project, the rubber directly derived from waste tyres can now be used to manufacture new tyres or other rubber products.

Recovering materials remains the most ecological choice, having it been estimated that, for every recycled waste tyre, two kilos less of carbon dioxide are produced vis-à-vis the waste-to-energy option.

OUR RUBBER-TO-RUBBER PROJECT MAKES IT POSSIBLE TO REUSE ELTS TO PRODUCE NEW BINDERS AND TYRES.

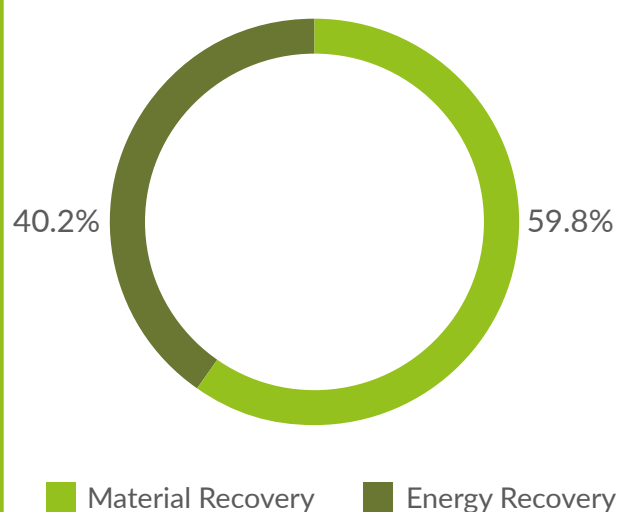
TYRE COMPONENTS



100% of waste tyres
can be recycled

59.8%
of waste tyres
destined to recovery

TYPE OF RECOVERY



THE RUBBER-TO-RUBBER CHAIN

INDUSTRIAL DEVELOPMENT COMBINED WITH RUBBER TECHNOLOGY
ENABLED THE RECYCLING OF ELTS TO MAKE NEW TYRES.

EcoTyre's ambitious Rubber-to-Rubber Project, initiated in 2016, achieved its objective: reusing the rubber derived from the ELTs we collect in Italy to make new tyres or other rubber products.

These green materials were used in various applications, such as tyre treads that were later tested on-road, proving the financial and, first and foremost, technical sustainability of the project.

Our development agreement with AGR and Versalis (Eni) continues standing and we are currently entering a new phase of the project, aimed at exploring solutions and applications to further consolidate the reuse of recycled rubber, namely in the form of elastomers for new products.

The ultimate goal of the Rubber to Rubber Project is to make a new raw material, directly derived from waste tyres, employable to generate new tyres or other rubber products.

During the 2023-2025 period we will be distributing these products to the entire EcoTyre fleet and promote their use all along the rubber chain.

The green
binder employed
contained **20%**
of recycled rubber

1,5 million km
of on-road tests

ECOTYRE LIVE
Scan the QR code
to check out the latest
news on the 'Rubber



Target to be achieved
by 2024: green tyres
for our entire fleet





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