



L'Economia Circolare dei PFU



REPORT 2024





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Consolidated data as of December 31, 2023

Scan the QR code
and download the report



INTRODUCTION

The past year was marked by a gradual return to normalcy of management, after the abrupt explosion of the pandemics first and armed conflicts later. Both impacted very significantly on the cost of the energy and raw materials needed for the treatment and transfer of the waste tyres we collect, but the situation seems now normalised.

With the help of all internal and external collaborators, of our 77 Logistics Partners and our 19 Recycling Partners, we managed to continue providing our collection services without having to touch the related environmental fees, while still managing to both meet the baseline objectives and targets set forth by the law and provide the additional collection contribution required by the Ministry for the Ecological Transition to compensate for the inefficiencies of part of our sector.

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

In 2023 the number of collections registered in our network exceeded 17,500 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. On the side of the Circular Economy and our commitment to its promotion, our 'Rubber-to-Rubber' research and development programme made great progress and is now fully in its 5.0 implementation stage, with new, important technical and industrial partnerships. We continued feeding the rubber circular cycle, as the devulcanised rubber directly obtained by waste tyres can now be used to make new rubber compounds employable to manufacture new tyres and other products. In the coming month, it should be possible to further increase the national percentage of tyres fitted on vehicles that contain rubber directly derived from the waste tyres collected in Italy.

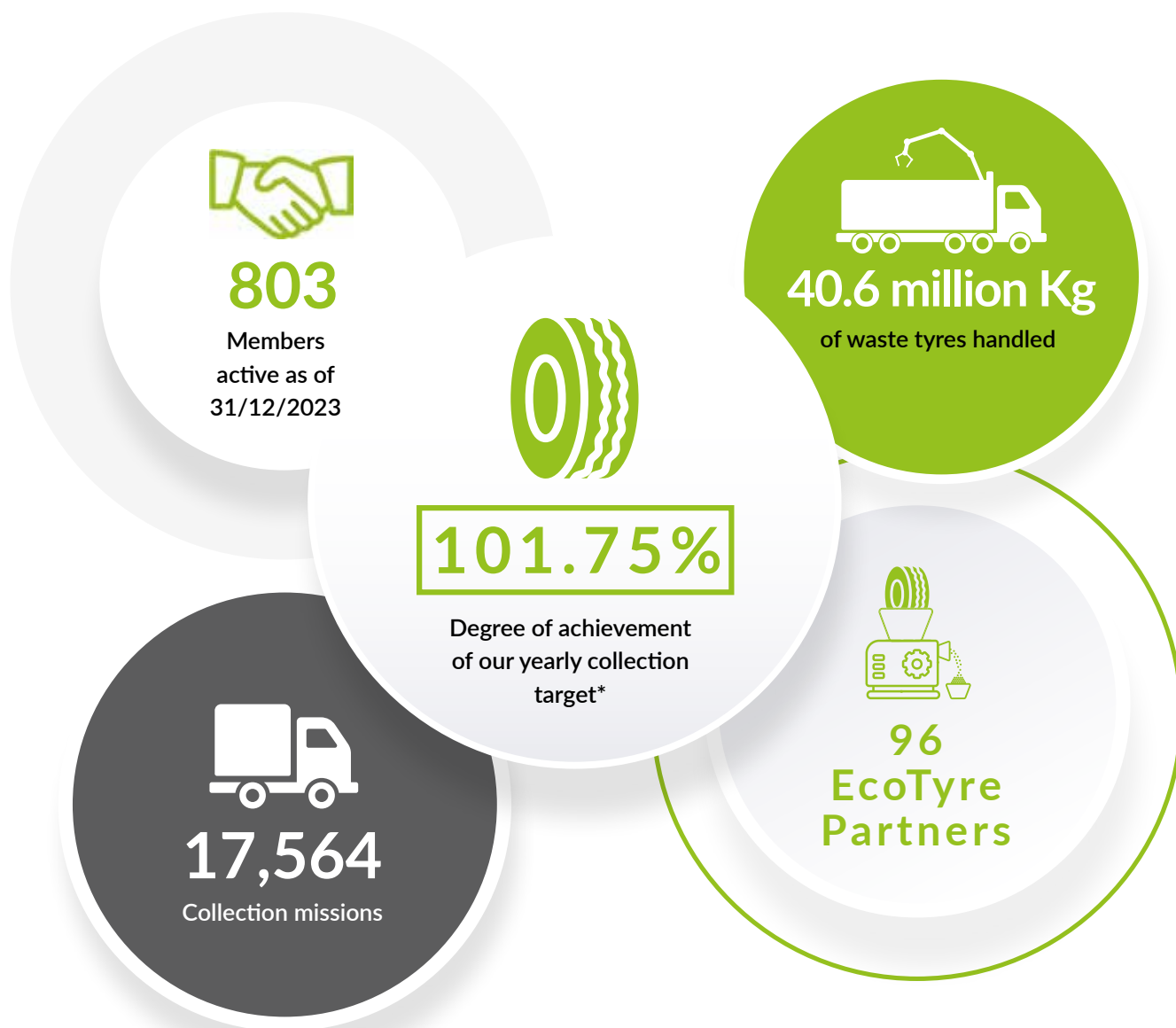
Ecotyre consistently continued walking the walk towards quality of service and innovation within the Circular Economy, always striving to find the right balance that allows us to deliver an efficient and truly nation-wide service, conduct cutting-edge research for the Circular Economy and maintain environmental fees at appropriate levels.

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 programs, but also as a tool for further consultation and monitoring thanks to its linked-in QR Codes. By scanning them with their smart-phones, readers will be taken to our Portal where real time data and updates can be found.

We hope you will enjoy it



ENRICO AMBROGIO
PRESIDENT OF ECOTYRE



NATION-WIDE

EcoTyre serves tyre dealers in every corner of Italy, most remote locations included.

TRANSPARENCY

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

COVERAGE

Members benefit from a reliable service and a robust reporting system.

RELIABILITY-COST

Efficiency in logistics management ensures that the environmental fees remain competitive.

*According to our National Collection Plan

SINCE 2011 WE PROVIDE AN EFFICIENT AND TRULY NATION-WIDE
SERVICE TO TYRE MANUFACTURERS AND IMPORTERS

RESEARCH & DEVELOPMENT AS A LEVER FOR CHANGE

72 MILLION ITEMS DELIVERED FOR RECOVERY

ABOUT US

SINCE 13 YEARS AT THE FOREFRONT IN MANAGING
WASTE TYRES FROM A CIRCULAR ECONOMY PERSPECTIVE.

Founded in 2011, EcoTyre immediately established itself as a leader in End-of-Life Tyres (ELTs) 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 pick-up to final destination. Delivering an effective collection service is paramount to contrasting 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 incentives organizations as ours to boost their 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



**17,255 TYRE DEALERS AND PRODUCERS SERVED BY
OUR FREE-OF-CHARGE COLLECTION SERVICE**

**77 LOGISTICS PARTNERS INVOLVED IN COLLECTING
AND TRANSFERING THE WASTE TYRES**

19 RECYCLING PARTNERS TO TREAT AND RECOVER THEM

HOW IT WORKS

FROM TYRE FITTING TO END-TO-END RECYCLING: A COMPLEX AND ARTICULATED CHAIN WITH MANY PLAYERS WORKING TOGETHER TO REDUCE THE ENVIRONMENTAL IMPACT OF WASTE TYRES.

Let's take a closer look at the key players in our supply chain.

- **Producers and Importers:** they entrust EcoTyre with fulfilling on their behalf all legal obligations related to the management and treatment of end-of-life stage of the new tyres they place on the Italian market;
- **Business operators:** Tyre dealers, repair shops and other professionals in the sector, who benefit from our free-of-charge and on-site collection service of ELTs generated by their tyre-fitting activities;
- **EcoTyre:** The consortium organises and manages on a daily basis the collection and transport of waste tyres within the country, and fulfills on behalf of its Members all reporting duties at any required level;
- **Logistics Partners:** They collect the waste tyres throughout Italy and handle all logistics-related aspects;
- **Recycling Partners:** They carry out the actual rubber recovery process, separating the latter from other iron and textile components and shredding into various formats suitable for waste-to-material or waste-to-energy recovery. This process generates rubber granules, which can be used to manufacture new recycled rubber products such as sound-absorbing panels, safety tiles and urban and sports furniture (e.g. athletics tracks), or to produce 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 applicable legislation and with 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 ON BEHALF OF OUR MEMBERS, ENSURING ALL ELTS ARE COLLECTED, TREATED AND ACCOUNTED FOR IN FULL COMPLIANCE WITH THE LAW. WE GUARANTEE TOP EFFICIENCY AND PUNCTUALITY AND WE REMAIN IN CONSTANT DIALOGUE WITH ALL COMPETENT AUTHORITIES.

EcoTyre operates on behalf of its members, tyre producers and importers, who can rest assured that their waste tyres will be collected, shipped, treated and recovered 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.

Our staff, through our digital management tools, also takes care of all the required paperwork. Tyre producers and importers have the legal obligation to report on a monthly basis how many new tyres they place on the market and to declare every year how many were sent for recovery. This is done online, through the Consortium's platform, with huge time and cost savings. Our entirely digitalised system also manages and stores all financial data related to the payment of the environmental fees. Once they have complied with all their obligations, members can download from our portal their certificate of proper ELTs management.

A parallel system allows tyre dealers to request the free of charge collection of waste tyres directly at their premises and monitor their order. The ELTs are thus guaranteed to be sent for recovery.

The institutions, and the Ministry of Environment and Energy Security in particular, are another important interlocutor for our consortium. We are always ready to contribute with our expertise to the understanding and improvement of our sector's regulatory mechanisms.

For more than ten years, EcoTyre has also been leading a voluntary programme, the ELTs Zero Project ("PFU Zero"), consisting in special missions to collect waste tyres that were dumped into the environment, in cooperation with NGOs and volunteering organisations. These missions are accompanied by communication and advocacy initiatives to contrast illegal dumping and promote appropriate waste management.

Last but not least, EcoTyre has invested important resources in R&D, with a focus on waste tyres recycling. Thanks to our Rubber-to-Rubber Project, it is now possible to produce ELT-derived compounds usable to manufacture new tyres or other rubber products.



97 EMPLOYEES AND STAFFERS WORKING FOR US

17.5 MILLION EURO OF VALUE GENERATED ON AN ANNUAL BASIS

2 EXTERNAL EXPERTS WORKING ON R&D

OUR SOCIAL AND ECONOMIC INCIDENCE

WE HAVE A LEAN STRUCTURE WHICH CAN COUNT ON THE EXTERNAL SUPPLIERS WE COORDINATE TO CONSISTENTLY PROVIDE A HIGH QUALITY SERVICE.

In 2023, 97 professionals worked together to deliver an efficient, timely and genuinely nation-wide collection service.

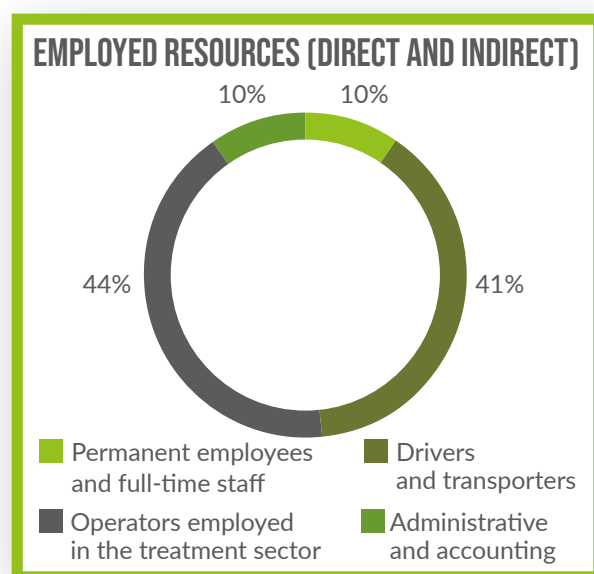
The Consortium opted for an efficient centralised structure coupled with a wide network of external collaborators. It has also developed online technical and management tools that ensure on-time operations and accurate reporting.

EcoTyre's operations are estimated to generate a value of approximately 17.5 million Euro, a significant achievement for the Italian Circular Economy.

Considering the person-days required to run our chain at best, on top of its ten permanent employees and full-time staffers the Consortium also relies on:

- 41 drivers and transporters;
- 44 treatment plant operators;
- 10 administrative and accounting employees.

As far as R&D is concerned, EcoTyre has selected 2 external collaborators, chosen for their scientific and technological expertise.



ORGANISATIONAL MODEL AS PER LEGISLATIVE DECREE 231/01

**ISO 9001:2015 AND 14001:2015 CERTIFY OUR QUALITY
AND ENVIRONMENTAL STANDARDS**

MEMBERS AND PARTNERS EXPRESS SATISFACTION

TRANSPARENCY

ETHICS AND SUSTAINABILITY PLAY A CENTRAL ROLE
IN OUR WORK. QUALITY AND CONTINUOUS IMPROVEMENT
ARE OUR DAILY GOALS.

Any organisation operating in the waste sector shall be guided by unshakeable and binding principles: full legal compliance, a commitment to guaranteeing high quality standards, protecting the environment and promoting the health of workers and citizens.

With this in mind, EcoTyre has implemented tools to estimate flows, report on them and carry out any other related task. 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, which establishes 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.

Quality and sustainability are 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; our members and partners express satisfaction for our competence and promptness of response, as much as for the quality of our equipment and of the tools used to communicate with our members and the general public.

803 CONSORTIUM MEMBERS AS OF DECEMBER 2023

ITALIAN AND FOREIGN TYRE **PRODUCERS AND IMPORTERS**

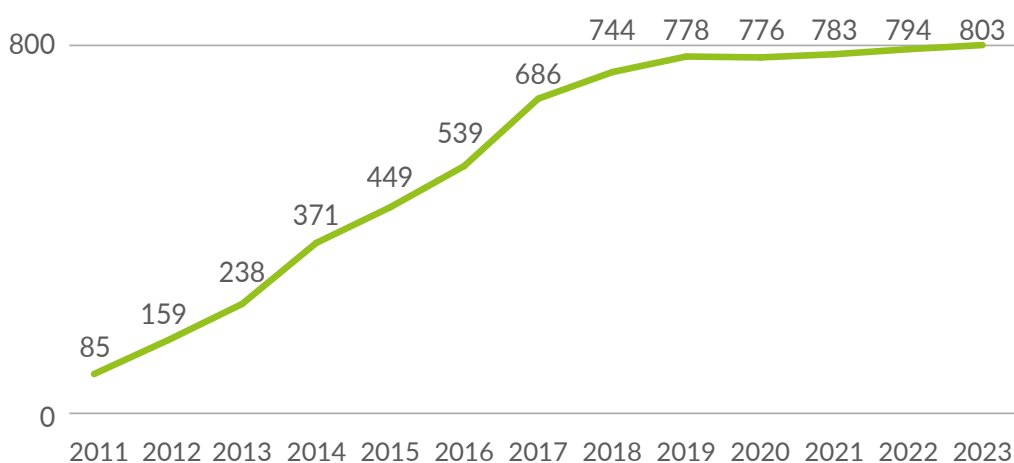
RELIABILITY FOSTERS MEMBERSHIP LOYALTY

ECOTYRE'S MEMBERS

BY KEEPING IN CONSTANT TOUCH WITH OUR MEMBERS,
WE CONSOLIDATE RELATIONS OF MUTUAL TRUST THAT ALLOW
US TO SERVE ARTISANAL, COMMERCIAL AND INDUSTRIAL
PLAYERS OF BOTH BIG AND SMALL SIZE.

Since its creation, EcoTyre is confirmed every year as Italy's first Consortium by membership. We are rewarded for our continuous efforts to ensure highest quality of service and maximum reliability, in full compliance with all legal provisions and related deadlines. All our members can count on this, from the smallest businesses to the global corporations renewing their partnership with us year after year.

MEMBERSHIP 2011-2023



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



15 DIFFERENT TYPES OF ECO-FEES

-30% IN 12 YEARS: REDUCED OPERATING AND MANAGEMENT COSTS

EFFICIENCY FOR THE OPTIMISATION OF LOGISTICS COSTS

ENVIRONMENTAL COMPATIBILITY

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

Environmental fees are established on the basis of 15 categories of tyres, defined by the Ministry of the Environment and Energy Security regulations. The categories depend on the items weight, with the final purchasing price varying accordingly.

By reorganising its network so as to optimise its scope and logistics costs, EcoTyre managed to remain competitive in the best interest of its members. This strategy further improved the efficiency of our collection system, maintaining **the right balance between efficiency of service and environmental quality**.

Moreover, the IT portal we adopted on the logistics side, which facilitates exchanges between tyre dealers and EcoTyre to handle our missions, proved to be a very effective choice to save on collection costs.

A COLLECTION RATE EXCEEDING OUR TARGET BY **+1.75%**

40,541,722 KILOS COLLECTED IN 2023

540,000,000 KILOS OF WASTE TYRES DELIVERED FOR RECOVERY SINCE 2011

COLLECTION IN ITALY

THANKS TO ITS NATIONAL COLLECTION PLAN, ECOTYRE MANAGES TO DELIVER FOR RECOVERY EVEN MORE WASTE TYRES THAN WHAT THE LAW WOULD REQUIRE.

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 suffered by tyres because of tread wear. To achieve this target, we develop a National Collection Plan that takes seasonal factors and specific local necessities into account.

In 2023, we collected altogether 19,286 kilos of ELTs in Italian regions. About 38.5 million kilos of items were collected for the national tyres replacement network (tyre dealers) and 1.7 million at ACI [Automobile Club d'Italia] car dismantlers, while the rest came from the special recovery missions linked to our PFU Zero Project.

In its 13 years of activity, EcoTyre delivered for suitable recovery about 540 kilos of waste tyres, for a total of about 72 million items.



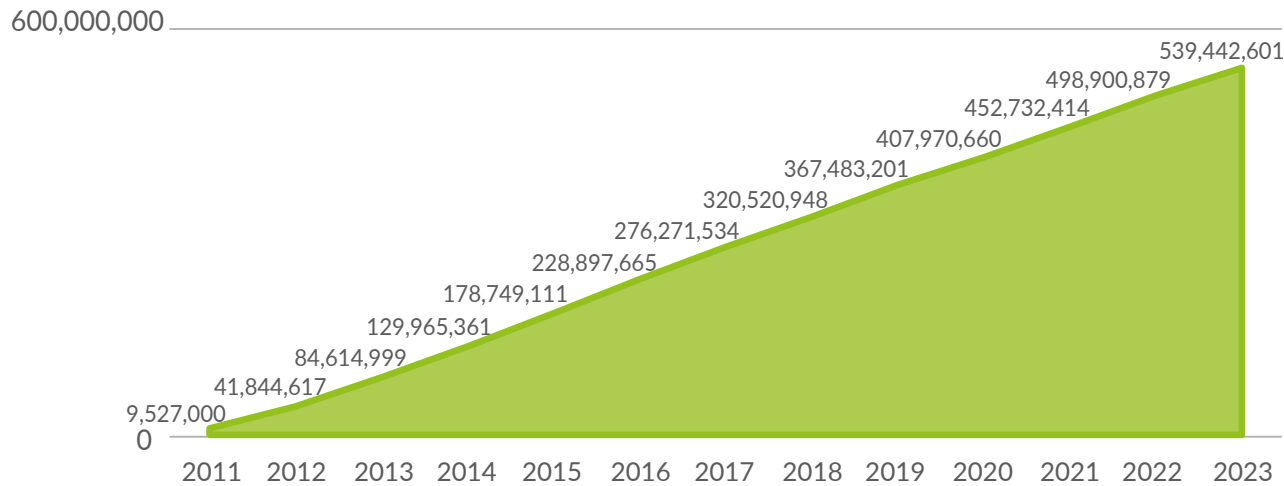
72 MILLION TYRES DELIVERED FOR SUITABLE RECOVERY IN 13 YEARS. ALL LINED UP, THEY WOULD EXCEED THE ENTIRE EQUATORIAL CIRCUMFERENCE OF THE EARTH.

100%



ECOTYRE MAKES AN IMPORTANT CONTRIBUTION TO KEEP UP WITH THE ENVIRONMENTAL NEEDS OF OUR SECTOR. IN 2023 WE COLLECTED **101.75%** OF THE TARGET*

CUMULATIVE COLLECTION 2011-2023 (kg)



*According to our National Collection Plan

17,564 COLLECTION MISSIONS CARRIED OUT THROUGHOUT ITALY IN 2023

2,308 KG THE AVERAGE WEIGHT PER ROUND

28 SPECIAL COLLECTION MISSIONS THANKS TO PFU ZERO

OUR OPERATIONS ON THE GROUND

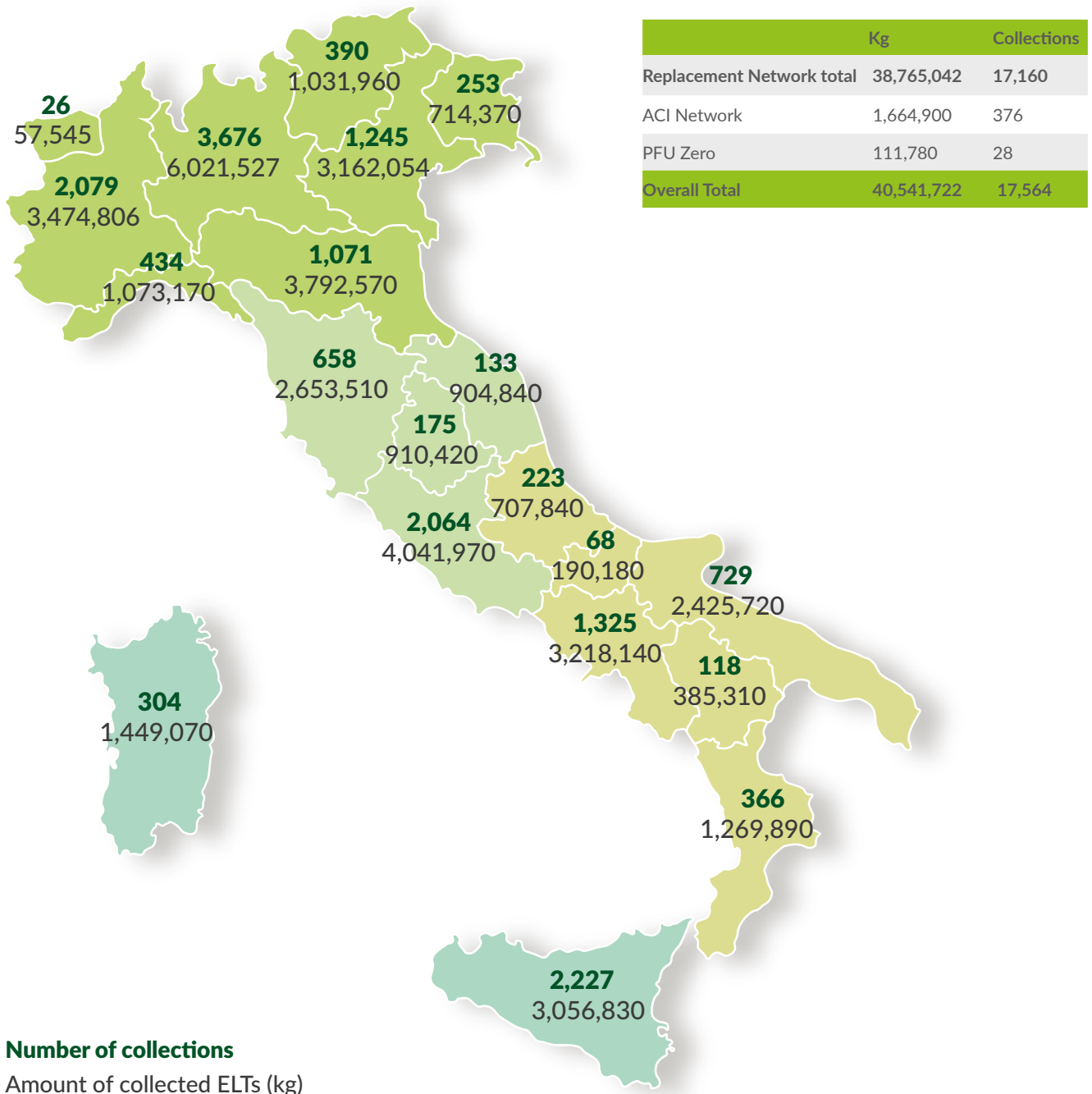
FROM ALPINE VILLAGES TO THE MINOR ISLANDS, ECOTYRE FULLY COVERS ANY LOCATION ON ITALIAN SOIL WITH TOP EFFICIENCY.

In 2023, EcoTyre handled 17,564 collection operations in total. Most of these (17.160) served tyres dealers and repair shops (18,898), while 376 served the car dismantlers of the ACI network. Moreover, another 28 missions consisted in our special interventions on the abandoned tyre dumps identified through our PFU Zero Project.

Collection services are delivered 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 dealers taken into account.



ECOTYRE EFFICIENTLY SERVES EVEN THE SMALLEST AND MOST REMOTE BUSINESSES.



FAST ACCESS TO DATA

ALL COLLECTION DATA IS REPORTED IN A TIMELY MANNER
ON A DEDICATED SECTION OF THE ECOTYRE WEBSITE. A CHOICE OF TRANSPARENCY
THAT ALLOWS ANYONE TO MEASURE OUR COMMITMENT MONTH BY MONTH.

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 them. Such surpassing capacity is well visible and enables to increase both the number of collections and the quantities of waste sent for recovery.

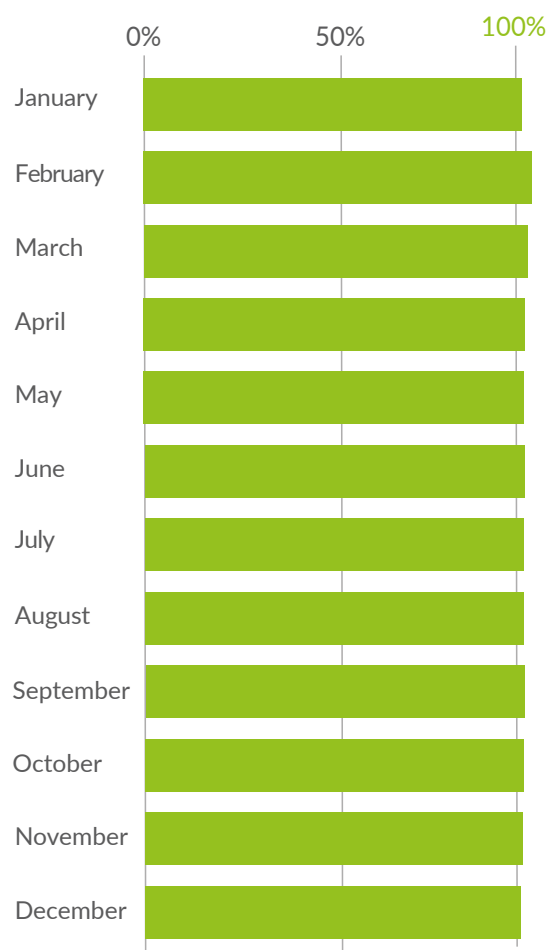


The transparency portal on our website's

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



FOCUS - COLLECTION TARGET



DEGREE OF TARGET ACHIEVEMENT BY



17.255 PICK-UP POINTS AT TYRE DEALERS ALL OVER ITALY

96.2% OF TRUCKS IN OUR FLEET HAVE EURO 5 OR EURO 6 ENGINES

68.22% OF OUR COLLECTIONS SERVE SMALL TRADERS

ECOTYRE PARTNERS

96 OPERATORS WORK WITH ECOTYRE TO ENSURE THE MOST EFFICIENT AND SUSTAINABLE MANAGEMENT, COLLECTION AND RECYCLING SYSTEM POSSIBLE.

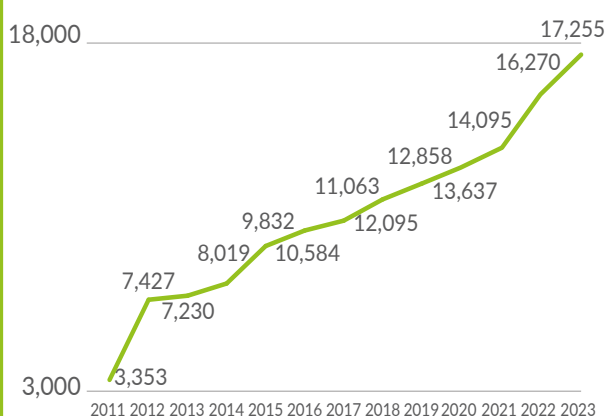
Our 77 Logistics Partner work take care of the day-to-day collection and shipment of waste tyres. Our coordinating efforts make it possible to offer a complete service that sees each and every tyre's life cycle being monitored from the moment it is generated until it reaches its final recovery destination. There, our 19 Recycling Partners will treat it as appropriate and transfer it to its final waste-to-material or waste-to-energy destination.

Partners are selected in a sustainability perspective, with priority given to local businesses and plants so as to reduce the miles covered by the waste collected. **In 2023, 96.2% of the transport fleet consisted of Euro 5 or Euro 6 vehicles.** Punctuality of collection remains very high, with 81.46% of collections carried out as scheduled in urban centres and 76.54% in peripheral areas. A further 9.88% is carried out within 5 days from the scheduled date.

EcoTyre is strongly focused on small trader needing more frequent collections also because of their limited storage capacity. **In 2023, 68.22% of our collection missions served small traders for a max of 300 tyres per mission.**

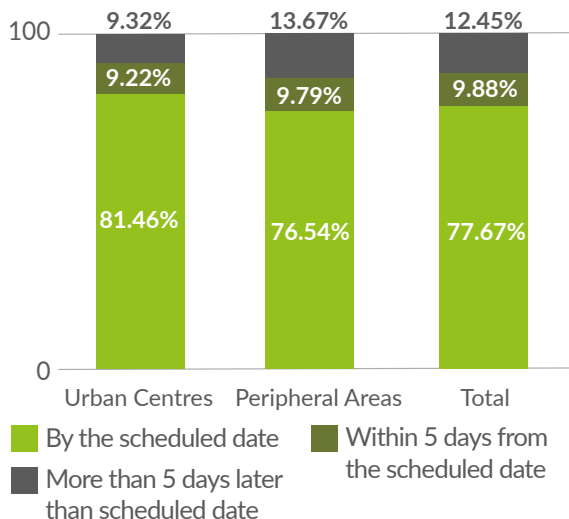
**OVER 2,000 PICK-UP POINTS REGISTERED IN THE PAST YEAR,
WITH OUR PUNCTUALITY INDEX IMPROVING**

GROWTH OF PICK-UP POINTS 2011 - 2023

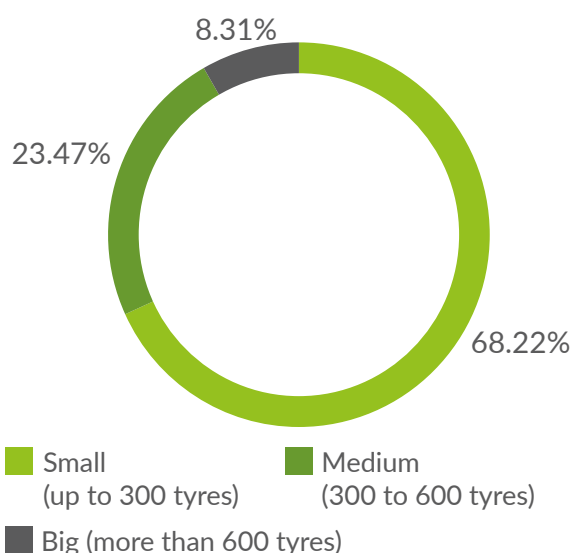


The fleet used by EcoTyre is made by **96% of Euro 5 or Euro 6** vehicles

PUNCTUALITY INDEX (SHARE OF COLLECTIONS CARRIED OUT AS SCHEDULED)



COLLECTIONS BY SHOP SIZE



376 COLLECTION MISSIONS AT ACI-REGISTERED CAR DISMANTLERS

1,664,900 KG - VOLUMES COLLECTED FOR THE ELTS COMMITTEE

100% OF THE NATIONAL TERRITORY COVERED BY OUR SERVICES

OUR COLLECTION SYSTEM FOR ACI'S DISMANTLERS

ECOTYRE HAS BEEN A PARTNER OF ACI'S ELT COMMITTEE FOR YEARS AND PROVIDES AN AD-HOC COLLECTION SERVICE FOR CAR DISMANTLERS. THIS ENSURES THAT ALSO THE TYRES ORIGINALLY ALREADY FITTED ON NEW CARS WILL BE SENT FOR RECOVERY.

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. Nel 2023, EcoTyre carried out 376 collection missions at car dismantlers, for a total of 1,664,900 kilos of waste tyres delivered for recovery.

| Region | WASTE TYRES COLLECTED (KG) | NO. OF COLLECTIONS |
|-----------------------|----------------------------|--------------------|
| ABRUZZO | 2,700 | 1 |
| BASILICATA | 2,750 | 1 |
| CALABRIA | 78,790 | 25 |
| EMILIA ROMAGNA | 591,000 | 113 |
| FRIULI VENEZIA GIULIA | 15,670 | 3 |
| LAZIO | 32,110 | 5 |
| LIGURIA | 69,140 | 20 |
| LOMBARDY | 10,700 | 3 |
| MARCHE | 57,750 | 9 |
| PIEDMONT | 120,000 | 26 |
| APULIA | 133,900 | 41 |
| SARDINIA | 170,410 | 29 |
| SICILY | 6,600 | 1 |
| TUSCANY | 177,240 | 48 |
| TRENTINO ALTO ADIGE | 29,330 | 11 |
| VENETO | 166,810 | 40 |
| OVERALL TOTAL | 1,664,900 | 376 |



PFU ZERO: A PROJECT ON THE SIDE OF CITIZENS

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

EcoTyre's PFU Zero Project has been ongoing for twelve years now, with the continuous support of the Ministry of the Environment and Energy Security. It is aimed at drastically reducing the presence of abandoned waste tyres on national soil. It consists of two essential steps. The first is to identify and clean up, in cooperation with environmental organisations and local authorities, the illegal dumps. The second is to raise awareness among the general public on the right way to dispose of this type of waste, promoting sustainable practices and disseminating information on the waste tyres recycling chain.

In the course of 2023, EcoTyre carried out 28 special collection interventions on abandoned dumps, transferring almost 231,140 kg of waste tyres to recovery. These interventions have had a significant impact on the cleaning and environmental restoration of various areas, helping to make public spaces safer and healthier.

A key part of the programme's success has been the collaboration with important Italian environmental organisations. Since ten years now, we participate with Legambiente to the campaign "Puliamo il Mondo" ["Let's Clean Up the World"] by conducting collection missions, in Calabria and Sicily in particular. This initiative has resulted in the removal of large amounts of waste, helping cleaning up many locations and raising awareness among local communities on the importance of proper waste management.

With Marevivo, the focus is on the Italian coasts where divers interventions are planned on ports and beaches to remove abandoned waste tyres from the seabed. An agreement with a number of minor islands is also in place to ensure the periodic collection of waste tyres. This has had a direct impact on the health of marine ecosystems, improving the quality of the coastal environment and preserving biodiversity.

EcoTyre has also partnered with Fare Verde, another environmental organisation, to carry out another four abandoned waste tyres collection missions. These interventions not only contributed to cleaning up the environment, but also included information and participatory events targeted at a younger audience, so as to educate them on the proper way to manage and recover waste tyres and on their recycling potential.

ECOTYRE LIVE

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

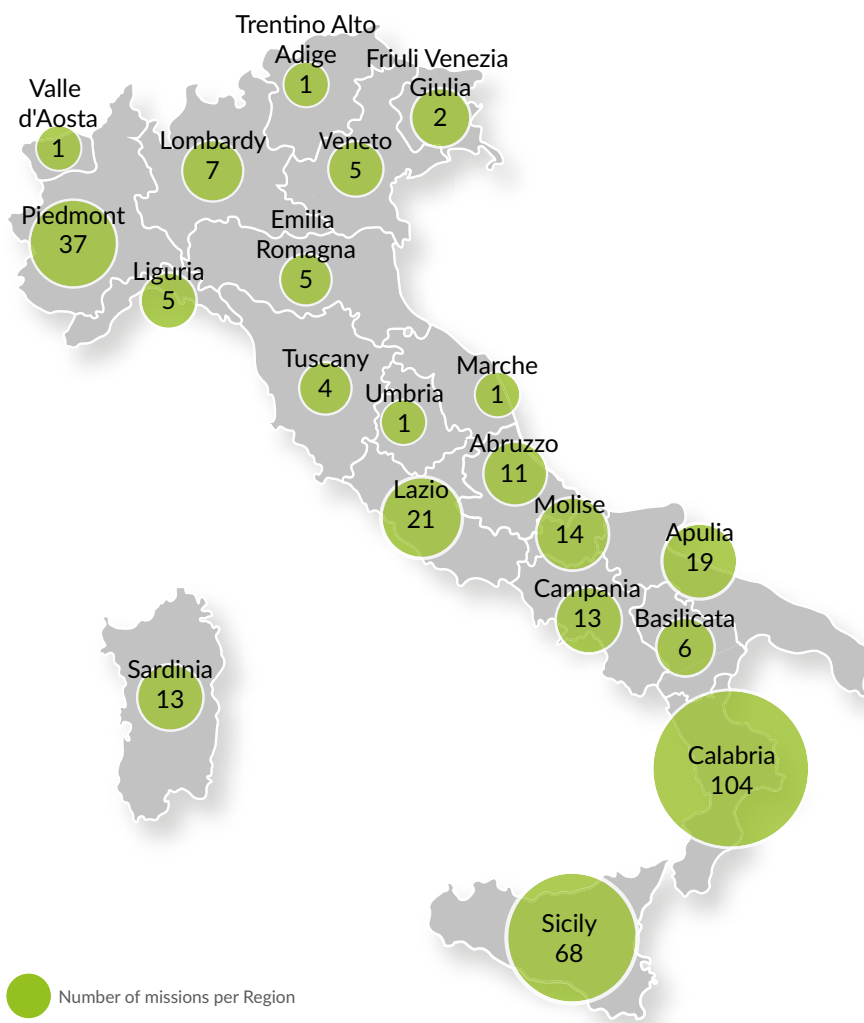




Bosco di Milo (CT)



Gaeta (LT)



Isola delle Femmine (PA)



Alghero (SS)



Mazara del Vallo (TP)

70% OF A TYRE'S RUBBER IS RECYCLABLE

54.5% OF ECOTYRE'S ELTS ARE DESTINED TO WASTE-TO-MATERIAL RECOVERY

2 KG OF CO₂ REDUCTION FOR EVERY RECYCLED WASTE TYRE

ON THE FOREFRONT OF THE CIRCULAR ECONOMY

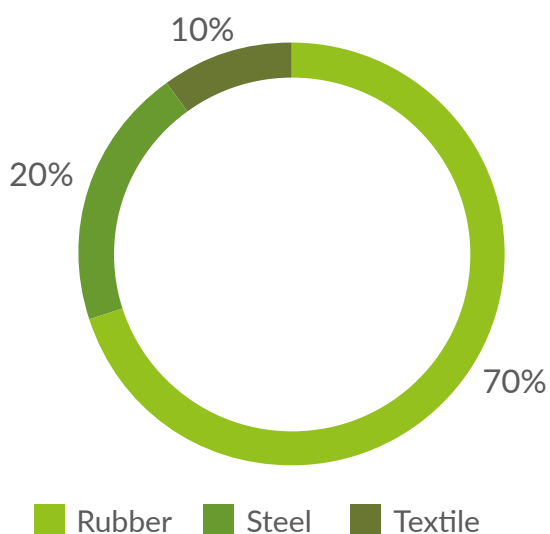
IN THE CIRCULAR ECONOMY, WASTE-TO-MATERIAL RECOVERY IS THE PRIORITY, SO THAT SECONDARY RAW MATERIALS CAN BE PRODUCED. ECOTYRE DEVOTES ALL ITS R&D EFFORTS TO THIS AIM, SO AS TO ACTIVELY PROMOTE THE RECYCLING OF WASTE TYRES.

Recycling end-of-life tyres is essential 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, all fully recoverable. While waste-to-energy represents an optimisation vis-à-vis the use of fossil fuels, recovering materials remains the ultimate objective.

Ecotyre's 'Rubber-to-Rubber' programme made it possible to use recycled rubber to manufacture new tyres and other rubber products. Recycling a tyre means producing roughly two kilos less of carbon dioxide less than the waste-to-energy option, making the waste-to-material choice the most ecological choice.

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

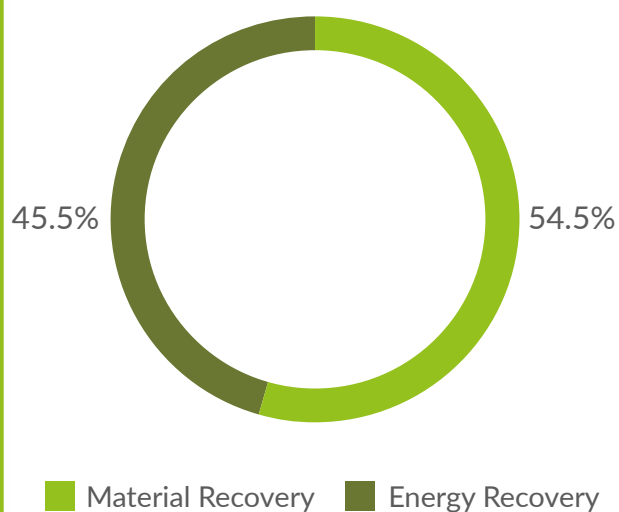
TYRE COMPONENTS



100% of waste tyres
can be recycled

54.5%
of waste tyres
destined to recovery

TYPE OF RECOVERY



FROM RUBBER TO RUBBER A WINNING CHOICE

A SIMPLE AND YET REVOLUTIONARY IDEA: RECYCLING WASTE TYRES TO CREATE NEW ONES. THANKS TO ECOTYRE'S EFFORTS, THIS CHALLENGE HAS BEEN MET AND IT IS NOW POSSIBLE TO OBTAIN SECONDARY RAW MATERIALS FROM ELTS, USABLE TO PRODUCE TYRES WITH EQUIVALENT CHARACTERISTICS THAN THOSE MANUFACTURED WITH VIRGIN MATERIAL.

We started our Rubber-to-Rubber project in 2016 with the aim of making the rubber derived from the ELTs we collect in Italy reusable to make new tyres or other rubber products.

We succeeded in our objective, and today many trucks on Italian roads are fitted with tyres produced with this recycled rubber. A key technological factor was the devulcanisation of the ELT-derived granules and the revulcanisation of the compound. It was not an easy process: we first researched and developed the matter, then the first prototypes for road tests were produced and, finally, our partners started the industrialisation phase.

The agreement between the project partners and Versalis (ENI) was essential. Thanks to the agreements reached with leading industrial partners, implementing the reuse of recycled rubber became a real possibility in the form of elastomers for new products.

The purpose of the Rubber-to-Rubber project was thus finally achieved, with 'green tyres' now in-use used on the trucks of our collection fleet and with Ecotyre's partners marketing compounds containing recycled materials.

“ Since we founded our consortium, we knew that simply setting up an efficient collection and management chain for waste tyres would not have been enough. The secondary raw materials contained in them, and rubber in particular, had to be valorised. That is why we created a research and development team that had a simple yet brilliant idea: using ELT-derived rubber to make new tyres. Our numerous partners contributed with their scientific, technical and operational expertise to the production and testing of the project's results. Today we can say that it was a winning choice and we have finally brought green tyres to the road, in line with the spirit of the circular economy.

ENRICO AMBROGIO
PRESIDENT OF ECOTYRE



Up to 30%

The amount of green compound contained in the recycled rubber that is used

1.5 million

kilometers of road tests

ECOTYRE LIVE

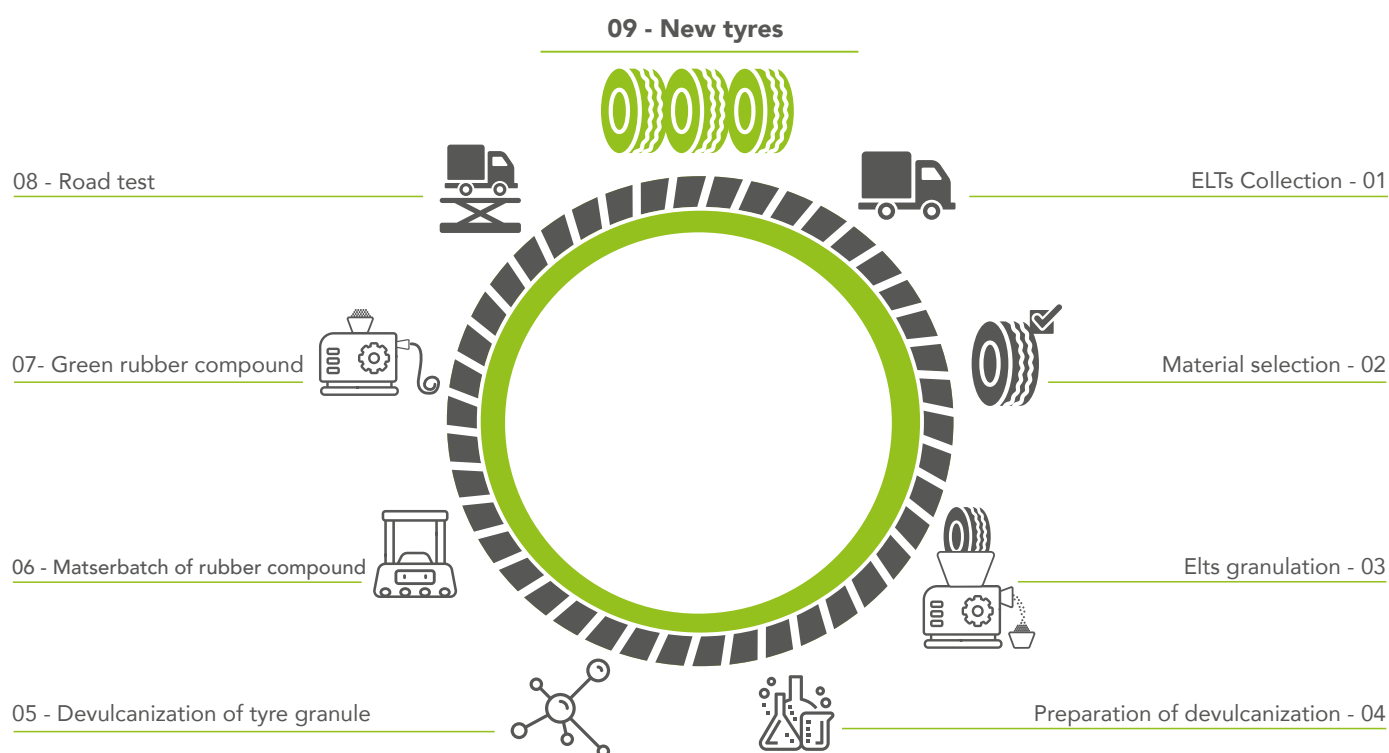
Scan the QR code to check out the latest news on the Rubber-to-Rubber project



Target to be achieved by **2028**: green tyres for our entire fleet

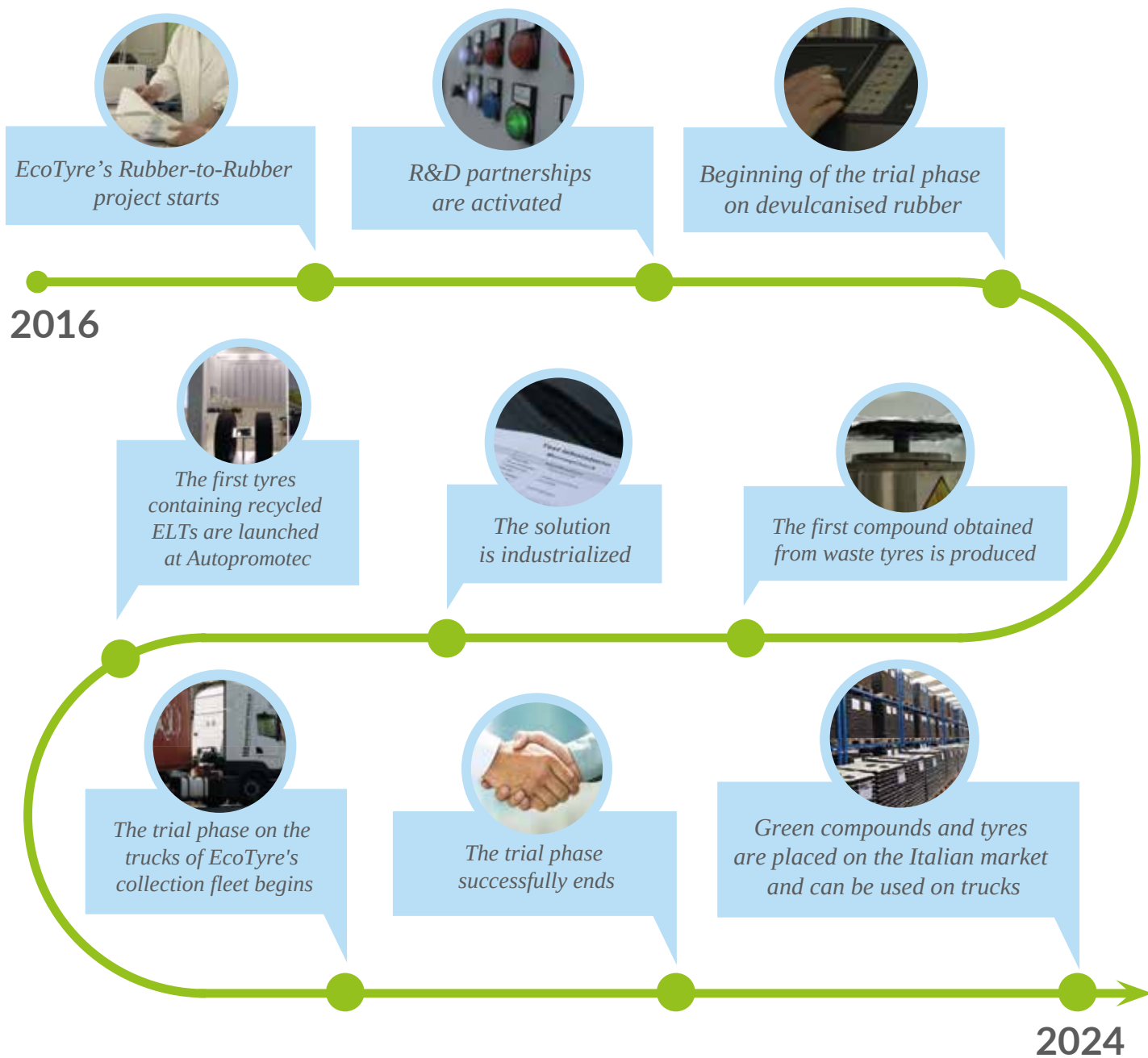
Now on the road!

The first tyres produced with ELT-recycled rubber



Rubber-to-Rubber, Phase 5.0

An EcoTyre Project





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