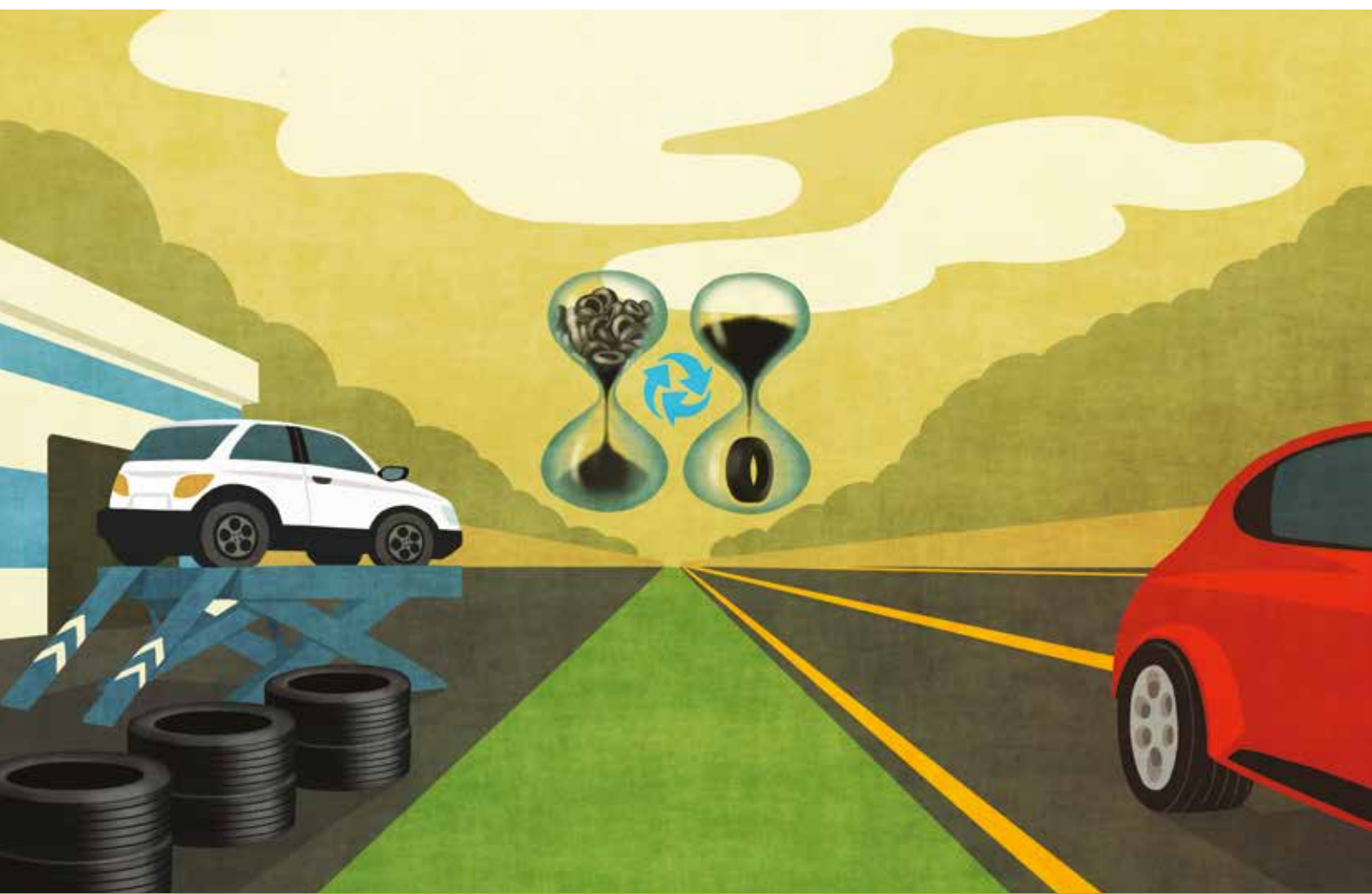




L'Economia Circolare dei PFU



REPORT 2021





L'Economia Circolare dei PFU

REPORT 2021

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to download the report



FOREWORD

During the past year, we have seen a gradual return to normality following the pandemic. With the help of all internal and external collaborators, of our 109 Logistics Partners and our 18 Recycling Partners, in 2021 we once again succeeded in achieving, and even slightly surpassing, the results and targets initially established in line with applicable legislation, but also the extra collection targets that were later introduced by the Ministry for the Ecological Transition to compensate the inefficiencies of a part of the sector.

And we achieved all this always guaranteeing a fully nation-wide coverage of service and maintaining up-to-the-challenge operative levels. Please allow me to express my deep gratitude to all those involved for their hard work. We are extremely satisfied at having managed to prove ourselves useful in such a challenging context.

In the course of 2021, 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 and totalling over 14,000 registered pick-up points in our network. We also further contributed to the transparency of the Italian recovery chain, enriching our Portal with new indexes, data and information, so as to make data queries and the consultation of information on our daily activities, and on the degree of achievement of the collection targets set by our National Collection Plan, as accessible, fast and effective as possible.

Regarding our commitment to the Circular Economy, our R&D project entitled 'Rubber to Rubber' made great progress and is now fully in its 4.0 implementation stage, thanks to our partnership with two major industrial players. The rubber circular cycle is now complete, and the devulcanised rubber directly obtained by waste tyres can now be used to make new rubber 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 derived from the ELTs we collect in Italy.

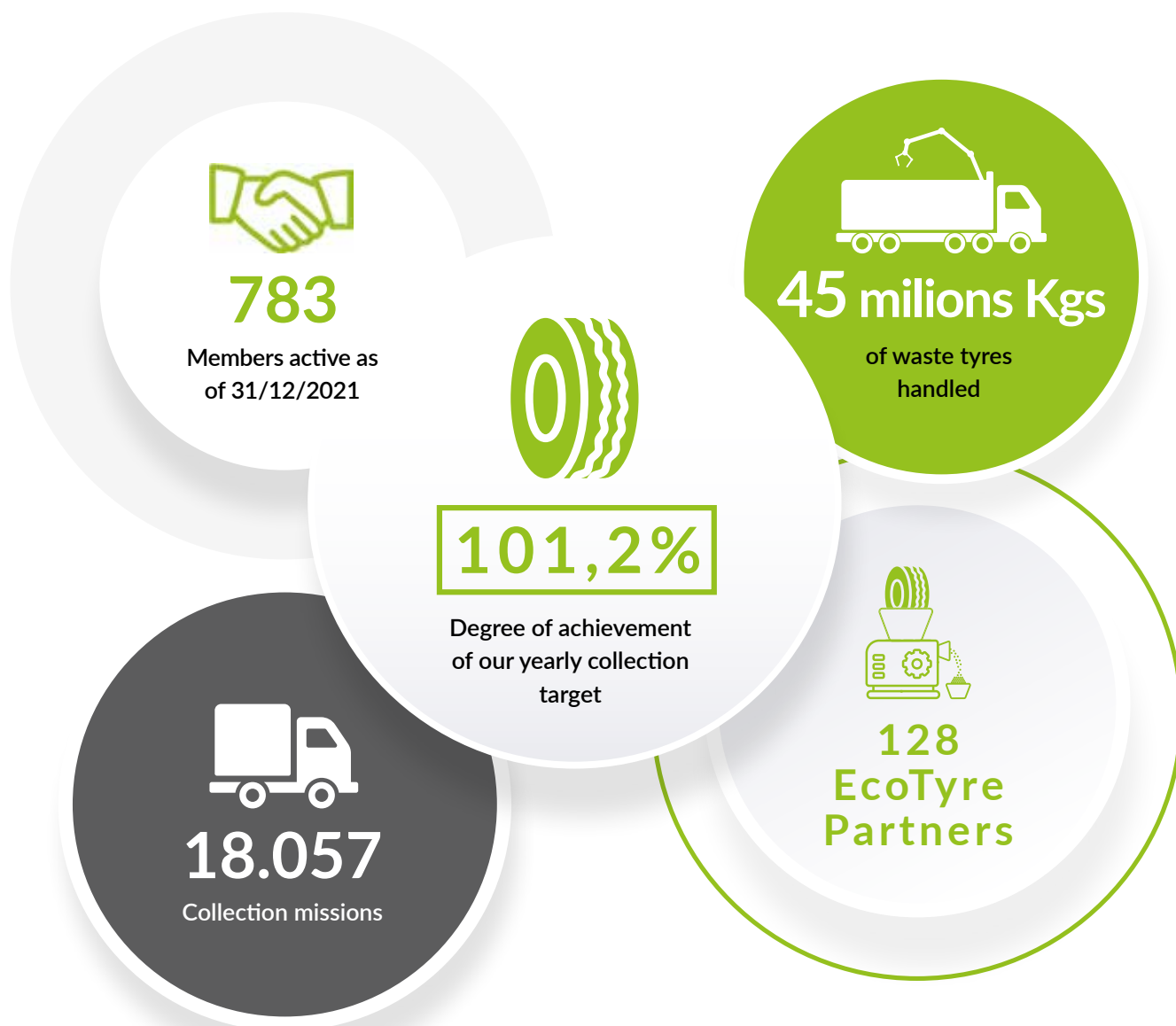
Despite the uncertainty dominating the present context, in 2022 we are determined to keep on walking the walk towards quality of service and innovation in the Circular Economy, always striving to find the best way to deliver an efficient and truly nation-wide service while carrying out cutting-edge research on the Circular Economy and guaranteeing adequate and fair environmental eco-fees.

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
ECOTYRE PRESIDENT



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 up-dated in real time.

AFFORDABILITY

Optimised logistics costs make sure environmental fees remain competitive.

RELIABILITY

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

SUPPORTING TYRE PRODUCERS AND IMPORTERS **SINCE 2011**
WITH OUR EFFICIENT NATION-WIDE SERVICE

ALWAYS COMMITTED TO R&D

60 MILLION ITEMS DESTINED TO RECOVERY

ABOUT US

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

Since 2011, EcoTyre has affirmed itself as one of Italy's leading players in the collection and management of End-of-life Tyres (ELTs). We are the country's biggest company in the sector by membership, comprising tyre Manufacturers and Importers willing to take on responsibility for the end-of-life phase of the products they place on the market.

Our operations are aimed at ensuring a truly nation-wide and efficient waste tyres collection service and being at the forefront of the Circular Economy, always in search of the best balance between environmental quality, sustainability and costs.

We provide logistics services for the collection of ELTs throughout Italy, keeping full-track of all relevant flows, and we invest in R&D.

Through its waste tyres collection service, the EcoTyre Consortium contributes to the overall promotion of a healthier economy and a better environment for our country, contrasting the uncontrolled or illegal disposal of ELTs, and through its research work it fosters new ways to reuse recycling-derived materials.

EcoTyre places the quality and sustainability of its operations at its very foundations, upon which both its competitiveness and sound reputation are based.

Today more than ever, being committed to the environment is a concrete value to us, one to be pursued through the creation of a Circular Economy and by promoting awareness among the people and consumers with interact with.

THE ELT COLLECTION SYSTEM



14,095 TYRE SHOPS REGISTERED FOR
OUR FREE OF CHARGE PICK-UP SERVICE

109 LOGISTICS PARTNERS WORKING TO COLLECT
AND TRANSFER THE WASTE TYRES

18 RECYCLING PARTNERS

HOW IT WORKS

OUR ELTS COLLECTION SYSTEM ENGAGES MANY PLAYERS
ALL WORKING TO MAKE SURE THE WASTE TYRES GET DESTINED
TO RECOVERY AS.

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 obligations laid out by the law concerning 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 the 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 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 for the Ecological Transition.
- The environmental fee shall be also paid out by operators established abroad and importing tyres on the Italian tyre market via online channels.

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 organises and efficiently manages the collection, transport, treatment and delivery for recovery of ELTs on behalf of its members, who are tyre manufacturers and importers. By the EU principle of 'Extended Producer Responsibility', the latter are accountable for ELT management.

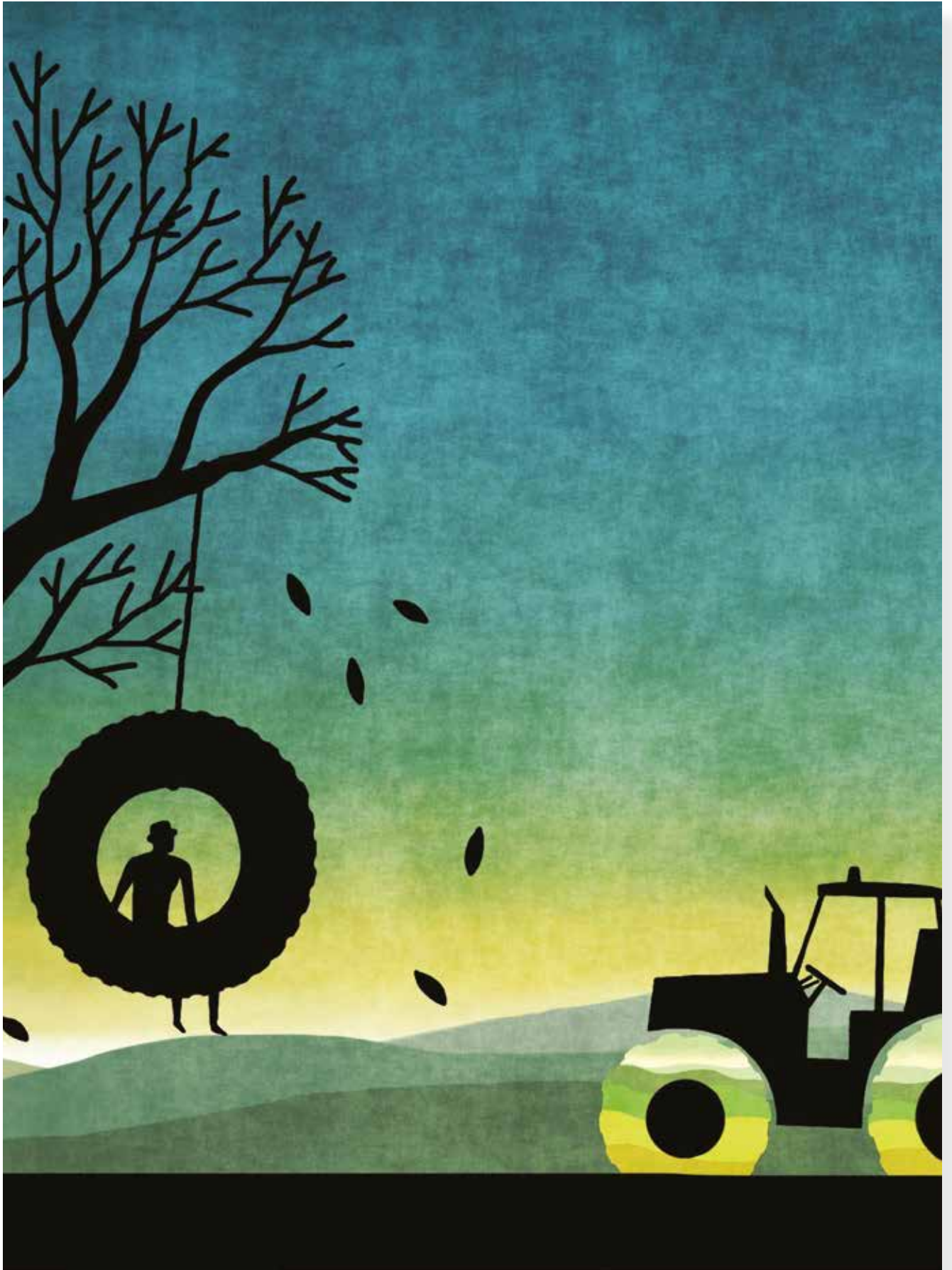
Within EcoTyre, a specialised team equipped with state-of-the-art technology and means takes care of all administrative paperwork and requirements concerning the monthly reporting of products placed on the market and the annual reporting of the ELTs collected. Waste tyres are either picked-up at tyre shops autonomously requesting the service or at vehicle dismantling facilities under the aegis of the ELT Committee set up by ACI (Automobile Club d'Italia).

The Consortium has also developed and made available to its members an up-to-date online management platform that hugely reduces the time and costs related to data entering and transmission. The platform not only allows to optimise procedures but also to store and keep as appropriate all records pertaining the environmental fees paid and any relevant transaction, with no need for redundant paper documentation.

In the course of time, Ecotyre became an increasingly authoritative interlocutor of the Ministry for the Ecological Transition and of other institutions having regulatory powers on waste management. This was the case, for example, with the "End of Waste" law provision, that represented a further step towards the full deployment of the 'rubber' industry in Italy.

Beyond its ordinary activities, EcoTyre also invests in its ELTs Zero ["PFU Zero"] Project, created to contrast abandoned waste tyres dumps. The project is aimed at locating abandoned tyre dumps through the reports submitted by local authorities, NGOs and single individuals, so that these areas can be cleaned up.

Our investments are focused on R&D and have already yielded the first results, that may bring about a revolution in the rubber industry in a circular economy perspective. The rubber obtained by the ex-post treatment of waste tyres can now be reused to make new rubber products, such as tyres or other items. All details on our pioneering 'Rubber to Rubber' Project and its achievements can be found at page 28.



110 EMPLOYED RESOURCES (INTERNAL AND EXTERNAL STAFF)

14 MILLIONS € OF GENERATED VALUE

5 R&D COLLABORATORS

OUR SOCIAL AND ECONOMIC IMPACT

THE ECOTYRE TEAM CONSISTS OF INTERNAL AND EXTERNAL RESOURCES WORKING IN A WELL-COORDINATED MANNER TO DELIVER A PREMIUM QUALITY SERVICE THROUGHOUT ITALY.

110 professionals worked side by side throughout 2021 to offer the punctual, efficient and nation-wide collection service we are renowned for.

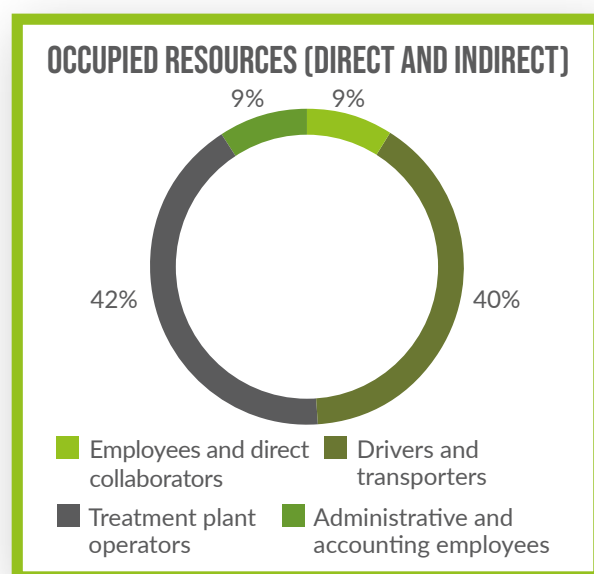
The Consortium opted for a centralised and lean structure that coordinates a wide network of external collaborators. To do this effectively, online technological and management tools were adopted, ensuring operative timeliness and reporting precision.

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 its chain at best, on top of its ten full-time employees the consortium also relies on:

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

Our R&D activities are carried out by 5 external collaborators, selected for their scientific and technological competence.



DECREE 231/01 GOVERNS OUR ORGANISATIONAL MODEL

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

MEMBERS AND PARTNERS EXPRESS SATISFACTION

ACCOUNTABILITY

OUR EFFORTS FOR THE PUBLIC GOOD ARE BASED ON AN ETHICAL AND SUSTAINABLE APPROACH TO OUR OPERATIONS AND ON OUR STANCE TO NEVER STOP IMPROVING.

Any company operating in the waste treatment sector shall be guided by a series of fundamental principles, including: 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, EcoTyre adopted a series of instruments to better 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 set up and tasked with overseeing that Ecotyre's personnel abides to the principles and obligations laid out in our texts.

Quality and sustainability are, on the other hand, monitored through ISO standard 9001:2015 and ISO standard 14001:2015. EcoTyre obtained both certifications in 2018. All of this 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.

783 CONSORTIUM MEMBERS AS OF DECEMBER 2021

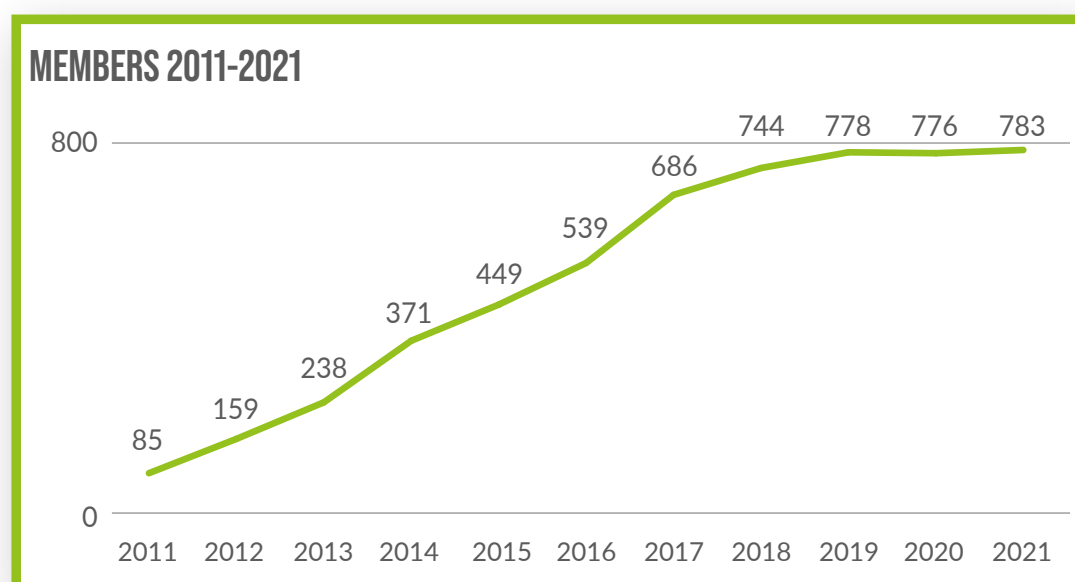
ITALIAN AND FOREIGN **TYRE PRODUCERS AND IMPORTERS**

RELIABILITY FOSTERS MEMBERSHIP LOYALTY

OUR MEMBERSHIP

CONTINUOUS DIALOGUE WITH OUR MEMBERS ALLOWS US TO BUILD A RELATIONSHIP OF MUTUAL TRUST. WE PROVIDE SERVICES AND ADVOCACY TO MAJOR INDUSTRIAL PLAYERS AND SMALL BUSINESSES.

2021 saw EcoTyre once again affirm itself as Italy's largest Consortium of its kind by membership. A leadership that is now well established, despite the residual complications caused by the Covid-19 pandemic, especially for smaller and less structured market players. Our high degree of membership loyalty reflects our capacity to deliver high quality services to all our members, from international manufacturers to small businesses.



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



15 DIFFERENTIATED ECOFEES CATEGORIES

-30% OPERATING AND MANAGEMENT COSTS REDUCTION ACHIEVED IN 11 YEARS

ONGOING OPTIMISATION OF LOGISTICS COSTS THROUGH EFFICIENCY OF SERVICE

THE ENVIRONMENTAL FEE

OUR COST-EFFECTIVE AND COMPETITIVE POLICY REMAINS UNCHANGED, BUT NEW RULES WERE INTRODUCED TO SET THE FEES TO BE PAID BY CONSUMERS.

The review carried out by the Ministry for the Ecological Transition, and concerning the categories used to calculate the environmental fees due for the various types of tyre, led to the introduction of 15 categories on the basis of the product's weight.

EcoTyre consequently fine-tuned its methodological approach and network set up. The Consortium managed to optimise its volumes and logistics costs and maintain its competitiveness, to the benefit of all members involved. This process had a positive impact on our collection system and allowed us to maintain **best balance between efficiency of service and environmental quality**.

Finally, one of the most effective cost-saving measures introduced was the adoption of an ad-hoc portal for all logistics-related aspects, through which tyre businesses and EcoTyre can communicate with a significant reduction of collection costs.

101.27% DEGREE OF TARGET ACHIEVEMENT

44,761,754 KG COLLECTED IN 2021

452,732,414 KG OF ELTS DELIVERED FOR RECOVERY SINCE 2011

TYRES COLLECTION IN ITALY

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

EcoTyre's task is 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 2021 we collected 44,761,754 kg of ELTs, covering all Italian Regions; about 42 million of them were collected by the national tyres replacement network (tyre shops) and 2.5 million by ACI dismantlers, while the rest came from the special recovery missions linked to our ELTs Zero Project.

In 11 years of activity, EcoTyre delivered for suitable recovery about 450 million kilos of ELTs, for a total of about 60 million items.



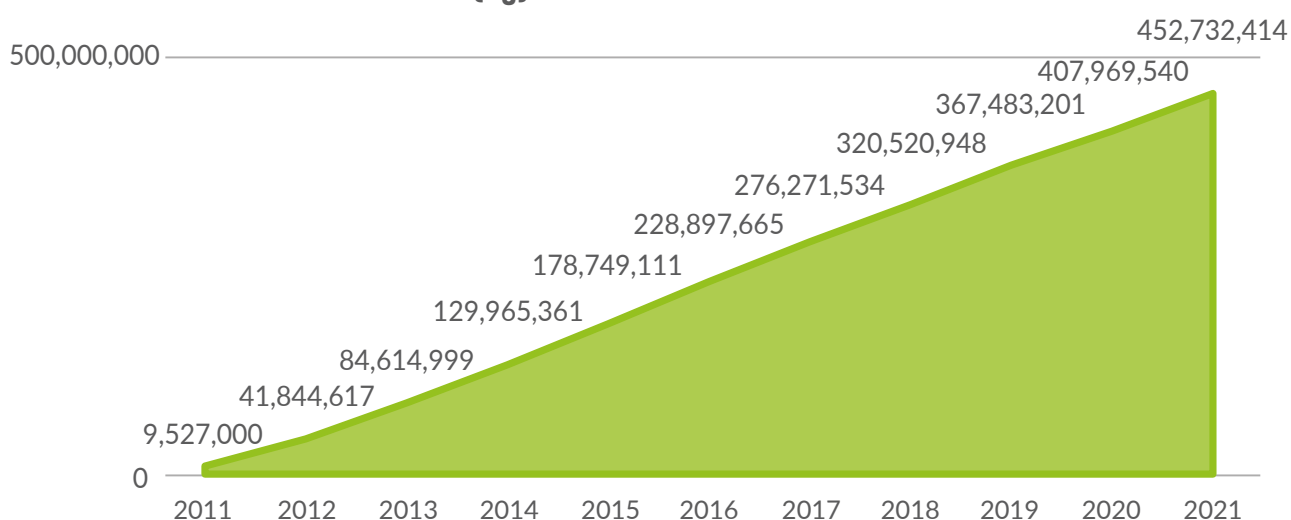
60 MILLION TYRES DELIVERED FOR SUITABLE RECOVERY IN 11 YEARS. ALL LINED UP, THEY WOULD EXCEED THE ENTIRE EQUATORIAL CIRCUMFERENCE OF THE EARTH.

100%



ECOTYRE COLLECTS MORE ELTs (**101,27%** IN TOTAL) THAN THE TYRES ITS MEMBERS PLACE ON THE MARKET

CUMULATIVE COLLECTION 2011-2021 (kg)



18,057 COLLECTION MISSIONS CARRIED OUT THROUGHOUT ITALY IN 2021

2,479 KG OF AVERAGE WEIGHT PER MISSION

49 MISSIONS OF THE ELTS ZERO PROJECT

OUR OPERATIONS ON THE GROUND

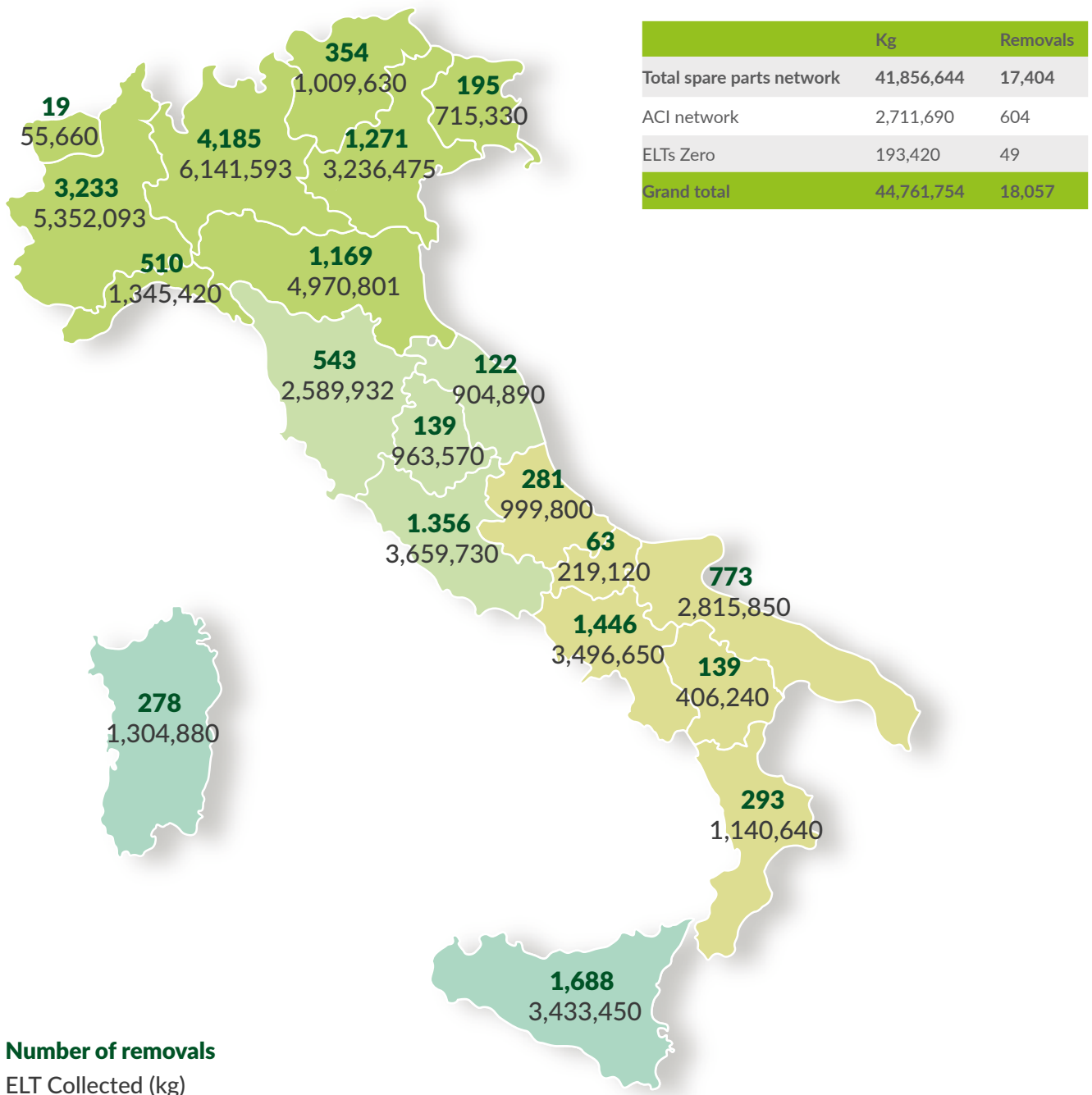
THE ENTIRE NATIONAL TERRITORY IS SERVED IN A CAPILLARY AND EFFICIENT MANNER BY ECOTYRE, FROM THE REMOTEST ALPINE VILLAGES TO THE MINOR ISLANDS.

In 2021 EcoTyre carried out 18,057 collection missions. Most of these were at tyres shops (17,404), while 604 were at the car dismantlers of the ACI network. Another 49 missions instead 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 KEEPS ON ORGANISING ITS NATIONAL COLLECTION PLAN TAKING THE NEEDS OF SMALL TRADERS INTO ACCOUNT, INCLUDING THOSE LOCATED IN THE REMOTEST AREAS.



ECOTYRE LIVE

ALL COLLECTION-RELATED DATA IS PROMPTLY AND TRANSPARENTLY ACCOUNTED FOR IN A DEDICATED SECTION OF OUR WEBSITE. ANYONE CAN CHECK OUR WORK OUT.

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. Yet, we decided to also engage other stakeholders and the general public in the fulfilment of this task, through our EcoTyre Live website section. Its intuitive tables and graphs allow readers to check out our monthly collection trends, selectable per geographical area, ELT type and business type.

The results achieved by our National Monthly Collection Plan are always specified vis-à-vis the applicable legal targets, emphasising our commitment to always surpassing the latter. Such surpassing capacity is a renowned fact and has enabled EcoTyre to increase both the number of collections and the quantities of waste sent for recovery.

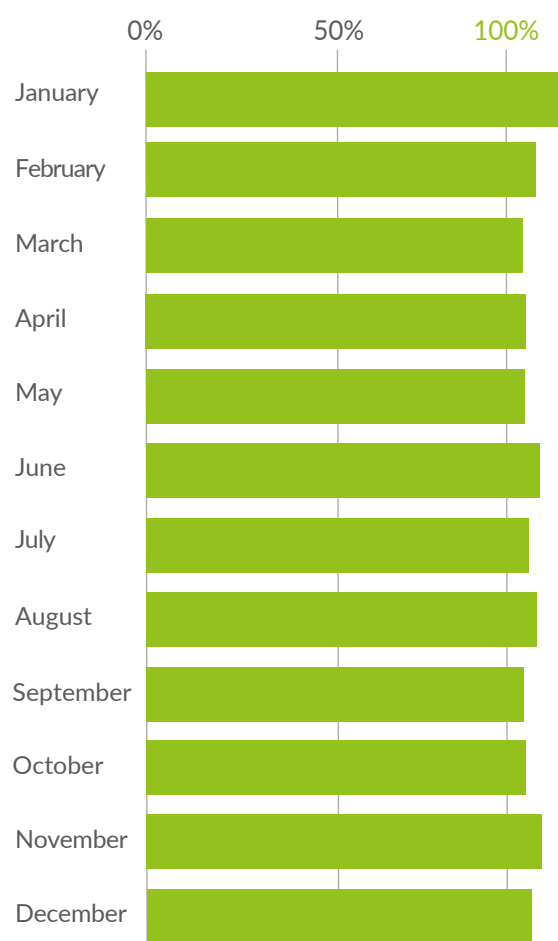


The transparency portal on our website's homepage

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



FOCUS ON COLLECTION TARGET



TARGET ACHIEVEMENT BY REGION



14,095 TYRE AND CAR REPAIR SHOPS JOINED US FROM ALL OVER ITALY

95% OF VEHICLES IN OUR FLEET ARE EURO 5 OR EURO 6

66% OF OUR COLLECTIONS SERVE SMALL TRADERS

ECOTYRE PARTNERS

127 OPERATORS WORK WITH ECOTYRE TO ENSURE TIMELY COLLECTION, SUSTAINABLE TRANSPORT AND THE EFFICIENT RECOVERY OF THE ELTS THEY COLLECT.

109 Logistics Partners work with EcoTyre on a daily basis to make sure waste tyres are picked up from where they are generated and taken to their final recovery destination. There, our 18 Recycling Partners will treat them as appropriate and get them transferred to their final waste-to-material or waste-to-energy destination.

The accurate selection of our partners is first and foremost based on sustainability criteria. We pick local companies and plants to shorten the distance travelled by waste tyres before being recycled. Another important criteria is the means of transport used. **In 2021 only, Euro 5 or Euro 6 vehicles used for transport grew by 30% and now represent 95% of our fleet.**

Punctuality of collection remains very high, with 82% of collections carried out as scheduled in urban centres and 78% in peripheral areas. A further 8% was carried out within 5 days from the scheduled date.

EcoTyre pays particular attention to the needs of small traders, who have less storage space and need more frequent collections. This entails a higher cost for the Consortium, but we managed to optimise procedures through the IT system we use to manage our collection rounds. **In 2021, 66% of collections picked up less than 300 items and were thus dedicated to small traders.**

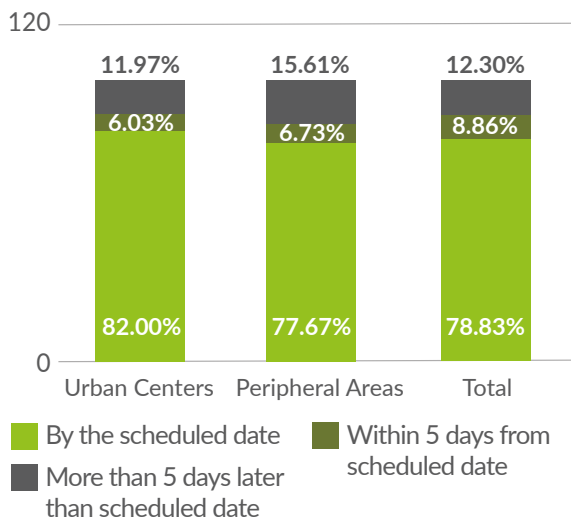
**OUR PICK-UP POINTS NETWORK GREW
BY ALMOST 500 UNITS IN 2021.
OUR PUNCTUALITY RATE SCORED 82%.**

GROWTH OF AFFILIATED REMOVALS 2011 - 2021

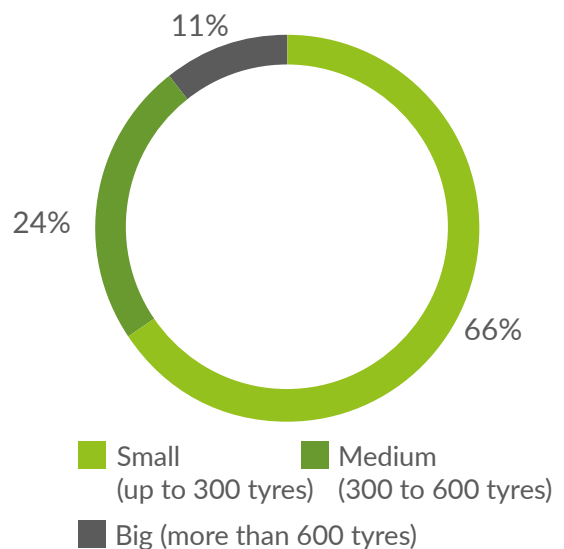


The fleet used by
EcoTyre is made by
95% of Euro 5
or Euro 6 vehicles

PUNCTUALITY INDEX (SHARE OF COLLECTIONS CARRIED OUT AS SCHEDULED)



COLLECTIONS BY SHOP SIZE



604 OF COLLECTIONS CARRIED OUT AT ACI'S VEHICLE DISMANTLERS

2,711,690 KG OF WASTE TYRES COLLECTED FOR THE ELT COMMITTEE

100% COVERAGE OF THE NATIONAL TERRITORY

COLLECTION AT ACI'S VEHICLE DISMANTLERS

ECOTYRE WORKS WITH THE ELT COMMITTEE SET UP BY ACI THAT TAKES CARE OF THE COLLECTION OF ALL ELTS RESULTING OUT OF THE TYRES FITTED ON NEW CARS PLACED ON THE MARKET.

Ministerial Decree 82/2011 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 coordinates 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 2021, we carried out 604 collection missions at car dismantlers, for a total of 2,711,690 kg of ELTs delivered for recovery.

| Region | ELTs COLLECTED (KG) NR REMOVALS | |
|-----------------------|---------------------------------|-----|
| ABRUZZO | 5,430 | 1 |
| CALABRIA | 28,560 | 7 |
| CAMPANIA | 1,640 | 1 |
| EMILIA ROMAGNA | 1,051,170 | 197 |
| FRIULI VENEZIA GIULIA | 45,790 | 7 |
| LATIUM | 68,140 | 17 |
| LIGURIA | 62,630 | 20 |
| LOMBARDY | 52,090 | 8 |
| MARCHE | 55,250 | 9 |
| MOLISE | 3,020 | 1 |
| PIEDMONT | 186,650 | 55 |
| APULIA | 394,370 | 91 |
| SARDINIA | 332,590 | 67 |
| SICILY | 49,120 | 16 |
| TUSCANY | 121,040 | 33 |
| TRENTINO ALTO ADIGE | 37,880 | 13 |
| VENETO | 216,320 | 61 |
| GRAND TOTAL | 2,711,690 | 604 |



THE ELTS ZERO PROJECT

HUNDREDS OF SPECIAL MISSIONS TO COLLECT WASTE TYRES
CARRIED OUT IN COOPERATION WITH ENVIRONMENTAL ORGANISATIONS
AND LOCAL AUTHORITIES.

Since ten years now, EcoTyre runs the ELTs Zero Project ("PFU Zero") with the support of the Ministry for the Ecological Transition. The project aims at contrasting the presence of abandoned tyre dumps in the country through two lines of action. 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 2021, EcoTyre carried out 49 special collection interventions on abandoned dumps, transferring almost 200,000 kg of waste tyres to recovery. Most missions were implemented thanks to our ten-year collaboration with two major Italian environmental organisations. EcoTyre took part with Legambiente to "Puliamo il Mondo" ["Let's Clean Up the World"], Italy's main event against improper waste disposal. The Green Swan volunteers participated to 39 waste collection missions, mainly located in Calabria and Sicily.

With Marevivo, on the other hand, we continued our ELTs Zero campaign along Italian shores; the organisation's divers intervened in a dozen ports and beaches to remove waste tyres from seabeds.

All these collection missions were accompanied by awareness-raising 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

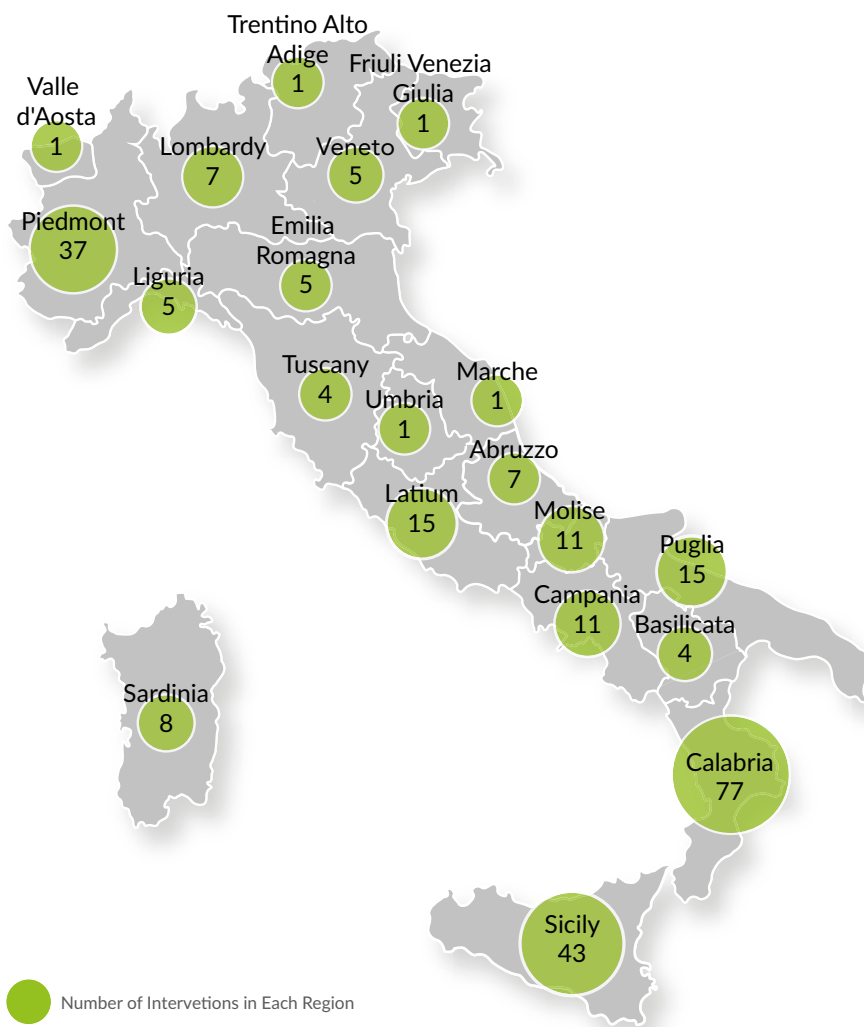




Gioia Tauro (RC)



Cagliari



Marano Principato (CS)



Scicli (RG)



Parco Nazionale di Gaiola (NA)

70% OF A TYRE'S RUBBER IS RECYCLABLE

52% OF ECOTYRE'S ELTS ARE DESTINED TO WASTE-TO-MATERIAL RECOVERY

2 KG OF CO₂ REDUCTION FOR EVERY RECYCLED WASTE TYRE

THE BENEFITS OF RECYCLING

ECOTYRE PRIORITISES THE RECOVERY OF RUBBER MATERIAL OVER THAT OF ENERGY, AS IT ALLOWS FOR WASTE TYRES TO BE USED TO OBTAIN SECONDARY.

Recycling end-of-life tyres is possible and necessary to give new life to the materials they contain. Tyres are made first and foremost of recyclable rubber, in the measure of 70%, and also contain 20% of steel and 10% of textile fibres, which can also be fully recovered.

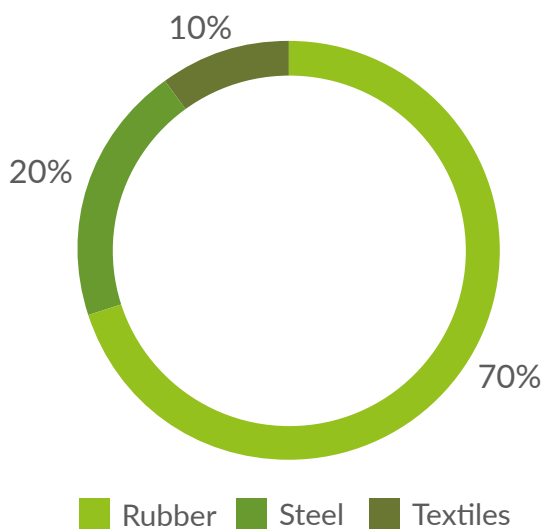
Our R&D efforts are highly focused on creating new markets for the rubber produced by recycled waste tyres. However, given recycled rubber products do not yet absorb all the volumes of material produced by ELTs treatment, a portion of it is recovered in the form of energy - an option still preferable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

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

Recovering the materials is the best choice for the environment, 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.

WASTE TYRES CAN BE FULLY RECYCLED AND, THANKS TO OUR "RUBBER TO RUBBER" PROJECT, TURNED INTO BINDERS FOR THE PRODUCTION OF NEW TYRES.

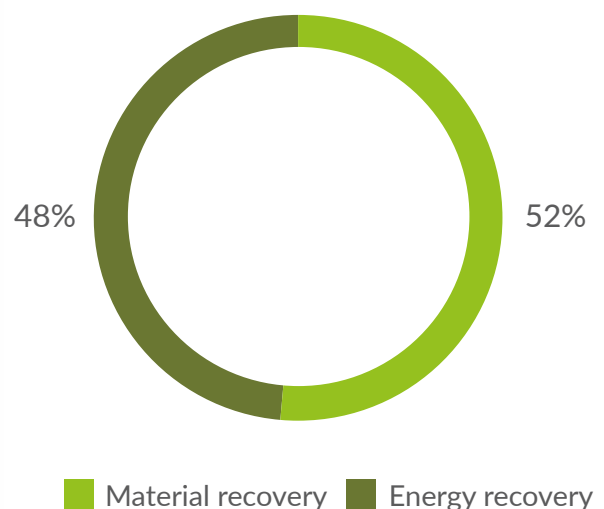
TYRE COMPONENTS



100% of waste tyres
can be recycled

52%
of waste tyres
destined to recovery

TYPE OF RECOVERY



RUBBER TO RUBBER

THE FUTURE OF RUBBER BLENDS WITH THE INDUSTRIALISATION PROCESS AND MAKES IT POSSIBLE TO RECYCLE ELTS WITHIN NEW TYRES.

The ambitious "Rubber to Rubber" Project that EcoTyre runs since 2016 led to remarkable achievements. The objective of using the rubber obtained from the waste tyres we collect in Italy to manufacture new tyres or other rubber product was reached.

These green materials were first tested off-road in various applications, such as tyre treads, and then also on-road, proving the financial and technical sustainability of the project.

A development agreement with AGR and Versalis (Eni) then allowed us to start the program's 4.0 phase, aimed at developing further technological solutions to booster the reuse of recycled rubber.

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

In the course of the 2022- 2024 triennium we will distribute these products to the entire EcoTyre fleet and, hopefully, oversee their widespread application in the rubber sector.

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
to Rubber" Project



Our 2022-2024
target: green tyres
for the entire fleet

EcoTyre S.c.r.l.

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