



ANNUAL REPORT 2015

ecoTYRE

La Gestione Sostenibile per i tuoi PFU



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La Gestione Sostenibile per i tuoi PFU

INTRODUCTION



This is the fifth year since EcoTyre started operation. As the year draws to a close and we reflect upon the work we have done, the time seems much longer. When we were set up in 2011, it was impossible to foresee that we would soon become, and remain, the biggest Consortium for ELT management in terms of the number and variety of members. Nor was it possible to imagine that in the first five years we would manage nearly 25 million tyres and conduct over 100,000 collections.

We are particularly proud of this because it has been achieved thanks to the collaboration of many who have worked enthusiastically every day over the past five years to deliver a punctual, efficient and cost effective service, a service that gives our members the guarantee that all administrative and bureaucratic obligations are respected.

Ministerial Decree 82/2011 was the act that created the current ELT management system in Italy and is an example of a successful environmental law on the European level. The decree transposed the European directive in a clear and relatively simple way, establishing responsibilities, forms of financing and clear rules for all the actors involved. This has permitted the operators to work efficiently and, following successive requests by EcoTyre for legal clarifications, it has enabled us to create a system capable of truly realising an Italian Green Economy.

Alongside legislation, what we have achieved during this time is a collaborative effort from every actor within the chain: from tyre shops which apply the environmental fee and collect and sort the tyres, to the treatment centres which deal with the ELTs and their successive recovery, as well as the Consortium's members who are the driving force within the system. Today, we have a well-established system with steady streams of ELTs and we see companies in growth, employing more staff and making investments. This demonstrates that tyres can really be a successful example of a circular economy.

Parallel to the national collection network, we are also seeing a specific positive change which brings us immense satisfaction. The problem of abandoned and fly-tipped tyres is now being addressed thanks to our direct involvement, which is two-fold. Firstly, the free collection service we provide removes the need to fly-tip, and secondly, the extraordinary collections that have been made to remove the abandoned tyres from the environment as part of the PFU Zero project. In this report, we have dedicated a special section to the first three years of the PFU Zero project, which, thanks to the patronage of the Ministry for the Environment, managed to identify and intervene on fly-tipped tyres, and over one million ELTs have been collected with the help of local bodies, environmental associations and citizens.

As the results from the first five years are so encouraging, we hope that in the next years our work will continue and we are confident that we will be ready to meet each new challenge and with the same enthusiasm and professionalism which have characterised us thus far.

Enrico Ambrogio
EcoTyre President



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THE ECOTYRE CONSORTIUM

THE ROLE OF ECOTYRE

For five years the EcoTyre Consortium has been synonymous with quality in the field of collection, treatment, and recovery of End-of-life Tyres (ELTs). For our members, the Consortium delivers all its operative and administrative activities in the management of end-of-life tyres originating from the tyre change market with efficiency and professionalism. This national organisation, whose headquarters are in Vinovo (near Turin), is capable of delivering punctual and efficient logistics services through Italy, serving tyre shops and operators that collect ELTs from consumers.

The experience gained over the past years, and the consolidated IT infrastructure we have put in place, allows EcoTyre to combine quick interventions with reduced costs and complete traceability, as well as guaranteeing collections for our members.

However, the Consortium's value is not solely limited to its operations. EcoTyre enjoys a unique dialogue with institutions and stakeholders which permits it to promote continual improvements in the legal framework on the basis of fair competition between actors and consolidate the sector in which it operates..

EcoTyre remains focused on environmental sustainability and raising awareness of this amongst consumers and the wider community with whom it works and we believe this as a key element in the creation of a circular economy.

HOW IT WORKS

EcoTyre's logistics networks permit the punctual collection of ELTs from tyre centres, repair shops, and every operator that replaces consumers' tyres.

Its logistics vehicles respond to direct collection requests (or in some cases regular scheduled collections) from the collection points. From here, the ELTs are weighed and sent to storage areas where they are sorted according to type and then transported to plants where they are shredded.

Then the majority of the shredded material is sent to be recycled, with the remaining proportion being sent to energy recovery. EcoTyre carefully selects the treatment plant so as to best guarantee the maximum cost effectiveness and respect for the environment in every phase of the operation.

THE COLLECTION SYSTEM

*Flows through
the ELT management
chain*

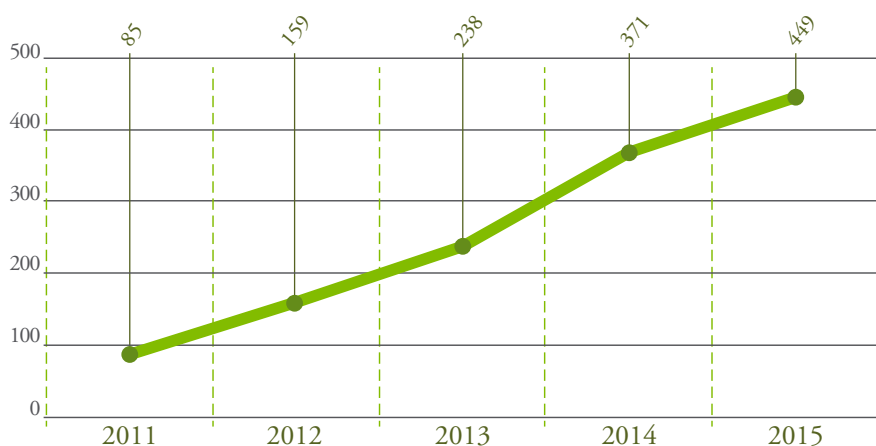


MEMBERS

Over the past five years, EcoTyre has seen constant growth in the number of members, and has maintained its position as the most numerous Italian Consortium in this sector. This continued growth is due to the trust our partners place in Ecotyre's ability to undertake the management of ELTs for our members as well as our robust administrative and accounting performance.

On December 31st, 2015, the Consortium had 449 members, including tyre manufacturers and automotive manufacturers. This represents an increase of 21% over the 371 members it had last year.

Growth in number
of members 2011-2015



Membership list
updated in real-time
(today over 450)
is available on
www.ecotyre.it

3D	A.G.O.A.R.	Agrotyre Pneumatici	Al Box
Albertone Gomme	Alfa Gomme Car	Al-Fra	All Tyres
Alleruzzo Gomme	Alpi Gomma	Alp-Pneus	Altoli Roberto E C.
Ambrogio Trasporti	Angeli Gomme	Antonelli Gomme	Aran Gomme
Arbus Gomme	Area Gomme	Asso Gomme	Auto E Moto Service
Autofficina Bernardini D. & C.	Autofficina BS	Autofficina F.Lli Frison	Autofficina Grassi Adolfo
Autogomma Florio	Autoklaus	Autoservice	Autoservizi Dalla Pola
Autotelser	Autovillage	Baratti Angelo	Barbieri Danilo & C.
Barlera Gomme	BBM	BCS	Bernard Claudio Motors
Biagio Sabatino	BMW Italia	Bonetto	Botol Car Service
Bottari	BPA	Bricherasio Gomme	Bruno Gomme
Brusamarello Gomme Schio	Brusamarello Gomme Thiene	C.R.A.	Caller
Campo Gomme	Campoli Paolo Gomme	Candela Gomme	Car Gomme

Carmix	Carpi Gomme	Carrozzeria Casal	Carrozzeria Quadrifoglio
Carwash & Tyres	Casa Del Pneumatico	Catalano Nunzio & C.	CDP Group
Central Car	Centrauto	Centro Della Gomma	Centro Gomme
Centro Gomme	Centro Gomme S. Martino	Centro Pneumatici	Centro Pneumatici Ladispoli
Centropneus	Cerberus	Cherasco Pneumatici	Ci. Giordano
Ciaramitaro Gomme	Cielle	CMM	COIP
Commercial Pneus Service	Commerciale Mattarollo	Comparin Gomme	Consorzio Gommisti Sicilia
Cooper Tire And Rubber Company Italia	Corsalini Gomme	Cova Gomme	Crea Antonio
Cremascoli Gomme	Crimar W.S.	Cumiana Gomme Group	CVM
D.P.M.	Daisytyre	Dallera Gomme	Dbg Pneumatici
De Biasi Giuseppe	De Gregorio Guido	Deflorian Marino	Del Forno Elisabetta
Delticom AG	Di Benedetto Leone	Di Cosmo Gomme	Di Gennaro Pneumatici
Dipam	DMO	DO.CAR Dei ELli Doria	Donati Gomme
Douglas Wheel	Duca Gomme	Duchetti Carmela	E- Comm. Pneumatici
E.G.O.L. Group	E.P.T.O. Electronics	Effegomme	Egimotors
Elleci Pneumatici	Emak	Erinnio Michele	Ermes Gomme
Esquilino Gomme	Ettorre Gomme	Eurotire	ELli Bini
ELli Chiarulli	F1 Cerchi E Pneumatici	Fabbrizzi	Falcopneus
Farcogomme	Fastecom	FCM	Feroci
Ferro Ampelio & C.	FI.FF	Fiaba	Fincar
Fiorello Ricambi	Florian German	Foltran Service	Fontana Pneumatici
Fortuna	Franco Gomme	Frisiko Pneus	Galasso Andrea
Garage Centrale	Garage Europa Holzer	Garage Frei	Garage International
Garage Staggl	Gasperini Giuliano	Gasperini Gomme	GB Car
General Motors Italia	GFI	Giacobazzi Gomme	Giacobazzi Gomme
Giacomelli Paolo	Giaro Pneumatici	Gino Solimene Export Import Pneumatici	Giordangomme
Giordani	Giordano Fabrizio	Goldoni	Gomma On Web

Gomma Service	Gomma Service Adl	Gommauto	Gommauto
Gomme Auto	Gomme Industriali	Gomme Marostica	Gommista B. & B.
Gommista Marco Cellucci	GP Gomme	Granit Parts & C.	Grifoni Gomme
Grisignano Gomme	Grosso Edmondo	Gruber	Gruppo Minitop
Guastalla Pneumatici	Gufler Helmut	Guglielmi Sport Kit	Hankook Tire Italia
Hard Green	Honda Motor Europe Ltd - Italia	Idealgomme	IGAS
Il Gommista Di Fiducia	Intergomma	Interprogram 2000	Iorauto
Iorio Gomme	IRGOM	IRSARA	IT Ruote.Com
Italdidra	Italgomme	Italgomme Pneumatici	Italtire
Italytyre	Jl Racing	Kramp	KS Corporation
La Casa Delle Ruote	La Nuova Pneus	La Picena Pneumatici	Lamezia Gomme
Laneve Pneumatici	Langa Pneus	Largher	Larizza Antonio
Lavelli Gomme	Lerma Gomme	Liebherr Emtec Italia	Lionetti Gomme
Lo Pneumatico	Lora	Lorenzetti C. & A.	Losavio Center
Luretta Gomme	M.A.F.	M.C. Gomme	M.G.
M.M. Automobili Italia	MAB Pneumatici	Maestrelli Gomme	Magaldi Gomme
Mahindra Europe	MAI Italia	MAK	Malaguti
Malatesta Sud	MALZ.	Marchigiana Gomme	Marini
Mariolino Gomme	Marsiglia Piero Luciano	Martinello	Mascitti Gomme
Max Auto Reifencenter & Autoreparaturen Des Lechner	Max Solutions	Max Tyre	Mazara Gomme
MD Distribuzioni	MEC	Medici Gomme	Miale Francesco
Miceli Gomme	Michele Chiarelli Pneumatici	Midi Europe	Millegomme
Mister Gomma	MITAS	Mobis Parts Europe N.V. Italy	Mock
Modafferi Santino	Moderna Gomme	Montebello Gomme	Monterastelli Alfeo
Moretti Multipneus	Moretto Graziano	Morpheus Gomme	Moto

Motocross Marketing	Motorsport Wheels Italy	Murgia Giovanni & C.	Musso Gomme
N.G.Tyres Group	N1	New Pneus 2000	New Lido Gomme
New Tyre	Newacky	Nik	Nino Stallone
Nissan Italia	No Poser	Nori Gomme	Officina 3d Pneumatici
Officina Riccadonna	Officina Scremin	Offroadmotors	Ok Gomme
Oliver Group	Only Machine	Overgom	P&G Tyres Trading
P.T. Gomme	Palazzi Remo	Palpon Gomme	Panormus Pneumatici
Pasini Gomme	Pasini Gomme	Patta Peppino	Pavone Giovanni
Pedrazzi Pneumatici	Pendin Gomme	Perrone Elio	Piacenza Pneumatici
Pichler Olaf Stephan	Pila Pneus	Pit Stop	Pneucar
Pneuman Distribuzione Pneumatici	Pneumatici Angrisani Pasquale	Pneumatici Centro Vasto	Pneumatici Dario Bagnoli
Pneumatici E Servizi	Pneumatici Mele	Pneumatici Valtellina	Pneus 2000
Pneus Acqui Commerce	Pneus Agri	Pneus Auto	Pneus Best
Pneus Center	Pneus Center	Pneus Express	Pneus Holding
Pneus Lazio	Pneus Mellaredo	Pneus Online Trading Cv	Pneus Pio
Pneus Rimini	Pneus Rudy	Pneus Service	Pneus Service
Pneus Solution	Pneusbox	Pneus-Center	Pneuservice
Pneuservice 2000	Pneuservice	Pneuservice	Pneusmarche
Pneusmart B.V.	Pneusplanet	Pneustirolo	Pnues Service
Porsche Italia	PR	PRATOVERDE	Professional Pneus
Proietti Fernando	Punto Gomme	Punto Gomme Valdisieve	Pusnar Gomme
Q8 Stefan Eisenstecken	Quinto Cabella	Real Sud	Recar
Reda Gomme	Redmoto	Reifen Hochrainer	Reifencom
Reifendienst Klausen	Rekord Import Export	Ri.Gom.Ma	Ricchetti Ermanno & C.
Rifer Gomme	Rinova Dischi	Riparto	Rivolta Automotive
RL Auto	RMS	Rohrer George Karl	Romagna Pneus
Rosina	Rossato Gomme	Rotagri	Rovalgom
RS Tuning	Russo Ricambi Veicoli Industriali	S.B. Car Service	S.D.R.
S.I.R.P.A.	S.R.S. Gomme	Sabart	Sabre Italia

Sabry Pneus	Saf	Saf Distribuzione Gomme	Salento Ruote
Salvati Antonio	Same Deutz-Fahr Italia	Sanyang Italia	Sarda Pneumatici
Sardagomme	Scandellari	Schettino Gomme	Schiro'
Senese Donato	Serravalle Pneumatici	Setti Pneumatici	SG Gomme
Shure On The Road	Sicur Tyres Group	Sifam Italia	Simeone Pneumatici
Simvar	Sipav	Sirtek	Societa' Generale Ricambi
Sonnengarage	Sparkling	Speedy Lavorazioni	Sport Pneus
Sportgarage	Suardi Gomme	Sud Tyre	Supergom
Supergomma	Supergomme	Suzuki Deutschland Gmbh	Suzuki Italia
SYMI	T.A.F. Pneumatici	Tagom Tires	Tamburelli Tiziano
Tecnoruote	Tirendo Holding Gmbh	Tiresmaster	Tomaiuolo Salvatore
Tony Pneus	Top Garage	Top Gom	Topgomma
Torreggiani	Trani Fioravante	Truck Service Tires Unipers	Tudisco Gomme
Tutto Gomme	Tyrecom	Tyres Diffusion	Tyrex
Universalpneus	Valle Gomme	Vama	Vegom Service
Velorama	Veneta Gomme.	Vergom	Vertuani Enrico
Vi.P. Pneumatici	Vimercate Gomme	Volvo Car Italia	VPT Online
Vulcanizzatore Nasca Giuseppe	West Wheels	World Of The Wheels	Zagaria E-Commerce
Zagolin Renato			

MEMBER SERVICES

EcoTyre was set up to provide a continuous ELT collection service for its members, and assume complete responsibility for this. The Consortium thus deals with all the bureaucratic obligations laid down in the current laws, and only involves its members in compiling documentation relating to the new tyres put on the market.

ONLINE DECLARATIONS OF TYRES PUT ON THE MARKET

To streamline our the monthly declaration process for our members regarding new tyres placed on the market, EcoTyre has devised an innovative system to manage this task online.

Accessible through a secure private area of the EcoTyre website, members can automatically make declarations to the Ministry and, by sending an email, obtain invoices for the contributions paid. Furthermore, an archive of past transactions is always available to view.

The implementation of this system has reduced costs considerably, both directly (saving on sending paper based materials) and indirectly by reducing the management time of this activity both for members and for EcoTyre, not to mention the complex and time-consuming activity of manual data processing.

Furthermore, EcoTyre's IT system also offers real-time complete traceability of tyres placed on the market and therefore permits planned collection activities to be optimised.

ANNUAL REPORTING

Another service EcoTyre offers to its members regards ELT management annual reporting. Decree 82/2011 established that tyre manufacturers and importers are obliged to report to the Ministry of the Environment of quantities they manage. The Consortium not only offers support in completing these forms, but also supports the entire process of submitting updated documents to the relevant authority, within the set deadline. In addition, in accordance with the principles of transparency, the Consortium sends the authority copies of financial statements and annual reports on collection data.

CERTIFICATION OF CORRECT MANAGEMENT

At the end of each operational year, members who have correctly adhered to their monthly reporting and payment obligations are issued with a certificate confirming that EcoTyre has conducted collections and met the their reporting and financing obligations, on their behalf.

PUBLIC AFFAIRS

EcoTyre's strength is also in its representation of its members, from the smallest to the biggest companies. EcoTyre has open discussions with the Ministry of the Environment and is therefore able to present the interests of the Consortium members and obtain responses that an individual company would find hard to achieve. The Consortium works pro-actively monitoring legislation and highlighting critical issues in advance of any regulations.

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 31st 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

ECOMONDO

Ecomondo is a fixed point in EcoTyre's communication programme. The expo not only provides a useful meeting place for the Consortium and its members but it is also an excellent opportunity to network with business leaders and institutions working in the field of the Italian environment. At the event we ran information activities targeting visitors who are becoming increasingly interested in discovering the details of our tyre recovery chain. During ECOMONDO 2015, we were honoured to host the Under-secretary for the Environment, Barbara Degani, who presented the results from the extraordinary ELT collections that were part of the PFU Zero project.

THE NATIONAL COUNCIL FOR THE GREEN ECONOMY

EcoTyre is an integral part of the National Council for the Green Economy, a body which was set up to analyse and draw up proposals and initiatives to develop the green economy in Italy. The Council is comprised of 66 organisations and is supported by the Foundation for Sustainable Development. It acts as a communications channel with the Government, and has established direct communication with the ministries for the Environment and Economic Development.

"L'ITALIA DEL RICICLO" REPORT

The 2015 edition of the "L'Italia del Riciclo" report had a focus on the recovery of ELTs in Italy. The research, conducted by FISE UNIRE, and the Foundation for Sustainable Development, concentrated on waste recycling in Italy and on the dynamics of the European and international markets for recycled materials. The report contained details and updates about the sector focusing on the reclamation and recycling chains. EcoTyre assisted in drafting this report, providing data on collection and recycling activities.





an ECOTYRE
project

Extraordinary
collections of used Tyres

Patron



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



STATEMENT OF ACTIVITY

2013 - 2016

INTRODUCTION

The Ministry of the Environment is delighted to be patron of a project such as PFU Zero, whose work has, for the past three years, been highly valuable to our country. To raise awareness of the problem of fly-tipping tyres is already merit-worthy, but to ask citizens to report these incidents requires promoting a shared and widespread sense of civic responsibility for protecting the environment. It is also important that citizens realise that by reporting these incidents, effective action will be taken to turn this waste into a resource, a principle inspired by the circular economy.

The Ministry has been working on various fronts to create a culture of reducing the use of resources and promoting recycling and considers PFU Zero important in this respect because through the use of their mascot Gummy, thousands of children have discovered that Italy has a mechanism for sending tyres to be recovered. Children who today will explain this to their parents, and who tomorrow will drive bicycles, scooters and cars and know that every tyre centre is where the route to recycling ELTs starts.

We would like to thank all of the organisations who have collaborated with PFU Zero and who have given life and vitality to this project. From the Mayors who often coordinate the micro-collection activities for tyres that have been fly-tipped, to the environmental associations who with dedicated initiatives have brought thousands of people into the squares to collect ELT and to raise awareness of this theme. We hope that this shared effort will continue with the same intensity for years to come. We wish PFU Zero a long and fruitful life!



Barbara Degani
Under-secretary
Ministry for the Environment
and for the Protection of the Country and the Sea

Environmental protection is in the DNA of a Consortium such as EcoTyre, and when we began our work we were already clear that as well as working on the normal collections from tyre centres, we also needed to face the challenge of ELTs abandoned in the environment. Fly-tipped tyres are a difficult legacy of poor waste management in previous years. From the very first day, we began working to identify ELTs stocked in abandoned warehouses and agricultural areas, returning these pieces of land back to the natural environment.

After we had worked on the most pressing and unpleasant situations, we turned our attention to the less visible deposits which we were not able to identify on our own. It was from here that the PFU Zero project was born, with the objective of collecting all reported instances of ELT fly-tipping and creating a shared database on the deposits on which to intervene. From this point, reporting and clean up created a virtuous circle which has resulted in the clean up over 70 sites and recover a million tyres that had been abandoned in the environment.

This effort was undertaken with enthusiasm by the institutions, mayors, associations, volunteers and citizens who have helped and supported this important cause. The process began in the most northern local authorities and was taken around the entire country, touching all of the small islands, dozens of municipalities, agricultural areas and industrial estates. Our work continues and we hope that our combined efforts regarding information and awareness raising that accompany our work, will make our country "PFU Zero".

Enrico Ambrogio
EcoTyre President

THE PFU ZERO PROJECT

PFU Zero is the first national project to map end-of-life tyres that have been abandoned in the environment. The project aims to identify abandoned or fly-tipped ELTs that are reported by local bodies, associations and citizens. The reports of these can be seen through the website www.pfuzero.ecotyre.it, which feeds into the database of deposits.

Every year, EcoTyre dedicates a proportion of its surplus to managing the cleaning up of deposits reported through the PFU Zero project. Collections are made free of charge to local Authorities, and are made alongside awareness-raising and environmental education activities. These initiatives are principally focused on spreading a positive culture so as to reduce the risk of indiscriminate fly-tipping and lead to the ELT's proper recovery.

Patronised by the Ministry of the Environment, the project not only assures the collection of abandoned tyres, but also means the tyres are properly processed in accredited plants. The ELTs represent a real resource because 100% of their component materials can be recovered. The majority of the tyres collected are turned into rubber granule, a recycled material that can be reused in a variety of forms: from road foundations, to coverings for sports tracks, children's playgrounds to name but a few. The rest is sent for energy production.

In under three years, over a million ELTs have been collected through around 70 extraordinary interventions throughout Italy. Many of these are accompanied by information and awareness-raising activities conducted with the help of Gummy, the PFU Zero project's mascot who is also an environmental educator.





Fiorenzuola D'Arda (Piacenza)



Settimo Torinese (Torino)



Sarmato (Piacenza)

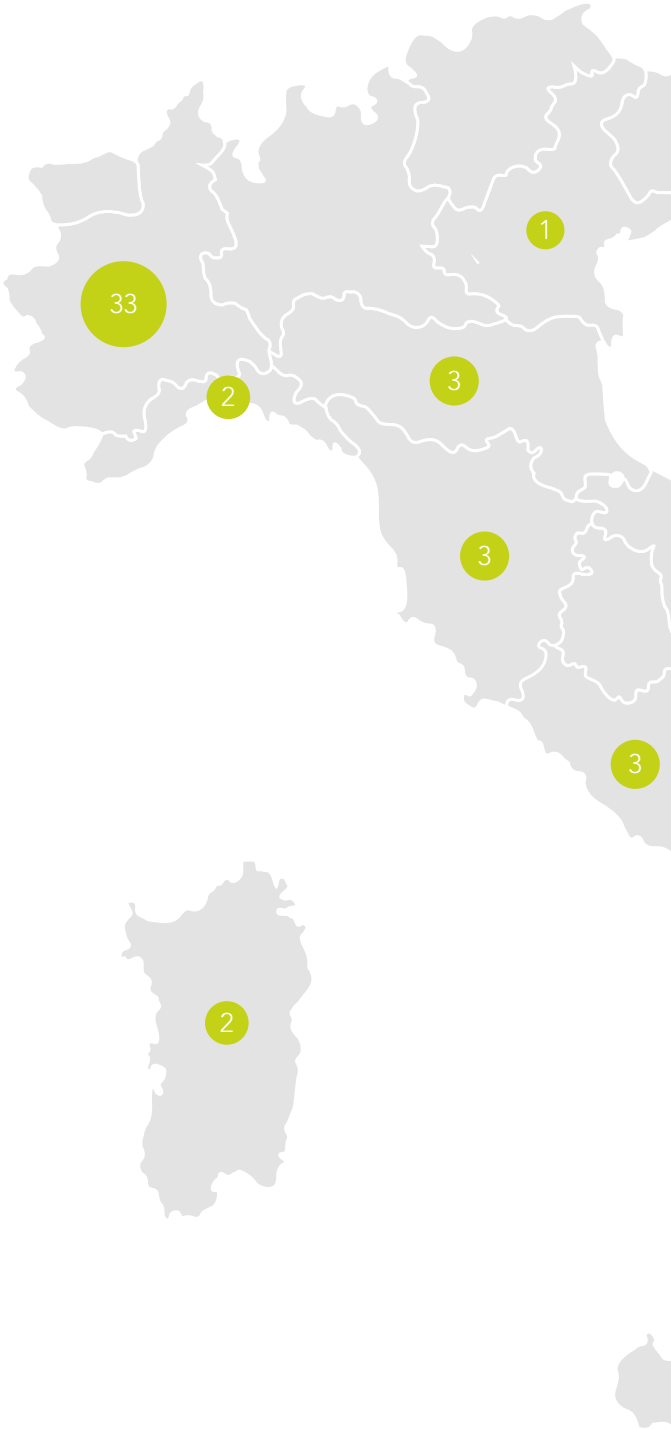


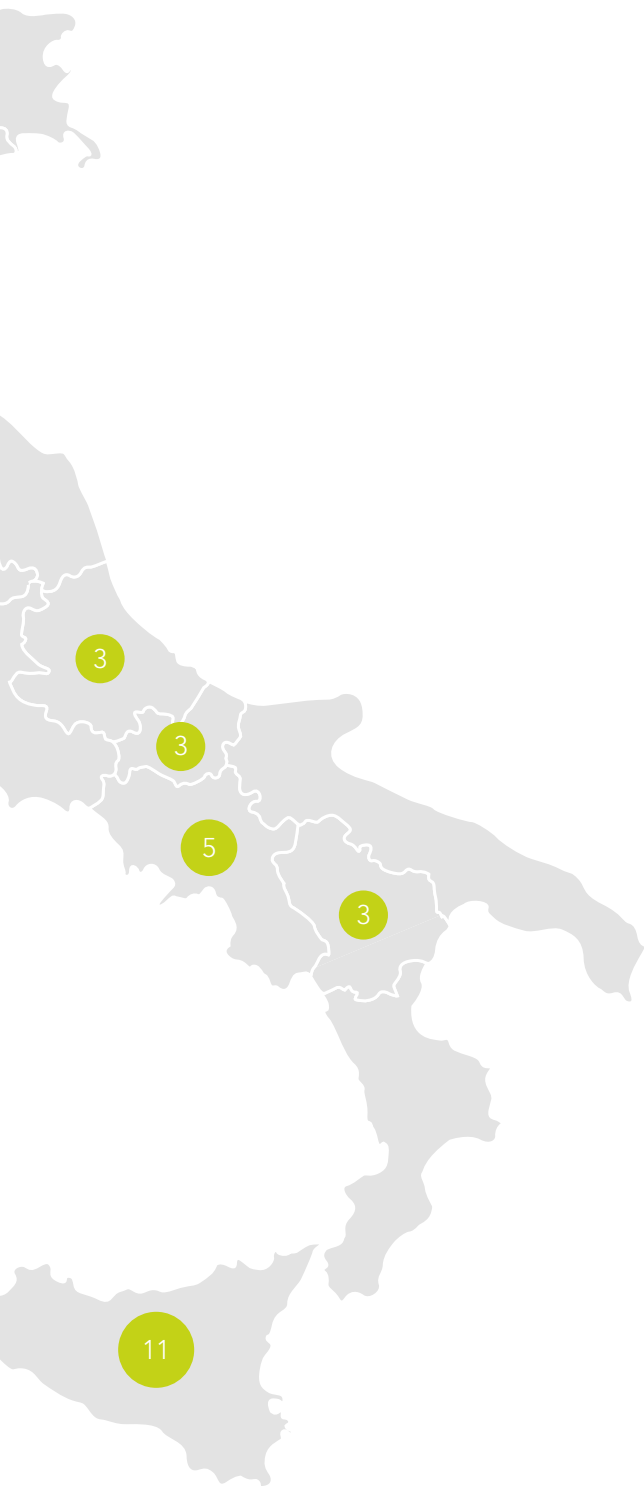
Sestriere (Torino)



Rottofreno (Piacenza)

INTERVENTIONS THROUGHOUT ITALY





Ventotene (Latina)



Procida (Napoli)



Revello (Cuneo)



La Maddalena (Olbia-Tempio)



Lampedusa (Agrigento)

THE PARTNERSHIPS

PFU Zero has begun working in partnership with the main environmental associations to maximise the number of citizens involved and raise awareness of the free national collection system found in tyre centres,

The first partnership was with Legambiente for “Puliamo il Mondo” (Clean Up the World), an annual initiative that involves volunteers in extraordinary collections of ELTs throughout Italy. EcoTyre offers its support to pick up the tyres collected during Legambiente’s initiative and send them for recovery. Clean Up the World is the largest international environmental volunteer initiative and involves over 35 million people in approximately 120 countries every year.

Over the past three years of “Clean Up the World”, PFU Zero has worked in almost 20 towns supporting the volunteers and has guaranteed free collection of tyres that have been abandoned in the environment.

The partnership with the Marevivo Association, lead to the creation of “PFU Zero in the small islands” project. This initiative focuses on collecting ELTs from the land and the sea bed of Italy’s smaller islands. The project which has run for three years has involved 19 islands: Ponza, La Maddalena, Ischia, Vulcano, Panarea, Salina, Stromboli, Lipari, Giglio, Elba, Tremiti, Capri, Lampedusa Linosa, Pantelleria, Ustica, Favignana, Procida e Ventotene. The collections also involved environmental education movements, and EcoTyre’s mascot Gummy who taught students in elementary and secondary school about the importance of collectively managing ELTs.

The PFU Zero project has also been part of the European Clean up Day for the past three years. An event that forms part of “Let’s Clean Europe”, a campaign against littering promoted by the European Union and coordinated by the Ministry for the Environment.

In 2014, PFU Zero organised an extraordinary collection for ELTs abandoned on the island of Ponza, as part of Clean up Day, and in partnership with Marevivo. The collection was held in the presence of the Minister for the Environment Gian Luca Galletti. In 2015, the initiative was organised at La Maddalena island, while in 2016, three interventions were conducted in Revello, Nisida and Porto Ercole.







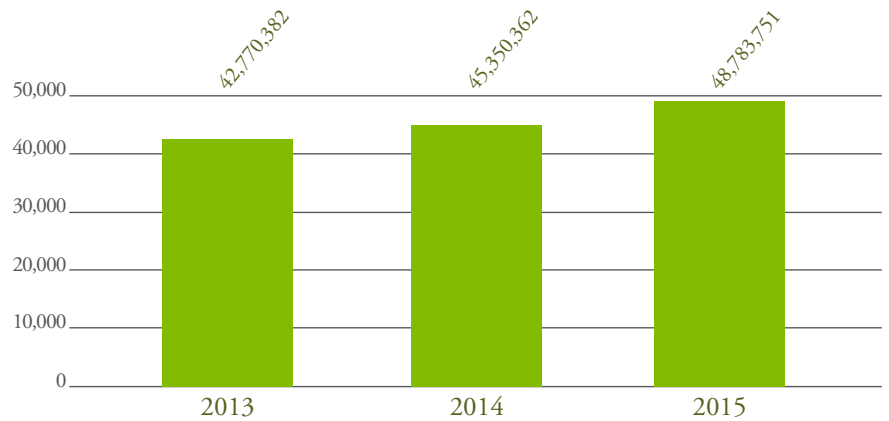
WWW.PFUZERO.ECOTYRE.IT

RESULTS 2015

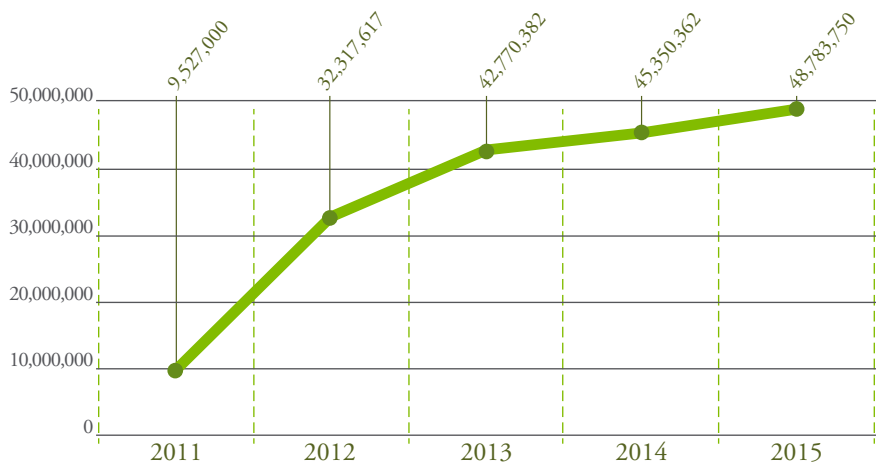
COLLECTION IN ITALY

The fifth year of EcoTyre's work saw further growth for the Consortium. In 2015 there was a 7.6% increase in the quantities of ELTs that it managed, equating to 48,783,751 kilogrammes.

**Collections
2013-2015 (kg)**



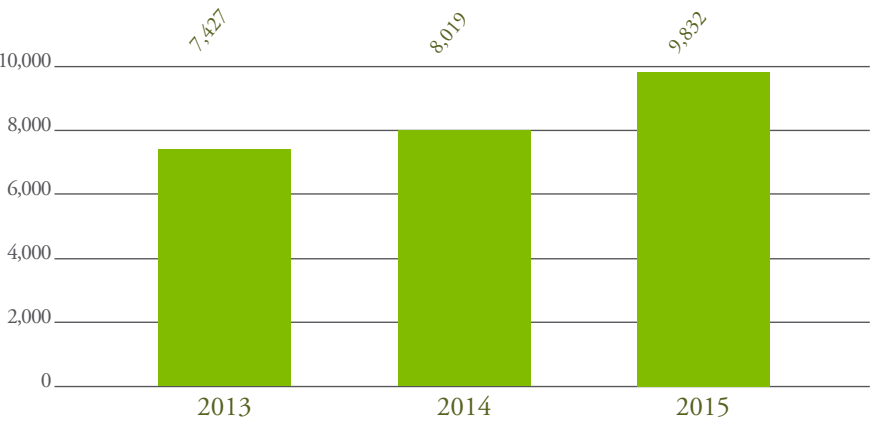
**Growth in the collection
over the past five years**



THE LOGISTICS NETWORK

EcoTyre has a strong presence throughout Italy thanks to over 80 operators who, under the coordination of 21 area contacts, guarantee a timely and professional service for all the collection points found across the Italian regions. Operations are conducted based on proximity, in other words, involving operators who are found closest to the places they serve. This not only helps to reduce management costs, but it also ensures a faster service as well as reducing CO₂ emissions as collections are made using the shortest routes. The same logic has been applied to selecting the treatment plants to which the ELTs are sent. The operational methods adopted by EcoTyre enable the Consortium to collect on average more than one tyre per second, a figure that bears witness to the system's efficiency.

The number of collection points in EcoTyre's network



	Number of EcoTyre collection points		
Year	2013	2014	2015
Collection Points	7,427	8,019	9,832

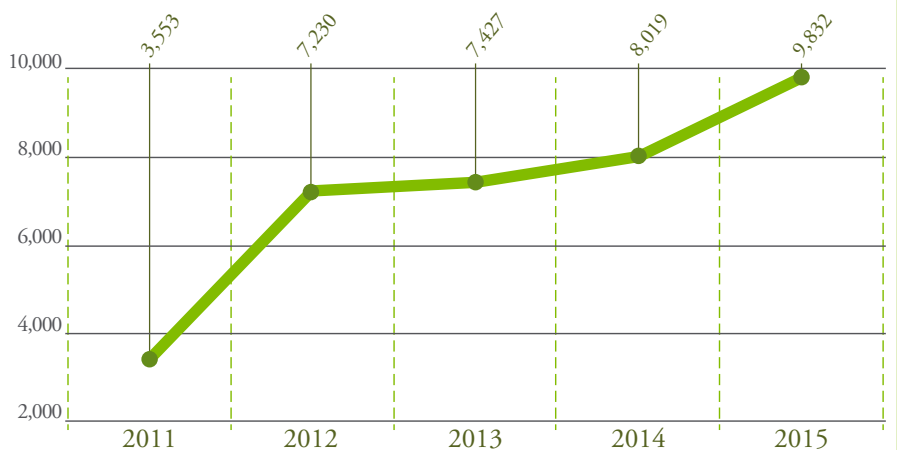


In 2015, there was an important 23% increase in the number of collection points since 2014, increasing from 8,019 points to 9,832. This figure demonstrates that the Consortium's presence is further consolidated throughout the entire peninsula. The growth data also reveals an interesting increase in the collection centres on the islands. An increase of 95% in Sicily, and 113% increase in Sardinia, whilst Piedmont, on the main land, increased its collection points by 107%.

The table below shows the distribution of collection points in each Italian region.

Number of EcoTyre collection points by region Year 2015	
Abruzzo	111
Basilicata	87
Calabria	121
Campania	238
Emilia-Romagna	478
Friuli-Venezia Giulia	349
Latium	1,045
Liguria	897
Lombardy	1,622
Marche	113
Molise	30
Piedmont	3,211
Apulia	133
Sardinia	96
Sicily	170
Tuscany	377
Trentino-Alto Adige	301
Umbria	109
Valle d'Aosta	91
Veneto	253
Grand Total	9,832

Growth in the number of collection points 2011 – 2015



OPERATIONS AND LOGISTICS PORTAL

This year EcoTyre decided to improve the quality of the tools it uses to organise the operational management of collections and within which it guarantees all of its administrative and reporting activities for its members. Specifically, the Consortium adopted a new operational portal, based entirely on web technology and designed to make collections more efficient.

Collection points in EcoTyre's network can now act upon collection requests more easily, even via smart-phone and tablets, enabling all historic data to be kept at hand so as to plan more effectively. The new portal means that the logistics network can organise its collection activities using detailed data to make collections more rapidly and reduce the number of journeys, ensuring that loads are maximised and thus reducing costs and the environmental impact.

In this way, all collection and management logistics activities are available to view online and in real time and guarantee the traceability of streams and data.

The portal can be used by members to manage all of the administrative tasks that are required of them by law: from declarations of amounts placed on the market and annual reporting, through to electronic invoicing.

Monthly Fee Declaration Form

Anno: 2015 Mese: Marzo				ecoTYRE La Gestione Sostenibile per i tuoi PFI	
Cat.	Veicoli Utilizzatori	Pesi Minimi e Massimi (in chilogrammi)	Numero Totale Pneumatici Immessi	NETTO IVA Contributo EcoTyre (euro/pneumatico)	NETTO IVA Contributo EcoTyre (euro/pneumatico)
A	Ciclomotori e Motoveicoli (ciclomotori, motocicli, motocarri, ecc.)	A1 (2 - 8 KG)	0	€1,00	€0,00
B	Autoveicoli e relativi rimorchi (autovetture, autocaravan, ecc.)	B1 (8 - 18 KG)	0	€2,00	€0,00
C	Autocamion e Autobus (autocamion, auto nodali, auto articolati, filoveicoli, trattori stradali, ecc.)	C1 (20 - 40 KG)	0	€7,25	€0,00
		C2 (41 - 70 KG)	0	€15,10	€0,00
D	Macchine agricole, macchine operatrici, macchine industriali (trattori, escavatori, ecc.)	D0 (< 4 KG)	0	€0,00	€0,00
		D1 (4 - 20 KG)	0	€2,40	€0,00
		D2 (21 - 40 KG)	0	€6,10	€0,00
		D3 (41 - 70 KG)	0	€11,70	€0,00
		D4 - A (71 - 108 KG)	0	€19,00	€0,00
		D4 - B (109-130 KG)	0	€34,50	€0,00
		D5 - A (131 - 159 KG)	0	€36,00	€0,00
		D5 - B (160 - 200 KG)	0	€41,50	€0,00
		D6 - A (201 - 290 KG)	0	€58,90	€0,00
		D6 - B (300 - 499 KG)	0	€90,00	€0,00
		D6 - C (500 - 749 KG)	0	€150,00	€0,00
		D6 - D (> 750 KG)	0	€270,00	€0,00

New Operations Portal

ecoTYRE

La Gestione Sostenibile per i tuoi PFI

ecoTYRE

Home

Menu

Gestione

sc0000012

Login

Lista Ordini

Numero Ordini selezionati: 3

help

Filtri

ID	Ordine impresso il	Punto di Raccolta	Classe	Tipo di Contenitori	Quantità (nc. pezzi)	Peso Stimato (Kg.)	Peso Effettivo (Kg.)	Status	
ET16094526	23/03/2016	PDR di prova - Via Muni 68, Lissone (LO)	1	scaric	100	745		assegnato	+ dettagli
ET16094530	23/03/2016	PDR di prova - Via Muni 68, Lissone (LO)	1	scaric	100	3500		assegnato	+ dettagli
ET16094542	23/03/2016	PDR di prova - Via	1	scaric	100	2800		assegnato	+ dettagli

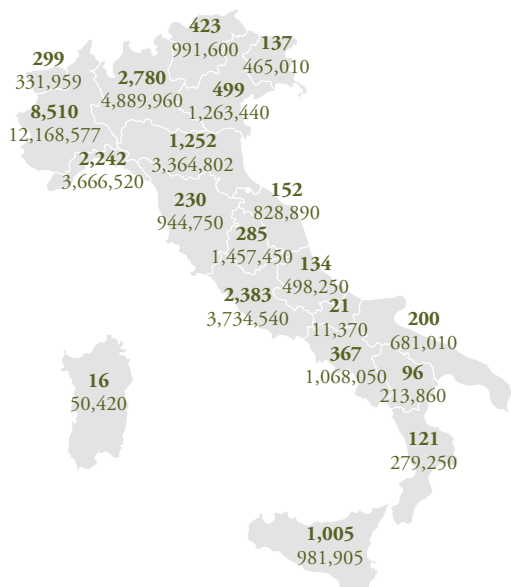
COLLECTIONS BY REGION

Another important growth seen in 2015 was the collections, which increased by 7.6% from last year. The number of collections carried out increased from 21,034 in 2014, to 22,625 in 2015. The collections carried out as part of the "PFU Zero" project are of particular interest. These extraordinary collections are provided free of charge by the Consortium and deal with abandoned tyres. In 2015 there were 299 of these collections, a growth of 7.5% in relation to last year. Finally, collections from ACI wreckers were at the same levels as last year.

The various interventions conducted across Italy have permitted us to send a large number of tyres for recovery. Looking at the regional data, it is possible to identify the best performance in Piedmont and Liguria, where the amounts of ELTs managed increased by 106.3% and 39.7% respectively.

However, as the table below shows, the general data is not uniform across the different regions. This is due to a variety of factors: including the number of collection points in each region and also the demographic density which determines the amount of ELTs produced and thus managed.

The table shows the amounts for ELT collections by region and the relative number of missions.



Amounts collected by Region and from collection points in 2015		
Regione	Weight (kg)	Nr. of Collections
Abruzzo	498,250	134
Basilicata	213,860	96
Calabria	279,250	121
Campania	1,068,050	367
Emilia-Romagna	3,364,802	1,252
Friuli-Venezia Giulia	465,010	137
Latium	3,734,540	2,383
Liguria	3,666,520	2,242
Lombardy	4,889,960	2,780
Marche	828,890	152
Molise	11,370	21
Piedmont	12,168,577	8,510
Apulia	681,010	200
Sardinia	50,420	16
Sicily	981,905	1,005
Tuscany	944,750	230
Trentino-Alto Adige	991,600	423
Umbria	1,457,450	285
Valle d'Aosta	331,959	299
Veneto	1,263,440	499
Collections from collection points	37,891,613	21,152
Extraordinary collections	6,579,020	299
Collections from ACI wreckers	4,313,120	1,174
Totale complessivo	48,783,751	22,625

END-OF-LIFE VEHICLE COLLECTION NETWORK

The Committee for the management of End-of-life Tyres has recognised EcoTyre as an operator capable of collecting ELTs from the network of vehicle dismantlers. The institution operates inside the Automobile Club d'Italia (ACI) and was created by the Ministry for the Environment's through Ministerial Decree 82/2011. The Committee is charged with monitoring and guaranteeing the proper management of ELTs coming from the vehicle-dismantling sector. Through a widespread logistics network across Italy, and through the use of an integrated computerised system, they can control and manage all activities and ensure the collection, transport, selection, treatment and recovery of this type of waste. Dismantlers on the PRA (the public auto-mobile register) can request free collections of tyres from any of the 33 operators certified by the Committee to perform this task. EcoTyre is one such operator.

As in previous years, performance in 2015 was excellent in terms of this type of collection. In total there were 1,174 collection missions, and 4,313,121 kg of tyres were collected. The regions collecting the most were Emilia Romagna (1,209,460 kg) and Sicily with 740,120 kg.

Collections from end of life vehicles from the network of wreckers.		
Region	Nr. of Collection	Total collected (kg)
Abruzzo	33	160,880
Basilicata	28	115,550
Calabria	41	111,491
Campania	35	68,390
Emilia-Romagna	267	1,204,460
Friuli-Venezia Giulia	47	181,200
Latium	54	153,920
Liguria	55	228,460
Lombardy	39	178,950
Marche	15	72,760
Piedmont	164	429,890
Apulia	42	164,290
Sicily	208	740,120
Tuscany	42	135,360
Trentino-Alto Adige	17	59,190
Umbria	2	9,000
Valle d'Aosta	6	19,500
Veneto	79	279,710
Grand total	1,174	4,313,121



Comitato PFU
Pneumatici Fuori Uso
Veicoli a fine vita

RECOVERY PLANTS

Given the strategic importance of recovering ELTs in the management process, EcoTyre decided to set up partnerships with structures of excellence in the field of tyre treatment. The choice of plants followed a specific audit process to assure professionalism, efficiency and respect of environmental, health and safety standards. In order to become part of EcoTyre's network, these structures must be able to guarantee the complete traceability of ELTs that are sent to them, and have absolute transparency in their management of the flows of these materials.

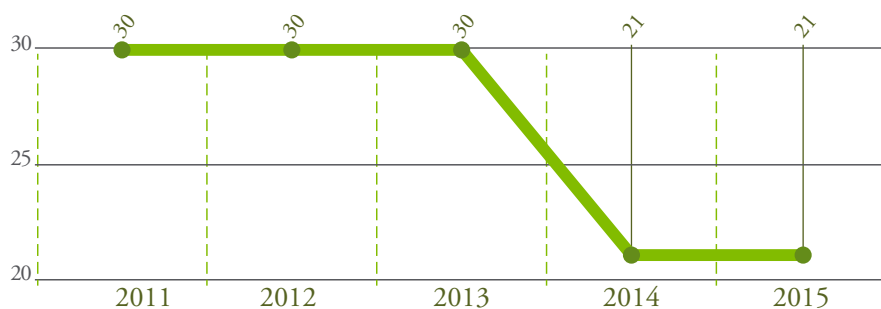
This partnership permits the management of ELTs based on proximity, by selecting the structures closest to the origin of the tyres and thus limiting the transport of this waste. Furthermore, it becomes more simple to administer varying quantities of ELTs simultaneously, and identify specialist centre in cases where the need arises.

The following table reports on the 21 plants which collaborate with the Consortium in the treatment of this special category of waste.

Plants used by EcoTyre

Name of treatment Plant	Location
Baucina Recycling	Baucina (PA)
CL.GI.PI	Montone (PG)
Corgom	Corato (BA)
Cumiana Gomme Group	Settimo Torinese (TO)
FG Riciclaggi	Cairo Montenotte (SV)
Gatim	Lamezia Terme (CZ)
Genan	Kammlach (D)
GGM Ambiente	Codogno (LO)
Irigom	Massafra (TA)
Kias Recycling	Kirchdorf an der Krems (A)
Maestrale Industrie Terni	Terni (TR)
Microgomma Energia	Abbadia di Montepulciano (AR)
R.P.N.	Nocera Inferiore (SA)
Recycling Pfu	Santi Cosma e Damiano (LT)
Riag	Maribor (SL)
S.A.I.D.	Pineto (TE)
Salonit	Deskle (SL)
Sassoli	Arezzo (AR)
Sh Drice	Drazice (CZ)
Turin Carta	San Maurizio Canavese (TO)
Tyrewolf	Pfullendorf (D)

Plants used
2011-2015

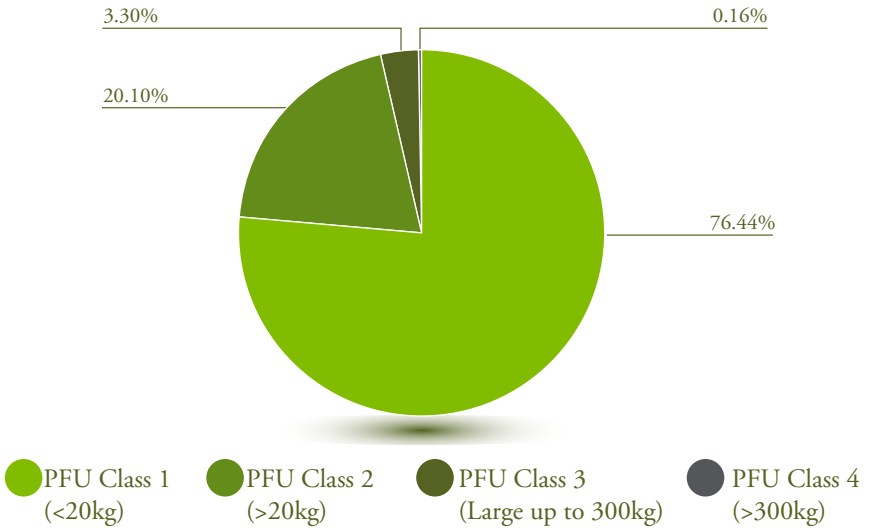


Monthly Collections
of Class ELTs

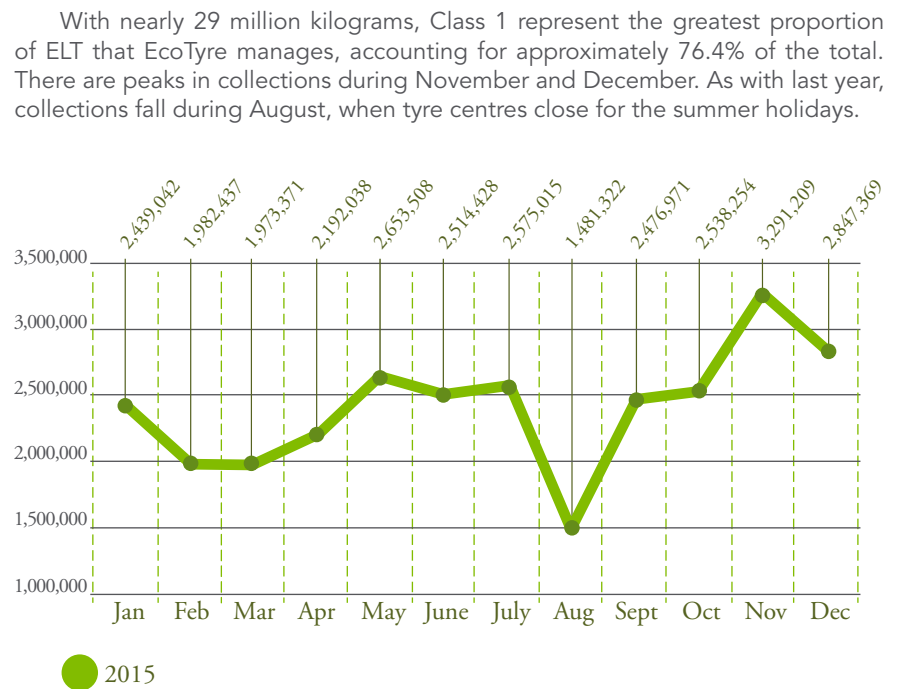
COLLECTIONS BY CLASS IN THE TYRE CHANGE NETWORK

There are four classes of end-of-life tyres managed by EcoTyre and these are: class 1 – tyres for cars and motorbikes weighing below 20kg; class 2 – tyres weighing over 20kg such as trucks; class 3 for tyres with a weight up to 300kg; and finally class 4 – for tyres whose weight exceeds 300kg.

The amounts for all four categories relate to ordinary collections and do not include tyres coming from extraordinary collections or from ACI wreckers.



Monthly Collections of Class 1 ELT (<20 Kg)

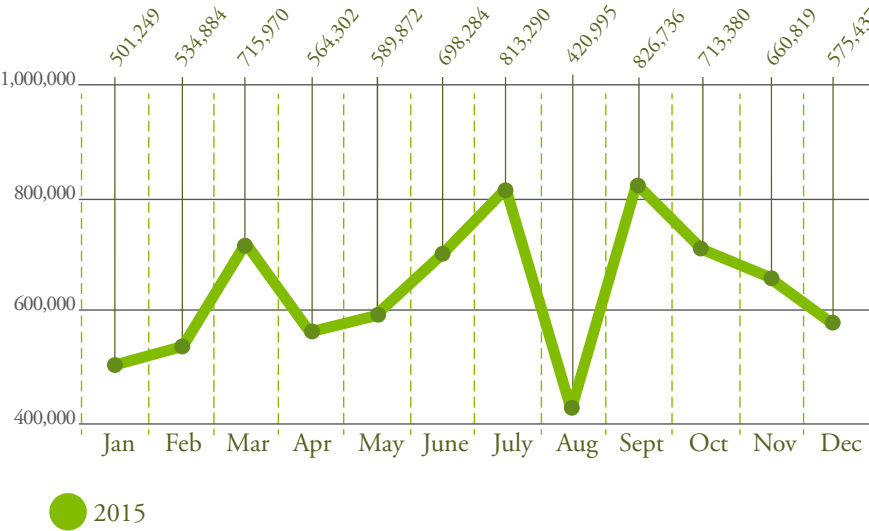


Monthly collections of Class 1 ELT (<20 Kg)

2015	Weight (kg)
January	2,439,042
February	1,982,437
March	1,973,371
April	2,192,038
May	2,653,508
June	2,514,428
July	2,575,015
August	1,481,322
September	2,476,971
October	2,538,254
November	3,291,209
December	2,847,369
Total	28,964,964

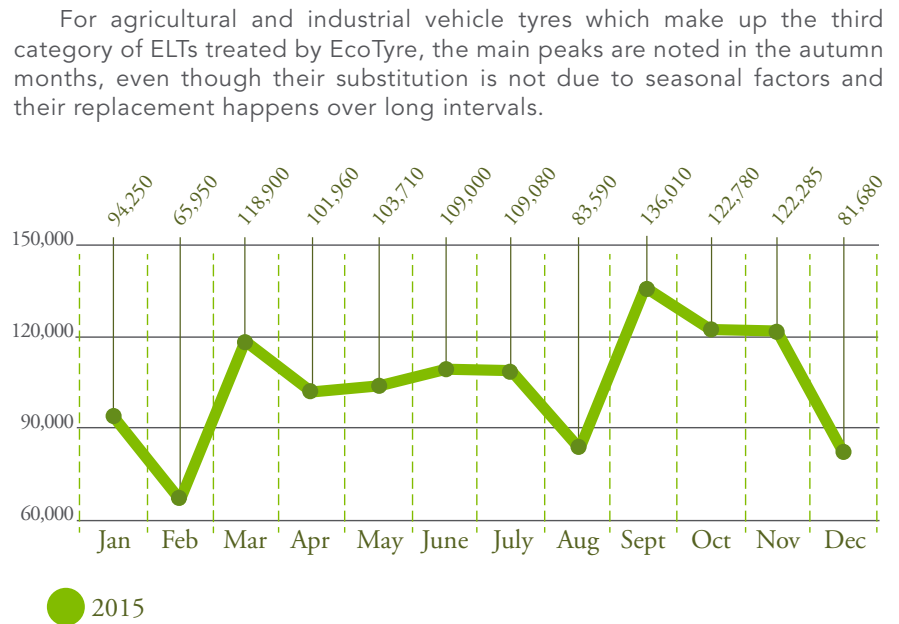
Monty Collections
of Class 2 ELTs (>20 kg)

With regard to Class 2 tyres, which relate to ELTs from trucks and buses, the largest amounts were collected during July and September.



Monty Collections of Class 2 ELTs (>20 kg)	
2015	Weight (kg)
January	501,249
February	534,884
March	715,970
April	564,302
May	589,872
June	698,284
July	813,290
August	420,995
September	826,736
October	713,380
November	660,819
December	575,437
Total	7,615,218

Monthly Collections of Class 3 ELTs (Large up to 300 kg)

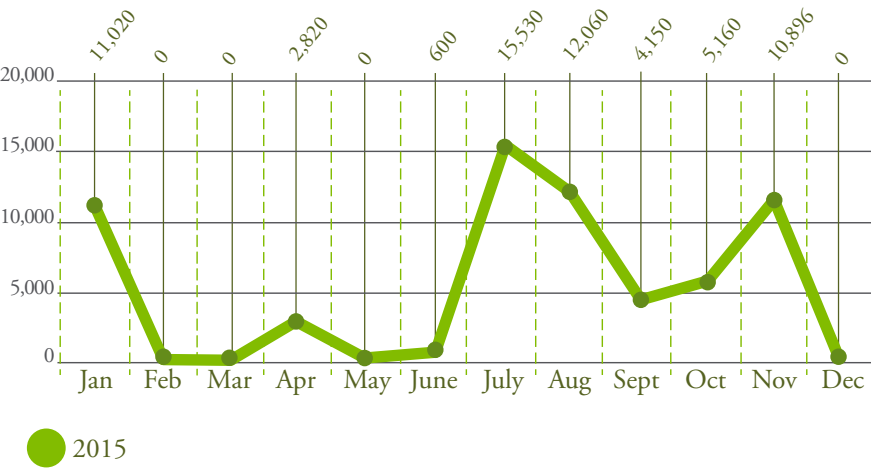


Monthly Collections of Class 3 ELTs (Large up to 300 kg)

2015	Weight (kg)
January	94,250
February	65,950
March	118,900
April	101,960
May	103,710
June	109,000
July	109,080
August	83,590
September	136,010
October	122,780
November	122,285
December	81,680
Total	1,249,195

Monthly Collections
of Class 4 ELTs 4 (> 300 kg)

The final class which EcoTyre deals with also are not affected by seasonal factors, and are also infrequently replaced. Despite this, growth in this class continues from last year and confirms that the Consortium is a point of reference for this sector.



Monthly Collections of Class 4 ELTs 4 (> 300 kg)	
2015	Weight (kg)
January	11,020
February	0
March	0
April	2,820
May	0
June	600
July	15,530
August	12,060
September	4,150
October	5,160
November	10,896
December	0
Total	62,236

THE ENVIRONMENTAL FEE

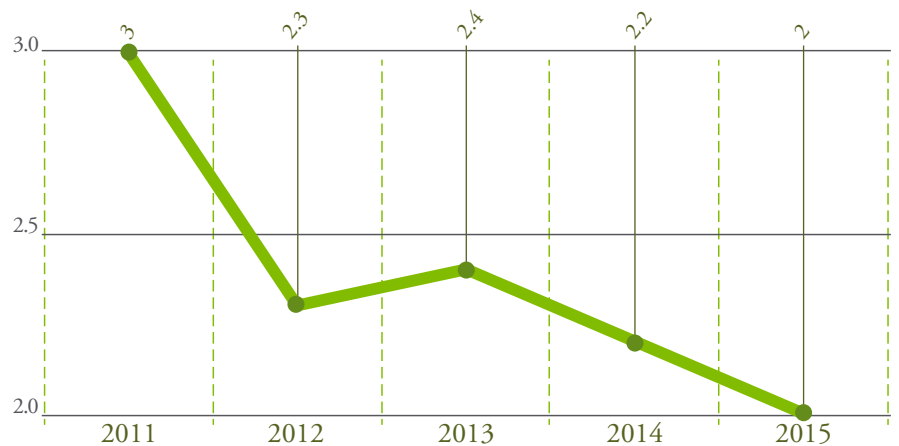
This year, thanks to increased rationalisation and optimisation of its collection network, EcoTyre has been able to reduce the level of the Environmental Fee.

The fee is based on the management costs of ELTs and is calculated according to the class of tyre being treated.

Thanks to the work of public affairs carried out by EcoTyre, from 2013, the Ministry of the Environment has been able to clearly define the categories of end-of-life tyres and their relative weight classes which are used as parameters by which to determine the environmental fee.

The following chart summarises the evolution of the fee for the cars and motorbikes category (B1) in the last 5 years. Our approach aims to improve efficiency and logistics and this resulted in a 33% reduction of the environmental fee.

**Reductions
in Environmental Fee
(Category B1) 2011-2015**
Euros



APPLICATIONS AND TECHNOLOGY

Environmental Benefits

The vision of EcoTyre is based on the belief that end-of-life tyres are not simply a waste to be managed, but a resource to be used. Identifying the most environmentally sustainable route for this resource is central to the Consortium’s activities, so that ELTs can be put to new uses.

Description of recovery methods and results

EcoTyre’s partners are examples of excellence on a national and international stage. They deal with the shredding of tyres, an operation which produces rubber crumb in ever decreasing dimensions. During the treatment phase, plastic and other materials, principally metals that make up ELTs, are segregated using specialised equipment after which the ELTs can follow one of three routes:

Re-use

A part of the tyre is regenerated enabling it to be re-used on vehicles.

Material recovery

Over 50% of the rubber crumb obtained during treatment is destined to be recycled and used in a variety of applications, including:

Uses for ELT recycled material

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

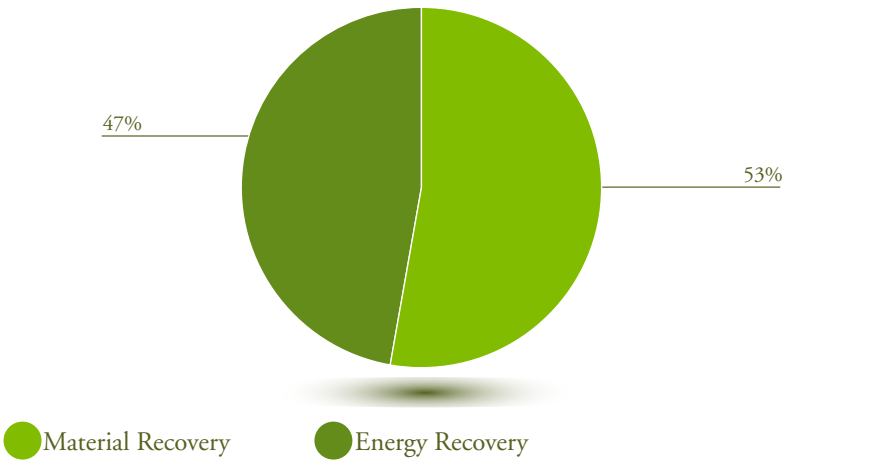


Recovery methods

Energy recovery

47% of managed ELTs are sent for energy recovery. Considering their high calorific content, the end-of-life tyres are a viable alternative to fossil fuels, also in relation to their emissions: a clear benefit to cement factories and other companies which produce steam and electrical energy.

The following diagram shows the subdivisions of ELT quantities treated by EcoTyre in relation to their final destination.



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