

## RE-PLAN CITY LIFE

Relevant Audience Plan Leading to Awareness Network for Circular Economy Use of Recycled TYre materials in city LIFE

### OUTLINE

Post Consumer Tyres are an important waste stream generated every year in Europe and the world. Tyre recycling has some peculiarities that distinguish it from other recycling sectors, as Recycled Tyre Materials (RTMs) are not used to produce new tyres. RTMs produce new materials: rubber, steel fibres and textile fibres, that are used in many different products and applications, from roads and road furniture to sport surfaces, from building materials to infrastructure – and many others.

That has been possible due to efforts by many SMEs around Europe, supported by the Commission through research projects and environmental policies.

Despite these efforts the market did not grow as expected but grew randomly. Some markets have expanded significantly in recent years, e.g. the sport sector, so much that it seems almost saturated. Others, like roads and public works, have not grown enough to represent a stable and reliable demand.

In 2017 material recycling attained a level of 38% of tyres collected under national tyre management schemes, still low, compared to other waste streams. Ensuring an effective market for RTMs is imperative to enable an expansion of recycling, reducing the need for hazardous storing, or shipping abroad for incineration.

The tyre industry cannot contribute to increase the demand for technical reasons, and the actual outlets are not yet sufficient to absorb growing quantities, unless encouraged. The market will need a concerted stimulus - economic incentives - and greater awareness from crucial markets. Barriers and obstacles will have to be identified and overcome.

Apparently, the slowdown is the result of current situations such as:

**1. Green Public Procurement has not been implemented as originally proposed by the Commission**, owing to the lack of awareness among policy makers, technicians of P.A. and other stakeholder of the opportunities offered by RTMs;

**2. The implementation of the Circular Economy Package requires practical initiatives** and in particular joint cooperation between recyclers, end users, policy-makers, at local, national, European levels. Incentives from the Circular Economy Package could help to stimulate the tyre recycling sector to create new material streams and products and to expand existing markets.

**'Public Works' could provide a vast potential markets for RTMs.** There are many examples of products and applications, that provide successful, sustainable technical solutions for existing problems that could result in increased recycling, reduced CO2 emissions, energy savings and lower costs compared to alternatives produced from virgin resources.

**However, today these experiences are just single and local projects, isolated operations, not coordinated actions.** They have not been integrated into a larger, consolidated European Market.

### Objectives

- 1) Raise awareness among a target audience (Technicians of P.A., stakeholders, policy makers) relevant on the use of RTMs in building, infrastructures and urban areas.
- 2) Expand visibility of the significant works done with RTMs making knowledge and relevant information available through a web application usable by other technicians.
- 3) Implement and Promote Green Public Procurement in collaboration with companies and public administrations, defining tender specifications to create opportunities for recycling companies to expand environmentally sound markets and make available to procurers an easy and reliable verification of green requirements.
- 4) Implement practical initiatives to develop the Circular Economy principles for RTMs and their applications in the Urban Environment.

## Actions

Four main actions have been defined:

1. GPP Guidelines and Implementation models for the Procurement procedures
2. Preparation of a Circular Economy RTM Plan
3. Creation of a web application
4. Dissemination to promote the solutions and to stimulate interest and cooperation, training workshops

## Partners

N	Name	Country	Activity	Tasks
1	ETRA	FR	Association	Project Coordinator
2	ANCI Lazio	IT	Association	Italian Association of Municipalities of Lazio Region Promotion of RTMs use in the region territory and Rome Municipality. Contributes to the Preparation of Circular Economy Plan and GPP Guidelines.
3	ITeC	ES	Data & Technological support Construction	Technical Assessment and Certification, GPP Market Analysis and strategies. preparation of GPP actions.
4	IETU	PL	Research Institute	Public Research Institute specialised in environmental issues. Contributes to GPP guidelines, interface with Silesia Region and P.A. in Poland. Action leader for web portal
5	Metropolitan City of Turin	IT	Management of the Province Territory	Promotion of RTMs in the region, adoption of the actions developed during the project
6	Government of Catalonia	ES	Management of regional territory	Promotion of RTMs in the region, adoption of the actions developed during the project
7	Region of Crete	GR	Management of the Island Territory	Promotion of RTMs use in the region territory, adoption of the actions developed during the project, replication in Greece
8	ANTEL	IT	Association, training Technicians of Public Administration	Workshop and training activity towards P.A. in Italy
9	AITF	FR	Association professionnelle, in link/partnership with the CNFPT : National training Center for Technicians/Engineers of public administration	Promotion of RTMs use in the region territory, adoption of the actions developed during the project by implementing in some local territorial areas Training sessions for P.A. in France.
10	IASLIM	SI	Association: Sport infrastructure management	Will provide technical support to various actions. In particularly they will contribute to training and dissemination in Sports, and interface with the P.A. in Munich, Copenhagen, Barcelona, Belgrade, Rijeka, Sofia, Ljubljana)
11	COMSA	ES	Rail Infrastructure	Definition of strategy for marked development of RTMs in building and rail sector in various kind of applications
12	Keridis	GR	Public Works	Definition of the strategy for market development of RTMs Rubberised Asphalt, Road Sector and Public Works
13	Politecnico of Turin	IT	Faculty, Concrete & Civil Engineer faculty	Technical support to WG & actions about the Use of RTMs in Concrete
14	University of Turin	IT	Faculty Public Health (Environmental & Occupational Health)	Technical support to WG and actions to assess health and environmental impact of RTMs