

18<sup>th</sup> April, Brussels

# Tyre recycling: making the wheel go round

... from an environmental and  
policy perspective

**EuRIC MTR**

Mechanical Tyre  
Recycling Branch\*

\*A branch of EuRIC AISBL

Tyres are complex products essential to the mobility of millions of Europeans. Likewise, tyre recycling is essential to the sustainability of the entire tyre value chain, be it in terms of resource-efficiency or climate neutrality. Yet, despite a landmark landfill ban in 2006, much needs to be done to improve the circularity of tyres.

To give an order of magnitude, today, for one tyre that is recycled, one tyre gets incinerated for energy recovery and the worse in terms of end-markets opportunities is yet to come. Indeed, the European Union plans to:

- Ban the use of rubber infill materials used in artificial turf pitches that represents an average of 30% of end-markets;
- Restrict further the content of PAHs and other chemicals impacting the remaining 70% of the market.

Against such a situation, what can policy-makers and the whole tyre value chain do to boost the circularity of tyres?

EuRIC, which gathers the leading European tyre recyclers, believes that immediate policy actions are needed on all the different steps of the tyre value chain -from tyre design, collection and sorting, recycling, to the uptake of recycled materials into new tyres and other end-products. In particular, the upcoming European Sustainable Product Regulation (ESPR) alongside with the revision of the End-of-Life Vehicles Directive (ELVD) and Construction Product Regulation (CPR) have a key role to play in unlocking investments in tyre recycling in Europe and developing new end-markets that will support the objectives set by the European Green Deal and the new Circular Economy Action Plan.

This is all the more urgent to minimize the EU reliance on natural resources as rubber is a critical raw material in the EU, being mostly imported from South-East Asia for natural rubber and Russia for synthetic rubber.

**We invite you to join the 8th edition of our Recyclers' Talks series fully dedicated to tyre recycling in order to discuss with top-level policy-makers and experts how to boost the circularity of tyres alongside the value chain**





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18<sup>th</sup> April From 9:00 to 18:00,  
Brussels, Bd Auguste Reyers 80, 1030

*EuRIC will gather representatives from the whole tyre value chain, from tyre manufactures to tyre recyclers, including NGOs and policy makers to discuss:*

- *State-of-play tyre recycling*
- *European policies impacting the Circular Economy of tyres*
- *Key drivers to develop end-markets for tyre-derived materials*
- *The role of different technologies to achieve tyre circularity*

## **Preliminary program:**

Session 1: Industry Status and Future Outlook

Session 2: Panel discussion on Microplastic restriction

Session 3: Implementing Circularity in the tyre value chain with a technology neutral approach

Session 4: Panel discussion on Policies impacting tyre circularity

Session 5: Panel discussion on Key Drivers for ELT end-markets

Session 6: More Circular initiatives

## **Line-up of speakers:**

*Adam McCarthy (ETRMA), Daniele Fornai (Ecopneus), Günter Ihle (RIGDON), Jérôme Barrand (Michelin), Juan Carlos González García (IBV), Leticia Saiz (SIGNUS), Mark Murfitt (Murfitt Industries), Pieter ter Haar (Circotec), Poul Steen Rasmussen (GENAN), Robert Weibold (Weibold consulting), Sonia Merget (TRS), Susanne Madelung (PVP), TBC (AFNOR), TBC (ECOS), TBC (European Commission), TBC (European Parliament) ... and more to join!*

**Want to take active participation? Please let us know:** [anavazas@euric-aisbl.eu](mailto:anavazas@euric-aisbl.eu)

**Want to join us in Brussels? Please register [here](#)**