



## Event Application

**Title:** Driving circularity: Unlocking the potential of tyre recycling

**Duration:** 1h30min

**Date:** 19 June 2024

**Format:** Webinar

Organised by EuRIC, the European Recycling Industries' Confederation

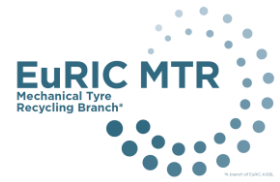
## Why this webinar matters:

Europe's tyre recycling industry faces a critical challenge: cost-driven decisions often take precedence over environmental responsibility. In many Extended Producer Responsibility (EPR) systems, tyres are exported for processing abroad, only to be reimported as recycled materials - a move that has a terrible effect on the EU circular economy, disregarding the loss of valuable resources, the environmental costs of transportation, and CO2 emissions.

With regulatory shifts, evolving market demands, and the imperative for decarbonisation and resource autonomy, tyre circularity has never been more critical. This webinar will convene key industry stakeholders to address pressing challenges and opportunities, with a focus on boosting demand for recycled materials, tackling trade barriers, advancing end-of-waste criteria, and integrating digital product passports (DPP) to enhance recyclability.

## Proposed Agenda

Time Slot	Duration	Topic	Speaker
10:00-10:05	5 min	Introduction to the webinar	Poul Steen Rasmussen (Genan), President of EuRIC's Tyre Recycling Branch
10:05-10:30	20 min + 5 min Q&A	Presentation of the manifesto	Gabriel Gomez (EuRIC), Maria Vera Durán (EuRIC)
10:30-11:25	50 min + 5 min Q&A	<b>Panel discussion:</b>	<ul style="list-style-type: none"><li>• Recycler: Alicia Garcia Franco, FER</li><li>• Recycler: Daniel Schockmann (REGUPOL) / Georg Maxein (Kraiburg)</li><li>• European Commission Representative</li><li>• Julia Ettinger (Secretary General, EuRIC)</li></ul>



#### KEY TOPICS TO BE ADDRESSED:

- Boosting demand (applications beyond infill)
- Trade/exports, circular resources for Europe
- End-of-waste criteria for tyres,
- DPP/recyclability

#### EVENT OBJECTIVES:

- **Concrete actions:** Addressing market and policy barriers to tyre circularity.
- **Collaboration opportunities:** Strengthening ties and dialogue across the value chain, among manufacturers, recyclers, and policymakers.
- **Regulatory clarity:** Discussing the impact of EU legislation on end-of-waste criteria and digital product passports. Creating the right conditions for transition to circularity.
- **Resourcing Europe:** Discussing the issue of tyres exports and the missed opportunity for recycled materials in Europe
- **Innovation insights:** Exploring new applications and market opportunities for recycled tyre materials.