



International, Innovative and Circular: RE-PLAN CITY LIFE project

Ettore Musacchi, ETRA

www.re-plancitylife.eu



The RE-PLAN CITY LIFE project has received funding from the LIFE Programme of the European Union



ETRA

European Tyre Recycling Association

- ✓ ETRA, the European Association, was founded in 1994
- ✓ ETRA is an independent, member-driven organisation devoted exclusively to the material recycling of tyres
- ✓ Its mission is to develop tyre recycling as an environmentally sound and commercially sustainable European industry
- ✓ Its key objective is to develop and advance policies supporting the industry leading to the creation of new markets or expansion of existing ones



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The Project



RE-PLAN CITY LIFE project aims to **raise awareness** about the Circular Economy opportunities for Materials, Products and applications obtained from tyre recycling to adopt environmentally friendly behavior and practice in urban communities.



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OBJECTIVES

- ∞ **Raise awareness** among Technicians of P.A., Stakeholders, Policy Makers, on the use of RTMs in Buildings, Transport Infrastructures, Urban Areas, and Sport Facilities.
- ∞ Promote **Circular Economy principles** for RTMs in the Urban Environment.
- ∞ Develop and Promote **GPP guidelines** in collaboration with companies and public administrations.
- ∞ Expand the visibility of RTMs works through a **web application**.



AT A GLANCE

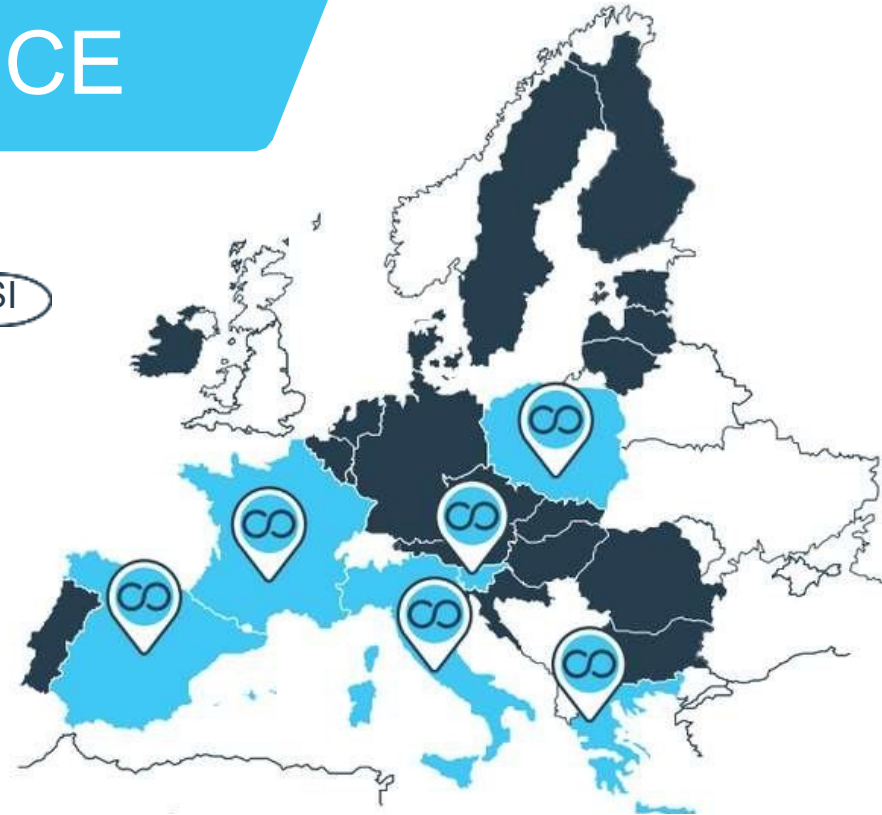
6

COUNTRIES:



BUDGET INFO:

Total amount: EUR 2.641.170
EC Co-funding: EUR 1.430.090



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

DURATION: 42 Months
Start: 01 Jan 22 - End: 30 Jun 25

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Coordinating beneficiary



EUROPEAN TYRE RECYCLING ASSOCIATION



Associated beneficiaries



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Expertise



Recycled Tyre Materials
Project Coordination



Green Tools Development
Training



End Users Sectors



Scientific support



UNIVERSITÀ
DI TORINO



Public Administrations



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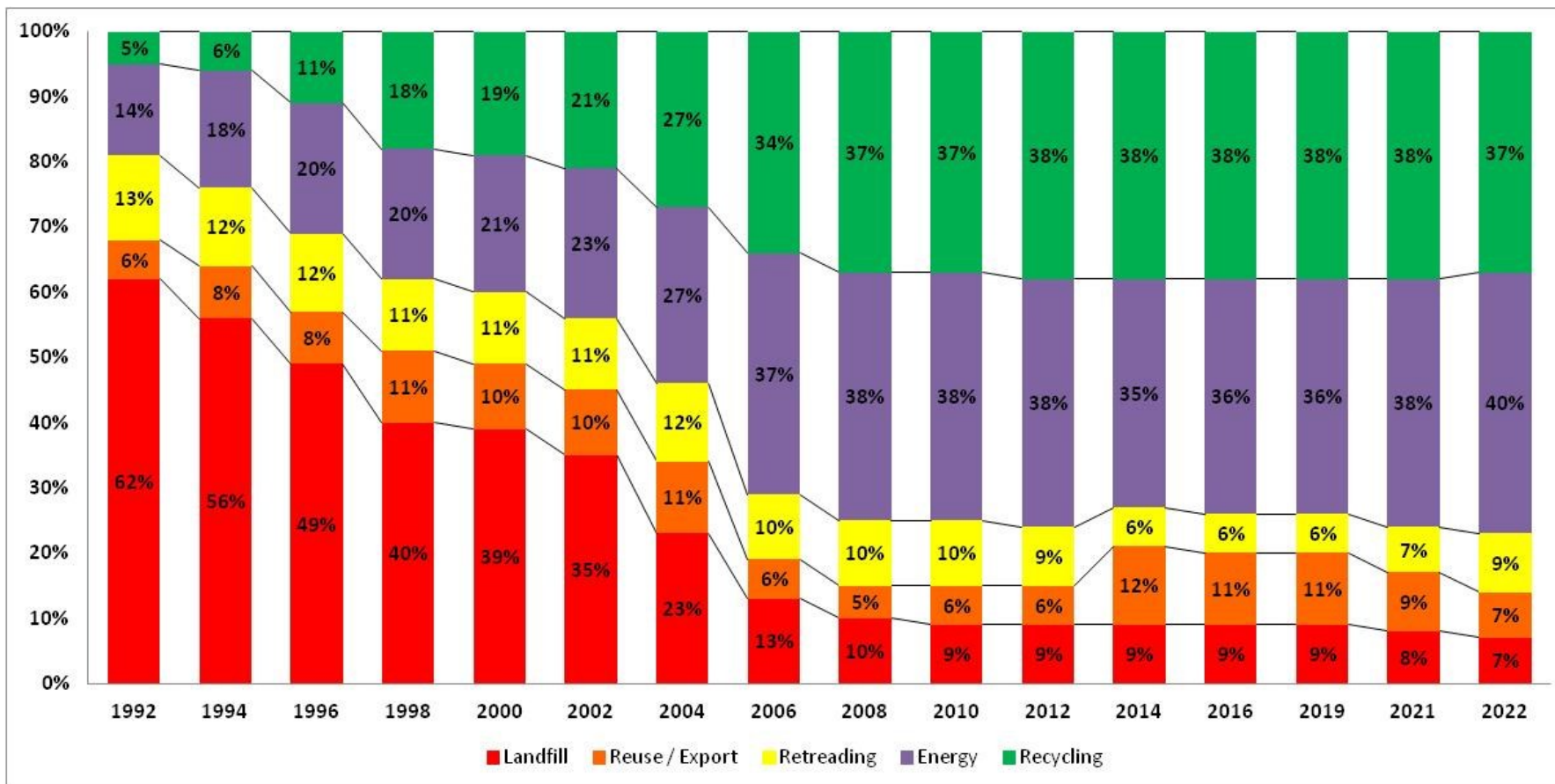
EOL Tyres



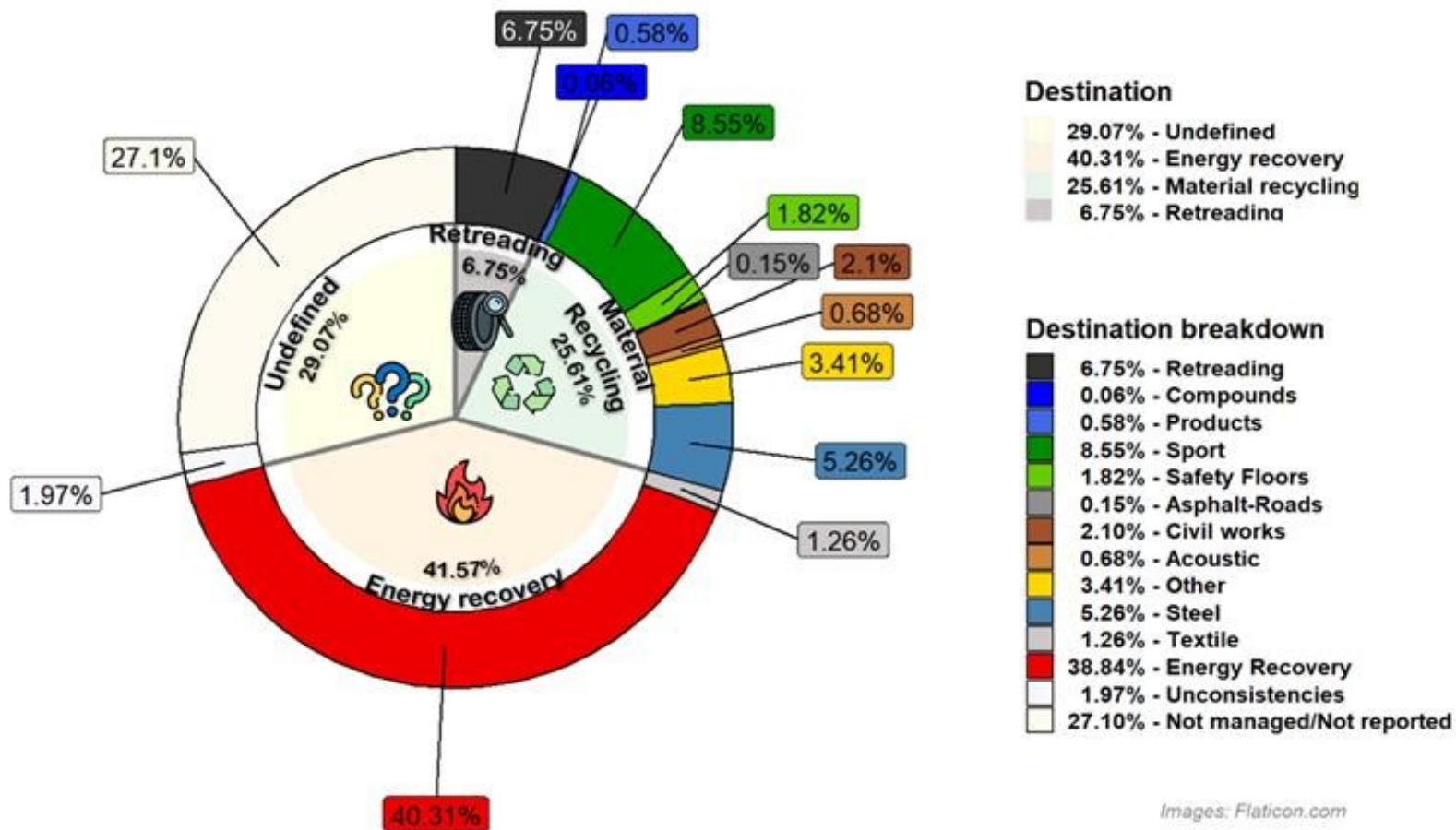
4.200.000 Ton used Tyres

are produced every year in the EU, Norway, Switzerland and UK

Destinations 1992 -2022



Destinations Analysis 2021



Uses



Examples



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Obstacles / Challenges



1. **Insufficient awareness** of public officers and experience of public technicians
2. **Public tenders** not suitable or not up to date
3. Environmental criteria and **GPP not yet implemented** and applied by the specific P.A.

These are common challenges in many EU Countries. The solutions can be better found together.

This is the added value of working in an International LIFE Project.



OPPORTUNITIES



- ❖ Join **RE-PLAN Community** and **Working Groups** to share **knowledge**,
- ❖ Take part to **events** and **meetings** with companies and Stakeholders
- ❖ **Training** sessions and on site visits
- ❖ Access to **RE-PLAN tools** (Circular Economy Enablers, GPP Guidelines)
- ❖ See best practices and expand visibility through the **web platform**



Silesian Voivodeship Study Tour



Workshop in Turin



Workshop in Brussels



Region of Crete Workshop



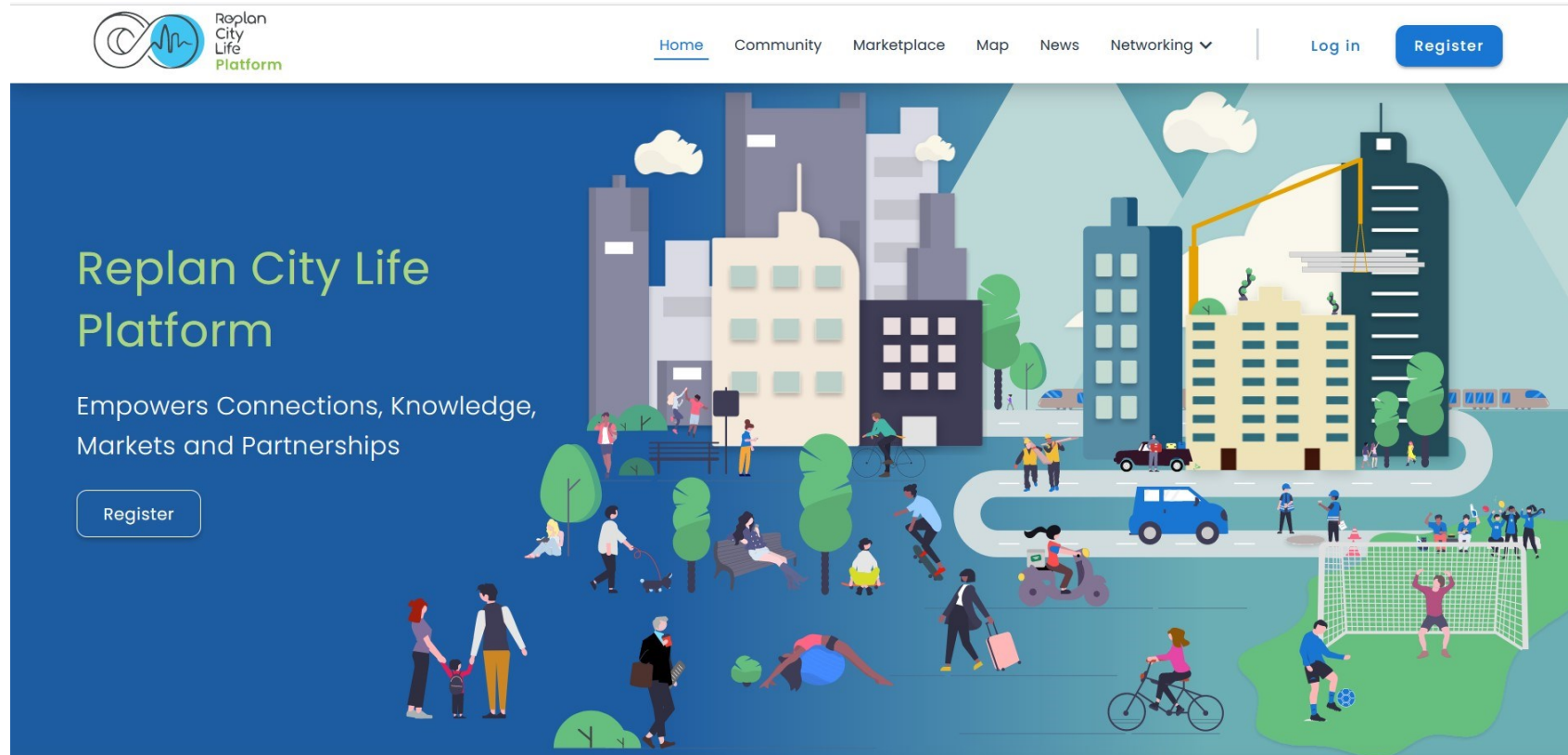
Workshop in Rome



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WEB PLATFORM



<https://replancity.eu/>

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Last events

Stakeholders Workshop

Barcelona, 20 November 2024



**CIRCULAR ECONOMY,
INFRASTRUCTURE SPORTS AND
LEISURE, RECYCLED MATERIALS
INNOVATIONS**

**20TH
NOV**

WORKSHOP "RECYCLED MATERIALS
AND PUBLIC WORKS: HOW TO REDUCE THE GAP?"

Venue

ITeC, Carrer de Wellington, 19,
Sant Martí, Barcelona, Spain



Last events

CINEA Pitch Session, Paris 26-27 November 2024



New Project

SMILE CITY

Sustainable Materials for Innovative, Low Emissions applications in the Circular ciTY

Call : Horizon CL-6-2023CircBio

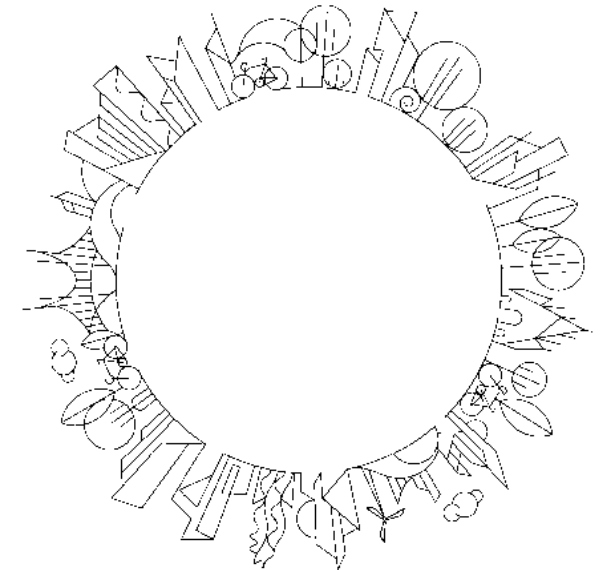
Coordinator : ETRA

Partners : 35

Countries : 13

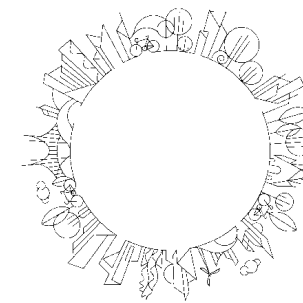
Budget 11.200.987 €

Duration : 01.01.25 – 31.12.2028



SMILE CITY

The Concept



**Horizon Europe
2021-2027**



Next event



The 30th ETRA Conference on Tyre Recycling

Tuesday through Thursday 25 – 27 March 2025



CONTACTS

More information :

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