1. **THE NUMBERS**

6 COUNTRIES:
- FR
- IT
- ES
- GR
- PL
- SI

**BUDGET INFO:**
- Total amount: EUR 2,641,170
- EC Co-funding: EUR 1,430,090

LIFE20 GIE FR 282
RE-PLAN CITY LIFE
RElevant Audience Plan
Leading to Awareness
Network for Circular
Economy Use of Recycled
TYre materials in city LIFE

2. **WHO**

**PROJECT'S IMPLEMENTORS:**

- **Coordinating Beneficiary:** ETRA - European Tyre Recycling Association (F).
- **Associated Beneficiary(ies):** COMSA (E), Ferrocarrils de la Generalitat de Catalunya (E), ITeC (E), Fondazione Ecosistem (IT), IASLIM (SLO), IETU (PL), KERIDIS (GR), Metropolitan City of Turin (IT), Politecnico of Turin (IT), Region of Crete (GR), University of Turin (IT), WMRC (PL).

3. **WHY THE PROJECT**

Recycled Tyre Materials (RTMs) produce new materials: rubber, steel fibres and textile fibres, of high quality and performance, 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. While many technicians are aware of the potential benefits of replacing virgin materials with RTMs they often never had direct experience in using them, or sufficient support to introduce them into their designs and programmes.

Thus a crucial element of this project will be to define simple and effective guidelines based upon these available experience, within the context of an implementation strategy.
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 visibility of RTMs works through a web application.

ACTIONS

- Set up Working Groups and Strategic Action Definitions.
- Preparation of a Circular Economy RTMs Plan.
- GPP guidelines and implementation models for the procurement procedure.
- Creation of a web application.
- Training workshops.
- Dissemination to promote the solutions and to stimulate interest and cooperation.

EXPECTED IMPACT

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>AUDIENCE</th>
<th>END PROJECT RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness result</td>
<td>Target audience</td>
<td>8,000</td>
</tr>
<tr>
<td>Training result</td>
<td>Technicians reaching adequate knowledge</td>
<td>1,200</td>
</tr>
<tr>
<td>Circular Economy RTMs Plan</td>
<td>Number of P.A. by whom will be adopted</td>
<td>300</td>
</tr>
<tr>
<td>GPP Guidelines</td>
<td>Number of P.A. by whom will be adopted</td>
<td>200</td>
</tr>
</tbody>
</table>

Coordinating Beneficiary

European Tyre Recycling Association

Associated Beneficiaries

- COMSA
- tesseract
- FGC
- IASLIM
- IETU
- ITeC
- KERIDIS
- Politecnico di Torino

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