

CIRCOL
ELT

**ANNUAL
REPORT
2022**

An aerial photograph of a winding asphalt road along a coastline. The road curves from the bottom right towards the top right. A car and a truck are visible on the road. The sea is a deep blue, and the sky is light blue with some clouds. The image is overlaid with several thick, diagonal green bands that create a layered effect.

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CEO AND CHAIR STATEMENT

Circol ELT delivered a strong performance for 2022. Over 35,500 tonnes of waste tyres were collected and processed, the largest tonnage since the commencement of the scheme. This represented a recovery rate of 97% of tyres placed on the market.

In the year we rebranded, moved office, completed an agreement to collect the EMC on imported vehicles and applied for a renewal of approval to the Minister to operate the tyre compliance scheme until 2027.

In 2022 we achieved a surplus after tax of €1.52m, of which €1.10m was transferred to a contingency reserve fund. At year end 2022 our contingency reserve fund stood at €5.9m. As a condition of our 2023 re-approval, we must build up a contingency reserve fund of €6.75 million by the end of 2027.

HIGHLIGHTS:

- Funded recycling and recovery 35.5K tonnes or 4.05 million waste tyres.
- 2,657 Members
- Recovery and Recycling rate 97%

There was a significant move towards waste to energy in the year. Input price inflation, particularly around energy, makes processing more costly and fuel substitution as waste to energy more attractive for cement kilns. During 2022, 68% or 24,006 tonnes of waste tyres were used as a fossil fuel replacement.

Additionally, the re-emergence of the Asian market has been a feature of activity in 2022. This dynamic has been driven by a softening of container shipping prices combined with lower energy and labour costs outside of the EU.

The operating environment for the recycling and collectors' network has proved challenging. In response to cost pressures compounded by the onset of the Ukrainian conflict, we introduced the temporary business support payment to ensure continuity of collection and processing of Member's tyres.

In September 2022 we adopted a new brand identity, Circol ELT. The branding represents our commitment to sustainability, the circular economy and aligns with Ireland's Climate ambition targets. We concluded an agreement with Applus Car Testing Service Ltd to provide a mechanism to collect the EMC on imported used vehicles.

Aligned to our Strategic Plan, we envisage that as the scheme matures, there will a greater focus on promoting and showcasing sustainable outcomes for ELT. Over the second approval period to December 2027, we will continue to seek to influence the regulatory framework around circular economy principles using waste as a resource. We are pursuing a variety of

options for managing ELT including Test Roads and Cycleways.

We thank the Department of the Environment, Climate and Communications for their continued support underpinning the operation of the tyre compliance scheme. This commitment is evidenced by the fact that the Minister has renewed our approval to act as the Tyres and Waste Tyres Compliance Scheme for a further five year period to December 2027.

The enforcement agencies, namely Waste Enforcement Regional Lead Authorities (WERLAs), the Environmental Protection Agency (EPA), and the Local Authorities (LAs), have been instrumental in maintaining compliance standards and ensuring that non-compliance is challenged. We are committed to supporting their efforts in promoting compliance as a positive experience for the tyre industry. We also recognise the role of the Producer Register Limited (PRL) in facilitating producer reporting.

We would like to express our gratitude to Members who have consistently shown their support for the scheme. Their involvement results in tangible rewards for the environment, communities and biodiversity. Additionally, we want to extend a heartfelt thanks to the Circol ELT team, and their unwavering commitment to provide ongoing support to our Members, Collectors, Enforcement Agencies and Stakeholders. Their resourcefulness in navigating the challenges of working from home and transitioning back to the office have been impressive.

We welcome the following individuals to the Board.

Tom Dennigan, General Sales Manager - Ireland at Continental Tyre Group Ltd who joined the board in November 2022. Tom has a proven broad depth of experience working in the automotive and tyre industry.

Deborah Spence, Senior Counsel, Consultant and former Partner and Head of Environment & Planning at Arthur Cox LLP. Deborah joined the board in February 2023 and has a wealth of experience relating to Environmental and Regulatory issues.

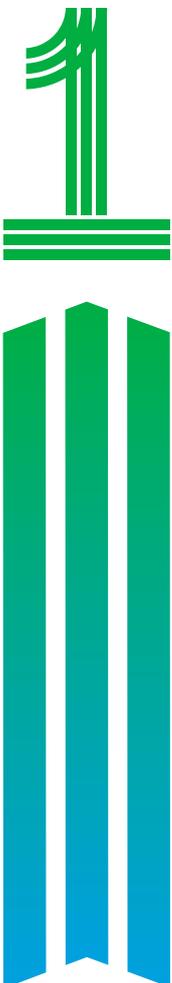
We look forward to continuing to deliver sustainable outcomes for waste tyres on behalf of all our stakeholders in the years to come.



TONY KEOHANE (CHAIR)



WILLIAM COLLINS (CEO)



BOARD MEMBERS 2022



Tony Keohane
Chair



William Collins
CEO



Feargal Brennan
Independent



Séamus Clancy
Independent



Des Collins
Independent



Colm Conyngham
Tyre Manufacturer



Tom Dennigan
Tyre Manufacturer



Kevin Farrell
Tyre Retailer



David Kelly
Independent



Michael Layde
Independent



Deborah Spence S.C.
Independent



CIRCOL ELT



Siobhan Donohoe
Financial Controller
& Company Secretary

GOVERNANCE

CORPORATE STRUCTURE

Circol ELT, a single member company limited by guarantee, was approved to operate the tyre compliance scheme under the Waste Management (Tyres and Waste Tyres) Regulations 2017 on 1st October 2017 until 31 December 2022. The renewal was extended for a period of five calendar years to 31st December 2027. Circol ELT is committed to best practice in corporate governance.

CORPORATE GOVERNANCE FRAMEWORK

The primary corporate governance instruments adopted by Circol ELT are: the approval from the Department of Environment, Climate and Communications and the Terms of Reference for the Committees of the Board. While recognising the importance of these formal instruments, good corporate governance requires a commitment to, and the practice of, values that guide the company in serving the needs of all its stakeholders. The directors, officers and employees of the company commit to these values.

The Board of Directors have adopted the following policy objectives in relation to its Corporate Governance Responsibilities:

- Circol ELT is committed to ensuring the effective operation of the Board and its committees in conformity with the highest standards of corporate governance.
- The Board will periodically review and evaluate Board procedures to ensure that it is primarily focused on strategy, performance and accountability.
- The Board will adopt the provisions of an agreed Code of Corporate Governance applicable to compliance schemes.

COMPANY OFFICERS

The following individuals acted as officers of the company during the year ending 31st December 2022:

DIRECTORS

Mr. Tony Keohane, Chair
Mr. William Collins, CEO
Mr. Feargal Brennan, Independent
Mr. Séamus Clancy, Independent
Mr. Des Collins, Independent
Mr. Colm Conyngham, Tyre Manufacturer
Mr. Tom Dennigan, Tyre Manufacturer
(Appointed 24th November, 2022)
Mr. Kevin Farrell, Tyre Retailer
Mr. David Kelly, Independent
Mr. Michael Layde, Independent

COMPANY SECRETARY

Ms. Siobhan Donohoe

Note:

On 23rd February, 2023 Ms. Deborah Spence S.C., Independent, was appointed to the Board of Directors.

Board Meeting Attendance 2022	23 Feb	25 May	16 Sep	24 Nov
Tony Keohane	✓	✓	✓	✓
Feargal Brennan	✓	✓	✓	✓
Séamus Clancy	✓	✓	✓	✓
Des Collins	✓	✓	✓	✓
William Collins	✓	✓	✓	✓
Colm Conyngham	✓	✓	✓	✓
Kevin Farrell	✓	✓	✓	✓
David Kelly	✓	✓	✓	✓
Michael Layde	✓	✓	✓	✓

BOARD COMMITTEES

FINANCE, AUDIT & RISK COMMITTEE

Members:

Mr David Kelly (Chair), Mr Séamus Clancy, Mr Des Collins.

The Committee reviews financial performance and reporting processes in the company. It also meets with our statutory auditors and tax advisors PwC.

STRATEGY & NOMINATIONS COMMITTEE

Members:

Mr Tony Keohane (Chair), Mr Feargal Brennan, Mr William Collins, Mr Michael Layde.

The Committee ensures there is a clear and defined strategy aligned with the overall mission and goals. The Committee is also responsible for identifying and nominating candidates to fill board vacancies as and when they arise, for the approval of the Board.

FEES AND FUNDING COMMITTEE

Members:

Mr Michael Layde (Chair), Mr Séamus Clancy, Mr William Collins, Mr Colm Conyngham, Ms Siobhan Donohoe.

The Committee makes recommendations to the Board regarding the level of funding to be paid in relation to waste tyres recovered by Approved Recovery Operators and the level of the annual membership fee to be paid by Circol ELT Members.

REMUNERATION COMMITTEE

Members:

Mr Tony Keohane (Chair), Mr Feargal Brennan, Mr William Collins, Mr Michael Layde.

The Committee determines and agrees with the Board the framework and broad policy for the remuneration of the Chief Executive, Chairman, Directors, senior management and employees. The Committee is also responsible for benchmarking and reviewing the ongoing appropriateness and relevance of the remuneration policy and company pension scheme.



FINANCE

The easing of the Covid restrictions at the beginning of 2022 was met with new challenges, rising energy costs, transport costs and global supply chain challenges. Despite this, we delivered a solid financial performance in 2022. We have accumulated a contingency reserve fund of €5.9m. As a condition of our 2023 re-approval granted by the Department of the Environment, Climate and Communications (DECC), we must build up a contingency reserve fund of €6.75 million by the end of 2027. The reserve fund is ring-fenced from day-to-day financial requirements and is held in trust by Circol ELT for its Members. The purpose of this fund is to ensure the availability to Circol ELT Members of sufficient resources for the continued delivery of the Scheme in the event of non-renewal of the licence.

FINANCE HIGHLIGHTS 2022

- Membership Fee Income of €11.72m
- Direct Recycling and Recovery costs of €7.4m
- Funded 4.05 million tyres.
- Surplus after tax of €1.52m, of which €1.10m was transferred to a contingency reserve fund.
- Contingency Reserve Fund of €5.92m (required to achieve €6.75 by end 2027 under terms of our re-approval).
- Balance sheet total net assets of €8.1m (2021: total net assets of €6.6m)

REVENUE

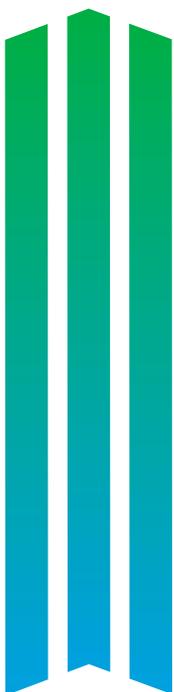
Membership fees of €11.72m (2021: €11.27m), driven by 4.17 million tyres reported to the scheme as being placed on the Irish market in 2022. This equates to approximately 36.6k tonnes of tyres.

DIRECT RECOVERY AND RECYCLING EXPENDITURE

Total expenditure for 2022 amounted to €7.42m (2021: €6.76m), with Circol ELT funding the recovery and recycling of 35.5k tonnes of our Member's waste tyres during the course of the year. In response to cost pressures we introduced the temporary support payment to ensure continuity of collection and processing of Member tyres.

ADMINISTRATION EXPENSES

Administration expenses amounted to €2.55m (2021: €2.50m). Included in this figure is wages and salaries of €1.2m and Repak Limited charges of €528k based on a SLA (Service Level Agreement). The 5 year SLA expired on 30th September 2022.



CREDITORS

The creditor's balance of €2.2m include trade creditors of €152k, accruals for €1.6m and taxation €444k.

CAPITAL & RESERVES

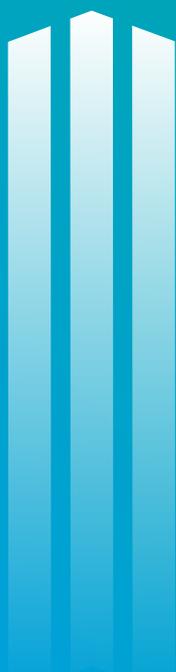
The capital and reserves figure of €8.1 million comprises a contingency reserve fund of €5.9m and the profit and loss account of €2.1m. The transfer to the contingency reserve fund is based on the agreed proportion of the EMC (Environmental Management Cost) being used for this purpose.

PROFIT & LOSS ACCOUNT FINANCIAL YEAR ENDED 31 DECEMBER 2022

	2022	2021
	€	€
Membership fee income	11,722,844	11,274,922
Direct recovery and recycling costs	(7,428,756)	(6,769,435)
Gross profit	4,294,088	4,505,487
Administrative expenses	(2,552,007)	(2,507,988)
Surplus on ordinary activities before taxation	1,742,081	1,997,499
Tax on surplus on ordinary activities	(221,932)	(250,460)
Surplus for the financial year	1,520,149	1,747,039

BALANCE SHEET AS AT 31ST DECEMBER 2022

	2022	2021
	€	€
Fixed Assets		
Tangible assets	10,930	12,120
Current assets		
Debtors	3,476,246	3,392,177
Cash at bank and in hand	6,838,512	5,339,849
	10,314,758	8,732,026
Creditors: amounts falling due within one year	(2,202,583)	(2,141,190)
Net current assets	8,112,175	6,590,836
Net assets	8,123,105	6,602,956
Capital and reserves		
Profit and loss account	2,193,239	1,782,799
Contingency reserve fund	5,929,866	4,820,157
Total equity	8,123,105	6,602,956

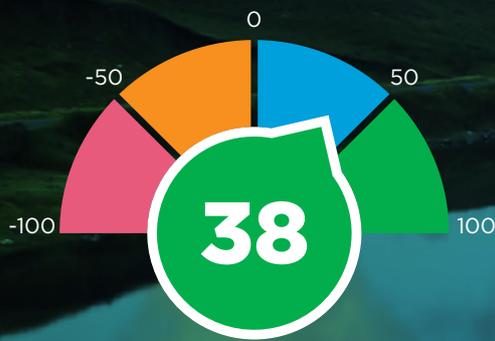


MEMBERSHIP

4.17 million car and motorcycle tyres were placed on the market by Members during 2022, an increase of over 4.7% on 2021. This compares well with pre-pandemic levels of 2019 and suggests the industry has returned to near full capacity.

We continue to prioritise working with and assisting our members. This has been reflected in an improved member satisfaction rating in 2022 (Net Promoter Score increased from 37 in 2021 to 38 in 2022. Net Promoter Score is a metric used in customer experience programmes to measure customer loyalty). We thank members for participating in our annual survey and were delighted to donate €1,000 to the Irish Cancer Society on their behalf.

NET PROMOTER SCORE



KEY METRICS FOR 2022

- Tyres placed on market – Passenger Car / Van / 4x4 tyres reported by Producers increased from 3.95m tyres in 2021 to 4.17m tyres in 2022 (5.5% increase).
- Member satisfaction – Net Promoter Score (NPS) of 38 (1 point increase from 37 in 2021).
- Recruitment – 247 new Members joined the scheme.

MEMBER SURVEYS

Strategically we are committed to working with our Members. Member views and opinions are important to us. We conduct regular Member surveys. Feedback received helps drive continuous improvement of our services and enhances the benefits of scheme participation. All Members who provided specific feedback are individually contacted by our team.

SURVEY FINDINGS

Some of the strongest feedback from Members included our valued customer service and prompt collections. They also acknowledged our commitment to environmental sustainability and efforts towards establishing a zero-waste tyre environment in Ireland.

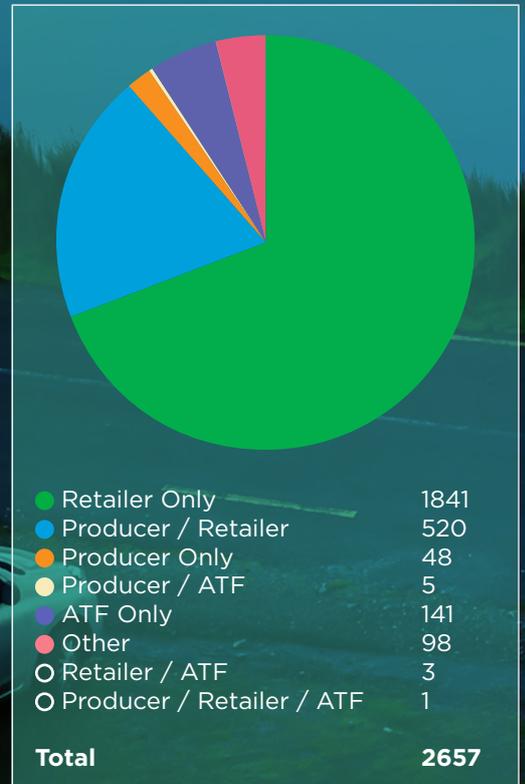
The survey also highlighted a number of challenges faced by Members which we are actively working to resolve. These include the development of an enhanced Members area and further broadening the availability of 6 monthly reporting.

RECRUITMENT

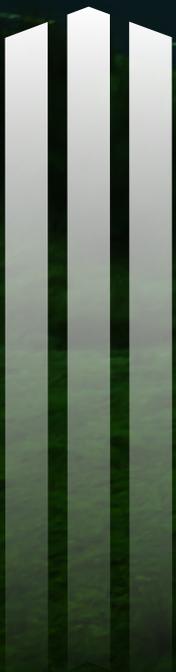
By 31st December 2022 membership stood at 2,657 and we had 93 Farmers registered. During 2022, we welcomed 247 newly registered Members. 93 Members were no longer obligated and left the scheme. 171 Memberships were revoked due to either lack of reporting or non-payment of fees.

A live list of current, fully compliant Members is available to the public on our website.

Circol ELT membership comprises the following Member types



No applications for membership have been refused or subjected to an appeals process.



MEMBERSHIP ACTIVITY

Compliance assistance and improved membership experience is a key focus for Circol ELT. Guidance and assistance provided to our members to help them meet their compliance obligations include:

Reduced reporting burden

In an effort to reduce the reporting burden on our Members we offered over 1,900 Members the option of changing to 6 monthly reporting. Over 630 Members have taken up this option and have reported a strong level of satisfaction with this new arrangement.

CSV option for reporting

Reporting via CSV (Comma Separated Value) files is targeted at our Members who have more complex reporting activity. We continue to assist Members with this feature and to help make their reporting experience more efficient and stress-free.

Monthly reporting reminder emails

We continue to send out reminder emails to our Members to help advise them of their reporting requirements.

Email and phone support

We continue to provide email and phone support to all our Members relating to reporting, legislative queries and other account feedback.

Guidance documents for reporting

Guidance documents are available to all Members and potential members on the Circol ELT website. They cover key areas of membership and give a step-by-step guide to help Members complete their compliance obligations. **Visit [circolelt.ie](https://www.circolelt.ie).**

MEMBER AUDITS

During 2022 we conducted 608 Member audits. The purpose of our audits is to ensure Members report correctly, and to guarantee clarity, traceability, and fairness throughout the scheme. This process is interactive, and Members are supported throughout the audit process with any subsequent action required to fulfil their compliance. The emphasis of the audits is to encourage and support Members in fulfilling their compliance obligations.

ENFORCEMENT

We have one person on the team working on enforcement support full time and other Members of the team feed into this process. Our IT enforcement portal identifies entities who potentially may have compliance issues. We estimate a total spend of €67,000 enforcement support in 2022.



OPERATIONS

Key Metrics	Ireland	EU	Outside EU			Total
	Recycled	Recycled	Recycled	WtE*	Steel	
2022 Tonnes	3,965	0	7,162	24,006	405	35,538
	11%	0%	20%	68%	1%	100%
2021 Tonnes	12,671	11,361	3,461	5,671	0	33,164
	38%	34%	11%	17%	0%	100%

*WtE: Waste to energy as fossil fuel replacement

Circol ELT funded recovery and recycling of 35,538 tonnes of ELT which equates to 4.05m tyres. This accounted for 97% of tyres placed on the market in 2022. In total the market was up 7.1% in volume compared to 2021. This represented the largest volume of tonnes managed by the scheme since it was established in October 2017.

Operating activity in 2022 was characterised by decreases in local recycling coupled with a switch to fossil fuel replacement used in cement manufacturing, combined with the re-emergence of India as a recycling destination.

Input price inflation, particularly around energy, adversely impacted operating cost bases for collectors and processors in Ireland. This dynamic has a push-pull effect on waste tyre granulation processing in Ireland. It makes processing more costly and fuel substitution as waste to energy more attractive for cement kilns. In 2022, as cement kilns generated significant demand for fuel, there was a substantial market move to fossil fuel replacement through waste to energy rather than mechanical recycling.

As a result of this shift, recycling in the Republic of Ireland decreased by 69% from 12,671 in 2021 to 3,965 tonnes in 2022. Furthermore, as container shipping prices softened throughout 2022, markets outside the EU with lower energy and labour costs became more attractive. This resulted in 20% or 7,162 tonnes of waste material being exported for recycling, an increase of 3,701 tonnes over 2021.

Although there was a global trend of moving from traditional recycling towards energy recovery, a significant amount of primary processing occurs in Ireland before the tyre crumb is exported for energy recovery. In total, 68% or 24,006 tonnes of waste tyres were used for fossil fuel replacement through energy recovery, an increase of 18,335 tonnes over the previous year. While Irish kilns don't currently use waste tyres as a fossil fuel replacement, this is expected to change by 2023/2024. The management of waste tyres in facilities near the origin of the materials aligns with both the circular economy and proximity principles.

Circol ELT collaborates with various agencies with enforcement powers around the movement of waste tyres and the compliance of permit holders at collection and facility level. We have established strong relationships with the NTFSO (National Trans Frontier Shipping Office) and NWCPO (National Waste Collection Permit Office) and continuously engage with all Local Authorities.

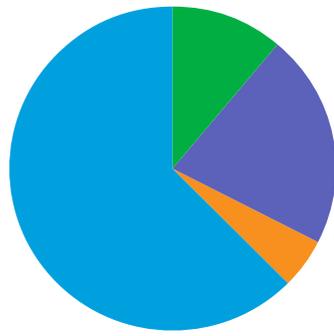
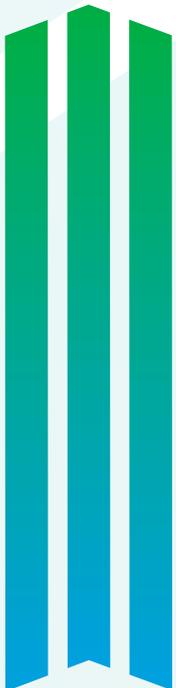
Accurate data is essential for effective data analysis in our day-to-day operations. Therefore, extensive data reconciliation is conducted by both the Circol ELT Operations and Membership teams. Our network of collectors and processors achieved an impressive 97% collection and processing rate throughout the year, which means that 97% of all passenger car and motorcycle tires sold in Ireland were collected and sent for recycling or recovery.

Circol ELT members have their waste tyres collected free of charge once the EMC (Environmental Management Cost) has been paid. The categories of tyres not within the remit of the scheme at present do need to be paid for by the Members for their waste disposal, these are namely Truck/Bus, Agricultural, Industrial and Construction tyres.

Circol ELT in the past have made submissions to Government on the Circular Economy and Waste Action Plan and the use of waste as a resource. An end of waste application has been submitted to the EPA and when assessed may allow tyre derived rubber aggregates and powders to be used as products for road construction, greenways and cycle-paths through tyre modified asphalt. Ongoing engagement is taking place with TII (Transport Infrastructure Ireland).

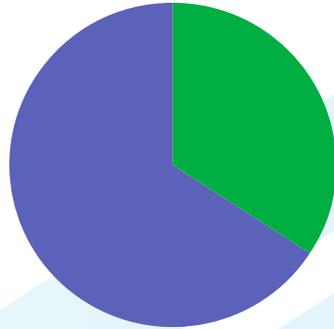
Throughout the year, we conduct regular site visits to our collector and processor network as part of our contract compliance and audit program. In addition, we also carry out compliance and financial audits to ensure adherence to our standards. End market verification is a particular focus for the team. We validate all end markets using recognised inspection service providers. Circol ELT staff also visit end market destinations.





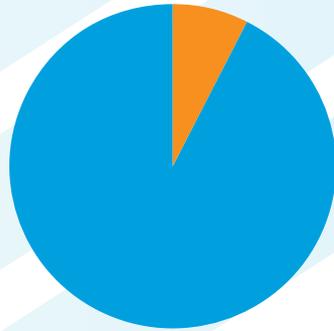
END MARKET TONNES BY COUNTRY 2022

Ireland	3,965
India	7,585
Pakistan	1,788
Turkey	22,200
Total	35,538



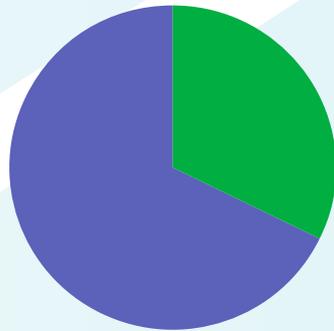
RECYCLING BY COUNTRY 2022

Ireland	3,965
India	7,567
Total	11,532



RECOVERY BY COUNTRY 2022

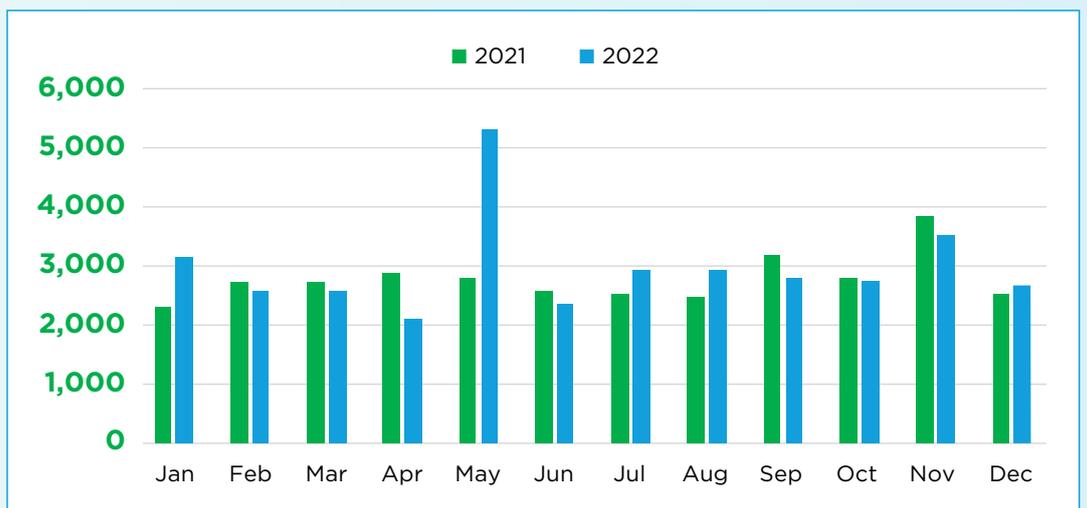
India	18
Pakistan	1,788
Turkey	22,200
Total	24,006



RECOVERY V RECYCLING 2022

Recycling	11,532
Recovery WtE	24,006
Total	35,538

ELT PROCESSED 2021 V 2022



COMMUNICATIONS & PUBLIC AWARENESS

OUR APPROACH

Dissemination of information to the public is a fundamental pillar on which our communications activity is based. We promote the fact that proper and timely tyre maintenance saves money, saves fuel and ultimately, saves lives.

We run a number of national campaigns using radio, print, digital media and events. We believe that collectively our messaging can help reduce our national carbon footprint. Our commitment to this activity is evidenced by the fact that in 2022 we invested in excess of €110,000 in public information campaigns aligned to our approval conditions.

We work with our Members in order to achieve sustainable outcomes for waste tyres. Member communication forms a key element of our communication strategy. We actively seek to promote the tyre industry's role in helping ensure that waste tyres in Ireland are managed in an environmentally sound manner.

REBRAND

In 2022 we launched our new brand Circol ELT. The name reflects our commitment to the circular economy and sustainability. The brand was developed in consultation with Members and stakeholders. We initially launched the new brand at our AGM in June 2022 and supported the launch with a national radio campaign and Member communications.

PUBLIC CAMPAIGNS

Radio Campaigns



National Coverage Reach 2,838,000
National Coverage Frequency 4.5

Local Coverage Reach 766,000
Local Coverage Frequency 7.8

Our national radio campaign aired in September 2022 and ran for 2 weeks. The messaging introduced the Circol ELT brand to the public, while promoting the scheme's achievements.



CIRCOL
ELT

Driving a sustainable tomorrow

RSA VISION ZERO

Circol ELT Supporting National Road Safety Week

SAVE ON YOUR FUEL

Get your tyres checked here.

Visit circolet.ie

Collaboration with the Road Safety Authority (RSA) is a key partnership for Circol ELT. We partnered with them for Irish Road Safety Week (IRSW), which is a focal event in the motoring calendar. Our 2022 campaign reminded the public of the benefits tyre maintenance brings to their safety on the roads. Our national two week radio campaign ran from 29th September, through IRSW, until 10th October.

Digital

Our digital marketing underpins the public facing campaigns with support messaging and public engagement. Through Facebook we ran a competition for the motoring public, who were invited to tag their local Circol ELT Member outlet. While this is a consumer facing activity, it also links strongly with our Members and their businesses.



CIRCOL ELT



Circol ELT Members, Driving a Sustainable Tomorrow

In the last year, Circol ELT Members have helped recycle or recover over 4 million tyres, delivering sustainable outcomes for End of Life Tyres.

Play your part and join today!

Call (01) 4618 600 or visit circolet.ie and find out how you can benefit from being part of Ireland's Tyre Compliance Scheme.

Supporting recycling and recovery of waste tyres.

PAKMAN ENVIRONMENTAL AWARDS

The Pakman Awards are the leading national environmental awards. Circol ELT sponsors the Tyre Champion category. The finalists, Discount Tyres, Toyota and Continental Tyre Group, represent excellence in environmental practice in the tyre industry. Continental Tyre Group won the Tyre Champion award, having displayed an outstanding approach to addressing climate change mitigation, in relation to tyre production.



Bill Collins & Tom Dennigan, Continental Tyre Group.

MEMBER COMMUNICATIONS

Member communication activities encompassed among other things trade advertising, bi-monthly newsletters and attendance at trade shows. Wherever possible we continue our work, advocating tyre safety. We seek to partner with stakeholders to champion sustainable outcomes for waste tyres.

NEWSLETTER

The Member newsletter acts as a communication forum advising Members

of developments in the waste tyre industry and reminding them of their compliance obligations. Wherever possible we seek to promote a member centric approach and reduce the administrative burden associated with Circol ELT membership.

Where issues arise that are relevant only to a given member category e.g. Authorised Treatment Facilities (ATF's), we tailor specific newsletter communications relevant to their sector. In 2022 we promoted the WERLA workshop for End of life Vehicle operators in Portlaoise, which we attended. This was an excellent networking event for this distinct segment of our membership.

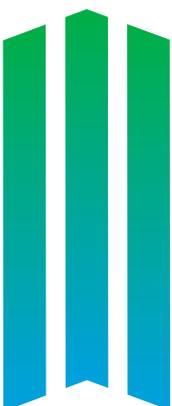
AUTO EXPO TRADE SHOW

We exhibited at the Auto Expo in the RDS on 15 & 16th October, 2022. The event was attended by 8,900 motor and tyre trade visitors. We availed of the opportunity to discuss the brand update directly with our sector. The team met with Members over the two days and also took enquiries from potential members. As the first public event for the new brand, having a sectoral audience allowed for targeted brand visibility and awareness.

STAKEHOLDER ENGAGEMENT

Roads Conference

We exhibited at the Local Authority Services National Training Group (LASNTG) annual roads conference on 17th and 18th May in Sligo. This was a key networking event with roads sector stakeholders for our Tyre Modified Asphalt projects.





ENVIRONMENTAL

ENVIRONMENTALLY SOUND WASTE TYRE MANAGEMENT

OUR COLLECTIVE CHALLENGE

Private transport is one of the world's leading emitters of greenhouse gases. The benefits of proper tyre maintenance are often overlooked. Our approach to sustainability starts before a tyre becomes a waste. We actively promote the benefits of proper tyre maintenance to increase their performance and life span, reducing fuel use and CO2 emissions. This strategy is aligned to Ireland's Climate Action Plan to halve our greenhouse gas emissions by 2030, reaching net zero by 2050.

Our funding structure actively promotes circular economy principles. Our funding rates incentivise processing of End of Life Tyres (ELT) on the island of Ireland. When a tyre becomes waste, we want as much ELT as possible managed on the island of Ireland.

We promote innovative uses for ELT, recycled rubber granulate, powder and chip can be used in a wide range of applications to manufacture products. Tyres processed in Ireland are granulated for sports pitch applications and used as raw material for matting and for road surfaces.

Primary processing of larger tyre shred is used as an alternative to fossil fuels in the manufacture of cement. Research has shown that Tyre Modified Asphalt (TMA) creates a premium road surface, with improved noise reduction, drainage and wear characteristics resisting rutting and cracking.

It results in the reduction of CO2 emissions and lower energy consumption over the lifetime of a road surface.

Circol ELT partnered with Waterford City & Council Council on the installation of a road surface using Tyre Modified Asphalt. We are seeking new opportunities to partner with Local Authorities on similar sustainable projects throughout Ireland.

Project Ireland, through the National Investment Framework for Transport in Ireland (NIFTI) places active travel as a number one sustainability priority. Active travel includes greenways and cycle paths which we are exploring as a potential growth area for sustainable use of ELT rubber used as a base layer in their construction. International research has shown that the use of this material has significantly reduced the impact of injury arising from falls. We are actively working with a number of local authorities to promote the use of this material as part of our national active travel infrastructure. On an ongoing basis, we seek to partner with research institutes and international experts regarding the use of recycled rubber in a variety of applications. As members of the European Tyre and Rubber Manufacturers Association, we continue to explore innovative ways to use recycled rubber in a variety of applications including moulded products, pavement surfaces and powder application.

Our overall objective is that recycled rubber forms part of the standard green procurement process for a variety of government agencies. We believe that a circular approach to waste tyre management can be part of the solution helping Ireland achieve its' carbon reduction challenge.





GLOSSARY

ATF: Authorised Treatment Facility for end of life vehicles

Circular Economy: The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.¹

Collector: Contracted Circol ELT Collector

DECC: Department of Environment, Climate and Communications

ELT: End of Life Tyre

ELV: End of Life Vehicle

EOW: End of Waste

EPA: Environmental Protection Agency

PRL: Producer Register Limited

Processing facility: A tyre recycling plant

Producer: The first person to put a tyre on the market in Ireland

Retailer: Buys tyres from Producer to sell on to consumer or another Retailer

EMC: Environmental Management Cost

WERLA: Waste Enforcement Regional Lead Authorities

¹ Definition of Circular Economy from European Parliament: <https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits>



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