

ANNUAL REPORT

2025



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CHAIR & CEO STATEMENT

2025 was an important year for Circol ELT and for Ireland's circular economy. As the approved tyre compliance scheme, our role is to ensure that end-of-life tyres are collected, accounted for and managed in an environmentally sound way. The year demonstrated both the strength of the scheme and the changing market conditions that will shape the next phase of tyre compliance in Ireland.

During the year, Circol ELT funded the recovery and recycling of 44,777 tonnes of end-of-life tyres, equivalent to approximately 4.92 million tyres. This represented 97% of the estimated tyres placed on the market and marks the highest volume managed by the scheme since its establishment in October 2017. This performance reflects the continued commitment of our members, collectors, processors and wider stakeholders to the environmentally responsible management of tyres, underpinned by a well-regulated and transparent system.

In anticipation of the planned expansion of the tyre scheme, Circol ELT also undertook significant work with sectors that will become increasingly important in the next phase of the scheme. The Farm Tyre Bring Days held at Crossmore Recycling in Cork in November 2025 provided farmers with an accessible and compliant route for the disposal of unwanted tyres. More than 600 loads were delivered and 1,878 tonnes of material were collected and processed, demonstrating the scale of demand and the importance of practical, well-communicated solutions for agricultural and haulage stakeholders.

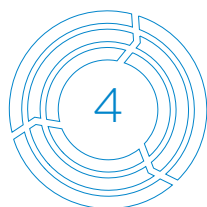
The market context in 2025 remains challenging. Domestic recycling capacity continued to decline and international markets, particularly outside the EU, remained economically attractive due to lower energy, labour and shipping costs. Ireland recycled 1,653 tonnes domestically, however a further 16,549 tonnes were pre-processed in Ireland prior to export.

44,777

tonnes of end-of-life tyres funded for recovery and recycling

4.92m

tyres equivalent managed through the scheme





76,260

tCO₂e total carbon benefit from recovery and recycling

Strategically, our funding structure, aligned with circular economy principles, seeks to support and develop local processing activity, underlining the need to develop more local, higher-value outlets for tyre-derived materials

The carbon performance of the scheme continues to demonstrate the environmental value of responsible tyre management. In 2025, the recovery and recycling of ELTs delivered a total carbon benefit of 76,261 tCO₂e. This benefit was achieved by displacing the equivalent of 6,245 tonnes of petroleum coke and avoiding the use of 30,584 tonnes of virgin rubber. The results reinforce the importance of circular material use and the environmental advantages of managing tyres as close as practicable to their point of generation.

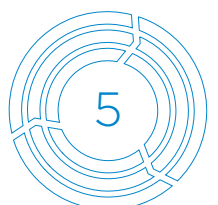
Member engagement remained central to the success of the scheme. Members reported 5.1 million car and motorcycle tyres placed on the market in 2025, an increase of 1% on 2024. Membership stood at 2,742 at year end, with 210 new members joining during the year. As a member-centric scheme, making the membership experience as smooth as possible remains a core strategic objective. Member satisfaction has improved, with a Net Promoter Score of 56, reflecting the team's continued focus on practical support, reporting assistance, and constructive compliance.

Communications and public engagement played a strong role in supporting delivery. A targeted communications programme combined broadcast media, agricultural press, digital activity, local signage, stakeholder engagement and events. The national radio campaign on tyre safety and responsible disposal achieved more than 10.5 million impacts and reached over 60% of adults. Circol ELT also maintained a strong presence at the National Ploughing Championships and the Active Travel & Greenways Conference, using these platforms to demonstrate the practical reuse of tyre-derived materials.

*** Please Note: All tonnage figures published in this Annual Report, relate to Passenger Car/Van/4x4 tyres.**

97%

Collection and processing rate on-scope tyres





Innovation remained a key strategic priority. In 2025, Circol ELT invested €105,000 in research and innovation initiatives, while also providing technical expertise, materials and industry insight. Projects supported during the year included forestry access solutions with Coillte, moulded rubber product development with NR Rubber, tyre pyrolysis oil trials in recycled asphalt with University College Dublin and industry partners, sustainable surfacing at Manulla FC, and research collaborations with University College Cork, University of Galway, Technological University Dublin and others. These projects are focused on turning end-of-life tyres into higher-value products and supporting markets that align with the proximity principle.

Good governance remains essential to maintaining confidence in the scheme. Circol ELT continued to operate within its approval from the Department of Climate, Energy and the Environment and maintained its established Board and committee structures. The 2025 Annual General Meeting was held on 11 June 2025, and the Board continued to focus on strategy, performance, accountability and the effective operation of the scheme.

Looking ahead, the planned expansion of the tyre compliance scheme to include commercial, agricultural, construction and industrial tyres represents a major opportunity to improve traceability, environmental outcomes and data quality. Circol ELT has already begun preparing for this transition through stakeholder engagement, operational planning, systems development and practical pilots such as the Farm Tyre Bring Days.

We would like to thank our members, collectors, processors, local authorities, enforcement partners, research partners, Department of Climate, Energy and the Environment (DCEE), Producer Register Limited (PRL), the Environmental Protection Agency (EPA) and all stakeholders who supported the scheme during 2025. We also extend our sincere thanks to the Circol ELT team for their commitment and professionalism underpinning the success of the scheme.

The achievements of 2025 show that end-of-life tyres can be managed as a valuable resource within the circular economy. Our focus for the year ahead is to build on this progress, strengthen domestic and higher-value recovery pathways, support the expansion of the scheme, and continue to deliver measurable environmental benefits for Ireland.

Tony Keohane
Chair

William Collins
Chief Executive Officer

May 31st, 2026

BOARD MEMBERS

2025



Tony Keohane
Chair



William Collins
CEO



Deborah Spence S.C.
Independent



Des Collins
Independent



Tom Dennigan
Tyre Manufacturer



David Kelly
Independent



Michael Layde
Independent



Thomas Heffernan
Tyre Retailer



Colm Conyngham
Tyre Manufacturer



Feargal Brennan
Independent



Séamus Clancy
Independent



Kevin Farrell
Tyre Retailer



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 Climate, Energy and the Environment 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 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.

Annual General Meeting

The 2025 annual general meeting of Circol ELT was held on Wednesday, 11th June 2025. The meeting was held at the Clayton Hotel, Ballsbridge, Dublin 4. The Annual Reports for Circol ELT are available on: www.circolelt.ie.

Company Officers

The following individuals acted as officers of the company during the year ending 31st December 2025:

Directors

Mr Tony Keohane
Chairperson

Mr Feargal Brennan
Independent
Retired 29th November 2025

Mr Séamus Clancy
Independent

Mr William Collins
CEO

Mr Des Collins
Independent

Mr Colm Conyngham
Tyre Manufacturer

Mr Tom Dennigan
Tyre Manufacturer

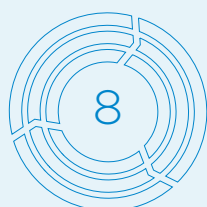
Mr Kevin Farrell
Tyre Retailer
Retired 5th October 2025

Mr Thomas Heffernan
Tyre Retailer
Appointed 27th November 2025

Mr David Kelly
Independent

Mr Michael Layde
Independent

Ms Deborah Spence
Independent



Company Secretary

Ms Siobhan Donohoe

Board Meeting Attendance 2025

Board Meeting Attendance	20 Feb	15 May	18 Sep	27 Nov
Tony Keohane	✓	✓	✓	✓
Feargal Brennan	✓	✓		✓
Séamus Clancy	✓	✓	✓	✓
Des Collins	✓	✓	✓	✓
William Collins	✓	✓	✓	✓
Colm Conyngham		✓		✓
Tom Dennigan	✓	✓	✓	✓
Kevin Farrell	✓	✓	✓	✓
David Kelly	✓	✓	✓	✓
Michael Layde	✓	✓	✓	✓
Deborah Spence	✓	✓	✓	✓

Board Committees

Finance, Audit & Risk Committee

Members: Mr David Kelly (Chair), Mr Séamus Clancy, Mr Des Collins, Ms Deborah Spence

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

Committee Meeting Attendance	1 May	12 May	11 Sep	18 Nov
David Kelly	✓	✓	✓	✓
Séamus Clancy	✓	✓	✓	✓
Des Collins	✓	✓	✓	✓
Deborah Spence	✓	✓	✓	✓

Strategy & Market Development Committee

Members: Mr Tony Keohane (Chair), Mr Feargal Brennan, Mr William Collins, Mr Des Collins, Mr Colm Conyngham, Mr Tom Dennigan.

The Committee ensures there is a clear and defined strategy aligned with the overall mission and goals.

Committee Meeting Attendance	8 May	16 Oct
Tony Keohane	✓	✓
Feargal Brennan		
William Collins	✓	✓
Colm Conyngham	✓	✓
Des Collins	✓	✓
Tom Dennigan	✓	✓

Fees and Funding Committee

Members: Mr Michael Layde (Chair), Mr Séamus Clancy, Mr William Collins, Mr Colm Conyngham, Mr Kevin Farrell, 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.

Committee Meeting Attendance	11 Nov
Michael Layde	✓
Séamus Clancy	✓
William Collins	✓
Colm Conyngham	
Siobhan Donohoe	✓
Kevin Farrell	

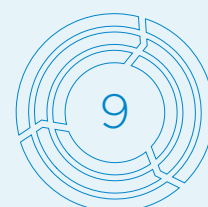
Remuneration & Nominations Committee

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.

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.

Committee Meeting Attendance	20 Feb	27 Nov
Tony Keohane	✓	✓
Feargal Brennan	✓	✓
William Collins	✓	✓
Michael Layde	✓	✓



FINANCE

Circol ELT delivered a solid financial performance in 2025, reporting a surplus of €2m. The positive result reflects a 1% increase in tyres placed on the market, totalling 5.1 million tyres, combined with a strong demand for markets outside the EU for recycling and recovery. The scheme's activities represented the highest volume of tonnes collected and processed to date. In 2025, 44.7k tonnes were collected and processed, representing 97% of tyres placed on the market.

Finance Highlights 2025

- Membership Fee Income of €14.5m
- Direct Recycling and Recovery cost of €8.8m
- Funded 4.9m tyres.
- Surplus after tax of €2m
- Contingency Reserve Fund of €6.75m
- Balance sheet total net assets of €13.1m (2024: total net assets of €11.1m)

Revenue

Membership fees of €14.5m (2024: €14.2m), driven by 5.1 million tyres reported to the scheme as being placed on the Irish market in 2025.

Direct Recovery And Recycling

Expenditure

Total expenditure for 2025 amounted to €8.8m (2024: €8.9m), with Circol ELT funding the recovery and recycling of 44.7k tonnes, the highest volume of tonnes collected and processed by the scheme to date.

Administration Expenses

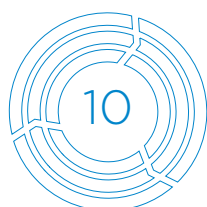
Administration expenses amounted to €3.4m (2024: €3.2m). Included in this figure is wages and salaries of €1.6m, communications and public awareness €164k, innovation €105k and charges of €771k to The Producer Register Ltd and Applus Inspection Services Ltd.

Historic Stockpile Remediation Cost

As a condition of our re-approval in 2023, the company was required to make a financial contribution of €1.7m between 2023 and 2024 to address the Historic Stockpile abatement of tyres lawfully stored on farms and in haulier's yards. In 2025, the company funded 1,878 tonnes through a Farm Tyre Takeback event held in Kildorrery, Co Cork.

Contingency Reserve Fund

As a condition of approval, Circol ELT is required to maintain a contingency reserve fund of €6.75m. This fund is ring fenced from day-to-day operations and may only be accessed in limited circumstances with prior agreement of the Minister.



PROFIT & LOSS ACCOUNT FINANCIAL YEAR ENDED 31ST DECEMBER 2025

	2025	2024
	€	€
Membership fee income	14,538,041	14,293,567
Direct recovery and recycling costs	(8,858,765)	(8,918,505)
Gross profit	5,679,276	5,375,062
Administrative expenses	(3,485,435)	(3,243,971)
Historic Stockpile Remediation Contribution	-	(320,000)
Surplus on ordinary activities before interest & taxation	2,193,841	1,811,091
Interest Receivable	215,059	191,548
Taxation	(339,072)	(268,161)
Surplus for the financial year	2,069,828	1,734,478

BALANCE SHEET AS AT 31ST DECEMBER 2025

	2025	2024
	€	€
Fixed Assets		
Tangible assets	20,751	13,137
Current Assets		
Debtors	3,727,411	3,847,704
Current asset investments	2,544,225	9,129,147
Cash at bank and in hand	11,628,311	2,658,729
	17,899,947	15,635,580
Creditors: amounts falling due within one year	(4,744,403)	(4,542,250)
Net Current Assets	13,155,544	11,093,330
Net Assets	13,176,295	11,106,467
Capital and Reserves		
Profit and loss account	6,426,295	4,356,467
Contingency reserve fund	6,750,000	6,750,000
Total equity	13,176,295	11,106,467

MEMBERSHIP

5.1 million car and motorcycle tyres were placed on the market by Members during 2025, an increase of 1% on 2024.

At Circol ELT, we operate with a member-centric approach, ensuring that our scheme is designed to support and benefit our members at every stage. Our commitment to this focus drives us to continuously improve our service, making compliance simpler and more effective for all stakeholders.

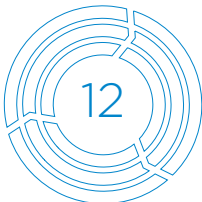
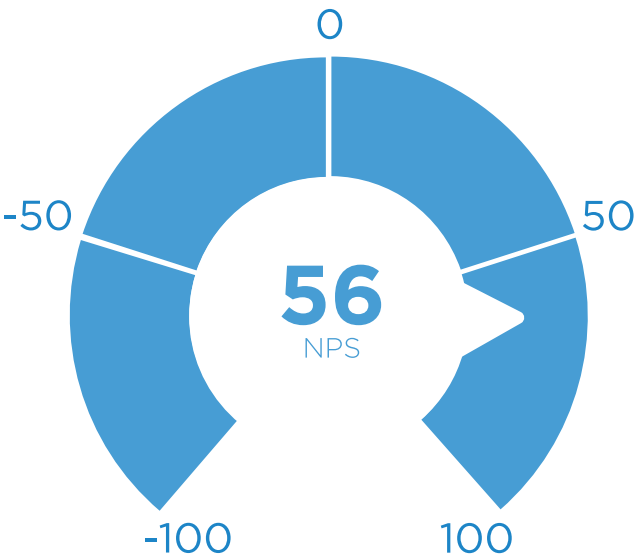
Key metrics for 2025

- Tyres placed on market – Passenger Car/Van / 4x4 tyres reported by Producers increased from 5.0m tyres in 2024 to 5.1m tyres in 2025 (1% increase).
- Member satisfaction – Net Promoter Score (NPS) of 56 (10 point increase from 46 in 2024).
- Recruitment – 210 new Members joined the scheme.

Net Promoter Score

We measure member experience using the Net Promoter Score (NPS)¹ methodology. Supporting and assisting our members remains a key priority, and this continued focus is reflected in an improved member satisfaction rating, with an NPS score of 56 in 2025, compared to 46 in 2024.

We thank our members for participating in the annual survey. In recognition of their engagement, Circol ELT was pleased to donate €1,000 to Children’s Health Ireland and the Irish Cancer Society on behalf of participating members.



Recruitment

As of December 31st, 2025, membership stood at 2,742 – A net increase of 116 members since the start of the year.

Membership Movement Summary	
Member Numbers 01/01/2025	2,626
Add Recruited	210
Less Revoked	94
Member Numbers 31/12/2025	2,742

68 revocations were voluntary as the members were no longer obligated (ceased trading, no longer dealing in tyres, etc.), with 26 revoked due to either lack of reporting or non-payment of fees:

No longer obligated	68
Non-compliant	26
Total	94

Circol ELT membership comprises the following member types:

Retailer Only	R	1,946
Producer / Retailer	P/R	485
Producer Only	P	44
Producer / ATF	P/A	5
ATF Only	A	139
Retailer / ATF	R/A	3
Producer / Retailer / ATF	P/R/A	1
Other/Miscellaneous	O	119
Total		2,742

No applications for membership have been refused or subjected to an appeals process. To date 318 Farmers have registered with the scheme.

Member Audits

We conduct ongoing member audits to ensure accurate reporting and to maintain clarity, traceability, and fairness across the scheme. The audit programme is designed primarily to encourage and support members in meeting their compliance obligations, while promoting consistent application of scheme requirements. In 2025, 63 Member Audits were completed.

Membership Activity

Compliance assistance and an improved membership experience remain key priorities for Circol ELT. Guidance and support are provided to members to assist them in meeting their compliance obligations and to promote effective participation in the scheme.

Site visits

We continue to conduct site visits with members to discuss operational and compliance matters, while also providing on-site reporting assistance and practical support where required.

Retreads Workshop

Circol ELT collaborated with The Rediscovery Centre to review the tyre retreading sector in Ireland and to support the future development of this important circular economy activity.

Workshops and Seminars

We participated in a range of industry workshops and seminars, including the FTAI Sustainable Transport Seminar and University College Cork's ENTYRE research workshop, with the aim of strengthening our understanding of tyre innovation, sustainability, and emerging technologies.

Email and Phone Support

Ongoing email and telephone support is provided to all members in relation to reporting requirements, legislative queries, and general account assistance.

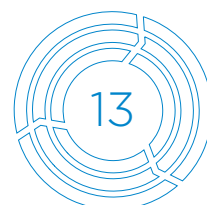
Enforcement

Operators identified as potentially operating outside the scheme are recorded on Circol ELT's Local Authority (LA) enforcement portal. This system enables structured collaboration with Local Authorities by identifying operators who may have compliance obligations and may require enforcement follow-up action.

This coordinated approach has proven effective in supporting a fair and equitable compliance environment across the sector. The enforcement portal has been operational throughout 2025 and is continuously updated to reflect the compliance status of tyre operators nationally.

All 26 members whose registrations were revoked for non-compliance during 2025 were recorded on the enforcement portal and referred to the relevant Local Authority for appropriate follow-up.

Where operators are considered likely to have Producer obligations, Circol ELT engages with Producer Register Limited (PRL) and the Environmental Protection Agency (EPA) to support further assessment and any necessary regulatory action.



OPERATIONS

Circol ELT funded the recovery and recycling of 44,777 tonnes of end-of-life tyres (ELTs) in 2025, equivalent to approximately 4.92 million tyres. This represented 97% of the estimated 5.1 million tyres placed on the market during the year and marks the highest volume managed by the scheme since its establishment in October 2017.

Key Metrics	Ireland	Ireland	Outside the EU	Outside the EU	Outside the EU	Total
	Recycled	FFR	Recycled	FFR	Steel	
2025 Tonnes	1,653	878	34,193	7,918	135	44,777
	4%	2%	76%	18%	0%	100%
2024 Tonnes	2,859	1,500	23,457	14,338	399	42,553
	7%	3%	55%	34%	1%	100%

***FFR – Fossil Fuel Replacement**

Operational activity in 2025 was shaped by a continued decline in domestic recycling capacity, alongside strong demand from markets outside the EU for recycling and recovery.

Recycling activity in Ireland decreased by 4%, from 2,859 tonnes in 2024 to 1,653 tonnes in 2025. At the same time, persistently low container shipping costs throughout 2025 made export markets outside the EU, where energy and labour costs are lower, more economically attractive.

Rising local costs, particularly energy and labour have significantly affected the cost base for collectors and processors in Ireland. These pressures have altered the economics of tyre processing, making granulation to smaller sizes less viable, while increasing the attractiveness of exporting tyres for use as fuel in waste-to-energy applications or having them recycled outside the EU. India remained the dominant global market for tyre recycling, accounting for 76% (34,193 tonnes) of all managed tyres. Of this volume, 8,496 tonnes were exported as processed tyre shred.

In 2025, cement kilns generated considerable demand for tyre-derived fuel as a substitute for fossil fuels. This market accounted for 20% of total volumes, equivalent to 8,796 tonnes.

While domestic end-market figures appear modest, with combined recycling and energy recovery accounting for just 6% (2,531 tonnes), this does not reflect the full extent of activity within Ireland. An additional 16,549 tonnes (37%) were pre-processed domestically prior to export.

The energy recovery market declined notably compared to 2024, falling from 15,838 tonnes (37%) in 2024 to 8,796 tonnes (20%) in 2025. Within the 8,796 tonnes, 878 tonnes of this was used in Ireland with the remainder exported. All material destined for this market is processed in Ireland to a particle size of less than 70mm prior to export.

Managing waste tyres in facilities located close to the point of generation supports both circular economy objectives and the proximity principle.

Circol ELT works in close collaboration with a range of enforcement agencies responsible for overseeing the movement of waste tyres and ensuring compliance among permit holders at both collection and facility level. Established partnerships are in place with the National Transfrontier Shipment Office and the National Waste Collection Permit Office. In addition, Circol ELT engages with local authorities at county level and with the Waste Enforcement Regional Lead Authorities on a regional basis.

Accurate data is fundamental to effective operations and decision-making. To support this, extensive data reconciliation is carried out by both the Operations and Membership teams as part of routine activities.

The national network of collectors and processors achieved a 97% collection and processing rate for all passenger car and motorcycle tyres placed on the Irish market, including those fitted to new and imported used vehicles.

Waste tyres within the scope of the scheme are collected without additional charge once the Environmental Management Cost (EMC) has been paid. Tyres outside the scheme's remit—specifically commercial, agricultural, and construction tyres—are subject to disposal charges applied by collectors.

In anticipation of the scheme's planned expansion, Circol ELT hosted a farm collection day in Cork in November 2025 to support the farming community in disposing of unwanted tyres. The initiative saw strong engagement, with over 600 loads of waste tyre delivered into the facility.

In total, 1,878 tonnes of material were collected and processed as part of the event, demonstrating both the scale of demand and the importance of accessible disposal solutions for the agricultural sector.

Contract Compliance and Audit Programme

Regular site visits and compliance audits take place throughout the year. 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.





COMMUNICATIONS

In 2025, Circol ELT delivered a targeted and integrated communications programme focused on maintaining visibility, strengthening stakeholder engagement, and preparing for the next phase of scheme expansion.

Activity combined national campaigns, regional engagement, and sector-specific communications, using a mix of broadcast media, digital platforms, on-the-ground activation, and partnership-led initiatives.

A consistent priority throughout the year was demonstrating the practical reuse of tyre-derived materials, positioning waste tyres as a valuable resource within Ireland's circular economy.

Key Campaign Highlights

- **Farm Tyre Bring Days**

Circol ELT delivered its first national **Farm Tyre Bring Days** in November 2025, providing farmers with an accessible and compliant route for managing end-of-life tyres. The inaugural event, held at Crossmore Recycling, Co. Cork, achieved strong engagement, with over 600 farmers recycling their tyres across three days and almost 1,900 tonnes of tyres collected, demonstrating clear demand for structured, specially priced and affordable.

The event was supported by a coordinated communications campaign incorporating regional radio, agricultural press, Farm TV, local signage in marts and co-ops, direct stakeholder communications, and digital promotion.

This integrated approach supported strong awareness across the agricultural sector and contributed to high levels of participation.



1,878

tonnes of tyres
collected in
three days



Watch highlights
from the first Farm
Tyre Bring Days

10.5m

impacts from the
Circol ELT
National Radio
Campaign

- **Schools Competition**

The Primary schools competition continued to support early engagement with sustainability and circular economy principles. Schools embraced the themes of reuse and recycling, and demonstrated a clear understanding of waste tyres as a valuable resource.

Feedback from participating schools highlighted how much students enjoyed the project, with creativity and enthusiasm evident across submissions.

The winning school, **Knockskeagh NS, Clonakilty, Co. Cork**, has had new playground matting installed using recycled tyre materials from NR Rubber, providing a tangible example of reuse at community level.

- **National Radio Campaign**

A national radio campaign was delivered to promote tyre safety responsible disposal and recycling, aligned with peak holiday season.

Delivered across both national and regional stations, the campaign achieved significant reach, exceeding 10.5 million impacts and reaching over 60% of adults, reinforcing the circular economy message.

Industry & Public Engagement

- **National Ploughing Championships**

Circol ELT exhibited at the National Ploughing Championships, engaging directly with farmers, contractors and rural communities and reinforcing circular economy messaging.

The stand showcased a range of products made from tyre-derived rubber, providing practical examples of how waste tyres can be repurposed into useful applications. This helped to demonstrate the value of tyre recycling in a clear and tangible way, supporting greater understanding of the scheme and its role in the circular economy.

“Events like this show what can be achieved when practical solutions are put in place for farmers to manage waste responsibly”

— Bill Collins, CEO, Circol ELT



- **Active Travel & Greenways Conference**

Circol ELT exhibited at the Active Travel & Greenways Conference, held in March 2025 at the Strand hotel, Limerick.

The event brought together local authorities, Transport Infrastructure Ireland (TII), consultants and contractors involved in walking and cycling infrastructure.

Engagement focused on the use of recycled tyre materials in surfacing and pathways, and increasing awareness of sustainable material alternatives within public procurement.

Circular Economy & Product Development

- **NR Rubber Collaboration**

Work progressed with NR Rubber to support the development of recycled rubber products. These products remain in development, with launches planned for 2026.

- **Coillte Forestry Project**

Engagement with Coillte progressed during 2025 to explore the use of recycled tyre materials in forestry access solutions.

The project focuses on the installation of recycled rubber matting at transition points between public roads and forest access tracks, where ground conditions are most vulnerable.

This approach aims to protect soil structure, reduce ground damage, and provide a reusable solution for forestry operations.

- **Repak Resource Awards**

Circol ELT sponsored the Tyre Champion category at the Repak Resource Awards, with Addible recognised for its innovation in tyre material recovery.

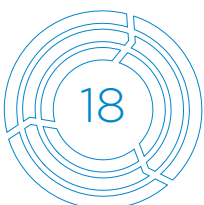
Addible, a green chemistry company, has developed a patented process that breaks down end-of-life tyres by targeting sulphur bonds, enabling the recovery of component materials for reuse. The process also incorporates solvent recovery, supporting a more circular and resource-efficient approach to tyre recycling.

This recognition highlights the role of innovation in advancing sustainable solutions within the tyre sector and supports the development of new pathways for material reuse.

Communications Channels

Communications activity combined broadcast, print, sector media, digital platforms, and direct engagement to ensure consistent messaging across audiences.

In a constrained budget environment, communications activity remained focused on targeted delivery, partnership amplification, and maximising impact from existing networks.



Communications Investment

In fulfilment of our approval to operate the tyre compliance scheme, Circol ELT prioritised investment in public information and awareness across all campaigns.

This included radio, press, sector campaigns, creative development, event materials, and stakeholder communications.

Total communications expenditure for 2025: € 164K

Impact

Communications activity in 2025 strengthened engagement across key sectors, increased awareness of tyre reuse, and supported participation in national initiatives.

Conclusion

Communications activity in 2025 supported the continued development of the scheme by connecting stakeholders with practical, delivered initiatives and reinforcing the role of tyre reuse within the circular economy.

Through targeted campaigns and clear demonstration of end-use applications, communications continues to play an important role in translating policy into practice and supporting the effective operation of the scheme.

“Effective communication is central to ensuring that the scheme works in practice and connects policy, industry and end users in a way that delivers real outcomes.”

— Bill Collins, CEO, Circol ELT



CARBON CALCULATOR

Adopting a circular approach to waste tyre management is key to supporting Ireland’s carbon reduction targets. We are working to integrate end-of-life tyre derived materials into green procurement processes across the public sector.

In 2025, our efforts in recovering and recycling end-of-life tyres delivered a total carbon benefit of **76,260 tCO₂e (tonne of Carbon Dioxide Equivalent)**. This was achieved through:

- Displacing the equivalent of 6,245 tonnes of pet coke
- Avoiding the use of 30,584 tonnes of virgin rubber

The results for 2025 are shown in the table below:

Total Tyres collected (tonnes)		44,777
Waste to Energy in Cement Kilns		
Tonnes of tyres recovered	8,796	
Equivalent displaced coke from cement kilns (tonnes)	6,245	
Equivalent emissions avoided from burning pet coke (tCO ₂ e)	41,523	
Emissions generated by recovering tyres in cement kilns (tCO ₂ e) (2.95 tCO ₂ e/t)	24,054	
Net Carbon Benefit arising from recovering ELTs (tCO ₂ e) (1.71 tCO ₂ e/t)		17,469
Recycling		
Tonnes of tyres recycled	35,981	
Equivalent virgin rubber weight (tonnes)	30,584	
Equivalent emissions avoided producing moulded virgin rubber (tCO ₂ e)	88,054	
Emissions generated by recycling tyres as moulded rubber products (tCO ₂ e) (0.88 tCO ₂ e/t)	29,263	
Net Carbon Benefit arising from recycling ELTs (tCO ₂ e) (1.57 tCO ₂ e/t)		58,791
Total Carbon Benefit Recovering and Recycling ELTs (tCO ₂ e)		76,260

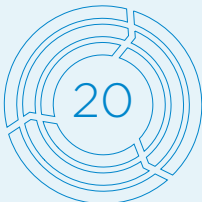
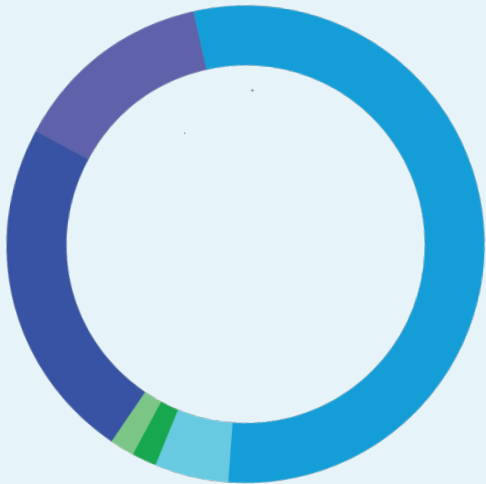
Contributions to Total GWP Stage

This chart illustrates the contributions of each Tyre Waste Management Process Stage to total Global Warming Potential (GWP).

Key Observations:

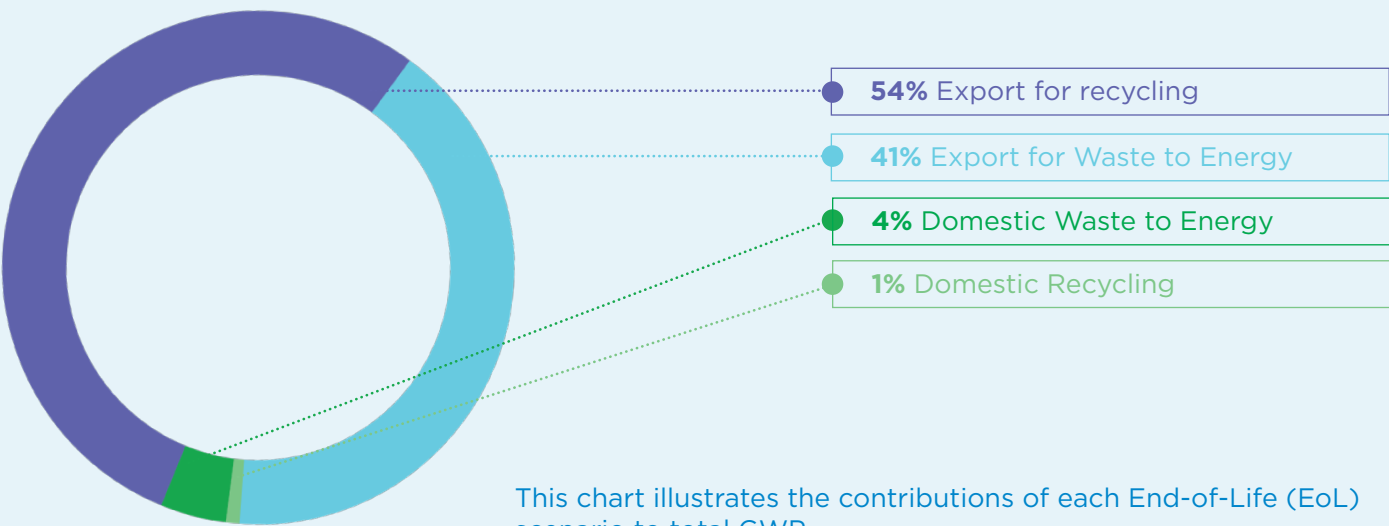
- Final Processing represents the most significant contributor to GWP, followed by transport-related emissions. This highlights key areas for targeted carbon reduction efforts.

Understanding these contributions helps us to identify key areas in ELT management that require improvement to enhance our environmental sustainability.



- 55% Final Processing
- 13% Transport Port to Final Processor
- 23% Port to Port Shipping
- 5% Collection
- 2% Domestic Primary Processing
- 2% Domestic Road Transport

Contributions to GWP by End-of-life scenario



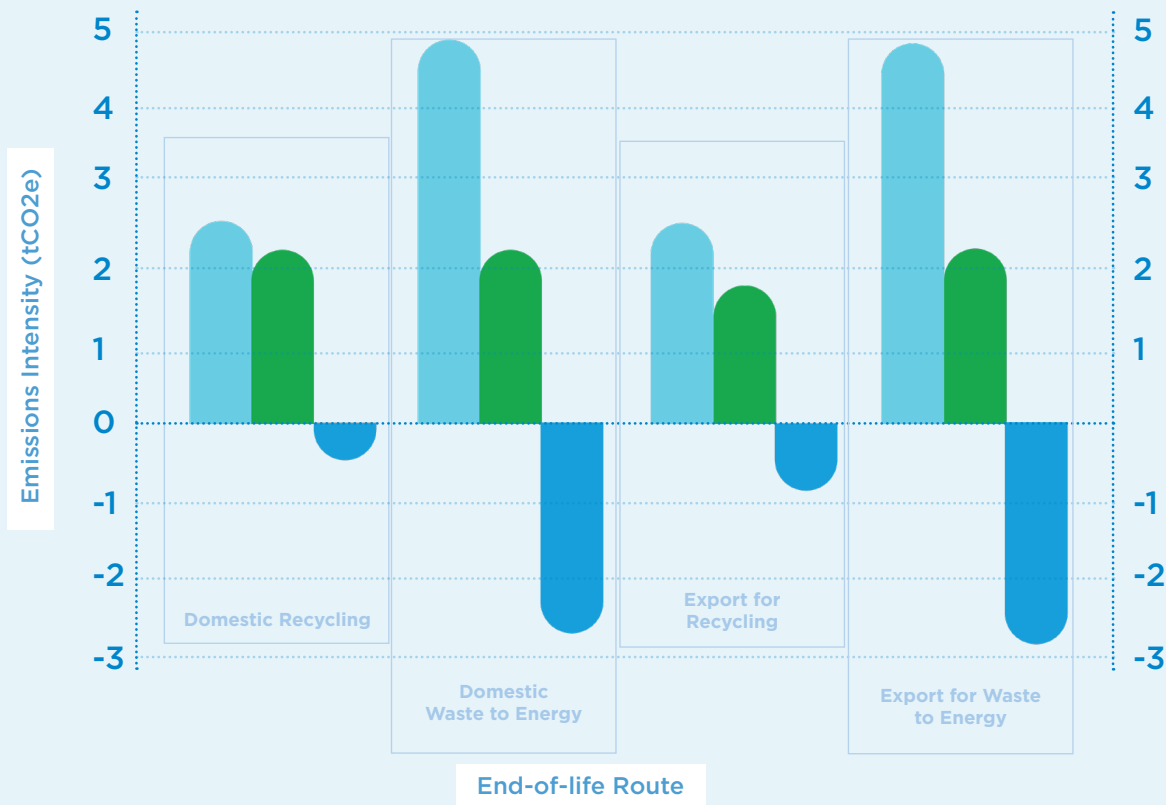
This chart illustrates the contributions of each End-of-Life (EoL) scenario to total GWP.

Key Observations:

- Export-based processes account for 95% of total GWP, highlighting the importance of prioritising closer-to-home recycling solutions where possible.
- Reducing reliance on export methods could significantly lower carbon emissions and improve the sustainability of tyre waste management.

Several of our projects developing solutions aligned with the proximity principle are outlined in the Innovation section.

Net Carbon Benefit of Each End-of-life Scenario



- Direct Emissions arising from Tyre Waste Treatment
- Emissions avoided by displacing petroleum coke or avoiding use of virgin rubber
- Net Benefit

The chart on the previous page illustrates the net carbon benefit of each end-of-life option.

Key Observations:

- Domestic Recycling and Domestic Waste-to-Energy deliver the highest net carbon benefits, demonstrating that managing ELTs locally on the island of Ireland provides the strongest environmental performance. This reflects the proximity principle, where managing waste as close as possible to its point of generation reduces overall environmental impact. While Export for Recycling and Export for Waste-to-Energy also achieve positive net carbon benefits, their performance is comparatively lower than domestic treatment routes.
- Overall, the results reinforce the environmental advantage of domestic treatment pathways and highlight the strategic importance of the proximity principle in improving the sustainability of tyre waste management systems.

Our carbon calculator was developed in collaboration with Goodbody Clearstream, specialists in corporate climate and sustainability solutions. The methodology adheres to the principles outlined by ISO 14040. Utilising a partial life cycle assessment framework, specifically from gate to grave, our carbon calculator considers stages such as tyre collection, domestic primary processing, transportation, and final processing.

This analysis draws on both primary and secondary data sources to ensure a comprehensive and accurate assessment.

The results for 2025 table demonstrates that recycling ELTs represents the lowest carbon impact. However, the carbon benefit arising from using tyre shred as an alternative fuel in cement kilns is significant. Using ELTs as an alternative fuel in cement kilns avoids emissions generated by the incineration of petroleum coke.

Following a successful trial in 2024 using 1,500 tonnes of recycled tyre granulate as a fossil fuel replacement in cement production in Ireland, reducing reliance on petroleum coke and lowering carbon emissions, a further 878 tonnes were processed in 2025.

Waste to Energy in Ireland	
Tonnes of tyres recovered	878
Equivalent displaced coke from cement kilns (tonnes)	623
Equivalent emissions of burning pet coke (tCO ₂ e)	4,144
Emissions generated by recovering tyres in cement kilns (tCO ₂ e)	2,285
Total Benefits Comparison (tCO ₂ e)	1,859

The results of the Carbon Calculator serve as a foundational measurement for our strategic roadmap, aligned with Ireland's climate goal of achieving a 50% carbon reduction by 2030.

INNOVATION

→ Innovation for a Cleaner & Greener Environment

We are committed to driving innovation in the sustainable management of end-of-life tyres through collaboration across research, industry, and real-world applications. Our focus is on developing high-value uses for tyre-derived materials that support Ireland's transition to a circular, resource-efficient economy.

	 VitaMaterials	 MTU Ollscoil Teicneolaíochta na Mumhan Munster Technological University	 UCD DUBLIN
 CIRCULÉIRE	 Construct Innovate	 COILLTE	 TU DUBLIN OLLSCOIL TEICNEOLAÍOCHTA BHÁILE ATHA CLAIRÍ TECHNOLOGICAL UNIVERSITY DUBLIN
 IGBC IRISH GREEN BUILDING COUNCIL		 NR RUBBER PRODUCTS	 K
 OLLSCOIL NA GAILLIMHIE UNIVERSITY OF GALWAY	 Taighde Éireann Research Ireland	 UCC	 RAM
 REVOLUTION ROAD	 epa	 REDISCOVERY CENTRE	 Goodbody CLEARSTREAM

In 2025, we invested €105k in research and innovation initiatives and will continue to advance sustainable, high-value applications for ELTs. In addition to direct funding, we provide technical expertise, material inputs, and industry insight, acting as a key partner and conduit between academia and industry.

Our innovation portfolio spans a wide range of projects across multiple sectors. Working with a strong network of academic, industry and public sector partners, we are accelerating innovation, supporting the development and real-world application of ELT-derived materials. Several of our projects are focused on solutions aligned with the proximity principle, helping to reduce reliance on export-based processing and position ELTs as a valuable circular resource rather than waste.

To ensure research translates into practical impact, we have adopted a phased, strategic approach. This involves:

- Funding practical applications that incorporate materials derived from ELTs.
- Showcasing and promoting products to demonstrate the technical and environmental benefits of ELT- derived materials.
- Supporting market development by generating performance data and metrics, including carbon savings, durability, and efficiency.
- Encouraging policy alignment, with the long-term aim of ensuring that government green procurement strategies support the use of ELT-derived materials.

Real-World Applications & Trials

Throughout the year, in collaboration with industry partners, we supported the use of ELT-derived materials across a range of applications.

- **Forest Access Toolkit:** Developed with Coillte, durable ELT rubber matting enables safe and efficient access to forested areas while minimising environment impact.
- **Moulded Rubber Products:** We supported NR Rubber in developing high-value applications using ELT rubber, including mounting feet for heat pumps and solar panels, integrating repurposed ELTs into the built environment and supporting low-carbon heating in line with the Climate Action Plan. We also supported NR Rubber, in collaboration with Vita Materials, in developing an isolation pan for noise mitigation in timber-framed buildings.
- **Tyre Pyrolysis Oil (TPO) in Asphalt:** In partnership with Revolution Road Ltd, University College Dublin, and industry, we trialled TPO, derived from the pyrolysis of ELTs, as a rejuvenator in recycled asphalt (RA). Results demonstrated that TPO can restore the mechanical properties of recycled asphalt, highlighting its potential as an effective rejuvenator. Consideration of health and safety requirements will be important to support its wider application. The findings from this trial have been submitted for publication in a peer-reviewed journal.
- **End-of-Waste Submission:** We are working to secure legal product status for bound rubber applications, enabling wider reuse of Ireland's 5 million ELTs each year and advancing circular economy goals.
- **Sustainable Surfacing:** We funded the installation of a walking path at Manulla FC, Co. Mayo. The sustainable surfacing, consisting of ELTs, aggregate and a binder, provides a safe space for the local community, including the Mayo Autism Camp, which operates from the club's facilities.

Academic Research & Innovation Pipeline

Our academic research portfolio spans a wide range of collaborative projects focused on developing and validating high-value applications for ELT-derived materials.

Our Academic Projects					
Project / Initiative	Partner(s)	Focus Area	Our Contribution	Status / Timeline	Strategic Impact
ENTYRE Project	University College Cork EPA	National ELT pathways and policy	Industry expertise, stakeholder engagement, input to research outputs	Final report under review	Informs national policy and future ELT management systems
ART-Floor	University of Galway Construct Innovate	Acoustic and thermal building materials	Materials, technical input, €2k funding	Underway, completion July 2026	Supports product development and market positioning in construction
Rubberpave	Universty College Dublin Construct Innovate	Rubberised asphalt performance	Materials, technical input, €3k funding	Underway, completion August 2026	Advances sustainable road and transport infrastructure
Barriers and Enablers, Retreading	EPA/MTU Rediscovery Centre	Circular economy policy and tyre retreading	Sector expertise, survey and workshop support	Underway, completion May 2026	Informs policy and lower carbon emissions through extended product lifecycles
Upgrading of Recovered Carbon Black	University College Cork Research Ireland	Advanced upgrading of recovered carbon black for high value applications	Materials, technical input, €33.9k funding	Commenced October 2025	Enables higher value use of rCB and circular material recovery
Sustainable 3D Printed Lattices from Waste Tyres	University of Galway Research Ireland	Development of ELT based materials for additive manufacturing & energy absorbing structures	Materials, technical input, €33.9k funding	Commencing Sept 2026	Supports development of innovative, high value ELT applications
Crumb Rubber in Concrete and Masonry	Technological University Dublin	Durable masonry materials using ELT rubber	Direct funding €2.7k, materials, support for testing	Testing underway, completion May 2026	Supports development of low carbon, durable construction materials

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.

CO2e Carbon Dioxide Equivalent is a metric measure used to compare the emissions from various greenhouse gases on the basis of their GWP, by converting amounts of other gases to the equivalent amount of carbon dioxide with the same global warming potential.

DCEE Department of Climate, Energy and Environment

ELT End of Life Tyre.

ELV End of Life Vehicle.

EMC Environmental Management Cost.

EOW End of Waste.

EPA Environmental Protection Agency.

FFR Fossil Fuel Replacement.

GWP Global Warming Potential is a term used to describe the relative potency, molecule for molecule, of a greenhouse gas, taking account of how long it remains active in the atmosphere.²

NPS Net Promoter Score is a widely used market research metric that measures customer loyalty, satisfaction, and enthusiasm by gauging how likely a customer is to recommend a company's product or service to a friend or colleague

Petroleum Coke Coal / PET Commonly called Petcoke, is a solid, carbon-rich material similar to coal. It is derived from oil refining, and it's a byproduct produced during the cracking process. Petcoke can be used as a fuel during cement production.

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 a producer to sell on to consumer or another Retailer.

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>

2. European Commission. (n.d.). Glossary: Global-warming potential (GWP). Eurostat Statistics Explained. Available at: <https://ec.europa.eu/eurostat/statistics-explained/SEPDF/cache/10719.pdf>



CIRCOL
ELT