

Replan City Life

Shaping Circular Cities

www.re-plancitylife.eu

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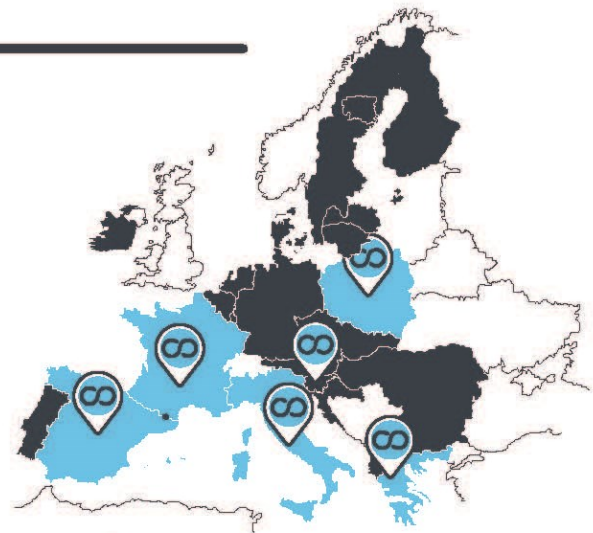
1 THE NUMBERS

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 (FR).

Associated Beneficiary(ies): COMSA (ES), Ferrocarrils de la Generalitat de Catalunya (ES), ITeC (ES), Fondazione Ecosistemi (IT), IASLIM (SI), IETU (PL), KERIDIS (GR), Metropolitan City of Turin (IT), Politecnico of Turin (IT), Region of Crete (GR), University of Turin (IT), WMRC (PL).

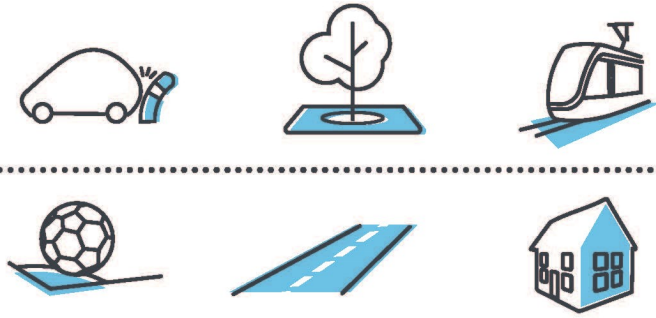
3 WHY THE PROJECT

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.



EXAMPLES OF RTMs PRODUCTS AND APPLICATIONS



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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 visibility of RTMs works** through a web application.

ACTIONS

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- ∞ 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.

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EXPECTED IMPACT

ACTIVITY	AUDIENCE	END PROJECT RESULTS
Awareness result	Target audience	8.000
Training result	Technicians reaching adequate knowledge	1.200
Circular Economy RTMs Plan	Number of P.A.by whom will be adopted	300
GPP Guidelines	Number of P.A.by whom will be adopted	200

Coordinating Beneficiary



Associated Beneficiaries



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