

LIFE GREEN VULCAN: MID-TERM SEMINAR

Towards zero-net mobility: Advancing rubber reuse in mobility applications through circular (open & closed-loop) scenarios

Last week, on 14th of September, the intermediate seminar of the [Life Green Vulcan](#) project was held in Turin, in the Green Pea area. Structured as a hybrid event, it gathered an important number of notable participants, all personally invited by the project partners.

This time structured as a closed event, it was divided into three sessions, the first of which was opened by **Francesco Di Pierro**, Business Developer of Innovando Srl and CEO of [Rubber Conversion](#), moderator of the session dedicated to the *European Green Deal* which dealt with the theme of the *European and national challenges of the ecological transition*. Speakers during this session included **Elisa Pesce**, Senior Associate - Tire Industry Project (TIP) who represents the Alliance of the main tire manufacturers to cooperate on sustainability issues within the World Business Council for Sustainable Development organization (WBCSD) and **Francesco Andrea Giuseppe Virtuani**, Administrative Officer Division III – Circular Economy and Sustainable Development Policies General Directorate for Industrial Policy, Innovation and SMEs. The first block stimulated dialogue on the topic of decarbonization of tire production and ELT recovery at a global level, examining all aspects of the new EU industrial strategy in this sector and considering the most relevant aspects from a materials point of view.

The partners of the project - **Bridgestone, Stellantis, Centro Ricerche Fiat, Università di Trento, Innovando e Rubber Conversion** - have presented the work done recently during the second session of the event moderated by **Massimo Rinaldi**, Responsabile Reti Tecnologiche - Warrant Hub.

The excellent results obtained confirmed the possibility of industrializing the production and the use of high-quality rubber mixtures realized with elevated contents of recycled materials.

The innovative technology of devulcanization of Rubber Conversion, that allows the valorization of granular vulcanized rubber (GVR) obtained from the recycling of the End-of-Life Tyres, made it possible to use new sustainable mixtures to produce new tires and technical articles for the automotive sector.

The technological replicability and expansion of the revolutionary closed-loop reuse of rubber, which is gaining momentum in other sectors, was demonstrated in the presentation of another LIFE project, [Re-Shoes](#), which aims to produce new shoes by introducing virtuous regeneration practices as a new standard within the footwear industry supply chain, providing an alternative, circular and sustainable solution to give new life to shoes. The partners Innovando and Rubber Conversion participate in this project, providing a platform, developed by Innovando itself, which guarantees complete traceability, optimization of product and material flows and real-time monitoring of environmental impact based on LCA principles (Life Cycle Assessment), as well as providing complete logistics with 700+ vehicles authorized to collect end-of-life items (in this case shoes) which will be collected in over 200 points of sale distributed in Italy, France, Austria and

Germany. Rubber Conversion will devulcanize post-production rubber waste to fuel the production of new shoes under this project. **Sofia Lanfranconi**, Circular Economy Project Manager of Innovando, presented the main objectives of the Life Re-Shoes project during the seminar.

The final session, moderated by the Chief Supply Chain Officer of Rubber Conversion **Daniele Fornai**, stimulated a debate between policy makers and industry representatives on the "push & pull" levers necessary to achieve the ecological transition indicated by the objectives of the Green Deal.

Paolo Tosoratti, Policy Officer - DG Energy of the European Commission (Efficiency of products, Ecodesign & labelling) illustrated the evolution and new objectives of tire labeling introduced starting from 2012.

To stimulate greater consumer purchasing awareness and guarantee uniform rules for measuring the main sustainability and safety KPIs of tires circulating in the European market.

Sergio Saporetti, Government Official (GPP – Green Public Procurement), Ministry of the Environment and Energy Security (MASE) has illustrated the activities relating to green purchasing by the public administration which can have an enormous positive impact on products and materials developed in the LIFE LGV and Re-Shoes projects.

The word was then passed to industry representatives, **Fabio Bertolotti**, Director of Assogomma – Plastic Rubber Federation and **Renzo Maggiolo**, President of the Italian Rubber Recoverers Union, who highlighted how opportunities are seized by the industries in their own supply chains but often hindered from the lack of implementation controls of the rules and the difficulty of obtaining national regulatory updates consistent with the rapid technological evolution necessary for the ecological transition.

Together with the lunch, the guests also attended a demonstration cooking show by friends and sponsors of the event [FourChef](#), which completed the hedonistic aspect of the event.

The presence of carefully selected guests made the event a success, and their enthusiasm and proactivity contributed to making the time spent stimulating and constructive. We invite you to continue to follow the website and social networks of the Life Green Vulcan project ([LN](#)/[TW](#)).

INNOVANDO SRL Team