



JORNADAS CAUCHO

B O G O T Á 2 0 2 5

**Rethinking circular economy:
The AZuR collaboration model**

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Network-Coordination



Rethinking circular economy

**The AZuR collaboration model:
90 partners from 10 EU countries**

NEW TIRE MANUFACTURING

**TIRE TRADE
TIRE SERVICES**

**END-OF-LIFE TIRE
DISPOSAL**

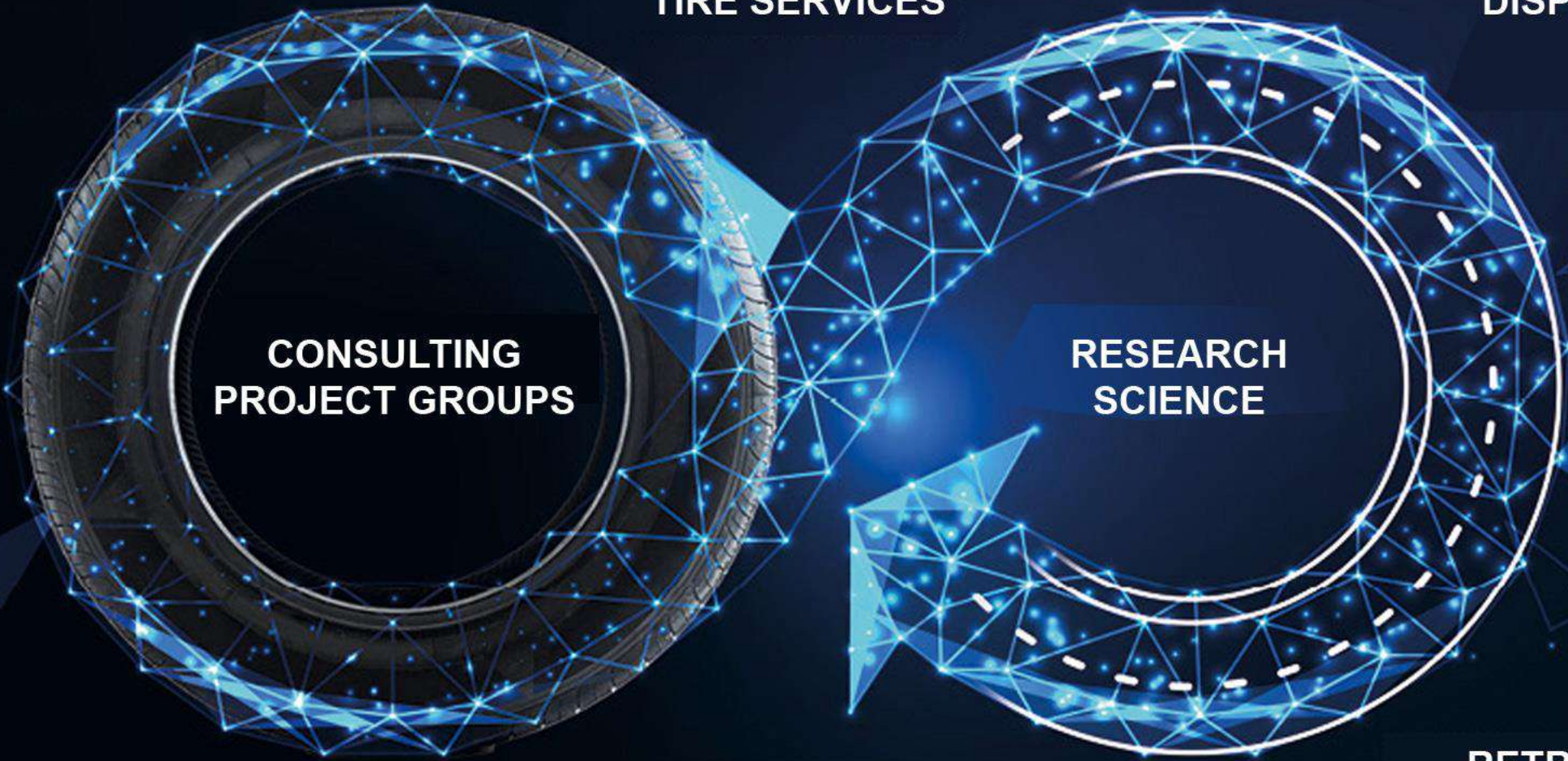
**CONSULTING
PROJECT GROUPS**

**RESEARCH
SCIENCE**

**CHEMICAL RECYCLING
PYROLYSIS/DEVULCANIZATION**

**MATERIAL RECYCLING
OF END-OF-LIFE TIRES**

RETRADING





The background of the slide features a green-toned illustration of a circular economy. It includes a large circular arrow, a recycling symbol, and various icons representing nature (trees, leaves), urban development (skyscrapers), and industry (gears, a person). A blue banner with white text is centered over the image.

**Circular economy is the key to the
future of Europe and South America**



**Allianz Zukunft Reifen is committed
to a circular tire economy in Europe**

**Our Mission: Keeping 4.5 million
end-of-life tires in the loop**



**First step: manufacturing
sustainable, retreadable new tires**



**Second step: Keep tires on the
road for as long as possible**



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Repair and Regrooving: sustainable options for extending tire lifespan





The gold standard of the circular tire economy: Retreading



**Third step: Collecting, inspecting and sending
end-of-life-tyres for optimal recycling**



Fourth step: Climate-friendly mechanical or chemical recycling





Manufacturing of high-quality products from tire rubber granulate



Extraction of oil, carbon, and RCB from waste tire pyrolysis



END-OF-LIFE TIRE SORTING / WASTE PREVENTION
VIA CERTIFIED END-OF-LIFE TIRE DISPOSAL COMPANIES (ZARE)

REUSE
REPAIR AND RETREADING

RECYCLING
MATERIAL (MECHANICAL) RECYCLING

RECOVERY
CHEMICAL RECOVERY

DISPOSAL

RELEVANCE

VOLUME

**Avoiding millions of tons of
waste and emissions annually**





**Conserve natural resources and
keep raw materials in circulation**



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**Short supply chains, regional value
creation, billions in economic output**



How does it work?



Permanent exchange and regular partner meetings



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Establishment of project groups, excursions and innovation networks



Joint political lobbying and adoption of resolutions





 Der Bundespräsident


Deutsche
Bundesstiftung Umwelt

Fachforum 5

Ressourcen – Infras



High-profile participation in
climate protection events



Joint participation in leading international trade fairs



ALLIANZ ZUKUNFT
REIFEN

GEME



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Successful participation in
international sustainability awards

NRW Preis 2025

Sonderpreis

AZuR Netzwerk -
Allianz Zukunft Reifen

In Kooperation mit



Im Auftrag des

Ministerium für Umwelt,
Naturschutz und Verkehr
des Landes Nordrhein-Westfalen





Cualquiera que haya caminado sobre el
Tartanbein, ¿verdad?, sabe que se camina



**Organization of our own summit meetings
on retreading and related topics.**



Fresh impetus from exchanges
with the scientific community





Positively influencing public opinion
with news, press releases, and films





The effect: over 50 percent of tyres are kept in circulation



ANY QUESTIONS

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Thank you for your attention!

