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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



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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

RETREADING



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**



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**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



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



Fourth step: Climate-friendly mechanical or chemical recycling



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Manufacturing of high-quality
products from tire rubber granulate



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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)

RELEVANCE

REUSE

REPAIR AND RETREADING

RECYCLING

MATERIAL (MECHANICAL) RECYCLING

RECOVERY

CHEMICAL RECOVERY

DISPOSAL

VOLUME



Avoiding millions of tons of
waste and emissions annually

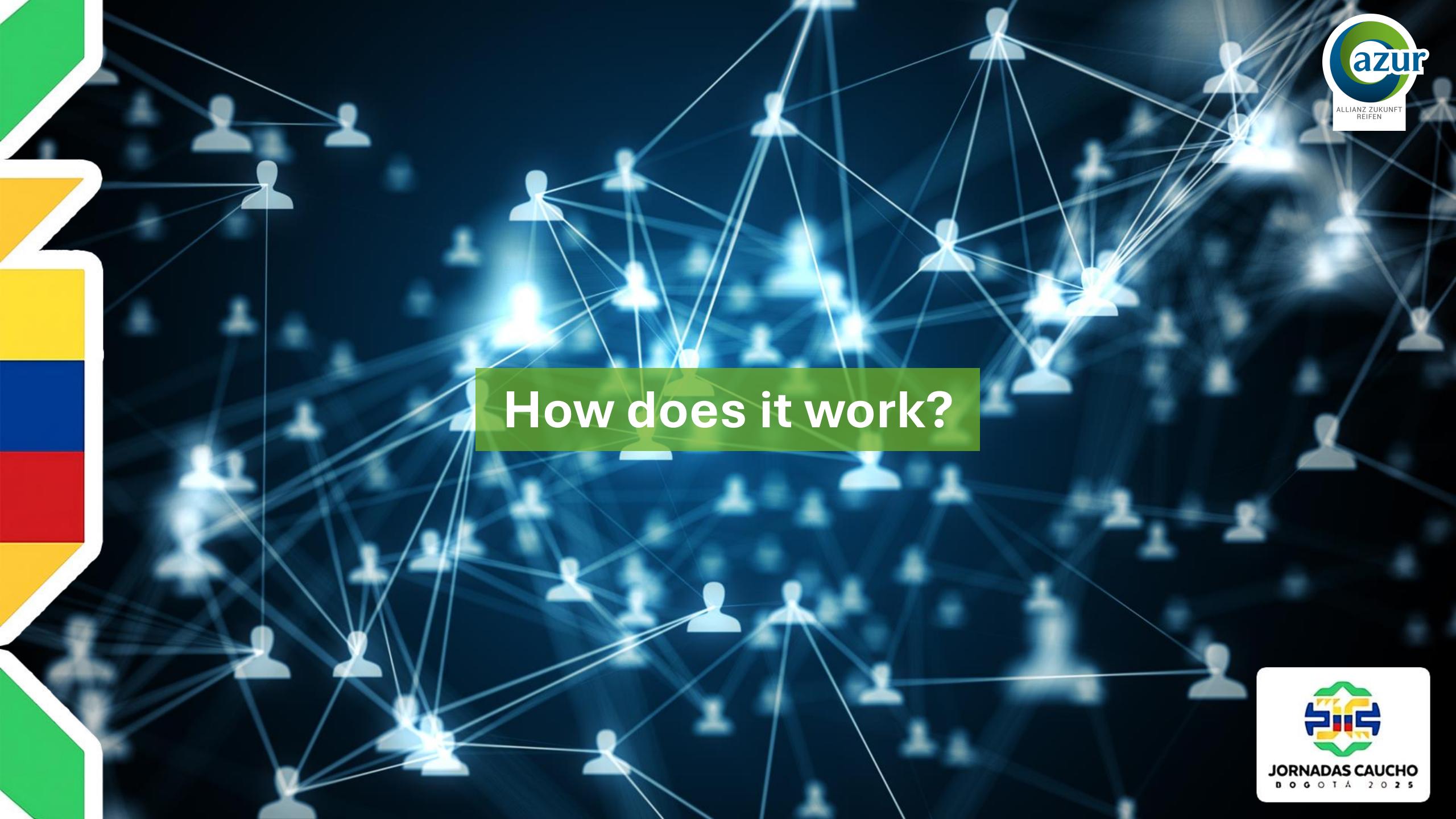


Conserve natural resources and
keep raw materials in circulation





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



How does it work?



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Permanent exchange and regular
partner meetings



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Joint political lobbying and
adoption of resolutions



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Der Bundespräsident



Deutsche
Bundesstiftung Umwelt

Fachforum 5

Ressourcen – Infras



High-profile participation in
climate protection events



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Joint participation in leading international trade fairs



ALLIANZ ZUKUNFT
REIFEN

ALLIANZ ZUKUNFT
REIFEN

GEME



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Successful participation in international sustainability awards



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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.



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Fresh impetus from exchanges
with the scientific community

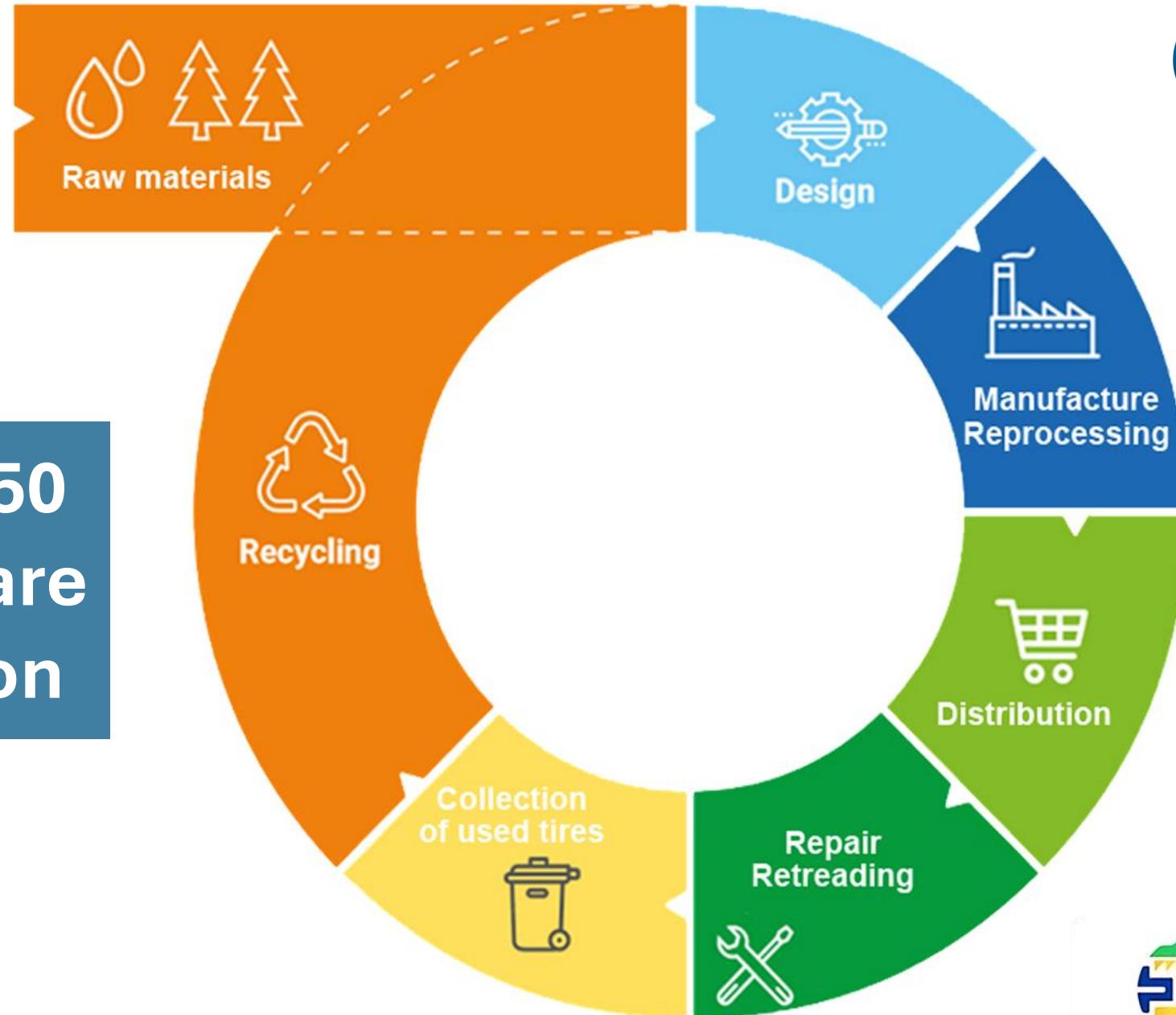


**Positively influencing public opinion
with news, press releases, and films**



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



ANY
QUESTIONS





Thank you for your attention!

