

KFA NEWS RELEASE

Michelin Announces Blackcycle Project



Posted by [David Wilson](#) on 05 Sep 2020 – Editor Tire & Rubber Recycling

September 5, 2020 San Juan Capistrano, Southern California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** (KFA) provides clients in the USA, GCC Middle East countries and China with a wide range of marketing & project management consulting services; based on more than 25+ years of experience gained in these markets focused on recycling, construction materials and other industry related projects.

Michelin has announced it is to co-ordinate a new tire recycling project, which will unite 7 industrial partners, 5 Research & Technological Organizations (RTOs) and an innovation cluster into a European consortium in 5 countries. The BlackCycle, which was officially launched on Thursday 3 September, aims to enable a massive circular economy of tires by designing world-first processes to produce new tires from end-of-life tires (ELTs).

13-Strong Consortium to Create Circular Economy for ELTs

Officially funded by the EU in May 2020, the **BlackCycle** project involves 13 organizations in a unique European public-private partnership that will demonstrate the technical, environmental, and economic viability of world-first circular processes. The consortium will develop specific solutions to produce sustainable raw materials for tires: **ELT** collection and feedstock selection, pyrolysis optimization, oil refining and valorization, furnace process optimization, and sustainable tire performance assessment. As early as 5-6 years after the project, it is anticipated that close to one out of every two European ELTs will be incorporated into the only virtuous cycle of this magnitude amongst all industrial sectors for the recovery of end of life products.

The project aims at creating, developing, and optimizing a full value chain from ELT feedstock to Secondary Raw Materials (SRMs), with no waste of resources in any part of the chain and a specific attention for the environmental impact. These SRMs will be used to develop new ranges of **passenger car and truck tires**, which will be sold commercially in European and global markets.

Funded by the **Horizon 2020** program, **BlackCycle** benefits from an overall budget of about 16 M€ with an allocated European funding of about 12M€ (75% of project costs, see Fig. 1). About 35% of the project funding is allocated to SMEs, 15% to RTOs and 34% corresponds to the personnel costs. The consortium covers 5 European countries: **France, Spain, Germany, Greece, and Switzerland** and includes 7 industrial partners, 5 RTOs and an innovation cluster. Coordinated by **Michelin**, the consortium has designed an effective governance system involving a steering committee, a cluster synergies board, and a technical support committee.

About KFA – Keith Fryer has been associated with the tire recycling & construction industry sector for many years and has been involved with market development work in Germany and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia.

Strategic alliances have been established and a new KFA focus is being developed in collaboration with K. I. Saab & Associates to introduce new technologies and know-how in Europe, the Middle East and elsewhere around the world based on 20+ years tire-recycling & construction industry project management experience. www.kfa-ca.com

About the Author - David Wilson - David is the Owner and Publisher of *Tire & Rubber Recycling*. With over 30 years' experience as a specialist tire industry journalist, he first entered the tire industry in 1987 as Editor of *Tires & Accessories*. He was Editor of *Tire Trade News* between 1993-96 before establishing *Retreading Business* in 1997. In 2004 he acquired the Malaysian tire magazine *The Tyreman*, before establishing *Tire & Rubber Recycling* in 2009. In addition to his publishing ventures, he was also Director of the Retread Manufacturers' Association between 2004 and 2014. www.tyreandrubberrecycling.com

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