

World Business Council for Sustainable Development

# TIP: TIRE INDUSTRY PROJECT

Formed in 2005, the Tire Industry Project (TIP) serves as a global, voluntary, CEO-led initiative, undertaken by 11 leading tire companies—representing approximately 65 percent of the world’s tire manufacturing capacity.

Since its founding, TIP has led research and established frameworks that have enabled a deeper understanding of the tire industry’s environmental and human health impacts. The member companies are proud of these efforts and are committed to researching and addressing existing and new topics—all designed to proactively contribute to a more sustainable future.

## OBJECTIVES:

- Anticipate, identify and address the potential human health and environmental impacts of tire development, use and management through end-of-life
- Establish measurement and benchmarking frameworks to enable new methodologies within the industry
- Leverage member companies’ resources and expertise, as well as third-party experts, to conduct in-depth research regarding potential material impacts to human health and the environment

## FOCUS:

- TIP initiates and supports research, including inventing equipment and methodologies, to improve the sustainability efforts of the tire industry. Since its creation, TIP has established distinct working groups that address tire industry issues such as:
  - Tire and Road Wear Particles (TRWP)
  - Nanomaterials
  - Tire Granulates
  - ISO Standards
  - Product Category Rules (PCR)
  - Environmental Key Performance Indicators (KPIs)
  - End-of-Life Tires (ELT)
- Through the work of consultants, the research commissioned by TIP for TRWP and nanomaterials has been published in nine peer-reviewed scientific journals and has been presented at several scientific conferences.
- TIP published reports on the Product Category Rules (PCR), environmental key performance indicators (KPIs), and end-of-life tires (ELT).

## MEMBER COMPANIES

- Bridgestone Corporation
- Continental AG
- Cooper Tire & Rubber Company
- The Goodyear Tire & Rubber Company
- Hankook Tire Co., Ltd
- Kumho Tire Company Inc.
- Compagnie Générale des Établissements Michelin
- Pirelli & C. S.p.A.
- Sumitomo Rubber Industries, Ltd.
- Toyo Tire & Rubber Co. Ltd.
- The Yokohama Rubber Co., Ltd.

## Material Research (Tire and Road Wear Particles [TRWP], Nanomaterials and Tire Granulates)

- TIP has analyzed chemical components found in tires, including identification of the data gaps and approaches for addressing missing information.
- The key takeaway from TIP's research so far has been that the presence of TRWP presents no significant risk to humans and the environment.
  - The results of TIP's TRWP research have been published in the *International Journal of Environmental Research and Public Health*, *the Environmental Science & Technology*, and many other publications.
- To initiate and support research on the impacts of nanomaterials, TIP works closely with the Organization for Economic Co-operation and Development (OECD).

## Industry Impact & Measurement (Product Category Rules [PCR] and Environmental Key Performance Indicators [KPIs])

- TIP developed a PCR, a set of industry specific guidelines that manufacturers utilize to measure environmental impacts for Environmental Product Declarations (EPDs).
- TIP identified environmental KPIs and created a common methodology to measure the energy consumption, carbon emissions, and water intake impacts from manufacturing processes which was published in TIP's first *Environmental Report* (2017).

## End-of-Life Tires (ELT)

- TIP's ELT Working Group collects data on ELT management, recovery, legislation and costs, and published a manual on ELT management systems.
- TIP evaluates best practices, innovations and country-specific applications of ELT management globally.
- In conjunction with a third-party, TIP published a global report detailing the rates of ELT recovery in 51 countries, as well as the most effective recovery routes for implementation.

## THE ROAD AHEAD:

- TIP will continue to monitor evolving data and trends that may affect the global tire industry using its scientific approach to solving sustainability issues.
- TIP will continue to collect and report on energy consumption, carbon emissions, and water intake on an annual basis.
- On an ongoing basis, TIP will share information with key stakeholders, ensuring its commitment to transparency with the industry and public.
- As new global issues emerge, TIP will continue to evaluate industry impact and lead research to build on its existing body of knowledge.

### FACTS AND FIGURES

65%

TIP includes **11 leading global tire companies**, representing approximately **65% of the world's tire manufacturing capacity** as of 2015.



TIP has investigated a number of global issues such as, **TRWP impact, nanomaterials and ELT management**.



TIP worked closely with leading consultants and experts in the field to publish reports on tire industry and environmental progress.



### ABOUT THE WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than US\$8.5 trillion and with 19 million employees. Our Global Network of almost 70 national business councils gives our members unparalleled reach across the globe. WBCSD is uniquely positioned to work with member companies along and across value chains to deliver high-impact business solutions to the most challenging sustainability issues.