



LIFE20 GIE FR 282 - RE-PLAN CITY LIFE

RElevant Audience Plan Leading to Awareness Network for Circular Economy Use of Recycled TYre materials in city LIFE

Workshop

RECYCLED MATERIALS and PUBLIC WORKS: HOW TO REDUCE THE GAP

17 April 2024 h.14.00 – 16-00 at Le Louis Hotel, Brussels

Today, **55%** of the world's population lives in urban areas, a proportion that is expected to increase to 68% by 2050. This trend is not only growing but also accelerating.

This condition is posing ever increasing pressure on many different issues related to urban context, such as waste recycling, pollution, housing, mobility and transport infrastructures, quality of life, just mention a few, to which Public Authorities are laying great attention trying to respond to raising demands from the population.

The EU Commission is facing them through different strategic actions and programs. One of these is the **Urban Agenda for the EU** which addresses problems cities are facing by setting up Partnerships between the Commission, EU organisations, national governments, city authorities and other stakeholders such as non-governmental organisations.

Other programs such as the **European Urban Initiative**, the **Intelligent Cities Challenge Initiative**, and the **Circular Cities and Regions Initiative** will provide key assistance to cities. Circular economy will be among the priority areas of the **Green City Accord**. The **European Circular Economy Stakeholder Platform** will continue to be the place for stakeholders to exchange information.

The Commission is working together with cities to ensure a good quality of life. See how the Commission helps cities to grow sustainably through sharing of knowledge, funding, and other urban policies and initiatives.

Several EU funds offer support to cities, including advice on implementation. Different EU program offers support and funds to address the above issues: InvestEU Fund, European Structural and Investment Fund, **Horizon Europe**, **Urban Initiative Actions**, **Invest EU Portal**, **URBACT**, **URBIS**, **Interreg**, **LIFE**.

Under the LIFE programme ETRA with the support of 12 partners is carrying on the project RE-PLAN CITY LIFE trying to respond to some of the above issues.

The RE-PLAN CITY LIFE project aims to increase awareness on the use of Recycled Tyre Materials (RTMs), promote environmentally friendly behaviors in urban communities, stimulate the adoption of Circular Economy best practices, and create further opportunities of cooperation and implementation through new projects.

In the frame of the 29th ETRA Conference on Tyre Recycling a lively **Workshop “RECYCLED MATERIALS and PUBLIC WORKS: HOW TO REDUCE THE GAP”** has been organized.

The workshop will illustrate the tools put in place by the project to stimulate a stronger engagement from the Public Authorities to adopt best practices and Green Procurement. **The workshop is free and open to anyone** interested and offers a unique opportunity of discussion and interaction with relevant Stakeholders.

The aim of the Workshop is to provide a lively forum of Stakeholders to:

- analyse the obstacle that has been identified
- present the tools that are being designed to overcome such obstacles
- propose and discuss about suitable strategies to engage Public Administrations
- Identify possible synergies among EU projects and programs and enhance cooperation
- Create the basis for new projects

See you in Brussels!

