























































Mechanisms to charge the fee and gather data:

Loose tyre imports

Road Registered vehicles

Off-road vehicles Challenges

Mechanism to charge the fee

- Workability
- Maximise fee capture (minimise free riding)
- **Minimise manual monitoring**
- Limitations on data sharing by government

Adele Rose

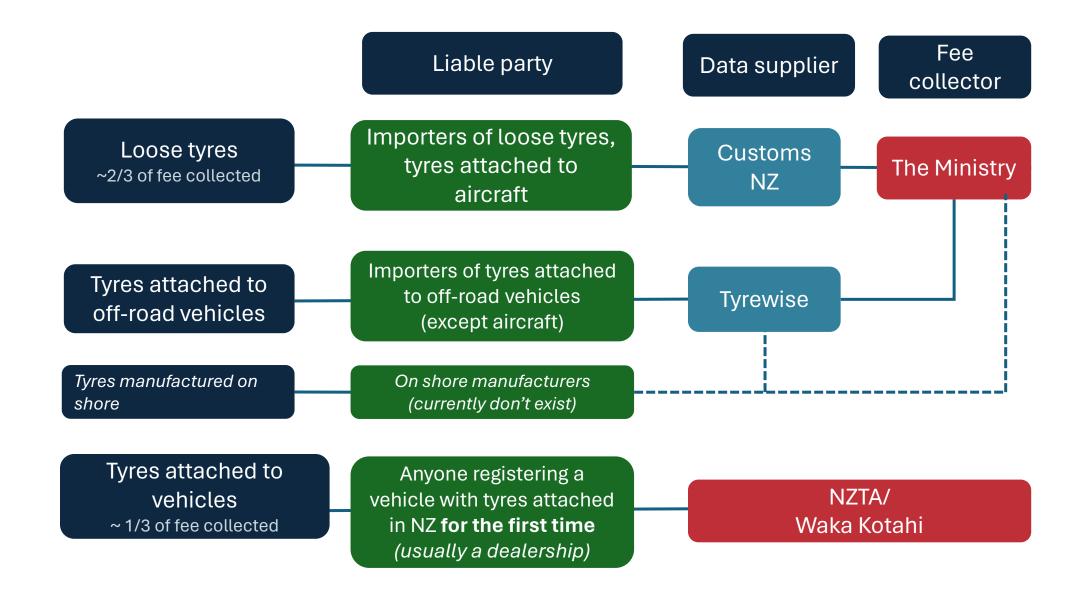
3R Group Ltd



























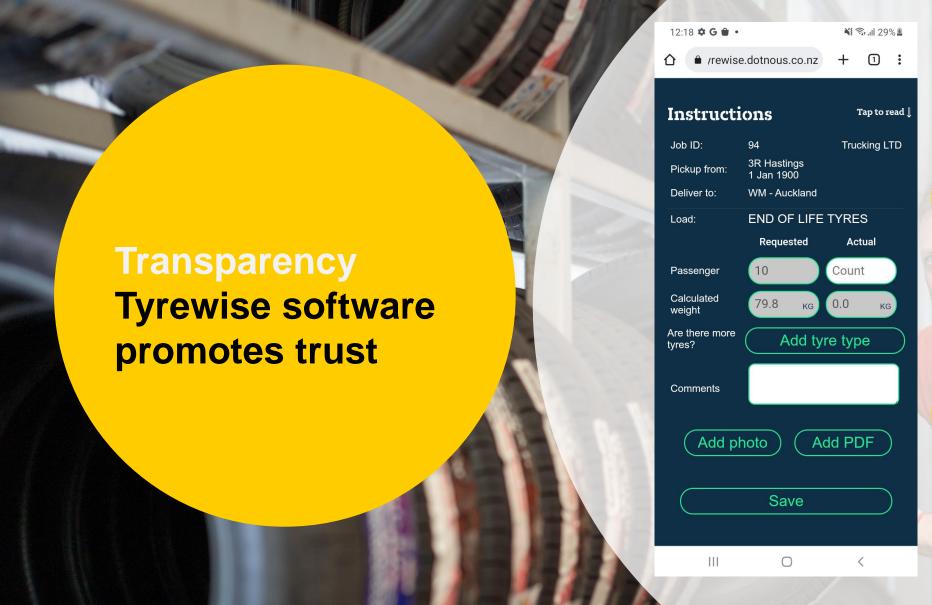


























IMPORTERS

Pay tyre stewardship fee on regulated tyres at import or first registration. Pass on fee to retailer or generator.

TYRE RETAILERS AND GENERATORS

Pass on tyre stewardship fee to the consumer. Accept end-of-life tyres for free. Tyrewise pays for collection.

COLLECTION SITES

Accept end-of-life tyres for free from consumers. Receive payments from Tyrewise for handling tyres. Tyrewise pays for collection.

CONSUMERS

Pay tyre stewardship fee when purchasing new tyres. Disposal of tyres is free at retailers and generators (when new tyres are fitted) and at collection sites.

TYRE TRANSPORTERS

Collect tyres from collection sites, generators or retailers and deliver them to processors. Tyrewise pays for transport.

PROCESSORS

Tyrewise pays incentives for the conversion of end-of-life tyres into an intermediary product for the domestic market.

MANUFACTURERS / INNOVATORS

Tyrewise may pay incentives for eligible products made using tyre derived products for the domestic market.



NEW TYRES

END-OF-LIFE TYRES

CHIPPING / SHREDDING OF END-OF-LIFE TYRES

NEW PRODUCTS



























































From a brand that sat comfortably but got lost among tyre brands and sellers



To a brand that expresses the role of Tyrewise as kaitiaki of end-of-life tyres, preventing harm, turning waste into opportunity

















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end-of-life tyres currently recycled, repurposed and used as tyre-derived fuel (approximately).

Goal by the fourth year of operation, 80% of end-oflife tyres will be collected and processed.

Goal by sixth year of operation, 90% of end-oflife tyres will be collected and processed.







Tyrewise



Manaaki whenua, manaaki tangata, haere whakamua.

Care for the land, care for the people, move forward.

Tyrewise























