



10th Tire Recycling Conference Circle of Change Awards

Stephanie Mull, Executive Director, Tire Recycling Foundation

Circle of Change Awards

The inaugural Circle of Change Awards celebrate the leaders and partnerships transforming end-of-life tire management through innovation, market growth, and circular economy leadership nationwide



Circle of Change Awards – Selection Committee



Mary Sikora
Founder and Editor,
Scrap Tire News



Amy Lestition-Burke
CEO, SWANA



Allie Kelly
Executive Director, The Ray



Carol Hochu
CEO, TRAC

Circular Economy Trailblazer Recognition

State Leadership in Tire Market Innovation

Honors a state agency, environmental department, or statewide program that has demonstrated exceptional innovation and measurable impact in advancing tire recycling within a circular economy model — through policies, public-private partnerships, infrastructure investments, or market development strategies that create replicable models for others.

Circular Economy Trailblazer Recognition - Finalists

Circular Economy Trailblazer Recognition – State Leadership in Tire Market Innovation

Finalists:

- Colorado Waste Tire Program – CDPHE
- North Carolina Legislature

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Circular Economy Trailblazer Recognition – Finalists - CDPHE

CDPHE's Colorado Waste Tire Program has created a strong statewide model for building end-use markets through rebates, grants, technical assistance, and industry collaboration. By supporting applications such as tire-derived fuel, civil engineering projects, and molded products, the program helps transform more than 6 million waste tires each year into long-term economic and environmental value.

Since 2011, the program has supported the end use of more than 60 million tires through over \$40 million in rebates, while also funding testing and market-development projects that expand recycled tire applications. Senate Bill 24-123 further strengthened that work by creating the Waste Tire Management Enterprise to sustain rebates, grants, and broader market-development efforts across Colorado.

Circular Economy Trailblazer Recognition – Finalists – North Carolina Legislature

North Carolina modernized its scrap tire funding system by restoring a dedicated Scrap Tire Disposal Account and directing 30% of net tire-tax proceeds back into scrap tire management. Senate Bill 706 prioritizes county reimbursement first, then creates a phased path to support stronger end-use markets and private-sector investment.

The new structure helps stabilize collection and recycling statewide, reduce local budget pressure, and support future growth in higher-value tire-derived products. It also positions North Carolina to expand market-development incentives once core county program needs are met.

Circular Economy Trailblazer Recognition - Winner

And the WINNER is.....

Circular Economy Trailblazer Recognition - Winner



North Carolina Legislature



Innovation in End-Use Technology

Recognizes a person, team, or organization that has developed or commercialized a groundbreaking technology, product, or process using recycled tire rubber in a new and impactful way — from rubber-modified asphalt and pyrolysis to molded goods, flooring, and beyond. The winning innovation must demonstrate scalability, market impact, and sustainability.

Innovation in End-Use Technology - Finalists

Innovation in End-Use Technology Award

Finalists:

- Bolton & Menk
- Liberty Tire Recycling
- LHB Engineering & St. Paul Port Authority

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Innovation in End-Use Technology – Finalists – Bolton & Menk

Bolton & Menk's Woodbury project demonstrates how tire-derived aggregate can be integrated beneath porous asphalt parking areas as a durable stormwater management solution. Designed for the City of Woodbury's Public Works and Parks Maintenance Facility expansion, the system helps meet stormwater requirements while advancing sustainability goals through green infrastructure.

The project repurposed approximately 210,000 tires into underground infiltration basins and cut aggregate costs by about 60% versus traditional stone. It also reduces runoff and peak flows while improving pollutant filtration and groundwater recharge beneath the site.

Innovation in End-Use Technology – Finalists – Liberty Tire Recycling

Liberty Tire Recycling's Atlanta pilot shows how recycled tire rubber can be used in urban streets to improve pavement performance while also exploring climate benefits. Working with ATLDOT, the University of Georgia, and The Ray, the team used Ellis Street as a real-world test corridor for rubber-modified asphalt in downtown Atlanta.

The project placed about 500 tons of rubber-modified asphalt and recycled the equivalent of more than 500 passenger tires. With expected gains in durability, reduced cracking and rutting, and a possible urban heat-island benefit, the pilot offers a strong model for future city corridors.

Circular Economy Trailblazer Recognition – Finalists – LHB Engineering & St. Paul Port Authority

LHB Engineering and the St. Paul Port Authority redeveloped the former Old Midway Stadium brownfield with a large underground stormwater system that supports both remediation and long-term site reuse. The project shows how tire-derived aggregate can help manage runoff safely on challenging urban properties while protecting nearby water resources.

By designing the system to store and treat runoff in a designated uncontaminated area, the team reduced the risk of pollutants migrating toward the Mississippi River as redevelopment increased site runoff. The result is a practical model for resilient brownfield redevelopment that combines environmental protection with economic redevelopment.

Circular Economy Trailblazer Recognition - Winner

And the WINNER is.....

Circular Economy Trailblazer Recognition - Winner



LHB Engineering & St.
Paul Port Authority



Market Development Excellence

Celebrates outstanding efforts to grow and strengthen end-use markets for tire-derived materials through education, marketing, policy advocacy, or strategic initiatives that have measurably increased demand or adoption across sectors such as infrastructure, construction, landscaping, and molded goods.

Market Development Excellence - Finalists

Market Development Excellence Award

Finalists:

- Alabama Department of Conservation and Natural Resources (ADCNR), Alabama State Parks, and the Alabama Department of Environmental Management (ADEM)
- Michigan EGLE & Partners

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Market Development Excellence– Finalists – ADCNR, AL State Parks & ADEM

Alabama’s State Parks Rubberized Asphalt Program paired environmental funding with public infrastructure investment to create a practical market-development model for recycled tire rubber. Through a partnership among ADEM, Alabama State Parks, and ADCNR, the state used highly visible paving projects to demonstrate the value of rubber-modified asphalt in roads and parking areas.

Backed primarily by about \$2 million in ADEM grants, the initiative beneficially reused more than 19,000 end-of-life tires at Lake Guntersville, DeSoto, and Joe Wheeler State Parks. The projects show how state-led demonstration work can strengthen infrastructure performance while expanding demand for tire-derived materials.

Circular Economy Trailblazer Recognition – Finalists – Michigan EGLE & Partners

Michigan EGLE and its partners (**CRC / CRAM / MTU / MDOT / STIC / ENTECH / EGLE / Asphalt Plus / Liberty / I Do TDA / Porous Pave**) built a statewide collaboration to advance tire-derived aggregate, rubber-modified asphalt, and porous paving through real-world demonstrations, technical outreach, and field validation. The effort tackled skepticism around specifications and performance by giving engineers, agencies, and contractors direct exposure to how recycled tire materials can solve practical transportation and stormwater challenges.

By bringing together state agencies, researchers, industry suppliers, and nonprofit partners, the team created a coordinated model for market development rather than a single isolated project. The collaboration produced visible pilots, hands-on workshops, and site visits that improved knowledge transfer among regulators, designers, and end users, laying the groundwork for broader, long-term adoption of multiple tire-derived material applications across Michigan.

Circular Economy Trailblazer Recognition - Winner

And the WINNER is.....

Circular Economy Trailblazer Recognition - Winner



Michigan EGLE & Partners



Value Chain Collaboration

Recognizes exemplary partnerships between two or more stakeholders across the tire recycling value chain — haulers, processors, manufacturers, regulators, or end-users — that have delivered tangible improvements in logistics, recycling rates, economics, or environmental performance.

Value Chain Collaboration - Finalists

Value Chain Collaboration Award

Finalists:

- Phibro rCB
- Bolder Industries & Pirelli North America

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Value Chain Collaboration – Finalists – Phibro rCB, LLC

Phibro rCB, LLC created a circular supply-chain model that channels end-of-life tires through a modern pyrolysis facility to produce recovered carbon black and other materials for new tire production. Its work demonstrates that pyrolysis-derived materials can meet the stringent quality and traceability requirements of large manufacturers.

By acquiring and restarting an idle Natchez pyrolysis plant, reestablishing supply contracts, investing in equipment, and securing key certifications, Phibro rCB returned the facility to full operation with four reactor lines, two finishing lines, and about 50 employees. The plant can process roughly 24,000 metric tons of tire chips annually and is designed to return about 85% of tire material into usable products, laying the groundwork for additional facilities over time.

Value Chain Collaboration – Finalists – Bolder Industries & Pirelli North America

Bolder Industries and Pirelli North America developed a fully traceable circular system that turns manufacturing scrap tires from Pirelli's Rome, Georgia plant into recovered carbon black and uses it in new tires production. The initiative demonstrates a practical, cross-border tire-to-tire recycling loop.

Backed by certified traceability and rigorous quality management, the recovered carbon black delivers significantly lower CO₂, water, and electricity use than virgin carbon black. The program proves that circular materials can be integrated into mainstream tire manufacturing at scale.

Circular Economy Trailblazer Recognition - Winner

And the WINNER is.....

Circular Economy Trailblazer Recognition - Winner



Bolder Industries & Pirelli
North America

