



THE SUSTAINABLE AGENDA

LIFE SYNFLUOR



With the kick-off meeting held on September 30, the new FLUORSID project, co-funded by the European Union* and implemented in collaboration with Pirelli, called LIFE-SYNFLUOR got underway.

*«This new beginning marks an important chapter for FLUORSID: it is a technological challenge that we are committed to pursuing and that we hope can generate very significant results» - said **Luca Pala**, FLUORSID Research & Development Director and project coordinator, opening the meeting and emphasizing once again the core values behind the project: innovation and sustainability.*

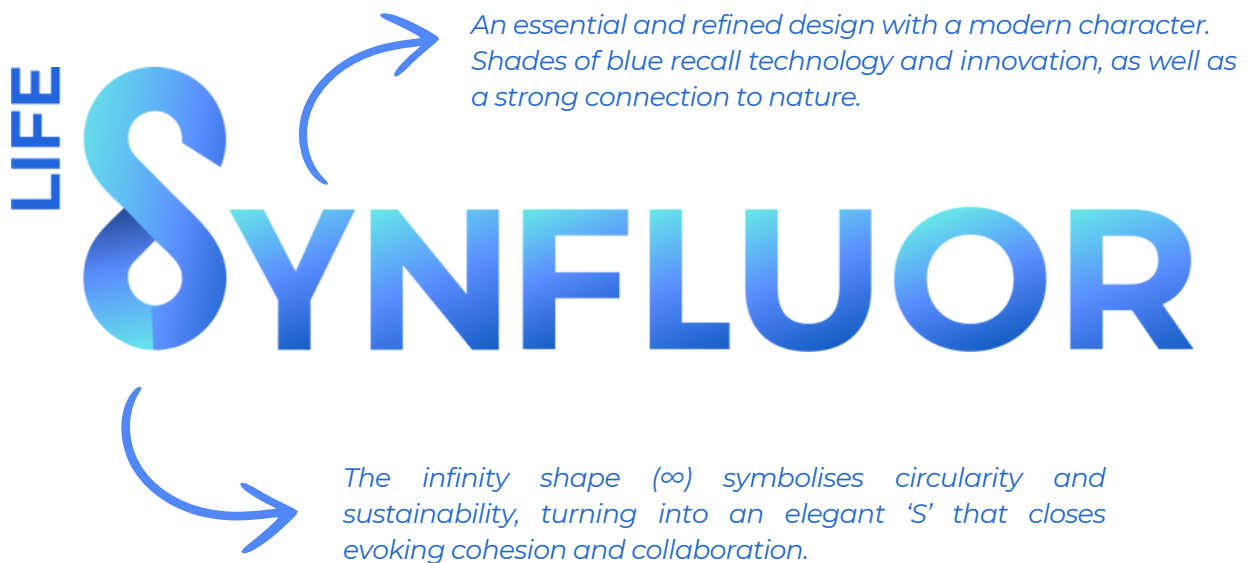
The kick-off meeting, which took place online and was attended by FLUORSID, **Pirelli** and **Deloitte**, was the first planned milestone of LIFE-SYNFLUOR. It is a pioneering project in which, for the first time ever, three different industrial supply chains - fluorine, fertilizer, and tire - are collaborating together. The goal is to create a synergy between the companies to foster the circular economy and the reuse of industrial by-products.

FLUORSID will be the one valorizing **FSA** (hexafluorosilicic acid), a byproduct of the fertilizer industry. Pirelli, on the other hand, will test the **precipitated silica** obtained from the process, first on a laboratory scale and then on an industrial scale, using it in the production of tires to improve their performance on the road and fuel efficiency. Deloitte, as a consultant, will support the project in managing the economic report and the communication with the European Union.

«The use of by-products will always be at the center of our strategy» - said **Francesco Romani**, head of materials management at Pirelli, emphasizing the importance for the company of using resources efficiently. Fostering an increasingly circular economy by implementing a region-to-region strategy for sourcing raw materials is one of the Italian multinational's main goals.

THE OFFICIAL LOGO

During the meeting, the official logo of the project was presented, which captures the essence of LIFE-SYNFLUOR's mission: the reuse of materials towards an increasingly circular economy and the synergy between different companies for a common goal.



*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.