



U.S.-Mexico Border 2012 Program

Tire Initiative Collaborative Effort

U.S.- Mexico Border Scrap Tire Integrated Management Initiative

“Tire Initiative”

- Provides four principles and six actions central to developing sustainable scrap tire management plans
- Signed in October 2006 by Border 2012 National Coordinators
- Resulted from commitment made by the U.S. and Mexico during the 2004 Binational Commission meeting

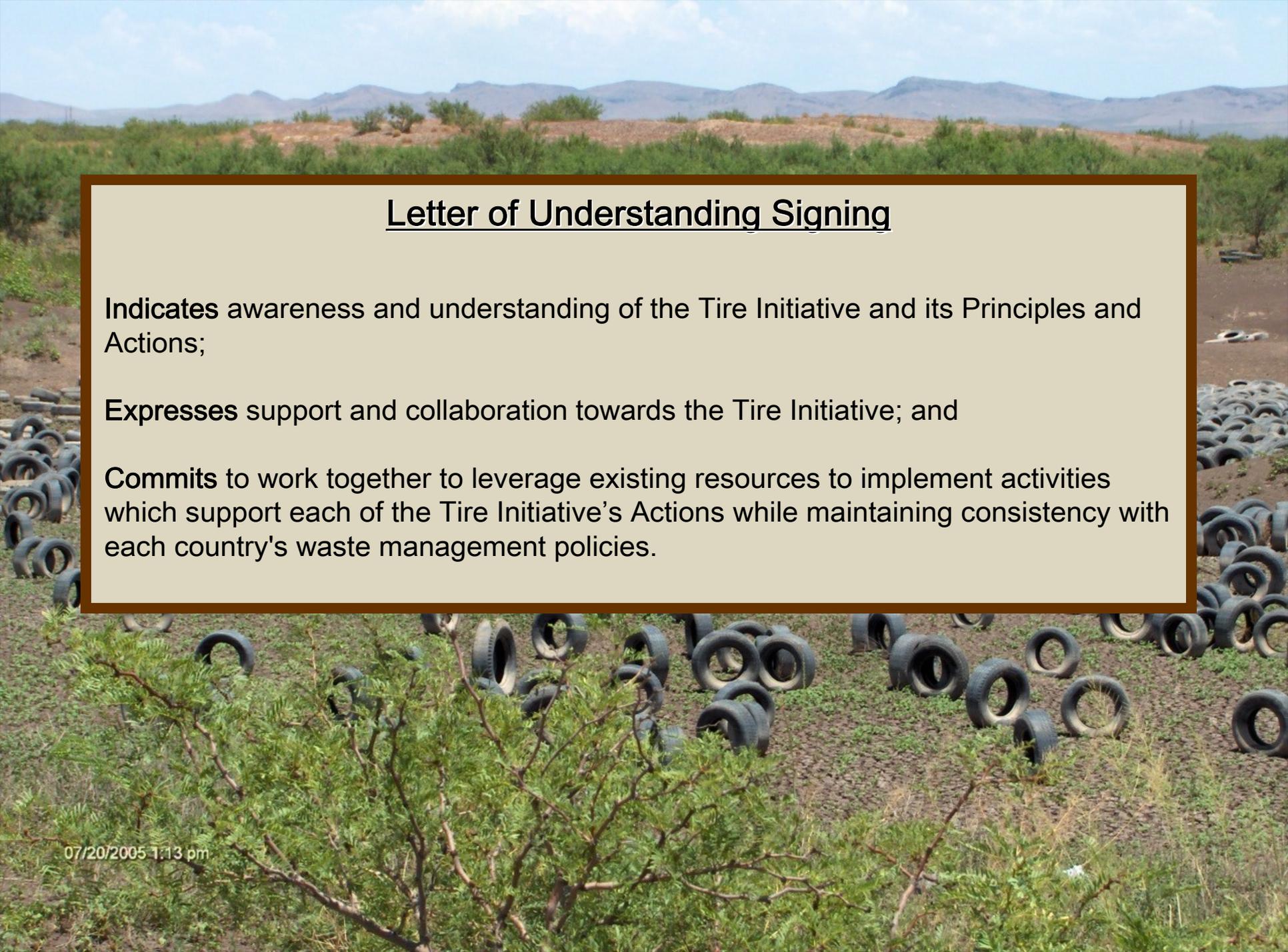
Implementation

Tire Initiative Collaborative Effort

Increase awareness and understanding of the Tire Initiative and promote actions to cleanup and prevent future tire piles.

Obtain commitment from Border States, municipalities, and other governmental and nongovernmental entities to collaborate on the Tire Initiative by signing a Letter of Understanding.

Encourage Border States, municipalities, and other governmental and nongovernmental entities to enact the Tire Initiative's Principles and Actions.

The background of the slide shows a landscape with rolling hills and mountains under a blue sky with light clouds. In the foreground, there is a field of discarded tires, some of which are arranged in rows, suggesting a waste management or recycling site. The text is overlaid on a light beige rectangular box with a dark brown border.

Letter of Understanding Signing

Indicates awareness and understanding of the Tire Initiative and its Principles and Actions;

Expresses support and collaboration towards the Tire Initiative; and

Commits to work together to leverage existing resources to implement activities which support each of the Tire Initiative's Actions while maintaining consistency with each country's waste management policies.

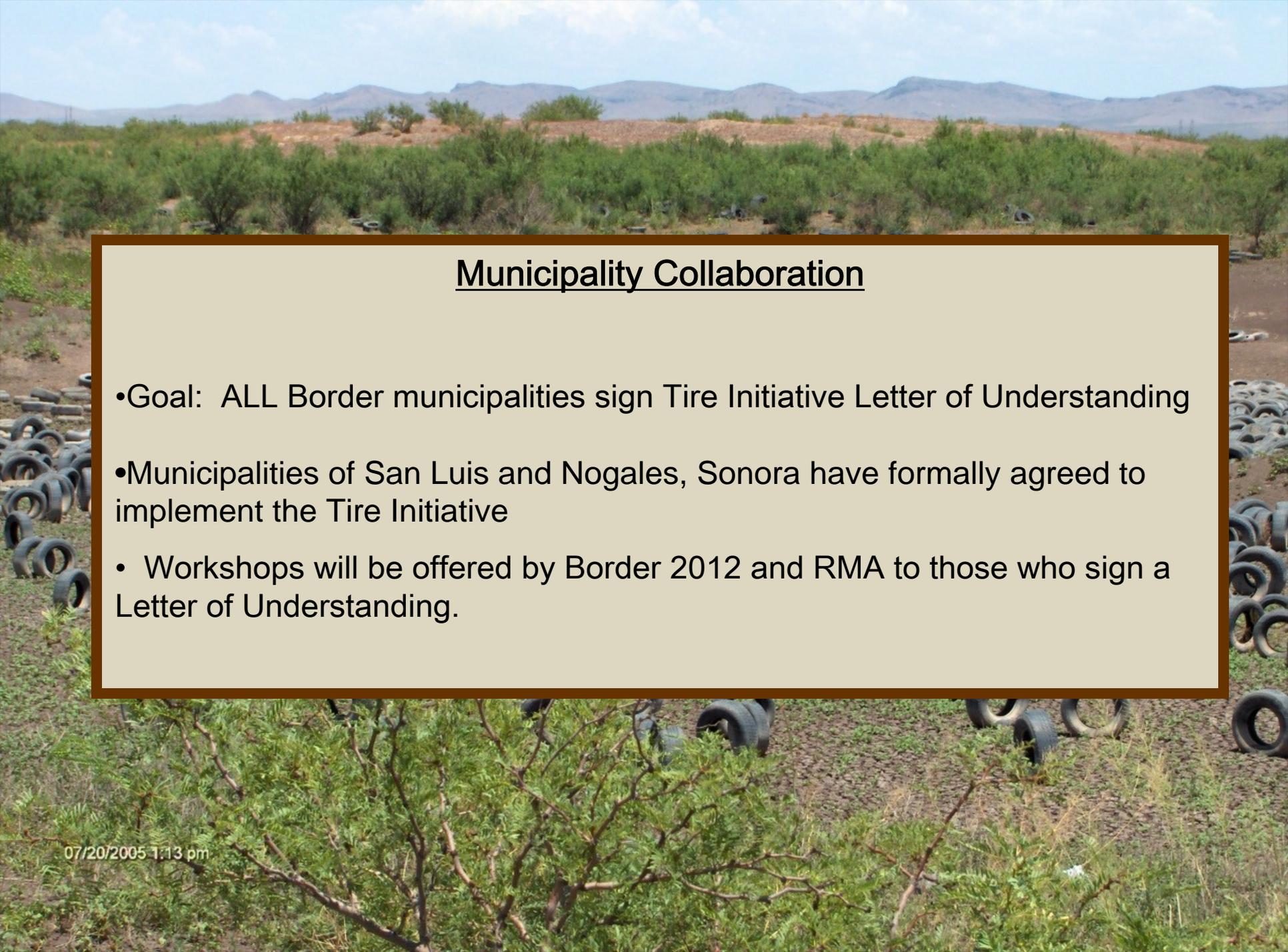
Partnerships and Collaboration

Signed Letter of Understanding

- All Ten Border States, August 2008
- Environment Protection of Baja California State Government, CalEPA, and the California Integrated Waste Management Board, May 2008
- The U.S. Rubber Manufacturer's Association, May 2008

Joint Declaration / Endorsement

- Border Governors Conference, August 2008
- The Border Legislative Conference, October 2007



Municipality Collaboration

- Goal: ALL Border municipalities sign Tire Initiative Letter of Understanding
- Municipalities of San Luis and Nogales, Sonora have formally agreed to implement the Tire Initiative
- Workshops will be offered by Border 2012 and RMA to those who sign a Letter of Understanding.



For Additional Information

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