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## *COST ACTION GREENERING – DATA COLLECTION*

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**First name, Family Name:** Cveta Majtanovic

**Type (Academic or Industrial):** Industrial

**Country:** Italy

**Leadership position in the COST:** Working group member; Participant

**Working Group in which you are involved:** CA18224 - Green Chemical Engineering

Network towards upscaling sustainable processes

**E-mail:** cveta.majtanovic@gmail.com

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**Laboratory/Company:** INNOVANDO SRL

**Laboratory/Company info (limited to 400 characters):**

A global waste management service provider, specialized in EPR and ELT Compliance Service, trading up to 60,000 tons of waste annually from nearly 3,000 collection points. Innovative software and technologies developer:

- a) wastewater and sludge processing technologies: sludge to soil correctors and fertilizers;
- b) rubber devulcanization: Rubber Conversion;
- c) waste traceability software.

**Link to the home page of the Laboratory/Company:**

INNOVANDO SRL: <https://innovandotech.com/>

RUBBER CONVERSION: <https://www.rubberconversion.com/>

END-OF-LIFE TIRE: <https://pfu24.com/>

**Fields of expertise (limited to 400 characters):**

- Wastewater and sludge treatment recovery in high-quality fertilizers (Cveta Majtanovic is in charge of business development, technology transfer, stakeholder engagement and project management at Innovando Srl)
- Rubber devulcanization technology, end-of-life tire compliance service (Cveta Majtanovic is in charge of research to commercialization activities, business development, stakeholder engagement at Rubber Conversion)
- Corporate Sustainability and Sustainable Development Goals (On behalf of Innovando Srl, Cveta Majtanovic is a member of the Board of Directors of United Nations Global Compact – Network Italy)
- Cveta Majtanovic is a double degree PhD candidate in Computer Science at University of Novi Sad and University of Trento. At University of Trento Cveta Majtanovic is Mentoring students and PhD researchers in EIT Raw Materials Summer Schools and in C LAB / Startup & Entrepreneurship Laboratory. She is a Lecturer in Brand Development and Psychology of Marketing at School of Innovation, University of Trento.



## 5 Main publications or patents:

- **European patent:** Procedure for the treatment of biological materials belonging to the wastewater treatment cycle.
- **European patent:** Modifier for Devulcanization of Cured Elastomers, Mainly Vulcanized Rubber and Method for Devulcanization.
- **Circular Economy Network National Award** – Rubber Conversion, November 2018
- **Italian Chamber of Commerce and Industry in UK – Keynes Sraffa Award** for Cveta Majtanovic and Rubber Conversion, November 2019
- **Publication:** Valentini F., Dorigato A., Pegoretti A.: Evaluation of the role of devulcanized rubber on the thermo-mechanical properties of Ethylene-Propylene Diene Monomers (EPDM) foams. Rubber Chemistry and Technology
- **Publication (submitted):** Valentini F., Dorigato A., Pegoretti A.: Evaluation of the role of devulcanized rubber on the thermo-mechanical properties of polystyrene. Journal of Polymers and the Environment
- **In preparation (2019, Favignana, Italy):** Valentini F., Dorigato A., Pegoretti A.: Elastomeric Blends With De-vulcanized Rubber From Recycling in Workshop "Materials in the Next Decade".
- **L'Italia del Riciclo:** scientific-editorial project in a form of the annual recycling report in Italy; Innovando Srl provides updates and the critical point of view on the waste recycling in this country.

## Collaborations:

**Sustainable Development Foundation in Italy** – promoting green economy through initiatives in different sectors (waste & circular economy)

**Fise Unicircular** – the association of circular economy businesses in Italy

**ARTIS** – The Sustainable Materials Group in UK – Innovando Srl is a member

**Bocconi University GEO** – The Green Economy Observatory, launched by the IEFÉ – Institute of Economics and Energy Sources as the main center for research on energy and environmental economics; Innovando Srl is a member

**Recycling Point** – launched by Innovando Srl as an online informative platform to support the transition to circular economy

## Facilities:

- Rovereto (TN), Italy – Innovando Srl
- Cerea (VN), Italy – Rubber Conversion (plant)
- Sludge treatment facilities development (with our partner company)