

# 4<sup>th</sup> ASECAP SUSTAINABILITY FORUM

**15 December 2025**  
**Rome, Italy**



Hosted by



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# Circularity in practice

## Via Verde's path to sustainable tolling

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# Brisa Group Corporate Snapshot

From Infrastructure to Future Mobility



**Toll Road Market Leader**


1 549 km

46% Market share <sup>1</sup>


 **+3300** Employees

  **5 Countries**

 **€760m** EBITDA

 **59 Motor Vehicle** Inspection & Certification Services

 **€1bn** Operating Income

 **31 Colibri** Restaurants

 **11 US States** Infratech Deployed

 **A3 (Moody's) A (Fitch)** BCR Rating



**Brisa Group is a leading toll road platform and mobility services provider**

# Via Verde

## ***Enables access and electronic payment of mobility services***

*For the past 30 years, we have been a global reference in the sector (through constant growth and innovation)*

### Our Mission

→ **Simplifying people's mobility**



**3.3m** ETC Customers



**+5m** managed OBUs



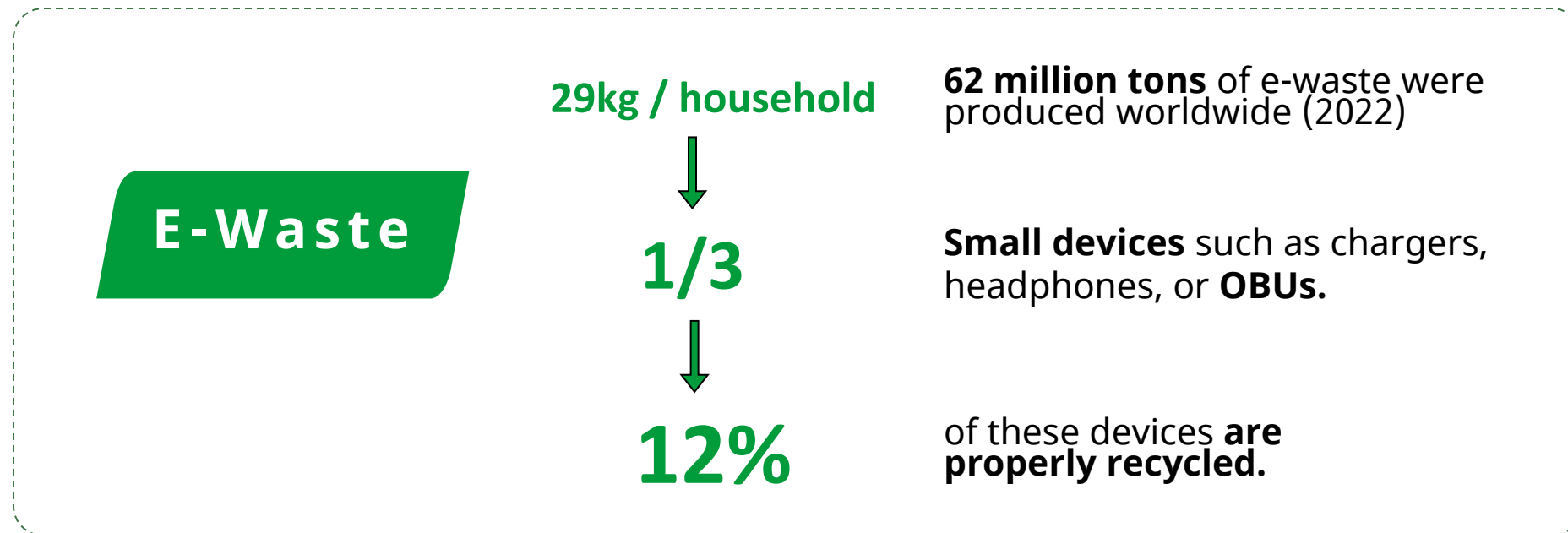
**87%** penetration in motorways



# A question to start with

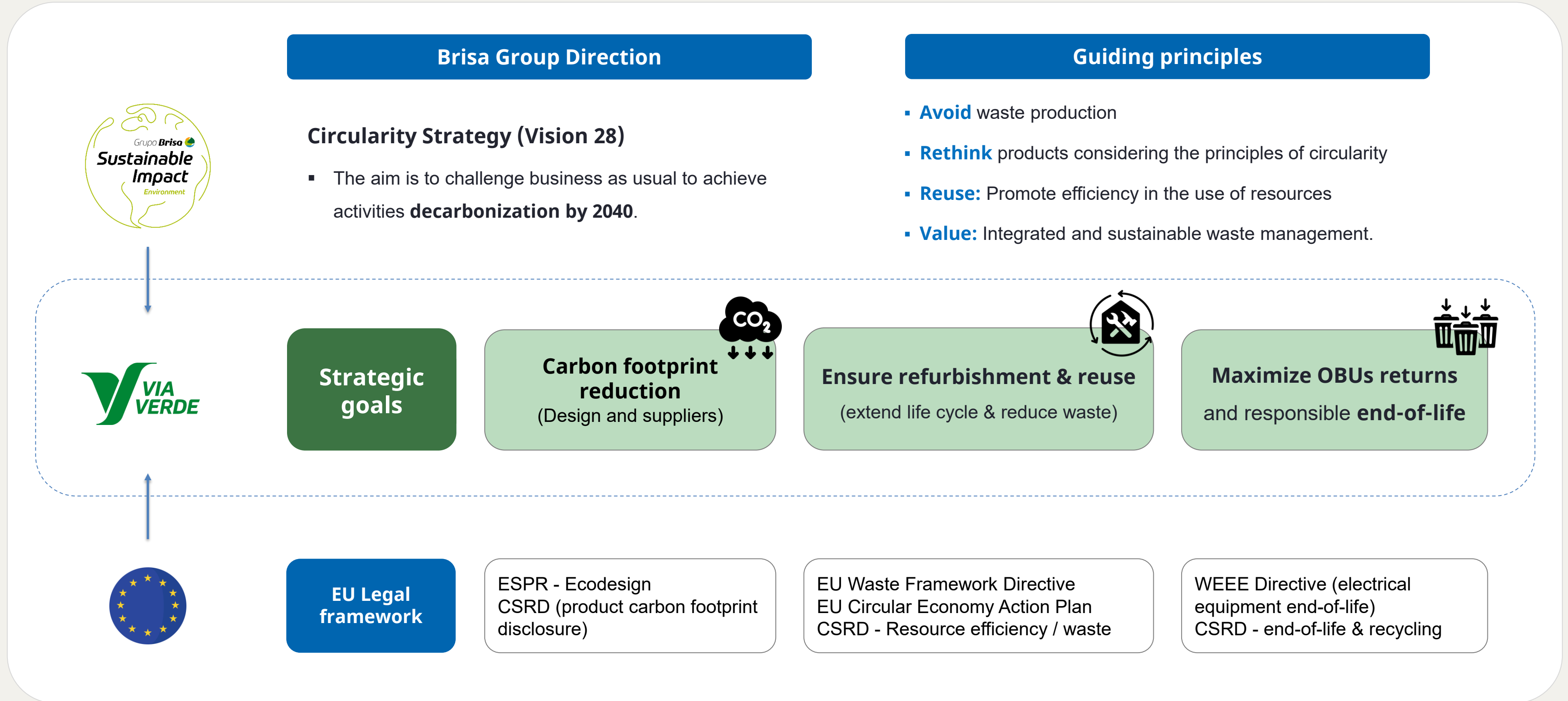
What is the global recycling rate for small electronic devices?

- 0 to 25%
- 25 to 50%
- 50 to 75%



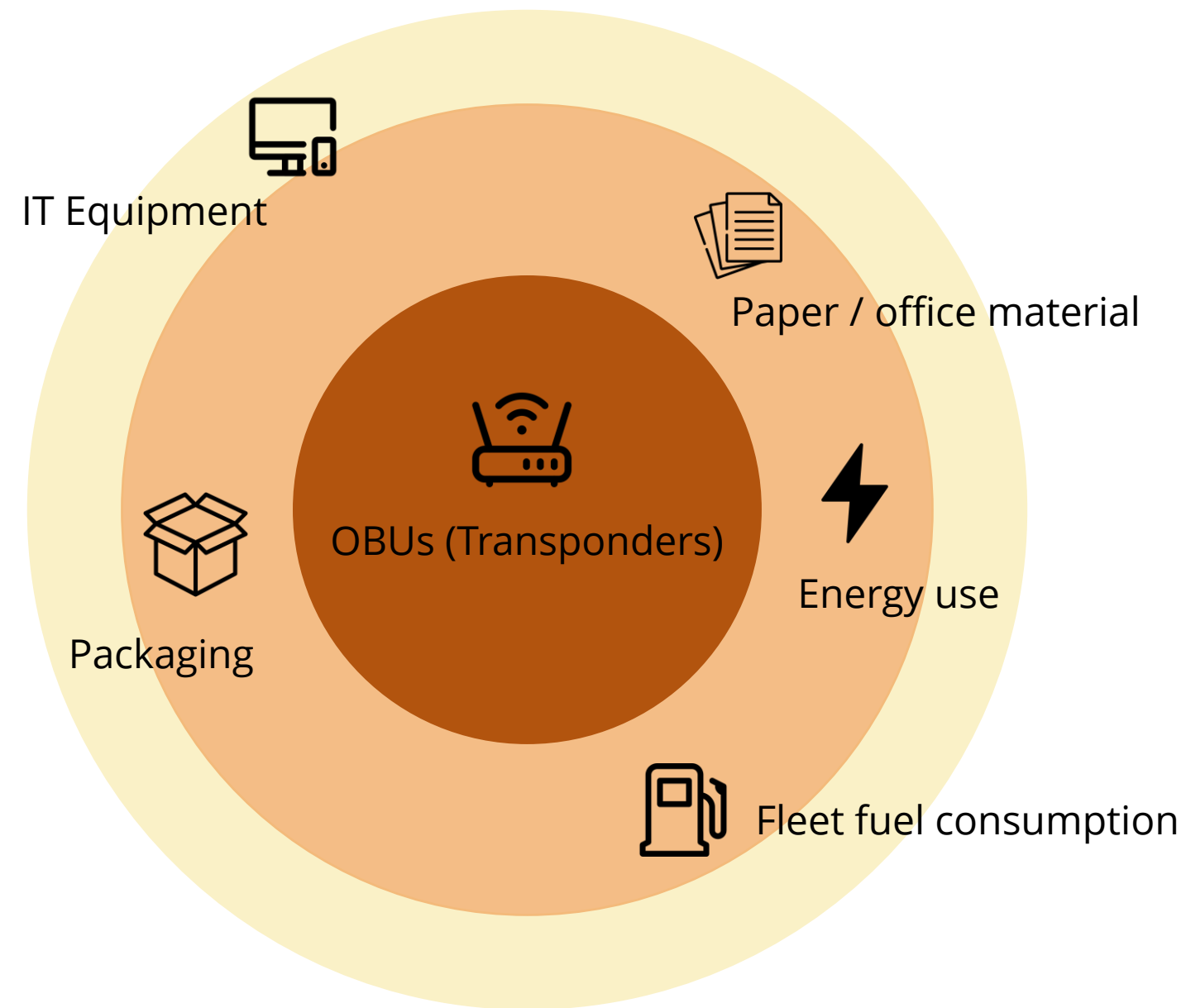
Source: [Global E-Waste Monitor 2024 \(United Nations\)](#)

# Why Circularity matters



# What really matters for Via Verde

## Materiality heatmap

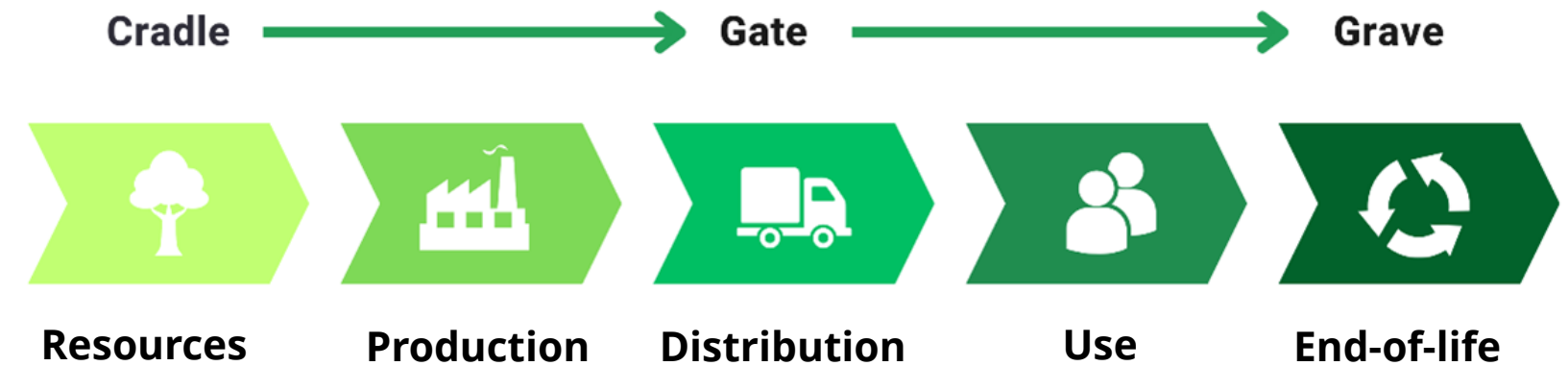


### Top 3 (Circularity)

1. **OBUs (Transponders)**
2. Packaging
3. Paper consumption



- **What's the environmental impact of each OBU?**



# OBU's Life Cycle Assessment

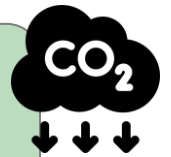
## THE CHALLENGE

- Setting the **basis for emission measurement** & future monitoring

Baseline



**Carbon footprint reduction**  
(Design and suppliers)



## GOALS

- Identifying **the life cycle stages with the most negative impact**
- Comparing Via Verde vs. Manual machine payments



## APPROACH

- **3 products compared** (2 different transponders suppliers; manual payment machine)
- Measuring the **environmental impact** per motorway transaction  
(global warming impact)

Project in collaboration:  
IST (University of Lisbon)



# OBU's Life Cycle Assessment

## KEY INSIGHTS

- 1

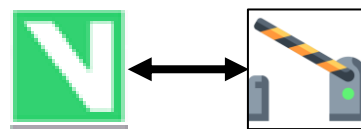
**Production is the stage with the biggest environmental burden (90%)**

  - **Suppliers' role** to reduce emissions is key.
  - We need to **push for circularity initiatives (enforcing reutilization)**
- 2

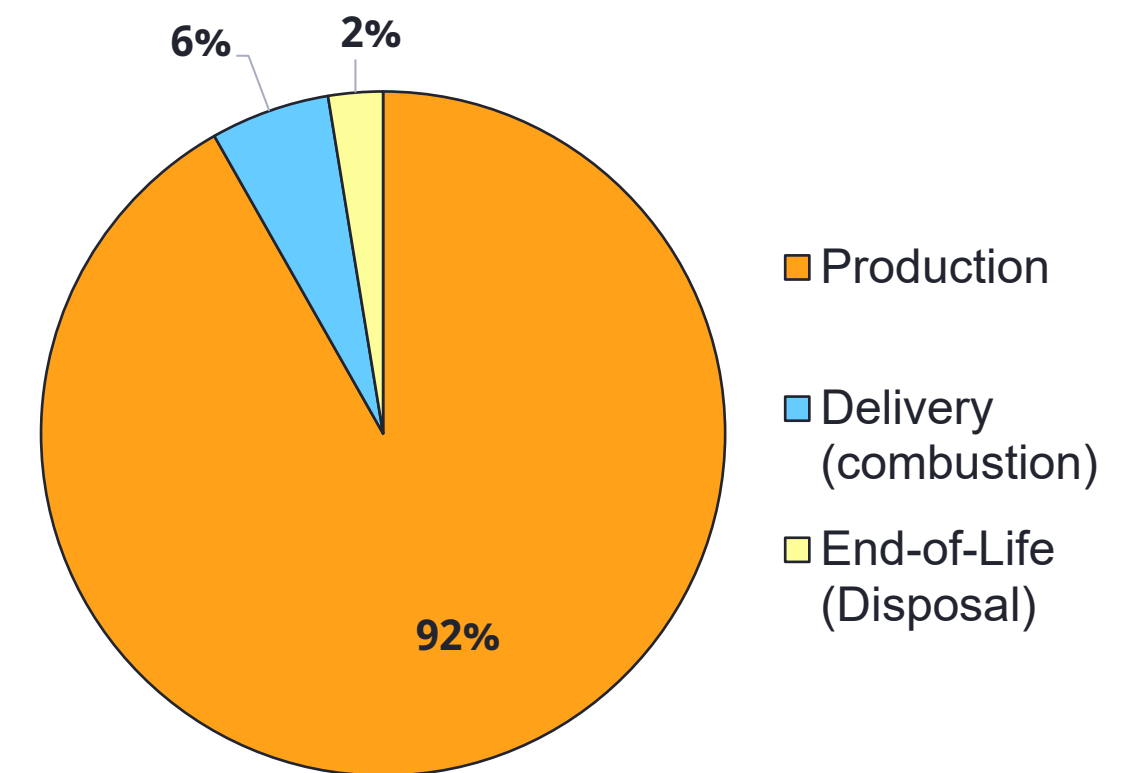
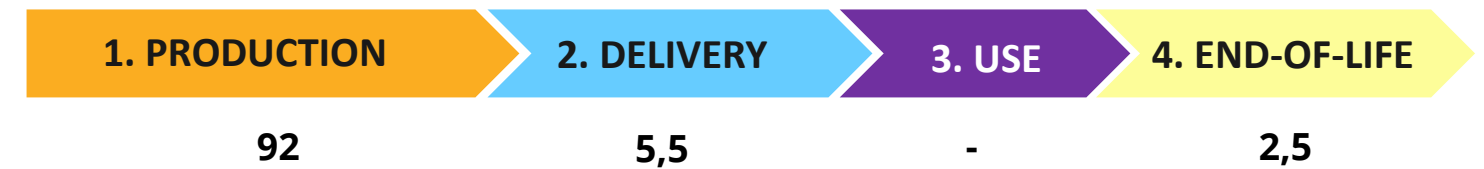
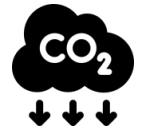
Delivery impacts can be lowered by 50% by using EVs in the supply chain.
- 3

There are no use-related emissions. However, **the service is dependent on transponders usage.**

Transponder transactions have **7 to 8 times less environmental impact** than toll machine transactions

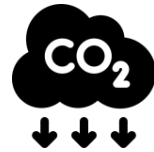


Global warming impacts  
(Current supplier's transponder)



# Circularity in Action

## 1. Carbon footprint reduction



**PAIN POINT**

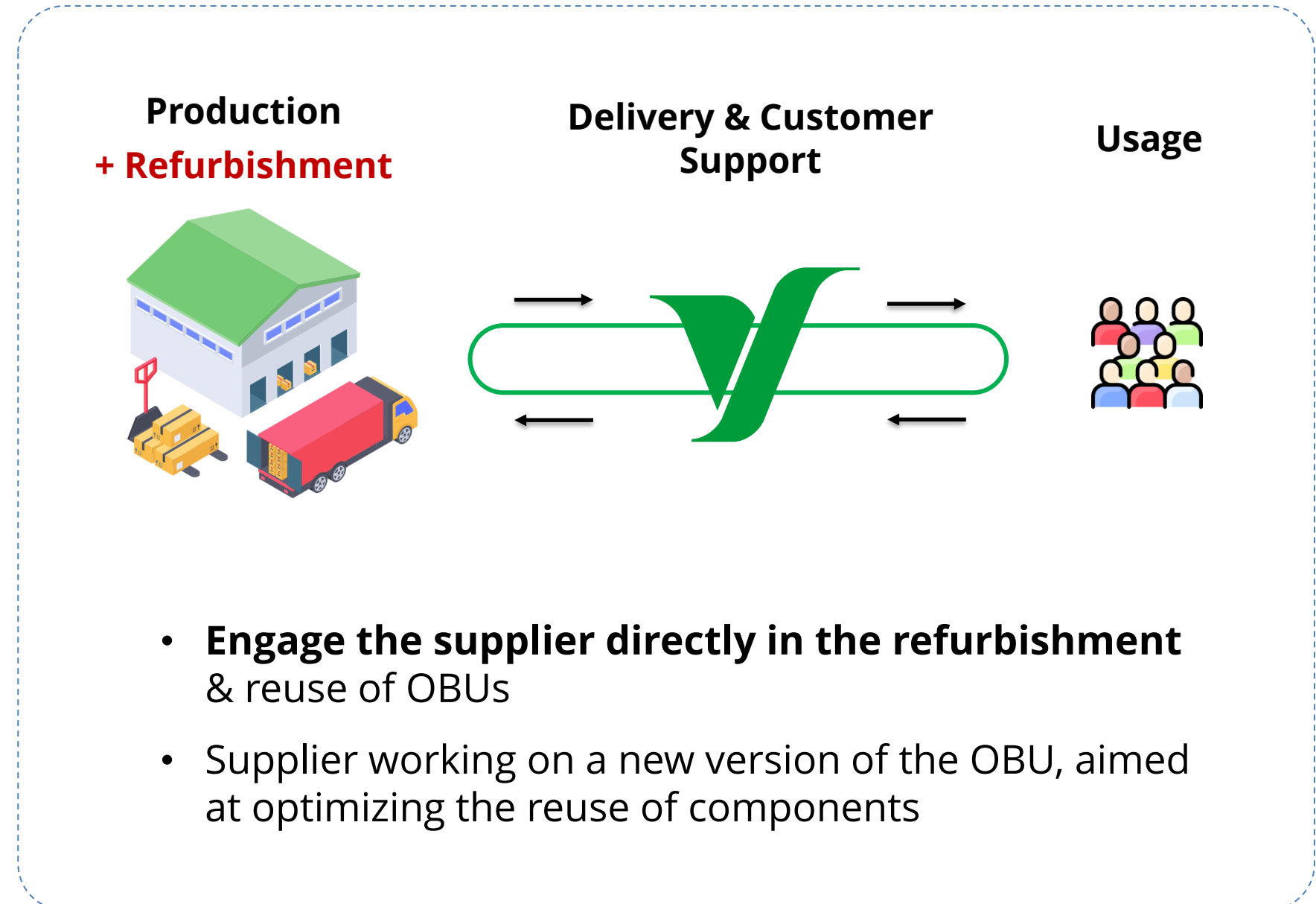
Lack of supplier engagement **on the valorization of OBUs in their end-of-life**

**ACTION**

- **Engagement reinforcement**
- Additional sustainability requirements for supply contract

**METRICS**

**OBUs average useful time**  
Average CO2 emissions per OBU



# Circularity in Action

## 2. Ensure refurbishment & reuse (extend life cycle & reduce waste)



**PAIN POINT**

- High lead time to process retrieved OBUs
- # of wasted OBUs (< 3 years)

**ACTION**

**Setting operational teams' targets towards greater circularity**

**METRICS**

- OBUs average useful time
- # of wasted operational OBUs**

**Revised circularity KPIs**

**Performance**

**# of disposed OBUs (< 3 years of life)**

**53% reduction (2024 to 2025)**



# Circularity in Action

## 3. Maximize OBU returns and responsible end-of-life



**PAIN POINT**

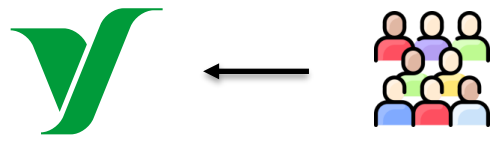
- Growing number of inactive OBUs
- Customer are unaware of how to retrieve old OBUs

**ACTION**

- **Incentivizing old OBU returns** (return label for replacements)
- Customer engagement & extending geographical coverage of return points

**METRICS**

# of inactive OBUs  
**Return rate of OBUs**



### 2025 Performance

# of replacements issued	199k
<b>Return rate</b>	<b>54%</b>

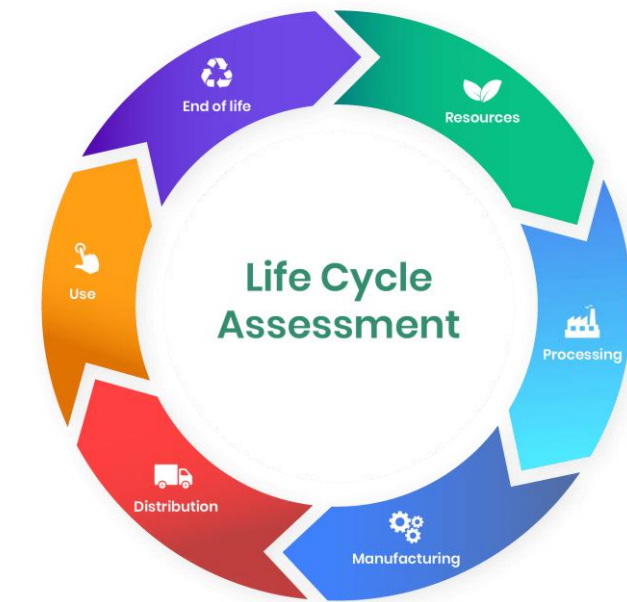


[Recycling Via Verde](#)

# What comes next

**SHORT TERM  
(OPERATIONS)**

- **Extend LCA assessment (2026)**
  - Develop a simulation tool **to monitor OBUs footprint based on operational scenarios** (in collaboration with IST)
  - Assessing the CO2 footprint of other Via Verde services (**beyond tolling**)



**LONG TERM  
(STRATEGY)**



**From OBU-based services...**



**... to a digital ecosystem**



# THANK YOU



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