Patent claims:

~~1. Use of an aqueous dispersion comprising~~

~~a) at least one polymer selected from the group consisting of polyurethanes, polyureas and polyurethane-polyureas,~~
~~b) at least one ethylenically unsaturated compound and~~
~~c) at least one photoinitiator~~

~~as primer for the coating of a substrate selected from the group consisting of ethylene vinyl acetate copolymers, rubber, polyolefins and mixtures thereof.~~

~~2~~1. Method for joining articles comprising compounds selected from the group consisting of ethylene vinyl acetate copolymers, rubber, polyolefins and mixtures thereof, comprising at least the following steps

I) coating an article with an aqueous dispersion comprising
   a) at least one polymer selected from the group consisting of polyurethanes, polyureas and polyurethane-polyureas,
   b) at least one ethylenically unsaturated compound and
   c) at least one photoinitiator
   as primer;
II) removing water;
III) irradiating with actinic radiation;
IV) coating the article with an adhesive;
V) removing water;
VI) bringing the article into contact with itself or with a further article which has optionally been treated according to method steps I) to V) or IV) to V).

~~3~~2. Method according to claim ~~2~~1, wherein the polymer in step I) is crystalline or semi-crystalline.

~~4~~3. Method according to ~~claim 2~~claims 1 and 2, wherein in the DSC measurement according to DIN 65467 at a heating rate of 20 K/min, the polymer in step I) has a melting peak which corresponds to a melt enthalpy > 3 J/g.

~~5~~4. Method according to ~~claim 2~~claims 1 to 3, wherein the polymer in step I) contains ethylenically unsaturated double bonds.

~~6~~5. Method according to ~~claim 2 or 5~~claims 1 to 4, wherein the ethylenically unsaturated compound is selected from the group consisting of esters of acrylic acid, esters of methacrylic acid, esters of crotonic acid, vinyl ethers, vinyl esters and vinyl aromatic compounds.

~~7~~6. Method according to ~~claim 2, 5 or 6~~claims 1 to 5, wherein the ethylenically unsaturated compounds contain aromatic or cycloaliphatic groups.

~~8~~7. Method according to ~~claim 2~~claims 1 to 6, wherein the adhesive is a heat-activatable adhesive containing at least one aqueous dispersion containing at least one polymer selected from the group consisting of polyurethanes, polyureas and polyurethane-polyureas.

~~9~~8. Method according to ~~claim 2~~claims 1 to 7, wherein the method additionally comprises a step Va) in which heat is supplied to the substrate.

~~10~~9. Method according to ~~claim 2~~claims 1 to 7, wherein the article is a material selected from the group consisting of ethylene vinyl acetate copolymers, rubber such as SBR (styrene butadiene rubber), NBR (nitrile butadiene rubber), TR (thermoplastic rubber), natural rubber, EPDM (ethylene-propylene-diene rubber), polyolefins and other thermoplastic materials, and mixtures thereof.

~~11~~10. Articles produced by a method according to ~~claims 2 to 9~~claims 1 to 9.