

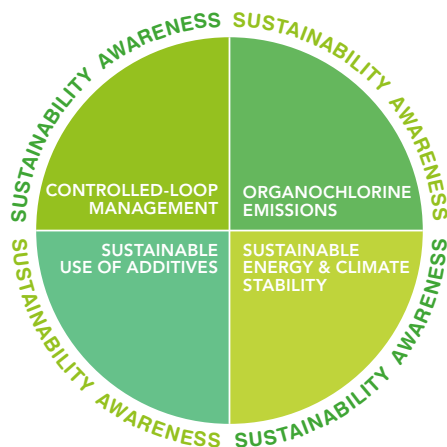
# VINYLPLUS AT A GLANCE

THE EUROPEAN PVC INDUSTRY'S COMMITMENT TO SUSTAINABLE DEVELOPMENT



**vinyl** **plus**  
COMMITTED TO  
SUSTAINABLE DEVELOPMENT

# VINYLPLUS



Launched in 2011, VinylPlus is the renewed 10-year Voluntary Commitment to sustainable development by the European PVC industry.

The VinylPlus programme was developed through open dialogue with stakeholders, including industry, NGOs, regulators, civil society representatives and PVC users.

Five key challenges (see chart on the left) have been identified for PVC on the basis of **The Natural Step** System Conditions for a Sustainable Society.

Through the VinylPlus initiative, the European PVC industry is creating a long-term sustainability framework for the entire PVC value chain.

VinylPlus founding members are:

- the European Council of Vinyl Manufacturers – **ECVM**
- the European Plastics Converters – **EuPC**
- the European Stabiliser Producers Association – **ESPA**
- the European Council for Plasticisers and Intermediates – **ECPI**

## VINYLPLUS' ENABLING CONDITIONS AND KEY ELEMENTS FOR SUCCESS:



Involvement of the entire value chain



Research and innovation



Stakeholder engagement, transparency and dialogue



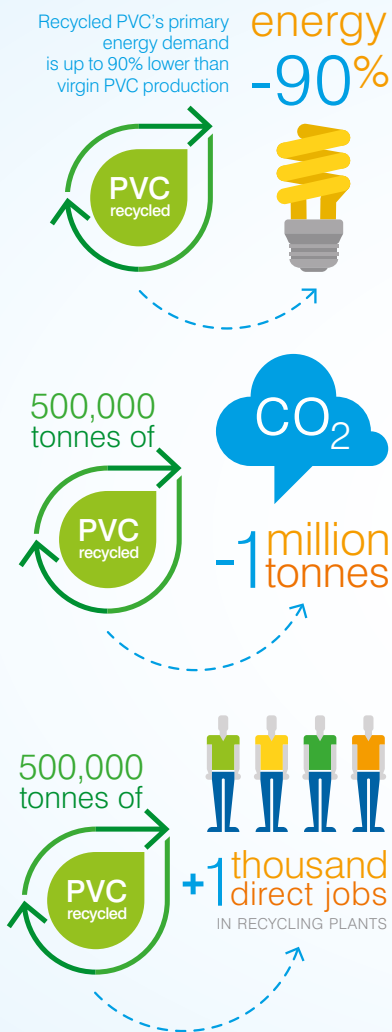
Concrete and measurable targets and deadlines



Strong governance and accountability

# COMMITTED TO SUSTAINABLE DEVELOPMENT

Using recycled PVC helps meet resource-efficiency targets and allows the preservation of natural resources.



VinylPlus is driving its sustainability programme in the context of ongoing environmental and socio-economic developments, taking into account valuable inputs from stakeholders, with a view to enhancing its contribution to addressing global challenges.

Through the VinylPlus initiative, the European PVC industry aims to:

- recycle 800,000 tonnes of PVC per year by 2020
- promote a sustainable use of additives
- improve PVC products sustainability and their contribution to sustainable development
- reduce progressively GHG (greenhouse gas) emissions as well as energy and resource consumption along the entire production chain
- move towards a low-carbon circular economy
- build sustainability awareness along the value chain and among stakeholders.

*PVC is one of the most widely used polymers in the world. It is used in a broad range of industrial, technical and everyday applications.*

*PVC is intrinsically a 'low carbon' plastic, and it consumes less primary energy in the manufacturing phase than any other major thermoplastic.*

*Due to its light weight, durability and stability, PVC can offer energy, cost and material efficiency gains for sectors such as building and construction, water distribution, health and transportation.*



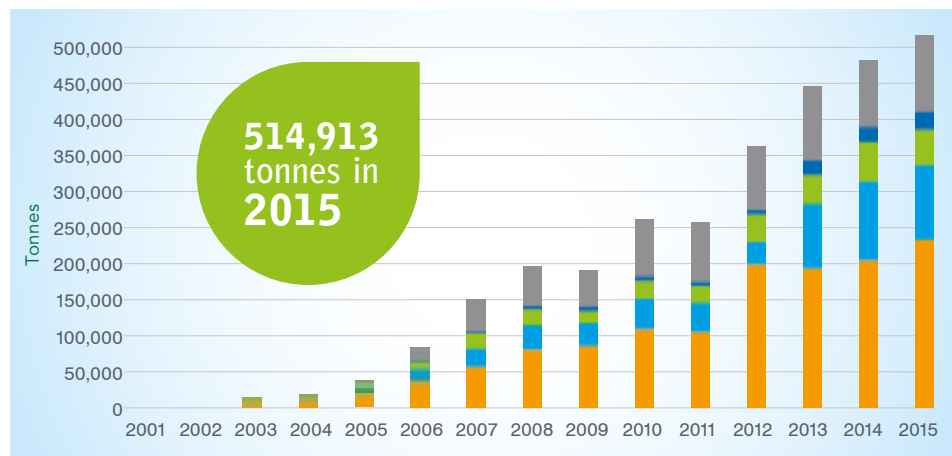
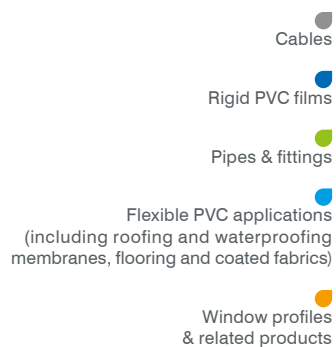
PHOTO: COURTESY OF MOLECOR

# 2015 HIGHLIGHTS

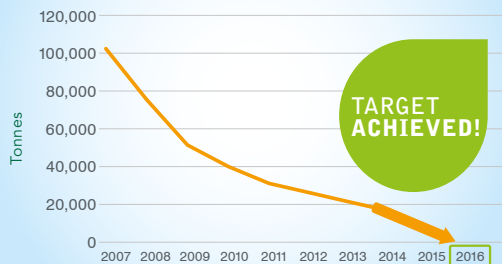
## CONTROLLED-LOOP MANAGEMENT

- 514,913 tonnes of PVC recycled within the VinylPlus framework.
- Strong cooperation with EU authorities and bodies to addressing the issue of legacy additives (substances whose use in PVC products has been discontinued but that are contained in recycled PVC).

### PVC RECYCLED WITHIN THE VINYL 2010 AND VINYLPLUS FRAMEWORKS



### Pb STABILISERS CONSUMPTION IN THE EU-28



Source: ESPA

Pb stabilisers

## ORGANOCHLORINE EMISSIONS

- No transport accidents in Europe with VCM release.
- Conclusion of the risk assessment of VCM transportation.

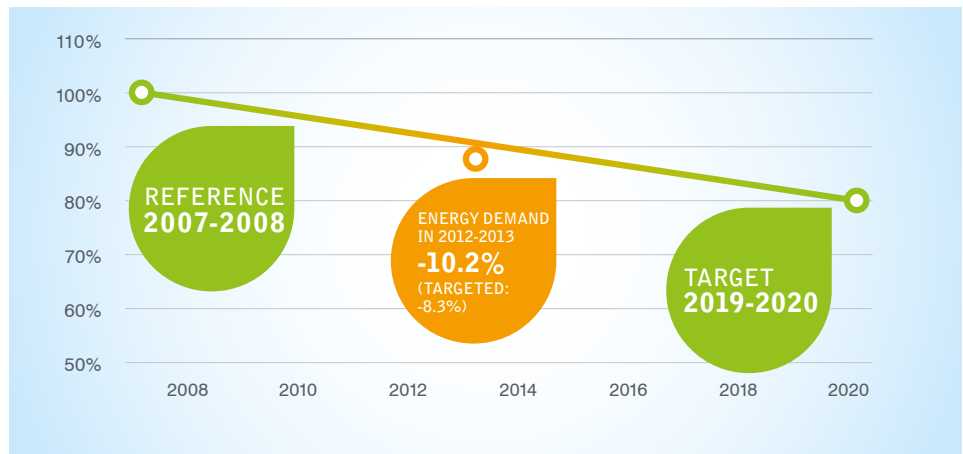
## SUSTAINABLE USE OF ADDITIVES

- Lead-based stabilisers replaced in the EU-28 by ESPA members.
- Through ongoing research and innovation, the plasticisers industry continues to adapt to market and regulatory demands, while keeping its commitment to safe products and their sustainable use.

## SUSTAINABLE USE OF ENERGY AND RAW MATERIALS

- PVC resin producers on track with the target of reducing their energy consumption of 20% by 2020.
- Publication of the 'VinylPlus Status Report on Renewables' (available on the VinylPlus' website).

### ENERGY DEMAND OF PVC PRODUCTION




Source: ECVM

Data collection methodology validated by IFEU



*"UNEP welcomes all Sector initiatives such as VinylPlus, which recognize the challenges, set targets, engage stakeholders and demonstrate progress."*

ARAB HOBALLAH  UNEP

## SUSTAINABILITY AWARENESS

- With the theme 'More Vinyl, Less Carbon', the 3<sup>rd</sup> Vinyl Sustainability Forum, in Cannes, France, focused on how the VinylPlus Voluntary Commitment is contributing to address climate change.
- VinylPlus was registered as a RIO+20 commitment in 2012 and it is registered on the UN Partnerships for SDGs (Sustainable Development Goals) platform.
- Since 2013 VinylPlus has been a member of the Green Industry Platform, the global high-level, multi-stakeholder partnership led by UNIDO (United Nations Industrial Development Organization) and UNEP (United Nations Environment Programme).



More information can be found in the VinylPlus Progress Report 2016, downloadable from [www.vinylplus.eu](http://www.vinylplus.eu). All the information reported has been independently audited and verified by third parties.

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\* Companies that joined VinylPlus in 2015