

**VinylPlus
Communication Project
Submission Form**

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B-1000 Brussels. Belgium

CLOSING DATE FOR SUBMISSION: 30.10.2015

Part I. Identification of the applicant organisation

A. Details of the applicant organisation			
Full name	PVC Forum Italia	Acronym:	
Registered address	Street: Via M. A. Colonna	N°:	46
Postcode	20146	City	Milan
Region		Country	Italy
Telephone	+39 02 33604020	Fax	+39 02 33604284
Website			

Person in charge of the project (contact person)			
Surname (Ms/Mr)	Ciotti	First name	Carlo
Position/function	President	Email	carlociotti@pvcforum.it
Telephone	+39 02 33604020	Fax	+39 02 33604284

B. Profile of the applicant			
Type	<input checked="" type="checkbox"/> PVC National Association	<input type="checkbox"/> Sector Group Association	
European Country(ies) where the project will be implemented : Italy			

Part II. Identification of the suppliers involved in the project

► *To be filled if the project includes the support of supplier(s)*

A. Details of the supplier organisation (1)			
Full name	TBD	Acronym:	
Registered address	Street:	N°:	
Postcode		City	
Region		Country	
Telephone		Fax	
Website			

B. Details of the supplier organisation (2)			
Full name		Acronym:	
Registered address	Street:	N°:	
Postcode		City	
Region		Country	
Telephone		Fax	
Website			

Part III. Project Description

If more space is needed, please extend boxes

A. Title of the project
<i>Please give a short title to the project.</i>
Green Academy

B. Duration of the project					
<i>Please indicate the total duration of the project from preparation to evaluation and also the venue(s) where the project activities will be carried out.</i>					
Start date of the project: <i>(date of first costs incurred)</i>	01 / 01 / 2015	End date of the project: <i>(date of last costs incurred)</i>	31 / 12 / 2015	Total duration <i>(in months)</i>	12

C. VinylPlus objectives addressed by the Project

Please tick the box(es) corresponding to the **Priority(ies)** addressed by the project

- a) Projects improving the image of PVC
- b) Projects encouraging a transparent dialogue with stakeholders
- c) Project focusing on creating a new mindset with shared goals across the pvc family
- d) Projects promoting the PVC recycling, the demand for recovered PVC
- e) New tools of communication to boost VinylPlus awareness
- f) Project involving the PVC value chain to diffuse VinylPlus awareness
- g) Initiative(s) enhancing sustainability awareness
- h) other: encouraging a transparent dialogue with consumer

D. Project type

Please tick the box(es) corresponding to the **Activity(ies)** addressed by the project.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Tools | <input type="checkbox"/> Road show |
| <input checked="" type="checkbox"/> Communication/promotion campaign | <input checked="" type="checkbox"/> Specific Package |
| <input checked="" type="checkbox"/> Event, workshop, webinar (serie of) | <input type="checkbox"/> Point of sale communication |

E. Summary of the project

Please describe

- the objectives of your project and target(s)
- the main highlights
- specify main deliverables and milestones

Objectives and target

PVC Forum Italia and VinylPlus strongly support and promote the recycling of PVC. The existence of a concrete market for recycled PVC is crucial in order to boost recycling and stimulate a pull market approach.

The existence of innovative, up-cycled and attractive applications in recycled PVC is of paramount importance in order to show that a market for recycled PVC exists, and is vital to public procurers, institutions, stakeholders.

Recycled products were also included by VinylPlus in its brochures on recycling and in the Progress Report.

In line with this approach, the project Green Academy aims at researching new and functional industrial application for recycled PVC.

This will be possible with an agreement with Domus Academy of Milan, that is a top ranked Design School in the world.

Domus Academy is available to organise in the framework of its courses for post graduate students a special section on PVC as material for design. It is also important to underline that Domus Academy will present its courses and approach in occasion of the Expo 2015.

The output of the courses is the design of new applications for recycled PVC.

The peculiarity of the project is that the applications proposed by the young designers should be suitable for industrial scope but also for art and design.

The designed objects will be functional to the promotion of PVC recycling, also in the framework of the Vinylplus advocacy and communication strategy.

The applications furthermore will be the focus of a communication campaign which will include an exhibition space at Ecomondo.

The project

Domus Academy, one of the most known and appreciated school of design at global level, is available to organise a specific course on PVC, and recycled PVC, as material of design in the framework of its Course of Specialisation in Material Design.

The entire Course in Material Design takes months, and Domus academy is available to build a special session of one month focused on PVC.

Since the Course are recognised of high and international level, in terms of quality of materials distributed, level of teachers and structures, the PVC Forum is asked to support the organisation of the special session on PVC.

This in any case represents a unique occasion since the organisation of such courses is not frequent.

The Course involves around 30 participants from Italy, Europe and other countries all over the world (95% of students are foreigners), this means that the projects have an international breath.

The participants will realise around 10 projects, each project will be focused on the design of a specific application in recycled PVC.

At the end of the courses and a contest among the different proposal will be also organised.

The projects will be presented in a dedicated space during Ecomondo in November 2015.

All the projects and materials presented by the students will be used for a communication campaign on recycling trough brochures, websites, cards, etc.

The course on PVC will be documented in a brochure containing all the original drawings, pictures, info graphics. The objective is to provide VinylPlus with an organic high level communication tool.

All the materials could be used in occasion of events, meetings with stakeholders and might also be functional to further develop synergies with industries potentially interested in realising the applications at industrial level.

Messages

- PVC is recyclable and recycled.
- Recycled PVC is a safe material even containing a limited amount of legacy additives, and recycling is always the preferable option.
- The PVC industry is strongly committed to increase PVC recycled volumes, also for difficult to treat applications.
- Recycling technologies already exist, and other are under verifications.
- With recycled PVC can be created functional and innovative applications

Actions

December 2014 – preparation of documents and materials for the Domus Academy courses

April – May 2015 Collection of the projects and contest (prices could be tickets for the Expo)

November 2015 exhibition at Ecomondo Bologna

Tools/deliverables

Original drawings and models for industrial development
Stand/exhibition space at Ecomondo
Technical documentation
Brochure on recycled applications

Milestones

March 2015 – mid-term review of the project
December 2015 – final report on the project results

F. Budget of the project :

Breakdown in euros :

What	Operational cost (1)	Fee (2)
Preparation of the course and documentation	€ 4,000	€ 5,000
Courses for students	€ 20,000	€ 5,000
Brochure	€ 6,000	-----
Exhibition at Ecomondo	€ 3000	€ 5,000
Total	€ 33,000	€ 15,000

PVC Forum will contribute for 20,000 € whilst the rest should be covered by VinylPlus and other PVC Fora eventually interested.

G. Evaluation of the project

- If one year project : evaluation at mid-term : date : **April 2015**
 - If less than one year : evaluation once implemented : date : **December 2015**
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