

Memorandum of Understanding

between

AGPU BPF Vinyls GrpPVC Forum Italia VinylPlus

The above organizations have agreed to enter into a process to further increase their collaboration. Until end of 2018 we want to reach one common branding under “VinylPlus” for all PVC sustainability activities, one voice in form of a joint communication concept, one leadership team sharing learning and optimizing resources with a final step to have one common funding mechanism. All other national PVC groups in Europe shall be invited to join this format of collaboration in the coming years.

We want to reach a higher return on the investment of our current supporters and attract more companies across the European PVC value chain to join the VinylPlus commitment.

The process will follow the following steps and shall be fully transparent to all our stakeholders:

Step 1 (Semester 1, 2017)

A/ The 3 national associations officially join VinylPlus as associations (status as “associated member”) for 1 € membership fee per year. The companies will be mentioned in the next VinylPlus progress report as a separate category (unless a company decides against).

B/ With this step the 3 national associations become the only national partner for corporate communication in their territory using the VinylPlus logo. They commit to follow the EU wide approved VinylPlus Communication strategy and corporate branding of VinylPlus.

Step 2 (Semester 2, 2017)

A/ The new VinylPlus Leadership team (VinylPlus LT) is formed by the VinylPlus General Manager and the 3 association directors, one representative from the Vinyl Foundation and a VinylPlus advisor (upon request). The team will implement the strategic decisions of the VinylPlus board, develop a coordinated annual budget and push the development of a higher brand value.

B/ The VinylPlus LT members will consult about their exact collaboration rules, work priorities and allocated tasks with the “Vinyl Europe Task Force”. The team shall meet three times per year alongside the current PVC network meetings (work plan shown in annex 1). The VinylPlus GM will report to the VinylPlus Board about the outcome of the LT work. Upon request LT members are invited in the VinylPlus Board. The Task Force “Vinyl Europe” will continue to assist the LT in the implementation process.

Step 3 (Semester 1, 2018)

A/ The VinylPlus LT will organize the first Annual General Assembly of VinylPlus in spring 2018 along with the Vinyl Sustainability Forum. (work starting in 2017) Three sessions will be held:

1. VinylPlus Board meeting and GA voting members
2. Extended GA to all the VinylPlus members (including de facto all members from the 3 National bodies and from the Vinyl Foundation)
3. Public event with external stakeholders (VSF).

B/ The 3 national bodies will execute all sustainability activities under the brand “VinylPlus”, as soon as possible but latest by December 2018, thus allowing one year as a rebranding transition. The current legal entities remain formally in place. The VinylPlus LT will integrate all current initiatives of the 4 bodies step by step. As mentioned under annex 1 some specific local PVC projects and local promotion activities will remain primarily under the responsibility of the national organizations.

C/ The VinylPlus LT works on expanding the VinylPlus brand to other European countries.

Step 4 (Semester 2, 2018)

A/ The VinylPlus LT proposes a new financing scheme for VinylPlus in Europe which can start from 2019/2020 on. The proposal shall be submitted to the Task Force “Vinyl Europe” early in 2018. The scheme should include a suitable way to safeguard a national minimum income for staff, administration and purely national projects.

B/ The VinylPlus Board shall drive the process to further improve its working processes, management structure and composition on a European level. The VinylPlus LT will assist and propose such steps.

AGPU	Axel Bruder	Chairman of the Board
BPF Vinyls Group	Philip Law	Director-General
PVC Forum Italia	Carlo Ciotti	President
VinylPlus	Josef Ertl	Chairman of the Board

Annex 1

LT work content	VinylPlus program elements immediatly aligned, fully implemented in the country	
Draft version / LT to develop 31.03.2017		VinylPlus program translation into the country VinylPlus representation in front of all stakeholders Viceversa access to resources and information Budgets and projects discussed and coordinated together Recycling network Joint action plan to increase number of partners Advocacy VinylPlus communication strategy VinylPlus corporate branding strategy
	Elements that will be step by step integrated over 18 months until end of 2018, today some grey zones with a risk of competition, promotion of PVC through selling sustainability	Input and development of VinylPlus content post 2020 Newsletters Newspapers Complete budget, all projects discussed and decided together
	Specific local projects, pure PVC promotion, points staying outside the VinylPlus branding for now, medium-longterm logic has to evolve,	Specific national industry projects (like Soft PVC campaign Germany) PVC for pipes, cables and med Others tbd