

The New 10 Year Voluntary Commitment of the European PVC Industry towards sustainability

PLAST Milano May 9 2012

VinylPlus Founding Members

21,000 COMPANIES
500,000 JOBS



The European Council
of Vinyl Manufacturers



The European Council for
Plasticisers and Intermediates



The European Stabilisers
Producers Association



The European Plastics
Converters

PVC VALUE-CHAIN

From Vinyl 2010 to VinylPlus



- Close to **1 million tonnes** of post-consumer PVC recycled.
- **Bisphenol A phased out** in the PVC resin production by 2001
- **Cadmium stabilisers have been phased out** from PVC productions in the EU-27.
- **Lead stabilisers substitution well ahead of schedule**
 - -75.9% in EU-15
 - -72% in EU-27).
 - Set to disappear in EU-27 by 2015.
- Ongoing research, testing and expert evaluations on plasticisers have led the industry **towards non-classified high molecular weight phthalates** (>80% market).
- Research and Development programme on **recycling and recovery technologies**.



Sajjad Karim, Member of the European Parliament
“Legislation is not necessary to best answer in every situation. Vinyl 2010 is a perfect example of an industry doing something on a voluntary basis to act in the interest, not only of themselves or of consumers, but of the European Union as a whole.”

From Vinyl 2010 to VinylPlus



5 sustainability challenges

1

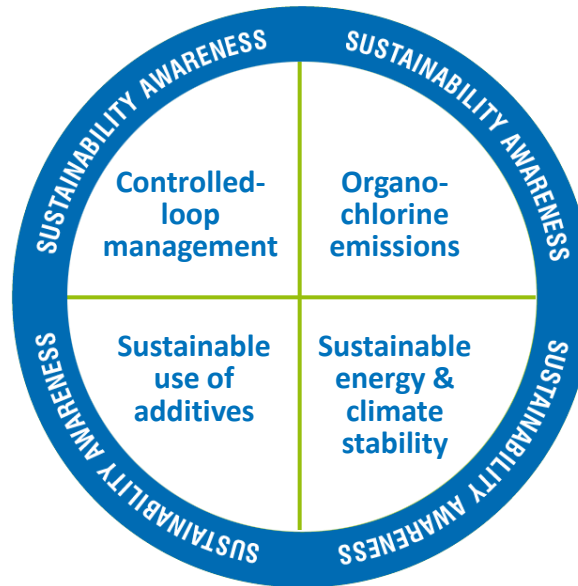
We will work towards **the more efficient use and control** of PVC throughout its lifecycle.

2

We will help to **ensure that persistent organic compounds do not accumulate in nature** and that other emissions are reduced.

3

We will **review the use of PVC additives** and move towards more sustainable additive systems.



Based on
The Natural Step System Conditions
for a Sustainable Society

4

We will **help to minimise climate impacts** through reducing energy and raw material use, potentially endeavouring to switch to renewable sources and promoting sustainable innovation.

5

We will **continue to build sustainability awareness** across the value chain – including stakeholders inside and outside the industry – to accelerate resolving our sustainability challenges.

The **Plus** in VinylPlus

- **Bottom-up** developed, built on credibility of Vinyl 2010
- **Critical partnership** with NGO: their distance = our value
- **'Sustainability'** as a **broader thinking frame**.
- **All PVC applications covered in EU 27 plus 2**
- **Broader definition of recycling :**
 - **Pull market** for recyclate, transforming Recovinyl
 - Exponential **increase in recycling volumes**
 - Support for products and **applications reusing PVC**



The **Plus** in VinylPlus

- **Higher visibility** for partners
 - Partnership certificate
- **Product label** new tool for PVC products.
- **Integrate sustainability programs** like process efficiency, energy reduction, renewable raw material and energy
- **You** making it different !!!



Controlled Loop Management



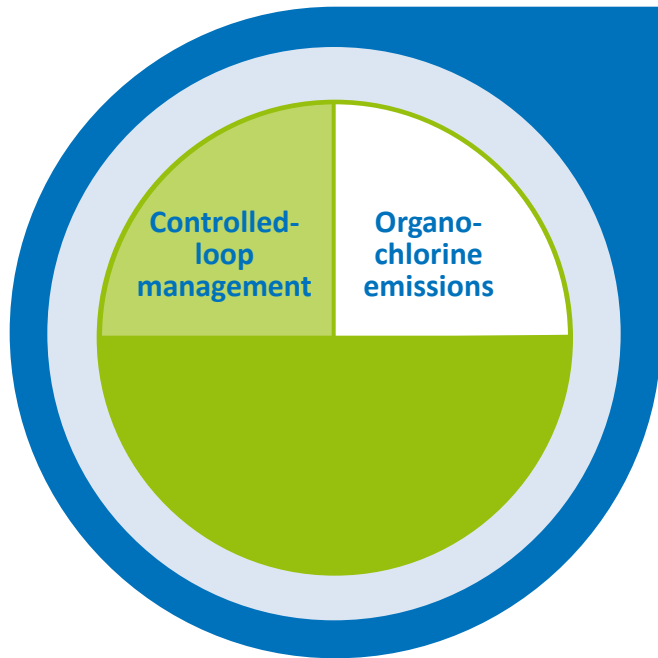
Controlled-loop management

We will work towards the more efficient use and control of PVC throughout its lifecycle

- Recycle 800,000 tonnes/year of PVC by 2020.
- Reporting concept available by end 2011.
- Looking at **all PVC volumes in Europe**, all steps of the material flow.
- **Innovative technology to recycle 100,000 tonnes/year** difficult to recycle PVC material.
- From **push to pull**.
- **Address 'legacy additives'**, deliver status reports annually.

Organochlorine Emissions

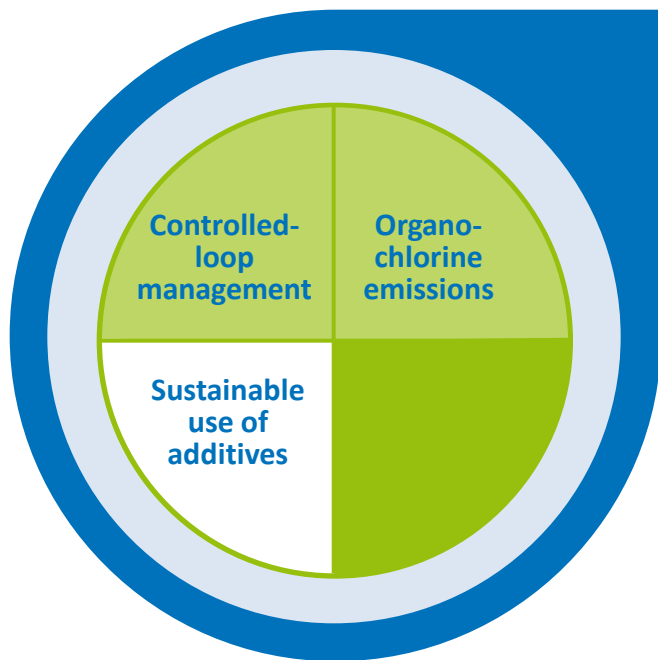
We will help to ensure that persistent organic compounds do not accumulate in nature and that other emissions are reduced.



- Engage with **external stakeholders** in the discussion of the organochlorine emissions and develop a plan to deal with such concerns by end 2012.
- Compliance with **PVC resin Industry Charters** in first Quarter 2012.
- Risk assessment for the transportation of major raw materials, in particular VCM, by end 2013.
- Targeting Zero accident rate with VCM release during transportation.

Sustainable Use of Additives

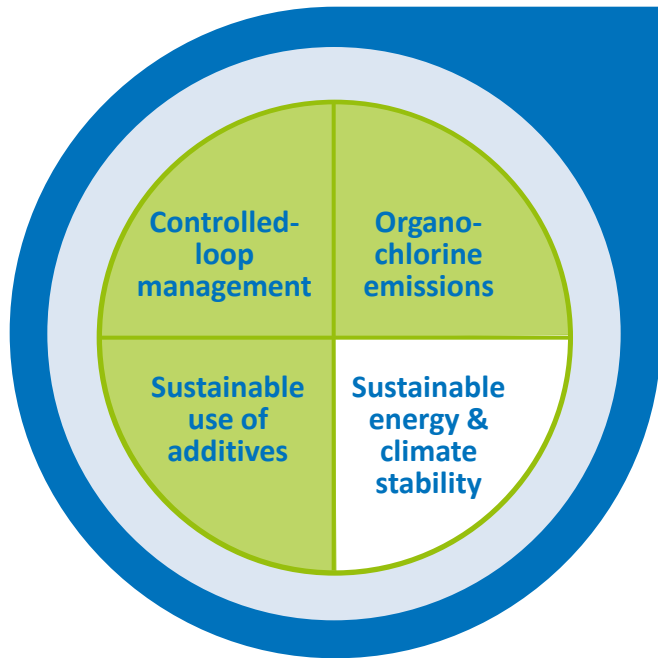
We will review the use of PVC additives and move towards more sustainable additive systems.



- Lead replacement by end of 2015 in EU 27.
- Develop robust **criteria for the 'sustainable use of additives'**, status report by end of 2012.
- Validation of the criteria with the downstream value chain – status report by end 2014.
- Invite other PVC additive producers and the downstream value chain.

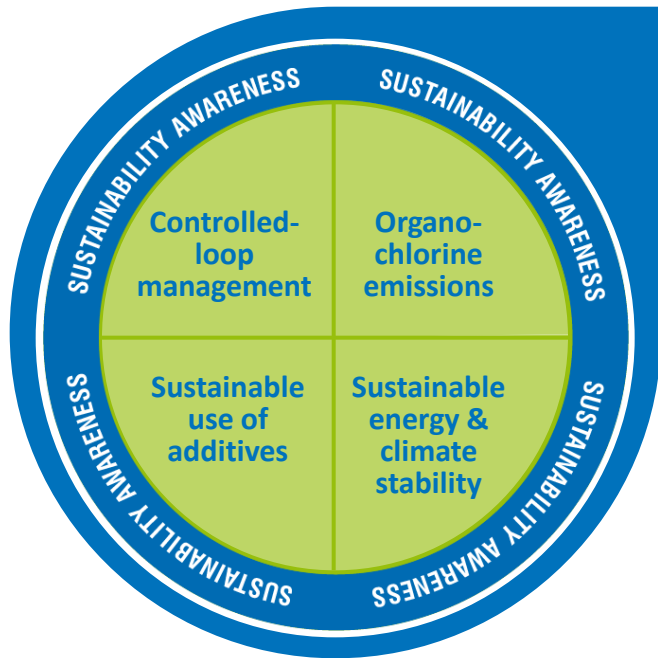
Sustainable Energy Use

We will help to minimise climate impacts through reducing energy and raw material use, potentially endeavouring to switch to renewable sources and promoting sustainable innovation.



- Establish **Energy Efficiency** Task Force by end of 2011.
- Resin producers to reduce their specific energy consumption, targeting 20% by 2020, targets for converters by end 2012.
- Develop a suitable **Sustainability footprint** definition by end 2014.
- Establish **Renewable Materials** Task Force by end first Quarter 2012 and report status by end 2012.

Sustainability Awareness



We will continue to build sustainability awareness across the value chain – including stakeholders inside and outside the industry – to accelerate resolving our sustainability challenges.

- Web portal going online in summer 2011. ✓
- **Monitoring Committee**, twice a year, by end 2011. ✓
- **Partnership Certificate** launched by the end 2011. ✓
- Annual progress Report, proactively promoted to key stakeholders.
- **Product label** from 2013

Visible partnership to VinylPlus

- Company partnership

- Annual Certificate for funding and committing to the VinylPlus charter and targets

- Product label

- VinylPlus product label for outstanding products, solutions found by VinylPlus partners, carrying the VinylPlus vision

Partner certificate 2012



OFFICIAL PARTNER 2012

VinylPlus certifies that

VINYLPLUS

is a contributing partner of VinylPlus, the European PVC industry's
Voluntary Commitment to sustainable development.

A handwritten signature in black ink, appearing to read "H. E. Eijnders", is positioned above the title "VinylPlus General Manager".

VinylPlus General Manager

Issued in Brussels on DD/MM/YYYY

www.vinylplus.eu

Company logo



- Supporting the overall VinylPlus sustainable development challenges
- Investigating ways to contribute individually to the sustainable development challenges of VinylPlus
- Contributing to the VinylPlus Voluntary Commitment with a financial subscription

Official partner



Play The VinylPlus Piano !!



Live VinylPlus in Your company - 1

- **As a customer**
 - request Your suppliers to join and support VinylPlus (positive list)
 - increase products in line with the VinylPlus targets (renewable/sustainable)
 - buy products that carry the VinylPlus product label (screen Your spending) - Stationary, office supply, furniture,
- **As a producer**
 - safe products / safe technology and production
 - improve energy efficiency / waste management
 - increase the recycling content of Your existing products

Live VinylPlus in Your company - 2

- **As an innovator**
 - create PVC „Recycling“ products and sell at a higher value / prize
 - organize and market controlled loops for Your products, VinylPlus helps!
 - translate : How much of the 800 Kto Target is You / will be You in 2020 ??
 - „We buy x% of the resin, but we recycle y% within VinylPlus“
 - „We spend xx KEuro p.a. to support VinylPlus
-
- **Help from VinylPlus**
 - propose recycling, research, communication projects to VinylPlus
 - each Euro, converters invest has 3 times impact
 - ride the network, duplicate Your resources
 - integrate recycled PVC products into Your daily life / business

Live VinylPlus in Your company - 3

- **As a sales team, as a marketing manager**
- screen and use VinylPlus promotion material
- communicate VinylPlus internal / external / wherever possible
- backsell VinylPlus to retailers/end users/ procurement
- print VinylPlus on all Your documents, invoices, brochures, website etc
- charge 1 cc / kg for sustainability ?
- get the VinylPlus product label for some of Your excellent solutions
- create controlled loops with Your customer
- sell Your Know how, recycling capability at a higher prize !!!
- make use of VinylPlus / TNS capacity building / educate customers
- **As a member of the local community**
- support VinylPlus with political dialogue / community