

# Vinyl 2010 Progress Report 2010

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Reporting on the activities  
of the year 2009



The European PVC Industry's Sustainable Development Programme

# EXECUTIVE SUMMARY

## The Vinyl 2010 Progress Report

The Voluntary Commitment of the European PVC industry was signed in 2000. It is a 10-year plan to ensure and improve product stewardship across the lifecycle of PVC, within a context of sustainable development. Vinyl 2010 is the structure set up to organise and implement this commitment. The commitment includes specific targets and initiatives aimed at minimising the environmental impact of the PVC production, promoting responsible use of additives, supporting collection and recycling schemes, and encouraging social dialogue between all of the industry's stakeholders. This report summarises the Vinyl 2010 progresses and achievements for 2009. All of the information reported is independently audited and verified by external third parties. A full glossary of abbreviations appears at the end of the report to aid the reader.

## VINYL 2010 PROGRESS IN 2009



Cobalt blue frames with integrated vents – looking good, enhancing life and saving energy

Despite generally difficult market conditions, the European PVC industry maintained its determination in pursuing its sustainability targets and objectives also in 2009.

A final verification of the ECVI Charters by the 2010 Voluntary Commitment deadline will be organised during the second half of 2010.

The European plasticisers producers are continuously striving to increase the sustainability of their products and to comply with the evolving demands of the market and of legislators, including the REACH Regulation requirements.

Lead-based stabilisers substitution is well ahead of schedule, and thanks to the consolidation of Vinyl 2010 collection and recycling schemes across Europe, the recycled volumes of PVC post-consumer waste in 2009 were close to the volumes recycled in 2008, despite the adverse market conditions.

Significant efforts were made by Vinyl 2010 in its dialogue with stakeholders, third parties, institutions and organisations in order to be active in the debate on sustainable development. And in 2009, in line with its commitment to openness and transparency, Vinyl 2010 opened up its General Assembly to all stakeholders for the first time ever, with a public webinar which is still available on the internet.

Vinyl 2010 also continued in its strong cooperation with the PVC industry worldwide, from North to South America, with Asia-Pacific region and South Africa as progress towards sustainability is adopted as a global objective.


### Resin Manufacturing

As required by the REACH Regulation, the procedures for the registration of EDC and VCM are ongoing. Registration completion for EDC is expected by June 2010. The REACH dossier compilation for VCM is well underway, and the registration is expected to be completed in June-July 2010.

ECVI members, including those who joined ECVI after the last verifications, agreed to be audited in order to ensure a final EU-wide verification, by the 2010 Voluntary Commitment deadline, of the ECVI Industry Charter for the Production of Vinyl Chloride Monomer (VCM) and Suspension PVC, and of the ECVI Industry Charter for the Production of Emulsion PVC.

### Plasticisers

The European plasticiser industry is committed towards the sustainability of its products. This development is focused in particular on non-classified high molecular weight phthalates, both for general uses and for specialty applications, with a natural shift from low to high (C9 and above) molecular weight products. ECPI is also supporting its member companies in the completion of the REACH requirements.



...the European PVC industry maintained its determination in pursuing its sustainability targets and objectives...

An ecologically sound membrane with high solar reflection

#### Stabilisers

In 2009, ESPA members announced a further reduction in lead stabiliser use in the EU-15 by over 68% since 2000 (-86,835 tonnes), well above the 50% 2010 interim target. The lead based stabilisers were mainly substituted by calcium-based stabilisers, which showed a significant growth in the same period (+47,864 tonnes).

#### Waste Management Projects

In 2009, Recovinyl succeeded in involving new recyclers in its schemes and therefore in limiting the loss of recycled volumes (186,238 tonnes of post-consumer waste recycled in 2009 versus 191,393 in 2008), despite difficult market conditions due to the effects of the global financial crisis.

In 2009, Vinyl 2010 also provided support to schemes focusing on single product streams, managed by specific application trade associations:

- EPPA (the European PVC Window and Related Building Products Association) supported the market

and communications initiatives of the local recycling systems in Austria, Denmark, France and Germany, all now integrated in the Recovinyl schemes.

All EPPA member companies continued, and some have already completed, the substitution of lead based stabilisers with the achievement of 55% Pb-free products in 2009.

- All TEPPFA (the European Plastic Pipes and Fittings Association) recycling projects, with the exception of those in Finland and Sweden, are integrated in Recovinyl.
- ESWA (the European Single Ply Waterproofing Association) recycled 1,297 tonnes of end-of-life roofing and waterproofing membranes through the well-established ROOFCOLLECT® scheme in 2009.
- EPFLOOR (the European PVC Floor Manufacturers Association) exceeded its target with 2,732 tonnes of post-consumer flooring waste collected to be recycled in 2009.

## Post-consumer PVC recycling reaches 190,324 tonnes...

Out of those 2,559 tonnes were recycled. Well consolidated recycling schemes are operating in Austria, France, Germany, Scandinavia, Switzerland and in the UK.

- EPCOAT (EuPC's PVC Coated Fabrics) recycled 2,902 tonnes of post-consumer PVC coated fabrics (reported as part of Recovinyl volumes) through its IVK collection and recycling scheme in 2009.

### Recycling Technologies and Trial Plants

The Vinyloop® recycling plant in Ferrara recommenced its operations in September 2009 after the installation of the modified decanter. The Texyloop® process showed promising results in the recycling of coated fabrics.

### Other Projects

ERPA—CIFRA - In 2009, CIFRA

recycled about 2,000 tonnes of PVC post-consumer waste products. This recycled material was used in the production of recycled PVC rigid films for use in ultra lightweight modular structures (GEOlight™) for the retention of storm water.

REACH – VITO (the Flemish Institute for Technological Research – [www.vito.be](http://www.vito.be)) was selected by Vinyl 2010 to develop an impact assessment of possible policy options for the recycling of PVC waste containing cadmium based legacy additives which are restricted under Annex XVII of REACH. The study concluded that, in general, the current 100-ppm cadmium limit for new PVC pipes jeopardises the recycling of rigid PVC building articles with no additional environmental benefit whilst a 1,000-ppm limit would allow unhindered recycling without additional risk. A socio-economic impact study carried

out by RPA for DG Enterprise concluded also that raising the limit for cadmium from recycle in pipes scores better on most criteria than the current legislation.

WRIC – In relation to the REACH implementation and at the request of the EU Commission, EuPC took the lead to set up 'WRIC' (Waste Recovery Industry Chain), an ad hoc Recovery Industry Stakeholders Group for the development of a guidance document on Safety Data Sheets for Recyclates based on Generic Data.

SDS-R (Safety Data Sheets for Recyclates) project is a project of the Plastics Chain for the development of tailor-made Safety Data Sheets for recycled polymers to be used by recyclers in order to be REACH compliant.

VINYL FOUNDATION – The Vinyl Foundation is the not-for-profit, independently-managed trust created at the end of 2007 to improve the efficiency of the collection of funding from the European converting industry to support Vinyl 2010's post-consumer waste recycling target.

The list of PVC converters contributing to the Vinyl Foundation, and therefore to the Vinyl 2010 recycling schemes, is published on the website [www.vinylfoundation.org](http://www.vinylfoundation.org) and regularly updated.

In 2009 the Vinyl Foundation managed to collect €928,224.

### KEY ACHIEVEMENTS 2000-2009

- Post consumer recycling reaches 190,324 tonnes (2009)
- Reduction in lead stabiliser use by 50% achieved two years ahead of schedule (2008)
- Publication of Environmental Declarations (EPD) for S-PVC and E-PVC (2007)
- Cadmium stabilisers phase-out completed in the EU-15 (2001), EU-25 (2006) and EU-27 (2007)
- Lead stabiliser phase-out by 2015 extended to the EU-25 (2006) and EU-27 (2007)
- Phthalate risk assessments completed (2005-2006) and published (2006-2008)
- Risk assessment on lead stabilisers published (2005)
- External verification of ECVM S-PVC and E-PVC production charters (2002 and 2005 respectively) and extension to the EU-27 (2008)
- Registration of Vinyl 2010 as a Partnership with the Secretariat of the UN Commission on Sustainable Development (2004)
- Bisphenol A phased out of PVC resin production in all ECVM member companies (2001)

# MONITORING, ACCESS TO INFORMATION AND STAKEHOLDER RELATIONS

## Guidance from the Monitoring Committee

The Monitoring Committee is the independent body set up to check the progress of the Vinyl 2010 programme composed by representatives of the European Commission and Parliament, consumer groups and industry. The Chairman is Professor Alfons Buekens of the Free University of Brussels (VUB).

## Finance

Expenditure by Vinyl 2010 for 2009, including EuPC and its members amounted to €7.75 million.

## Independent Auditors

Vinyl 2010 is committed to transparency.

- The financial accounts of Vinyl 2010 were audited and approved by KPMG.

- KPMG advisory audited the statement of tonnages of products recycled.

- The content of the Progress Report was reviewed and verified by SGS as giving a true and honest representation of Vinyl 2010's performance and achievements.

## Encouraging Dialogue with Stakeholders

Vinyl 2010 works actively on communications and dialogue with stakeholders and, in 2009, continued its participation in relevant conferences and events.

The second edition of the Vinyl 2010 Essay Competition involving the younger generation in the dialogue on sustainable development was extremely successful. The results of the Essay Competition were presented



An integral part of modern communications

at the UN CSD-17 in New York in May 2009, at Green Week 2009 in Brussels, at the 13th European Roundtable on Sustainable Production and Consumption in Aalborg, Denmark, in June 2009 and at the annual Friends of Europe President's Dinner in Brussels in October 2009.



[www.vinyl2010.org](http://www.vinyl2010.org)

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