

## Benefits of joining VinylPlus

### Being a socially responsible company Corporate Social Responsibility (CSR)

The European Commission defines CSR as "a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis." Corporate social responsibility is part of the Europe 2020 strategy for smart, sustainable and inclusive growth.

By becoming an official partner of VinylPlus, you increase your company's CSR by supporting the content and principles of the VinylPlus Voluntary Commitment, sharing data on the use of recyclates and other controlled-loop information, and contributing to the overall European PVC recycling through the financing of VinylPlus.



### Market recognition

**Official Membership Certificate** – Being a partner of VinylPlus means showing a positive attitude toward sustainable materials and contributing to the sustainable future of our products, industry and society. You will receive an Official Membership Certificate stating that your company is committed to the contents and principles of the VinylPlus Voluntary Commitment.

### Business value

**VinylPlus Product Label** – A VinylPlus label for PVC products is under development. This label will allow customers and specifiers to better identify products, applications and solutions that contribute to sustainable development. Consumers, industry and procurement decision-makers will then have more transparent information to enable them to make smart and sustainable choices.

## Join us!

### Take your commitment to sustainability

VinylPlus welcomes new partners and associations to join its programme for sustainable development from Europe and abroad.

VinylPlus strongly believes that the success of its initiatives depends on the direct participation of the highest possible number of companies, especially from the conversion industry and downstream users (recyclers, retailers, brand holders). This will allow VinylPlus to broaden its regional scope, increase its impact and improve its financial capabilities.

To become a partner of VinylPlus, please contact us at

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# Introducing VinylPlus

The new 10-year Voluntary Commitment of the European PVC industry

Sustainability will not be achieved through wishful thinking. Sustainable development depends on real commitments and actions, by real people in the real world.

The European PVC production and converting chain has taken up its social responsibility and has been working hard since the mid 90s to ensure that the challenge of sustainable development is taken seriously.



## What is VinylPlus?

VinylPlus is the European PVC industry's new ten-year Voluntary Commitment, which builds on the achievements of the Vinyl 2010 programme, taking the next important steps in tackling the sustainability challenges for PVC.

In the last decade, the PVC industry has made great progress in waste management, innovative recycling technologies, stakeholder engagement and responsible use of additives meeting all the targets set in Vinyl 2010's Voluntary Commitment.

In creating the new VinylPlus programme, the industry has chosen to work in an open process of extensive stakeholder dialogue, including private companies, NGOs, regulators, public representatives, and users of PVC.

Five key challenges have been identified as priorities according to The Natural Step System conditions for a sustainable society.\*

\*The Natural Step Framework is an internationally recognized method for sustainability planning that integrates the science of sustainability with business decision-making. It is an openly published and peer-reviewed model promoted by the international NGO, The Natural Step, along with its network of scientists, business and community leaders. ([www.thenaturalstep.org](http://www.thenaturalstep.org))



### PVC: a very clever material

Polyvinyl chloride, or PVC, is one of the most widely used polymers in the world. Due to its versatile nature, PVC is used extensively across a broad range of industrial, technical and everyday applications.

PVC has important qualities which meet key sustainability criteria. Made from salt (57%) and oil (43%), PVC is far less oil-dependent than other major thermoplastics. It is also highly durable and energy efficient across a range of applications, which makes for an extremely effective use of raw materials and avoids unnecessary depletion of natural resources.

A unique advantage of PVC compared to other materials is the possibility of changing the formulation to improve the safety and eco-efficiency of the final product, while maintaining the same level of technical performance.

In addition, PVC is a recyclable material and the European industry has been working hard to boost its collection and to improve the existing recycling technologies.

## VinylPlus Voluntary Commitment



- 1 - Challenge One: Controlled-Loop Management for PVC**  
We will work towards the more efficient use and control of PVC throughout its life cycle
- 2 - Challenge Two: Organochlorine Emissions**  
We will help to ensure that persistent organic compounds do not accumulate in nature and that other emissions are reduced
- 3 - Challenge Three: Sustainable Use of Additives**  
We will review the use of PVC additives and move towards more sustainable additives systems
- 4 - Challenge Four: Sustainable Energy & Climate Stability**  
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 - Challenge Five: Sustainability Awareness**  
We will build sustainability awareness across the value chain – including stakeholders inside and outside the industry – to accelerate progress towards resolving our sustainability challenge.



Based on The Natural Step System conditions for a sustainable society