



**Showing the Path for
a Circular Economy**

vinyl ^{plus}
COMMITTED TO
SUSTAINABLE DEVELOPMENT

The global population is growing, putting substantial stress on our environment and resources. Today, many objects are used and then disposed as waste despite their great recycling potential. The concept of the “circular economy” promotes a system where virtually nothing is wasted.

With the Circular Economy Action Plan, European decision makers have the immediate opportunity to stimulate growth, innovation and investment in the recycling sector.

That is what VinylPlus[®] is all about: improving environmental protection in a sustainable and economically viable way.

PVC (polyvinyl chloride) is one of the most widely used plastics. It is also very well suited for recycling. Through the VinylPlus initiative, a voluntary sustainable development programme, the European PVC industry is creating a long-term sustainability framework for the entire PVC value chain. **VinylPlus works towards an efficient use of PVC throughout its entire life cycle.**



LAUNCH
of our recycling
programme

2000

VinylPlus at a glance



200
partners
across Europe



NETWORK
in the EU 27,
Norway,
Switzerland
and the UK



AROUND 150
recyclers engaged
in PVC recycling
through Recovinyl



**€120
MILLION**
invested in
sustainability in
Europe since 2000

VinylPlus has proven to be a key contributor to the Circular Economy by ensuring continuously growing and safe recycling of PVC.

€750 MILLION
of annual turnover from recycled PVC for converters

1,500 EMPLOYEES
in the PVC recycling field

730,000
tonnes of PVC recycled in 2020

13 MILLION
tonnes of CO₂ saved since 2000

6.5 MILLION
tonnes of PVC recycled since 2000

1 MILLION
tonnes of PVC recycled annually by 2030

ACHIEVEMENTS

Every kilo of recycled PVC replaces the equivalent amount of new PVC on the market:



PREVENTING
a substantial amount of greenhouse gases and significantly reducing energy consumption.



CONTRIBUTING
to the preservation of natural resources and significantly reducing landfill volumes for PVC.

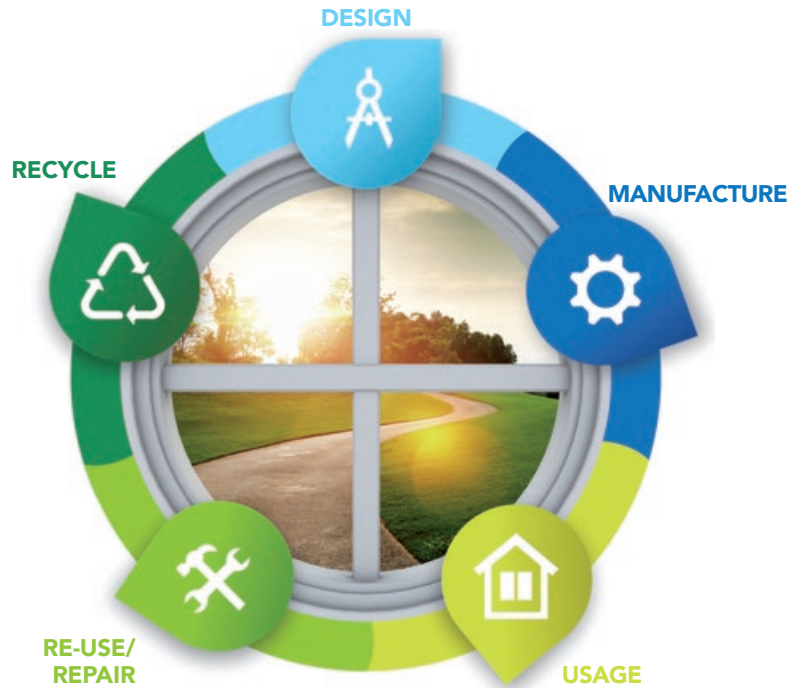
PVC is used in windows, roofing and waterproofing membranes, flooring, pipes, cables and many others.





The Circular Economy Action Plan is a great opportunity for EU decision makers to confirm and reinforce more than 20 years of efforts to develop an effective scheme for PVC recycling.

The recycling path of a PVC window



PVC in action for a Circular Economy

730,000 TONNES
of recycled PVC
per year create



1,500
NEW JOBS

FOR EACH KILO
OF RECYCLED PVC
2 kilos of



CAN BE
SAVED

PVC CAN
BE RECYCLED



SEVERAL
TIMES