

# LOOKING BACK

AT SHE RUNS - ACTIVE GIRLS' LEAD 2019

Introducing material  
circularity to an  
international youth  
sports event



**vinyl** <sup>plus</sup>  
COMMITTED TO  
SUSTAINABLE DEVELOPMENT





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## FOREWORD

Because I am  
made of PVC,  
I will be reused  
or recycled

**LEAD,  
DON'T FOLLOW**

vinyl

**SHE RUN2**  
ACTIVE SINCE 1985





## VINYLPLUS®' PARTNERSHIP WITH THE INTERNATIONAL SCHOOL SPORTS FEDERATION FOR SHE RUNS – **ACTIVE GIRLS' LEAD 2019 WAS A FIRST FOR US.**

With young women coming to Paris from all over the world, She Runs – Active Girls' Lead 2019 was a real celebration of women's empowerment and a great tool to help girl students become community leaders. It also represented an opportunity to engage a young audience about the environmental impact of sporting events – and sustainable development more broadly.



This step will hopefully be the first of many for VinylPlus in playing its part in the sporting community and contributing to its sustainability.

I hope you enjoy this booklet, it gives a glimpse into the incredible journey we experienced throughout the process of our partnership.

**Brigitte Dero**  
General Manager, VinylPlus®





# SHE RUNS – ACTIVE GIRLS’ LEAD 2019





## SHE RUNS-ACTIVE GIRLS' LEAD 2019 WAS THE FIRST INTERNATIONAL SCHOOL EVENT TO PROMOTE GIRLS' HEALTH, EMANCIPATION, AND LEADERSHIP THROUGH SCHOOL SPORT.

The programme was developed by the International School Sport Federation (ISF) with the support of the European Commission's Erasmus+ Sport Programme.

The event on 13 March 2019 was a collaboration with the Union Nationale du Sport Scolaire (UNSS), which has been organising the Lycéenne MAIF RUN since 2017.



## A PARTNERSHIP FOR CHANGE



VINYLPLUS HAS EXTENSIVE EXPERIENCE **PROMOTING THE SUSTAINABLE USE OF PVC THROUGHOUT ITS VALUE CHAIN**, WITH A GOAL OF EXPANDING ITS REACH TO THE WIDER PUBLIC.

Entering into a partnership with the ISF presented an important opportunity to engage with an active youth audience and highlight the role of PVC in improving the sustainability performance of sporting events to a broader audience.







For She Runs – **Active Girls' Lead**, VinylPlus and ISF signed an **Environmental Action**, a commitment to ensure PVC was used sustainably in the run-up to, during and after the event.

The VinylPlus-ISF 'Environmental Action' had six commitments, from sourcing PVC in line with the VinylPlus sustainability

programme to ensuring the re-use and recycling of PVC products after the event.

The 'Environmental Action' enabled VinylPlus to show the wider public the role the PVC industry can play in building a circular economy.

## REPORT

Read more about the results of the Environmental Action in the report **Introducing Material Circularity to an International Youth Sports Event**, co-signed by Brigitte Dero, VinylPlus General Manager and Laurent Petrynka, ISF President.



## THE STAND: SET-UP





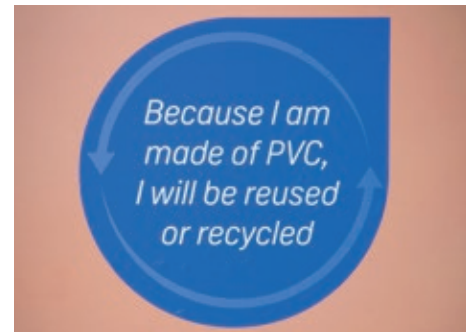


AS PART OF THE PARTNERSHIP, VINYLPLUS DESIGNED AND MANNED AN INTERACTIVE STAND IN THE SPORTS VILLAGE. THE CONCEPT BEHIND IT WAS TO **ENGAGE THE PARTICIPANTS ON THE USE OF PVC IN SPORTS AND THE MATERIAL'S CONTRIBUTION TO A SUSTAINABLE SOCIETY.**



All materials in the stand came from VinylPlus partners. They were sustainably sourced in line with the Environmental Action and their recycling or reuse was a priority.

**THE PVC FLOORING, PROVIDED BY VINYLPLUS PARTNER GERFLOR, CONTAINS 32% RECYCLED PVC. IT HANDLED THE STEPS OF 2,500 YOUNG WOMEN.**



**REUSABLE AND  
RECYCLABLE RIGID PVC  
WALLS** PROTECTED  
PARTICIPANTS FROM  
WIND AND RAIN.





THROUGHOUT THE SPORTS VILLAGE, SAT AGAINST THE BACKDROP OF PARIS' TOWN HALL, REUSABLE PVC TENTS SHELTERED THE NUMEROUS ACTIVITIES.

**PVC WAS ALSO USED IN CANOPIES AND EXTERIOR PROTECTIONS.**



## THE STAND: OPEN FOR BUSINESS





ONCE THE STAND WAS SET-UP, PARTICIPANTS CROWDED IT ALL DAY.

**THE INTERACTIVE CONCEPT WAS A RESOUNDING SUCCESS. GIRLS RACED ON THE PVC FLOORING ON INFLATABLE PVC BOUNCING BALLS.**





A PVC IN SPORTS  
PHOTO WALL AND A  
FULLY STOCKED  
POLAROID CAMERA  
**PROVIDED THE  
GIRLS WITH A  
MOMENTO TO  
TAKE HOME.**









GOODIES WERE STOCKED ON CUSTOM TABLE-TOPS **MADE OF 100% RECYCLED PVC** PROVIDED BY VINYLPLUS PARTNER NOVAFLOR.







Used PVC banners from **VinylPlus** partner **Serge Ferrari** were upcycled by Réversible, a French upcycling design brand, into pencil cases, card holders and purses that were given out to participants.



**VINYLPLUS ALSO  
SUPPLIED YOGA  
MATS TO BE USED  
BY THE GIRLS AFTER  
THE RACES IN THE  
STRETCHING AREA OF  
THE SPORTS VILLAGE.**

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PVC YOGA MATS,  
SOURCED FROM  
VINYLPLUS PARTNER  
A. KOLCKMANN,  
WERE GIVEN OUT  
AS GOODIES.



## THE RACE







THE STARTING LINE OF THE RACE COURSE RAN PARALLEL TO THE SEINE, **DIRECTLY OPPOSITE THE SPLENDID TUILERIES.**



Brigitte Dero launched one of the races by ringing the starting bell, setting off a crowd of runners from all over the world led by French World Champion Swimmer Camille Lacourt.





# TIME TO TALK PVC







ENGAGING WITH THE  
GIRLS ON PVC IN SPORTS  
AND SUSTAINABLE  
DEVELOPMENT WAS A  
PRIORITY FOR THE DAY.

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“IF WE ARE USING  
A LOT OF NATURAL  
RESSOURCES BUT  
HAVE THEM ALREADY,  
**WE MIGHT AS WELL  
REUSE THEM.**”

When asked about  
the importance  
of recycling, **two  
students from Ireland  
were clear about their  
thoughts.**



“IT’S AN IMPORTANT  
TOPIC BECAUSE WE  
ARE THE YOUTH. **IT’S  
OUR RESPONSIBILITY  
TO MAKE THE TOPIC  
KNOWN AND TELL  
THE PEOPLE THIS  
IS IMPORTANT.**”

**Students from  
Austria made a  
strong statement**  
about the role of  
the youth when it  
comes to speaking  
up about sustainable  
development.







# RECYCLING AND REUSE







**THE PVC FLOORING WAS DONATED TO A SCHOOL IN PARIS, NOW USED AS A PLAY MAT BY CHILDREN.**



The Environmental Action stipulated that:

**ALL PVC PRODUCTS WILL BE PROCURED ON THE PRINCIPLE OF THEIR REUSABILITY AND THEIR ACTUAL REUSE WILL BE ENSURED WHEREVER THIS IS POSSIBLE.**

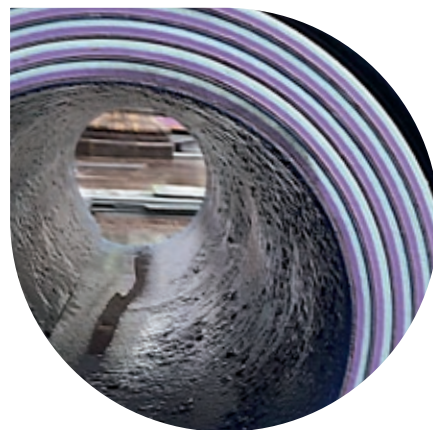
**WHERE THEY CANNOT PRACTICALLY BE SUBJECT TO REUSE, PVC PRODUCTS USED WILL BE RECYCLED.**



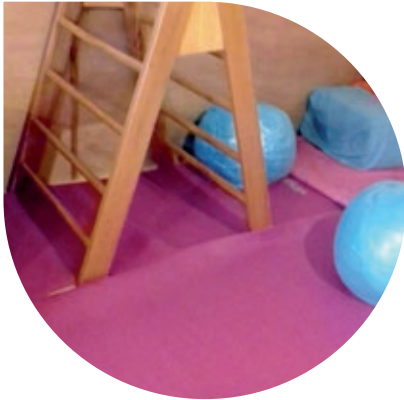




THE RIGID PVC WALLS WERE RECYCLED BY VINYLPLUS PARTNER CIFRA **AND WILL BE USED TO MANUFACTURE OTHER PVC PRODUCTS.**



THE PVC YOGA MATS WERE DONATED TO A KINDERGARTEN IN BRUSSELS, BELGIUM:  
**CHILDREN WILL PLAY AND LEARN ON THEM.**







**THE SAME  
KINDERGARTEN  
RECEIVED THE PVC  
BOUNCING BALLS USED  
IN THE VINYLPLUS STAND.**

**THE PVC TABLES WILL  
BE GIVEN A SECOND LIFE  
IN THE VINYLPLUS OFFICES.**





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### About VinylPlus®

Launched in 2011, VinylPlus is the 10-year Voluntary Commitment to sustainable development by the European PVC industry. The VinylPlus programme was developed through open dialogue with stakeholders, including industry, NGOs, regulators, civil society representatives and PVC users. The regional scope is the EU-28 plus Norway and Switzerland. VinylPlus® is registered as a SMART partnership on the United Nations Partnerships for Sustainable Development Goals Platform.

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### Acknowledgements

We would like to take the opportunity to thank all the VinylPlus partners mentioned in this booklet without whom our involvement in She Runs – Active Girls' Lead 2019 would not have been possible.

We'd also like to thank the International School Sport Federation for being such a constructive partner throughout the process.





PVC

n Sport

IT'S A  
RUNDERFUL

GIRL  
POWER

LEAD,  
DON'T FOLLOW

#Empowerment

GOING RUNNING  
PVC YOU LATER!

#SheRuns

GenderEquality









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