PVC Products: Promoting Social Responsibility in Procurement Decision Making

Wednesday 3rd October 2013

Responsible Sourcing of PVC Products
- Establishing the VinylPlus Label

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What does Responsible Procurement mean to you?

• A conscious decision to purchase goods/services on ethical principles and/or related to sustainable development

• What do these labels mean to you?
  – Trust
  – and sometimes frustration!
VinylPlus Challenge No 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.

- External stakeholder meeting, starting in 2012.
- Product label launched by end 2012.
- Engage with 5 global brand holders by end 2013.
- Increase the number of participants by 20% compared with 2010.
- ECVM and ESPA promoting VinylPlus outside the EU-27.
- Review of progress towards the globalisation of the approach by end 2015
Why Establish the VinylPlus Product Label?

- There are so many labels out there why the need for another!

- A Possible Game-changer!
  - Potential for longer-term FSC type label
  - Consumer confidence
    - The label ends the “PVC Debate”

- Differentiation in Market
  - BES 6001 Listed in Green Book live

- Code for Sustainable Homes
  - Gain additional credit points for Mat 3 Category

- Creates visibility of the VinylPlus Programme downstream

- Seen as “the right thing to do”
  - Good relationships with our regulators
  - Key driver towards sustainable development
  - Benchmarking and Continual Improvement

- Proliferation of Green Building Councils developing their own criteria for PVC
  - E.g. GBCA – Green Star – PVC Credit

- International/European and National benefits
  - It is in our interests for Green Public Procurement organisations to recognise and/or adopt our label.
The Journey So Far

• A unique partnership between three key stakeholders
  – VinylPlus – with initial focus on building and construction industry
  – BRE Global – Well respected international organisation with a credible responsible sourcing tool already developed
  – TNS – our critical partner with a high degree of credibility and independence

• The Task:
  – To produce a Credible Certified Labelling scheme for PVC based products for the benefit of the European PVC Value Chain

• Final Draft Version has been circulated for comment to the PVC sector associations and is awaiting final approval for launch during Q4 2013
Key Criteria

• Partnership Commitment
  – Integration of VinylPlus within a company

• Organisational Management Requirements
  – Policy
  – Legal Compliance
  – Quality Management System
  – Supplier Management System

• Supply Chain Management Requirements
  – Material traceability through the supply chain
  – EMS in the supply chain
  – Health & Safety Management Systems in the supply chain
Key Criteria cont..

- **VinylPlus – 5 Key Sustainability Challenges**
  - **Ch No 1. Controlled Loop Management**
    - Means to reduce and diverse waste from landfill at site
    - Higher points gained by quantifiable targets and objectives, use of recyclate in the product being evaluated, consideration for design for re-use or recycling
  - **Ch No 2. Organochlorine Emissions**
    - Compliance with ECVM Charter or equivalent scheme
    - Higher points gained by demonstration of freedom from mercury cell technology, reporting mechanisms for emissions, no transport accidents
Key Criteria cont.

- **Ch No 3. Sustainable Use of Additives**
  - Without Cd, Pb or any Annex XIV substance
    - Exemption for recyclate
  - Higher points gained by demonstrating use of safer additives, or measurement and disclosure of legacy additives from recyclate, or sustainability evaluation by TNS

- **Ch No 4. Sustainable Energy & Climate Stability**
  - Policy to reduce greenhouse gas emissions
  - Higher points gained by providing quantifiable objectives and/or reporting for energy efficiency, use of renewables, transport impacts, LCA measurements and EPD’s

- **Ch No 5. Sustainability Awareness**
  - Policy for learning and development of its employees
  - Higher points gained by providing quantifiable objectives and reporting mechanisms
Scoring Criteria

• The process is likely to include a scoring criteria for products manufactured by a company based on a rating system of:
  – Good
  – Very Good
  – Excellent

• Logo not finalised but favoured ideas include:
Conclusions

- VinylPlus label works hand in hand with the VinylPlus commitment creating greater visibility
- There will be a greater level of transparency within the value chain and a greater level of assessment
- Providing you with a vehicle for product differentiation and providing an opportunity far greater than any threat
- Its reputation will be based on convincing our stakeholders that it has value and their trust
- Communication of the label will be extremely important for 2014
- The new VinylPlus label has the potential to be a future “game changer” in the PVC debate
  - Potential for Re-selection (rather than de-selection)
- If your company is not a VinylPlus member then please join!