PVC Products: Promoting Social Responsibility in Procurement Decision Making
Wednesday 3rd October 2013

Where are we with VinylPlus?
The EU PVC Industry Sustainable Development Programme

Brigitte Dero, VinylPlus
What is VinylPlus?

• 10 year programme of the EU PVC industry to minimise the impact of PVC products throughout their entire life-cycle and improve their contribution towards sustainable development

• Built on the achievements of the previous 10-years successful Voluntary Programme of the PVC industry (Vinyl2010)

• Developed bottom up in industry workshops and with an open process of stakeholder dialogue

• The regional scope of the programme is the EU-28 plus Norway and Switzerland

• Period: 2011-2020
### Who are the Partners?

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<th>PVC VALUE-CHAIN</th>
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<td><strong>500,000 JOBS</strong></td>
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<td><strong>6 million t/y PVC production</strong></td>
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<td><strong>€80 billion Turnover</strong></td>
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#### Partners:

- **The European Council of Vinyl Manufacturers (ecvm)**
- **The European Council for Plasticisers and Intermediates (ecpi)**
- **The European Stabilisers Producers Association (espa)**
- **The European Plastics Converters (EuPC)**

#### In total, 180 companies contributing financially

*The Natural Step Framework is an internationally recognised 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))*

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**1 NGO**

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*The UK’s Leading Plastics Trade Federation
Stronger Together | www.bpf.co.uk*
Committed to transparency

Independent Monitoring Committee measuring our progress

European Commission
Consumer associations
Trade unions
Industry
European Parliament
Academics
VinylPlus in a nutshell

30 measurable & concrete targets organised around 5 key challenges for PVC

1. Controlled-loop management
2. Reducing emissions
3. Sustainable use of additives
4. Reducing energy and raw material use
5. Awareness raising and open communication with all stakeholders

Based on The Natural Step System Conditions for a Sustainable Society

The UK’s Leading Plastics Trade Federation
Stronger Together | www.bpf.co.uk

www.bpfevents.co.uk
1 Controlled Loop 2012

More efficient use and management of PVC throughout its entire lifecycle

- 362 ktonnes of PVC recycled, new definition of recycling for sectoral applications
- Recovinyl shifting focus from push to pull.
- Technical projects supported with 1.6 Mio Euro
- Industry investment above €4 million
- Address ‘legacy additives’
PVC recycled in 2012: 362,076 tonnes

- Post-consumer: 244,937 t
- Post-industrial: 117,139 t
Organochlorine Emissions 2012

- 96% full compliance with PVC resin Industry Charters in first Quarter 2012
- Risk assessment for the transportation of major raw materials, in particular VCM, by end 2013
- First External Stakeholder roundtable held in Vienna, November 2012, facilitated by TNS: View on additives came up as more critical than on dioxins

Strict production control to reduce emissions
Review the current use of PVC additives in order to move towards more sustainable solutions

- Lead replacement: 76.37% decrease. To be phased out by end of 2015 in EU 27
- Task Force established: producers, converters, NGO
- Develop robust criteria for the ‘sustainable use of additives’, status report by end 2013
- Update industry EPDs and LCAs with latest producer data
Lead stabilisers replacement

EU-15 & EU-27 (plus Norway, Switzerland and Turkey)

Lead stabiliser consumption decreased by 76.37% in the EU-27 compared to 2007
Phthalate Plasticisers

EU Trend: Shifting to HMW Phthalates & other Plasticisers

Source: 2011 ECPI estimate

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<th>Year</th>
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4 Sustainable Energy Use 2012

Reduce energy and raw material consumption to minimise climate impact

- Resin producers targeting 20% reduction of specific energy consumption by 2020 – data collection methodology has been validated
- Step by step approach for converters: Input data in benchmarking system as of June 2012
- Renewable Materials Task Force in action
- Sustainability Footprint Task Force working on Product Environmental Footprint (PEF)
5 Progress on Sustainability Awareness 2012

Promotion of sustainable development principles across a wide range of stakeholders - inside and outside the PVC industry

- VinylPlus Membership certificates being distributed to all partners
- Product label under development
- Promotion of VinylPlus at global level
- Communication projects run by PVC national representatives & sector federations
- VinylPlus mentioned as a reference:
  - EU Ecolabel for profiles/doors
  - EU Green paper on Plastic Wastes
  - UN-WSCD Partnerships Forum
Stakeholder dialogue

“The approach you have in building partnerships and in setting common standards and goals on sustainability is an approach I hope that you can spread to your colleagues and similar industries in other parts of the world. I think that if you are able to do that then you will also be helping the UN agenda along. We look forward to working concretely with you, sharing priorities. Together we must create and catalyse transformation and change.”

Amb. Tomas Anker Christensen, Senior Advisor at the United Nations Office for Partnerships

“We must all recognise that economic circumstances have affected this sector. In the case of PVC, in Europe at least, we can be encouraged that the initiative continues…. As customers, particularly in public procurement and amongst big brand names, increase their insistence upon materials that have good sustainability credentials, then we will see that the leadership given in Europe has a clear pay-off. VinylPlus continues to be a role model which other industries would do well to emulate.”

David Cook
Executive Ambassador
The Natural Step
Sustainability awareness: Increased visibility

- **VinylPlus selected as CEFIC's Sustainability Flagship Initiative**
  - Interview and dedicated section published online. Reference on annual reporting
    - [www.cefic.org/VinylPlus](http://www.cefic.org/VinylPlus)

- **Sustainable Thinking Platform re-launched**
  - Engaging young sustainable thinkers online
  - Photo competition focused on sustainability
  - Thousands of members from all around the world, aged 18-30
    - [www.sustainablethinking.eu](http://www.sustainablethinking.eu)
The future ahead

- The industry is on the right path to achieve the sustainability objectives set
  - substitution, increased resource efficiency, less energy-intensive, reducing emissions
Additional Information

www.vinylplus.eu

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