

# The Voluntary Commitment of the European PVC industry

22 June 2011



# EXECUTIVE SUMMARY

VinylPlus is the new ten-year Voluntary Commitment of the European PVC industry. It is built on the achievements of the Vinyl 2010 programme and takes the next important steps in tackling the sustainability challenges for PVC. The regional scope of the programme is the EU-27 plus Norway and Switzerland.

The VinylPlus programme has been developed bottom up in industry workshops and with an open process of stakeholder dialogue. Five key sustainable development challenges have been identified for PVC, together with a set of working principles. Each of the challenges is based on The Natural Step System Conditions for a Sustainable Society.

## THE FIVE CHALLENGES & THE RELATED TARGETS

### **1** **Controlled-Loop Management:**

We will work towards the more efficient use and control of PVC throughout its life cycle.

- Recycle 800,000 tonnes/year of PVC by 2020.
- Exact definitions and reporting concept to be available by end 2011.
- Develop and exploit innovative technology to recycle 100,000 tonnes/year of difficult-to-recycle PVC material (within the overall 800,000 tonnes/year recycling target) by 2020.
- Address the issue of legacy additives and deliver a status report within each annual VinylPlus Progress Report.

### **2** **Organochlorine Emissions:**

We will help to ensure that persistent organic compounds do not accumulate in nature and that other emissions are reduced.

- Engage with external stakeholders in the discussion of the organochlorine emissions during 2012.
- Develop a plan to deal with stakeholder concerns on organochlorine emissions by end 2012.
- Compliance with the PVC resin Industry Charters in first Quarter 2012.
- Risk assessment for the transportation of major raw materials, in particular VCM, by end 2013.
- Target zero-accident rate with VCM release during transportation in the next ten years.

### 3 Sustainable Additives:

We will review the use of PVC additives and move towards more sustainable additive systems.

- Lead replacement in the EU-27 by end 2015.
- Additives Task Force to work out robust criteria for the 'sustainable use of additives', with status report by end 2012.
- Validation of the robust criteria for the 'sustainable use of additives', in conjunction with the downstream value chain, with status report by end 2014.
- Other PVC additive producers and the downstream value chain will be invited to participate in the 'sustainable additives' initiative.

### 4 Sustainable Energy Use:

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.

- Establish Energy Efficiency Task Force by end 2011.
- Resin producers to reduce their specific energy consumption, targeting 20% by 2020.
- Define targets for specific energy reduction for converters by end 2012.
- Energy Efficiency Task Force to recommend suitable environmental footprint measurement by end 2014.
- Establish Renewable Materials Task Force by end first Quarter 2012.
- Renewable Materials Task Force's status report by

### 5 Sustainability Awareness:

end 2012.

We will continue to build sustainability awareness across the value chain – including

**stakeholders inside and outside the industry – to accelerate resolving our sustainability challenges.**

- VinylPlus web portal to go online in Summer 2011.
- A VinylPlus Monitoring Committee, which will meet a minimum of twice a year, will be established by end 2011.
- A VinylPlus Membership Certificate will be launched by end 2011.
- A public, and independently audited, VinylPlus Progress Report will be published annually and proactively promoted to key stakeholders. The first edition will be published in 2012.
- Annual external stakeholder meetings will be organised, commencing in 2012.
- A VinylPlus product label will be launched by end 2012.
- ECVM will take an active role in promoting VinylPlus with international PVC industry organisations worldwide.
- ESPA will actively promote VinylPlus sustainability principles to the markets outside the EU-27.
- VinylPlus will increase the number of participants by 20%, compared with 2010 by end 2013.
- VinylPlus will engage with five global brand holders by end 2013.
- A review of progress towards the globalisation of the approach will be undertaken by end 2015.

A formal interim review of all targets is foreseen in 2015.

# THE VINYLPLUS WORKING PRINCIPLES



VinylPlus is committed to the following guiding principles:

- **Voluntary action**  
getting on with tackling the sustainability challenges of PVC in a proactive way.
- **Measurable targets and deadlines**
- **Continuous improvement**  
to always accept that the journey to sustainability requires constant evaluation and learning along the way.
- **Collaboration**  
ways of working together within the industry to find solutions that no single player can implement, and reaching out to a much broader stakeholder group.
- **Transparency**  
opening-up, sharing and recognising the gap between where we are now and where we aim to be.
- **Scientific rigour and research**  
making sure technologies, processes and materials are assessed according to strong and scientifically-based sustainability principles.
- **Dialogue**  
creating more debate with external contacts and those who have something to say about PVC, in a positive, listening and learning frame of mind.
- **Responsibility**  
no one is going to secure a place for PVC in the sustainable future other than the industry itself.
- **Seeking business prosperity**  
we need successful businesses along the value chain of PVC – that means making an acceptable return on investment, and being competitive; at the same time as seeking the route to sustainable development.
- **Priority to sustainability innovation**  
research, design and innovation should have no goal other than improving the sustainability potential of PVC including its market competitiveness, as well as openly challenging components, materials and practices that do not make sense in terms of sustainable development.

# SUMMARY OF VINYLPLUS PLANNED MILESTONES

	<b>Challenge One</b> CONTROLLED LOOP	<b>Challenge Two</b> ORGANOCHLORINE EMISSIONS	<b>Challenge Three</b> SUSTAINABLE ADDITIVES	<b>Challenge Four</b> SUSTAINABLE ENERGY USE	<b>Challenge Five</b> SUSTAINABILITY AWARENESS
<b>2011</b>	Exact definitions and reporting concept			Energy Efficiency Task Force established	VinylPlus web portal to go online Monitoring Committee established Membership Certificate launched
<b>2012</b>	1 <sup>st</sup> report on legacy additives	Plan to deal with stakeholder concerns Compliance with the PVC resin Industry Charters	Criteria developed by Additives Task Force	Renewable Materials Task Force established Targets for specific energy reduction for converters	1 <sup>st</sup> VinylPlus yearly Progress Report 1 <sup>st</sup> External stakeholder meeting VinylPlus product label launched
<b>2013</b>	Specific conversion industries' targets on recycling	Risk assessment for the transportation of major raw materials, in particular VCM			Number of members increased by 20% Engagement with 5 global brand holders
<b>2014</b>			Validation of additives criteria	Recommend suitable footprint measurement	
<b>2015</b>	Formal interim review of all targets	Formal interim review of all targets	Formal interim review of all targets Lead replacement in the EU-27	Formal interim review of all targets	Formal interim review of all targets Review of progress towards globalisation
<b>10 YEARS</b>	Recycling of 800,000 tonnes/year of PVC including 100,000 tonnes/year of difficult-to-recycle PVC material	Target zero-accident rate with VCM release during transport for the 10-year period	ESPA will actively promote VinylPlus outside the EU-27	Resin producers target to reduce specific energy consumption by 20% by 2020	ECVM to take an active role in promoting VinylPlus within international PVC industry organisations worldwide

**VinylPlus four founding members are:**

**ECVM** - European Council of Vinyl  
Manufacturers

**EuPC** - European Plastics Converters

**ESPA** - European Stabilisers Producers  
Association

**ECPI** - European Council for Plasticisers  
and Intermediates



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