

WHO WE ARE



200 COMPANIES
of PVC resin and additives
producers and converters



Operating in the **EU-27,
NORWAY, SWITZERLAND
AND THE UK**



A network of around
150 RECYCLERS



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

PVC, one of the most widely used polymers in the world, is used in a broad range of sectors, such as:

- ▶ BUILDING AND CONSTRUCTION
- ▶ AUTOMOTIVE
- ▶ CABLING
- ▶ MEDICAL
- ▶ LEISURE AND LUXURY GOODS
- ▶ EVERYDAY APPLICATIONS

OUR ROADMAP TOWARDS 2030

VinylPlus
2030
Commitment



ADDRESSING PRIORITIES AT THE EUROPEAN AND GLOBAL LEVELS

**SUSTAINABLE
DEVELOPMENT
GOALS**

Aiming to contribute to the United
Nations 2030 Agenda for
Sustainable Development



Aligning with relevant EU policies
under the European Green Deal



Embracing the EU Circular
Plastics Alliance's targets on
the use of recycled plastics
in new products

- 3 PATHWAYS**
- 12 ACTION AREAS**
- 39 CONCRETE MEASURABLE TARGETS**



Independently **AUDITED**
yearly Progress Reports

TRANSPARENCY AND ACCOUNTABILITY

To guarantee maximum transparency, participation and accountability, VinylPlus works with an independent **MONITORING COMMITTEE** including representatives of:

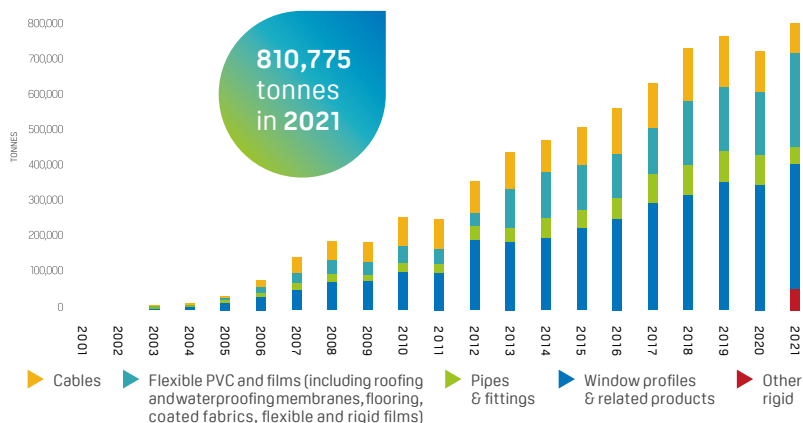


PATHWAY 1



Circular Economy

PVC RECYCLED WITHIN THE VINYLPLUS FRAMEWORK



COMMITTED TO RECYCLING



900,000 TONNES of PVC recycled per year by 2025

1 MILLION TONNES of PVC recycled per year by 2030



7.3 MILLION tonnes of PVC recycled since 2000



14.5 MILLION tonnes of CO₂ saved since 2000



+1.6 THOUSAND direct jobs in recycling plants

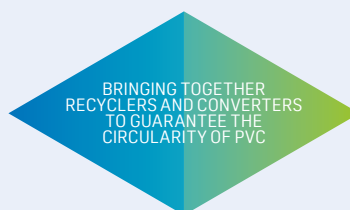
RecoTrace™

Recovinyl® monitors, verifies, and reports European PVC recycling tonnages and the use of this material through its data collection system RecoTrace™



RECYCLING ACTIVITY

Recyclers and converters register how much PVC waste they have recycled



BRINGING TOGETHER RECYCLERS AND CONVERTERS TO GUARANTEE THE CIRCULARITY OF PVC



CONVERTING ACTIVITY

Converters register how much recycled PVC material has been used in new products

PATHWAY 2



Decarbonisation and Environmental Footprint Minimisation

ADVANCING TOWARDS CARBON NEUTRALITY

PVC RESIN PRODUCTION

-9.5% ENERGY CONSUMPTION **-14.4% CO₂ EMISSIONS**



to produce 1 tonne of PVC in 2015-2016 compared to 2007-2008

MAIN PVC APPLICATIONS

BETWEEN -16% AND -26.5% IN ENERGY CONSUMPTION



for window profiles, pipes, flooring, films and sheets in 2020 compared to 2010

EMBRACING THE SUSTAINABLE USE OF CHEMICAL SUBSTANCES

Additive Sustainability Footprint® Methodology

- ▶ Methodology developed in collaboration with The Natural Step.
- ▶ Assesses the lifecycle sustainability of additives used in PVC products.
- ▶ Peer reviewed by LCA experts and validated.

PATHWAY 3



Coalitions and Partnerships

The sustainability mark for PVC products

The VinylPlus® Product Label is a sustainability certification for PVC products in the building and construction sector, developed in cooperation with Building Research Establishment (BRE) and The Natural Step.

THE VINYLPLUS® PRODUCT LABEL CONTINUES TO EXPAND:

11 companies have been awarded the Label for **130** products and product systems manufactured at **22** European sites.



Engaging stakeholders and building partnerships



What are some of the commendable actions on the ground from the private sector, particularly VinylPlus? You have created an excellent pre-competitive space for industry on circularity, which we usually point to when we talk with other stakeholders. The voluntary R&D supported by the value-chain actors and your Commitment for 2030 are very valuable, as are your efforts to exchange experiences and information globally.

Nilgün Tas

Deputy Director, Department of Environment, UNIDO



The European PVC industry, through VinylPlus, has a role to play in the large-scale renovation efforts that were identified by the European Commission as key areas for investment thanks to their potential to improve the environmental footprint of buildings across the EU and to create jobs.

Ondřej Knotek

Member of the European Parliament