

## VINYLPLUS CONTEXT

VinylPlus, the sustainable development initiative of the European PVC sector, is a pioneer and has been concentrating on sustainability and the circular economy for more than 20 years.

## THE IMPLEMENTATION

The first voluntary commitment made by the European PVC industry was Vinyl 2010. By emphasizing on minimizing the environmental impact of production, promoting the appropriate use of additives, supporting collection and recycling programs, and fostering communication among all industry stakeholders, it helped develop a 10-year program to bring the PVC industry toward sustainability.

The European PVC industry introduced VinylPlus, its second voluntary commitment, in 2011 by building on the successes and outcomes of Vinyl 2010 and the Responsible Care® program. In the past ten years, VinylPlus has concentrated on the ongoing development of PVC waste collection and recycling programs across Europe, the gradual replacement of the additives that are the most problematic, the reduction of energy consumption in manufacturing processes, and the creation of the VinylPlus® Product Label.

Vinyl 2010 and VinylPlus have met their objectives over the past 20 years while providing yearly reports and being monitored by an independent Monitoring Committee.

## IMPACT CREATED

With the official launch of VinylPlus 2030, the European PVC industry's subsequent 10-year commitment to sustainable development, at the VinylPlus Sustainability Forum 2021, the entire PVC value chain reaffirmed its commitment to making progress toward a sustainable and circular future. Recovinyl's objective also includes maximizing the PVC industry's resource efficiency by serving as a middleman between recyclers and converters to build a reliable connection and material flow based on a certified recycled PVC material (recyclate) system.

The VinylPlus program's Recovinyl is a crucial component and the primary driver of PVC recycling in Europe. The European PVC value chain launched Recovinyl in 2003 with the goal of facilitating PVC waste collection and recycling in Recovinyl accredits converting businesses that use recycled PVC to create new PVC products as well as businesses that recycle PVC waste.

Recovinyl stimulates the supply of post-consumer and post-industrial PVC waste being recycled in Europe by creating a demand for recycled PVC material in the converting industry by certifying the quality and quantity of recycled PVC that is produced and purchased. accordance with Vinyl 2010's and VinylPlus's Voluntary Commitments.

## MORE INFORMATION

Website: <https://www.vinylplus.eu/>

Social media:

Twitter: [https://twitter.com/VinylPlus\\_EU](https://twitter.com/VinylPlus_EU)

LinkedIn: <https://www.linkedin.com/company/vinylplus/?originalSubdomain=be>

Youtube: <https://www.youtube.com/user/vinylplusstream>

Vimeo: <https://vimeo.com/vinylplus>

Video: [VinylPlus® Med – committed to sustainability in healthcare](#)

Pictures:



