



About the initiative

VinylPlus is the new 10-year sustainability programme of the European PVC industry. Launched in June 2011, it has been developed bottom-up in an open process of extensive stakeholder dialogue building upon the achievements of Vinyl 2010. The main goal is to establish a long-term sustainable development framework for the entire PVC industry across all 27 EU member states plus Norway and Switzerland.

VinylPlus brings together the entire PVC value-chain: ECVM (European Council of Vinyl Manufacturers), ESPA (European Stabilisers Producers Association), ECPI (European Council for Plasticisers and Intermediates) and EuPC (European Plastics Converters). They represent around 21,000 companies - many of which are SMEs - employing more than 500,000 people in Europe.

Key activities

Progress towards the set targets is audited and verified by independent third parties and published in an annual report. At the same time, VinylPlus works closely with external stakeholders and policymakers through an independent Monitoring Committee with representatives from the European Commission and the European Parliament, academics, trade unions, industry and consumer groups. They meet twice a year to supervise the implementation of the Voluntary Commitment, ensuring guidance, transparency and accountability.

Like its predecessor Vinyl 2010, VinylPlus is a partnership registered with the Secretariat of the UN Commission on Sustainable Development.

Targets & challenges

VinylPlus is built around addressing five key challenges, based on [The Natural Step](#) System Conditions for a Sustainable Society:

1. Recycling 800,000 tonnes/year of PVC by 2020 as well as developing innovative recycling technologies.
2. Addressing concerns about organochlorine emissions.
3. Ensuring the sustainable use of additives including
4. Enhancing energy efficiency and the use of renewable energy and raw materials in PVC production.
5. Promoting sustainability awareness throughout the whole PVC value chain and beyond.

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

Expected impact

The European PVC industry believes in a far-ranging vision that requires an open, collaborative and innovative approach. Whilst tackling specific challenges for PVC, VinylPlus and the industry aim to become a major contributor towards sustainable development and a greener economy in Europe.

The programme's vision is set to make sure PVC is a preferred material in terms of quality, value and environmental safety by providing convenience, comfort and high social value as well as having good sustainability credentials.

Quick facts

PVC is the third-most widely produced plastic in the world. It is a thermoplastic, meaning that it can be melted several times, made out of salt (57%) and oil (43%) and therefore less oil-dependent than any other major thermoplastics. It can be made softer and more flexible by the addition of plasticisers, such as phthalates. PVC is largely used in the construction, automotive, electronics, food packaging and healthcare sectors.

Contact

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