



# FOREWORD

**Welcome to the first edition of our new quarterly newsletter!**

**VinylPlus Connect** is brought to you by VinylPlus and The Vinyl Foundation to keep you informed about the VinylPlus programme's latest achievements, activities, exciting news and communication materials. We hope you will enjoy this new way to stay closely connected to VinylPlus.

This VinylPlus member-only newsletter reflects our commitment to continuously evolve and be closer to you as our partners.

## **A new vision and mission for VinylPlus**

In December 2016, the VinylPlus Board adopted a new vision and mission for VinylPlus in line with our new Strategy Paper towards 2020. These renewed vision and mission statements are instrumental to guide our organisation's decisions, strategies and tactics.

**“ Our vision: Together Towards a Sustainable Society with Vinyl ”**

This first edition of **VinylPlus Connect** is a trial and we encourage you to share your feedback with us so that we can continuously improve our communication and collaboration with you. Contact us at [info@vinylplus.eu](mailto:info@vinylplus.eu) and let us know your thoughts!

We hope to see you at the VinylPlus Sustainability Forum in Berlin.

Brigitte Dero  
General Manager



Alexandre Dangis  
Director



## OUR LATEST SUCCESSES

*In case you missed it...* This newsletter brings you the latest news and achievements of the VinylPlus programme.

## VinylPlus recognised as “Highly Commended” entrant by The Circulars



**The Circulars**, an initiative of the World Economic Forum, recognises those businesses, organisations and people driving innovation and growth in the circular economy.

This year, VinylPlus was recognised as **“highly commended”** entrant for supporting an enabling environment for the circular economy to develop and flourish.

Brigitte Dero  
General Manager of VinylPlus.

"We are extremely honoured and delighted to have been selected as a Highly Commended entry for the Circulars 2017. It is a great recognition for the effort, commitment and dedication that the European PVC industry is devoting in pursuing the objectives of its sustainability programme."

“The European PVC industry Voluntary Commitment is an example of industry self-regulation working in practice. It is a learning-by-doing process, and in a certain way it helps to revolutionise the PVC value chain in Europe.

It also demonstrates that trade associations and industry voluntary programmes can play an important role in reaching out also to SMEs and helping them achieving significant environmental targets in their transition toward a circular and greener economy.”

As a "Highly Commended" entrant, VinylPlus benefits from many recognition and advantages:

VinylPlus will be mentioned in The Circulars 2017 'Yearbook', which will be promoted and shared with the Circulars community and wider public.

VinylPlus will be invited to attend the Young Global Leaders Circular Economy Speaker Series events, where we will hear from other circular economy leaders and have the opportunity to cooperate.

VinylPlus will get visibility through social media and affiliated organisations to The Circulars.

VinylPlus can promote its status as a “Highly Commended” entrant of The Circulars 2017 thanks to an official ‘medal’.

## Social Dialogue, a step forward

**VinylPlus signed a cooperation agreement on PVC with industriAll, a union representing 50 million workers in 140 countries in the mining, energy and manufacturing sectors, and the European Chemical Employers' Group (ECEG), which represents the chemical, pharmaceutical, rubber and plastics industries in Europe.**

Social partners together with VinylPlus have agreed to intensify their cooperation. The newly signed cooperation agreement on the European PVC Industry defines areas and subjects of joint activities of all three parties within this intensified cooperation for the period 2017-2020.

It focuses on:



Health and Safety



Training and  
lifelong learning



Specific focus on  
recycling facilities



Circular  
economy



Read the [press release](#) and the [signed cooperation agreement](#).

**Emma Argutyan,**  
ECEG Director General

“As recognised social partners on the EU level representing, among others, plastic industry, cooperation with VinylPlus is of an outmost importance.

The mutual goal of securing health and safety at the workplace as well as protecting environment by focusing on recycling facilities – are part of the main cooperation points envisaged by us.

Our goal is to deliver on all above mentioned areas with a transparent and open annual evaluation of our cooperation at the social partners' plenary meeting.”

**Brigitte Dero,**  
VinylPlus General Manager

“For VinylPlus, the social element that underpins the concept of sustainable development is crucial. At the basis of our industry are our people, to whom we shall guaranteed high standards of health & safety and well-being.

The newly signed agreement strengthens and intensifies the fruitful cooperation with the social partners. This is essential to ensure job quality and good employment conditions for all.”

# THE VINYLPLUS SUSTAINABILITY FORUM 2017

This year's VinylPlus Sustainability Forum focuses on the circular economy and will look at the key challenges and opportunities for the PVC industry. The event will feature high-level speakers from EU institutions, the United Nations (UNIDO), EU Member States, academia and civil society together with leading representatives from the PVC industry.

## The VinylPlus Sustainability Forum

### Towards Circular Economy

10 & 11 May 2017  
Berlin, Germany



The VinylPlus Sustainability Forum will offer ample networking opportunities, including our Welcome cocktail and buffet on 10 May.

The event will end with a "Networking Dinner" on the evening of the 11 May.

We look forward to welcoming you at the VinylPlus Sustainability Forum and to sharing with you the progress our industry has made on the way to a sustainable future.

**160 people have registered! Join them!**

[Register online](#)

#### Day 1

Philip Law, Managing Director of British Plastics Federation (BPF) will moderate the "Global View on Vinyl", which will showcase:

- The health of the global PVC market
- An in-depth look at the global industry initiatives from all parts of the globe
- The European PVC Industry initiatives with presentations from medical, pipes, cables sectors

#### Day 2

Moderated by Jim Currie, former EU Director General for Environment, now Senior Advisor at Burson-Marsteller, Harald Pilz, Senior Advisor at Denkstatt, and Rose Brooke, Editor of the European Plastics Product Manufacturers Magazine, we will discuss:

- EU and regional policies on the Circular Economy
- Eco-design and innovation
- Better Lifestyles with Smart PVC Products

# SAFE RECYCLING OF PVC WITH LEGACY LEAD

**VinylPlus has been working with the Munich based FABES institute since the 2010 discussion of the cadmium derogation for recycled PVC.**

**More recently, FABES modelled migration of legacy additives for a regulatory waste meeting in June 2015.**

A more comprehensive measurement of diffusion and partition coefficients, the key parameters required to model migration, was initiated end of 2015 and completed in August 2016.

The report concludes that very low diffusion coefficients for the legacy substances in rigid PVC, combined with the low water solubility, result in very low leaching rates when PVC articles come into contact with water or, via sweat, with the human body. The diffusion coefficients of legacy substances in plasticised PVC are higher.

However, if the contact medium of the polymer is a relatively thin and stagnant layer, migration comes soon to a halt because of low water solubility of these substances. In a nutshell, the 'polymer matrix' effect by which substances embedded in a polymer tend to remain in place has - once more - been confirmed.

FABES has now submitted a paper to a peer-reviewed journal and is awaiting publication.

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Meanwhile, FABES supported a toxicology consultant with modelling to develop two risk assessments for lead in recycled PVC, one related to recycling activities, the other one about use of recycled PVC:

PVC waste stored in the open can be exposed to rain, so that lead leaching out from the PVC could potentially contaminate the local surroundings.

The exposure assessment showed that the local contributions due to lead leaching from PVC stored at recycling plants are negligible compared to the regional lead concentrations stemming from natural background and other anthropogenic sources.

Consequently, the risk assessment clearly shows the absence of risks for the environment.

Lead might also migrate out of the PVC matrix during use, resulting in consumers' exposure and emissions of lead to the environment. No risks via dermal or oral exposure were identified.

An environmental exposure assessment for lead potentially leaching out during widespread applications showed that the local contributions due to combined leaching of lead from all uses of recycled PVC are negligible compared to the regional lead background concentrations from other sources.

Consequently, the risk assessment clearly shows the absence of risks for the environment and for indirect exposure of humans via the environment.

# COMMUNICATION TOOLS

We created and refreshed several communication tools and resources to support our mission and activities.

## Brochures updates

Download them on [VinylPlus.eu](http://VinylPlus.eu) or contact us at [info@vinylplus.eu](mailto:info@vinylplus.eu) to receive print copies.



### LEAFLET CIRCULAR ECONOMY

Discover our latest brochure on how VinylPlus is stimulating growth, innovation and investment in the PVC industry and the recycling sector as part of a circular economy.

[Download](#)



### BROCHURE VINYL IN EUROPEAN STADIUMS

This brochure offers a journey of some of Europe's greatest architectural feats in sport, made possible with Vinyl, combining environmental responsibility and architectural greatness.

[Download](#)



## Online communication

### WEBSITE UPDATE CIRCULAR ECONOMY

VinylPlus has proven to be a key contributor to the circular economy, which is currently an important policy field for the European Commission. We are developing our communication tools on this topic.

Check out our latest addition on the Circular Economy to our website where we explain how VinylPlus plans to further contribute to the circular economy with even more PVC recycling.

### VINYLPUS ON TWITTER

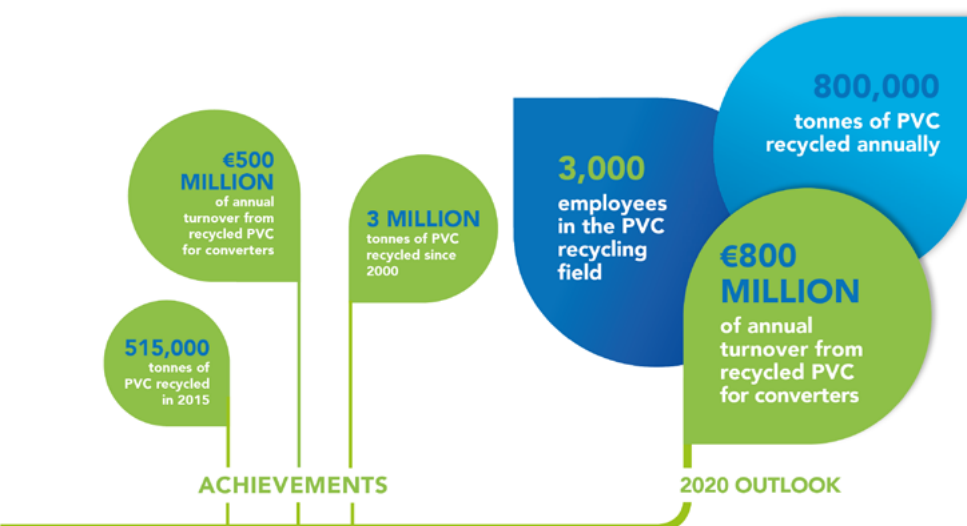
We are on Twitter and making our mark. Follow us [@VinylPlus\\_EU](https://twitter.com/VinylPlus_EU)

For each kilo recycled PVC, 2 kilos #CO2 can be saved. <https://t.co/mqo5xAMZXI> #circulareconomy

VinylPlus aligns very well with the #SDGs <https://t.co/PkJkUO1NLY>  
Interview with [@UNIDO](https://twitter.com/UNIDO)'s Stephan Sicars



[Go to webpage](#)





# NEWS FROM THE EU

**When it comes to environmental self-awareness and holistic sustainability the European PVC industry has been truly visionary.**

**Starting in 2000 with the Vinyl 2010 voluntary commitment, we applied a new business model by bringing together the entire value chain to build our new sustainability approach, also addressing the end of life of PVC products.**

Sixteen years later, the Circular Economy Package from the European Commission, emphasises the importance of “keeping the value of materials” thereby promoting material recycling to improve the resource efficiency.

With the VinylPlus programme, the European vinyl value chain has already been applying many aspects and principles of the circular economy.

The European Commission recently published its Roadmap for a “Strategy on Plastics in Circular Economy”.

It highlights the importance of involving the entire value chain in the transition to becoming more circular and resource-efficient, thereby reducing an industry carbon footprint.

This strategy will contribute to the climate and energy objectives from the European Union. This reinforces our approach for a shared vision and enhanced co-operation between all stakeholders.

The European Commission has also recently published a Roadmap looking at “The interface between chemicals, products and waste legislation and identification of policy options”.

In this roadmap, the Commission recognises that an efficient coordination between chemical, waste and product legislation is needed to ensure the safe use of secondary raw materials.

To continue contributing to the circular economy, the vinyl industry as well as the recyclers and users of recyclates need a well-defined and stable legislative framework.

VinylPlus has been actively monitoring the corresponding developments as we strive to ensure that traceability and certification schemes are introduced as criteria or ensuring the safety and quality of recycling.

VinylPlus supports the approach, stimulating demand for secondary raw materials while preserving a high level of environment and health protection. It would also help to avoid unnecessary disposal and the loss of these materials from a circular economy.

VinylPlus is well prepared to counter the challenges and grasp the many opportunities of the transition towards a circular economy. Since its creation, the programme enabled the recycling of more than 3 million tonnes of PVC and we plan to continue recycling more and more every year.

We trust that the Circular Economy Package will provide a well-defined, pragmatic and stable legislative framework which will allow PVC recycling to fully exploit its potential.

## CONTACT US

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