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Contact person **Sylvie Famelart**

Company **VinylPlus**

Phone number **+32 (0) 2 676 72 45**

Email sylvie.famelart@plasticseurope.org

VinylPlus announces exciting expert speaker line-up for VinylPlus Sustainability Forum 2017

VinylPlus has announced its programme with a host of prominent international speakers who will be exploring the key sustainability challenges for PVC at the fifth VinylPlus Sustainability Forum, taking place in Berlin, Germany on May 10th and 11th 2017.

Organised by VinylPlus, the European PVC industry sustainability programme, this year's forum will revolve around 'Towards Circular Economy' and explore the many growing opportunities for the industry to contribute to enhanced resource efficiency.

Against a backdrop of important decisions being taken on the European Commission's Circular Economy Package, top-level speakers will be delivering keynote speeches and presentations alongside discussions on vinyl's positive role in a future stronger circular economy. They include representatives spanning the EU institutions, the UN, academia, politicians, specifiers, designers and architects and all sectors of the PVC industry.

Key topics include Circular Economy policies, both nationally and Europe-wide and their potential impact on the plastics industry as a whole. Two keynote speeches from Norbert Kurilla, State Secretary at the Slovak Ministry of Environment and Dr Helge Wendenburg, Director General of the German Environment Ministry will cover best practice and development perspectives towards a circular economy at EU and national level.

Joining them will be Christophe Yvetot, Head of UNIDO Liaison Office to the EU whose update on the UN Sustainable Development Goals will be followed by Brigitte Dero, VinylPlus General Manager. Brigitte will highlight their current achievements and how the VinylPlus Voluntary Commitment to sustainable development contributes successfully to the Circular Economy.

The event will also feature an in-depth look at global PVC industry issues with examples of worldwide projects followed by European PVC industry initiatives with presentations on innovation in the medical, pipes, cables and flooring sectors.

The comprehensive programme will conclude with a visionary keynote address from Professor Ernst Ulrich von Weizsäcker from the [Club of Rome](#) and leading commentators showcasing vinyl's versatile and sustainable role in eco design and the material's superior performance in 'better lifestyles with smart PVC products'.

Commenting on the programme, Brigitte Dero says: "Our Circular Economy theme reflects on-going high-profile debate on the Circular Economy Package and the outcomes from those decisions. With the Circular Economy Package, European decision makers have the immediate opportunity to stimulate growth, innovation and investment in the recycling sector.

"That is what VinylPlus is all about: improving environmental protection in a sustainable and economically viable way. Having already made significant progress towards our sustainability goals, including the replacement of lead-based stabilisers in the EU-28 market in 2016, we are continuing this excellent work. Our annual event provides the perfect platform for delegates to collaborate, share and celebrate best practice."

VinylPlus is the Voluntary Commitment of the European PVC industry. The programme establishes a long-term framework for the sustainable development of the PVC industry by tackling a number of critical challenges in the EU-28, Norway and Switzerland.

More information on the 2017 Forum can be found at <http://vinylplus.eu/community/vinyl-sustainability-forum/vsf-2017>

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For more information, contact:

Sylvie Famelart (sylvie.famelart@plasticseurope.org)

Noelle Tracey (noelle.tracey@plasticseurope.org)

Issued on behalf of VinylPlus by Kathy Wilkinson, Wilkinson PR Ltd
(kathy@wilkinsonprltd.com)