VinylPlus aims to proactively contribute to addressing the global challenges and priorities through its sustainability programme. While PVC products can potentially play a role in achieving many of the SDGs targets under the Sustainable Development Goals (SDGs) – https://sustainabledevelopment.un.org/, the following chart focuses on the direct contribution of the European PVC industry's Voluntary Commitment, based on the SDG Compass (www.sdgcompass.org) approach.
VinylPlus is a 10-year Voluntary Commitment to sustainable development by the European PVC industry. The VinylPlus programme was developed through open dialogue with stakeholders, including industry, NGOs, regulators, civil society representatives and PVC users. Five key challenges have been identified for PVC on the basis of The Natural Step System Conditions for a Sustainable Society. The regional scope of the programme is the EU-28 plus Norway and Switzerland. Through the VinylPlus initiative, the European PVC industry is creating a long-term sustainability framework for the entire PVC value chain. It aims to:

- reduce progressively GHG greenhouse gas emissions as well as energy and resource consumption along the entire production chain
- move towards a low-carbon circular economy
- build sustainability awareness along the value chain and among stakeholders.

VinylPlus is the 10-year Voluntary Commitment to sustainable development by the European PVC industry. VinylPlus’ key elements for success:

- Involvement of the entire sustainability framework for the entire PVC value chain. It aims to:
  - promote a sustainable use of additives
  - recycle 800,000 tonnes of PVC per year by 2020
  - achieve lead-based stabilisers replacement in the EU-28 by ESPA members verified by an external audit company
  - No transport accidents in Europe with VCM release.
  - PVC resin producers committed to reporting annually their gains in energy efficiency.
  - PVC converters committed to achieving full compliance with the ECVM Industry Charters by 2020.
  - PVC resin producers on track with the target of reducing their energy consumption by 25% by 2020.
  - PVC converters committing to reporting annually their gains in energy efficiency.
  - PVC converters committing to reporting annually their gains in energy efficiency.

VinylPlus” Controlled-Loop Management

- 568,696 tonnes of PVC recycled within the VinylPlus framework.
- Strong cooperation with EU authorities to addressing the issue of legacy substances that can be present in recycled PVC).

Organochlorine Emissions

- No transport accidents in Europe with VCM release.
- PVC resin producers committed to achieving full compliance with the ECVM Industry Charters by 2020.
- PVC converters committed to reporting annually their gains in energy efficiency.
- PVC converters committing to reporting annually their gains in energy efficiency.
- PVC converters committing to reporting annually their gains in energy efficiency.

Sustainable Use of Additives

- Achievement of lead-based stabilisers replacement in the EU-28 by ESPA members verified by an external audit company.
- Through ongoing research and innovation, the plasticisers industry continues to adapt to market and regulatory demands, while keeping its commitment to safe products and their sustainable use.
- A methodology named ASF (Additives Sustainability Footprint) is being worked out by the VinylPlus Additives Task Force together with The Natural Step, to evaluate the use of additives in PVC products.

Sustainable Use of Energy and Raw Materials

- PVC resin producers on track with the target of reducing their energy consumption by 25% by 2020.
- PVC converters committing to reporting annually their gains in energy efficiency.
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- PVC converters committing to reporting annually their gains in energy efficiency.

Stefanic Sicsic

Vienna, April 2015

“...the role of VinylPlus aligns very well with the Sustainable Development Goals. VinylPlus allows industry to come together and discuss the main characteristics of sustainability and how they can contribute. VinylPlus can make that visible for Governments, for civil society…”

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