

Increase the use of recycling material - the VinylPlus program

PRS conference Amsterdam

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How can we increase recycling further ?

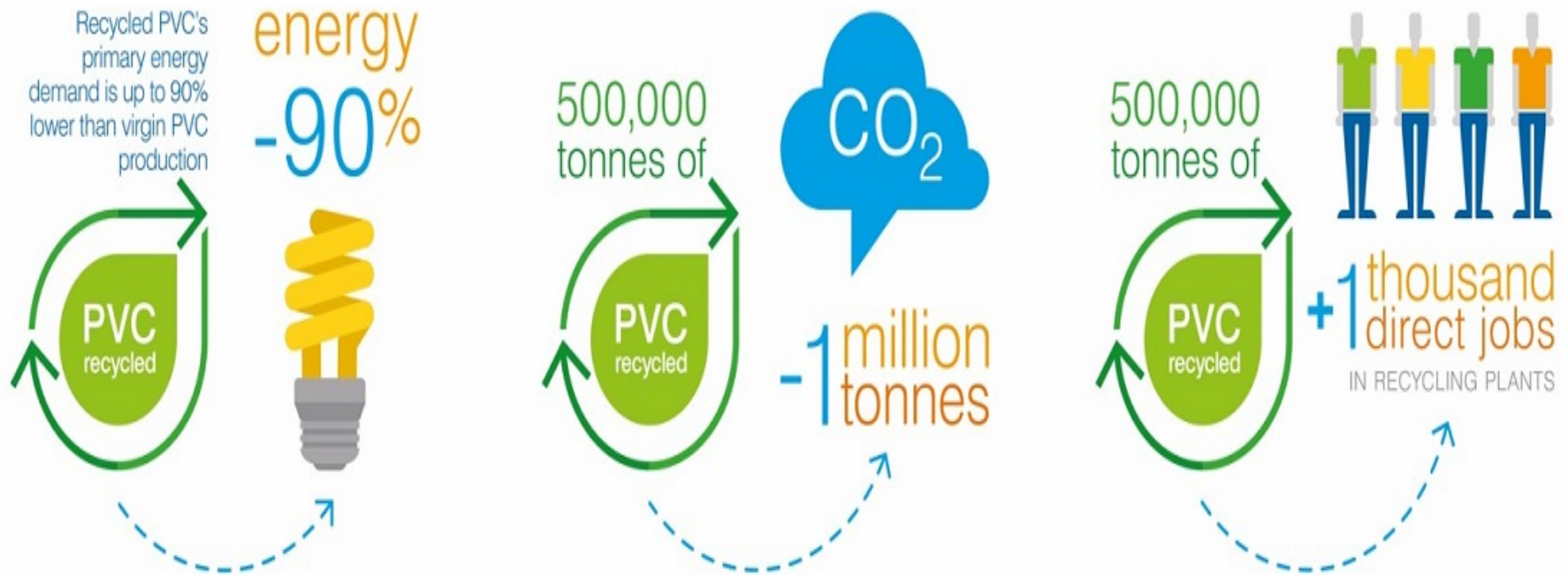
Recycled PVC has become an important building block for sustainable development of our future society and showcases the exceptional performance of PVC in the context of the circular economy initiatives.

“VinylPlus can be considered as a frontrunner for the circular economy”

Gwenole Cozigou
DG GROW,
European Commission



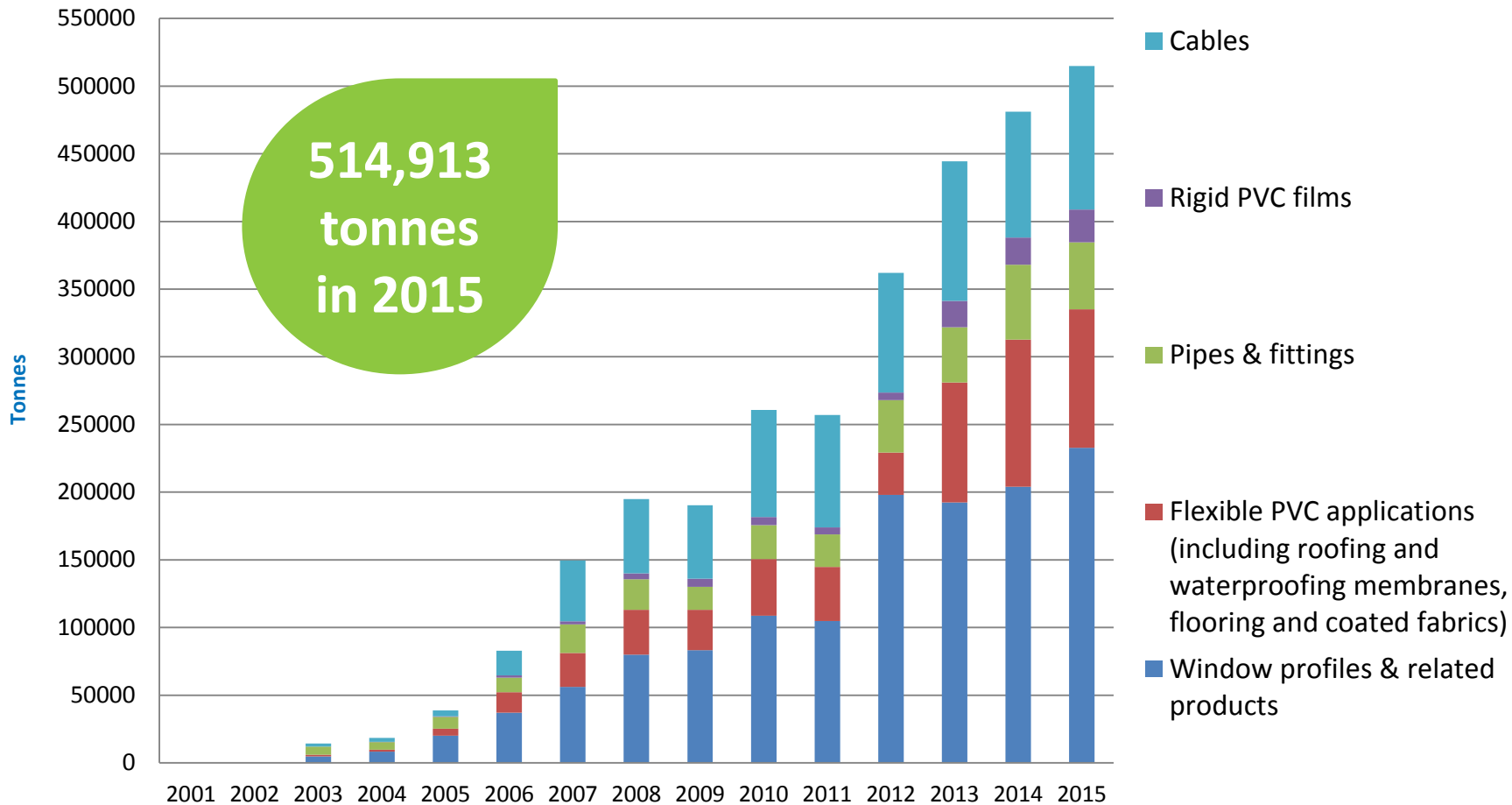
Benefits associated with PVC recycling



- PVC can be recycled several times without substantial deterioration of properties
- High share of long life products / 70 % building and construction
- Many applications have found solutions / with a high share of soft PVC
- Substantial investments in technology (coex) and recycling plants

PVC Recycled Europe - VinylPlus

PVC RECYCLED WITHIN THE VINYL 2010 AND VINYLPLUS FRAMEWORKS

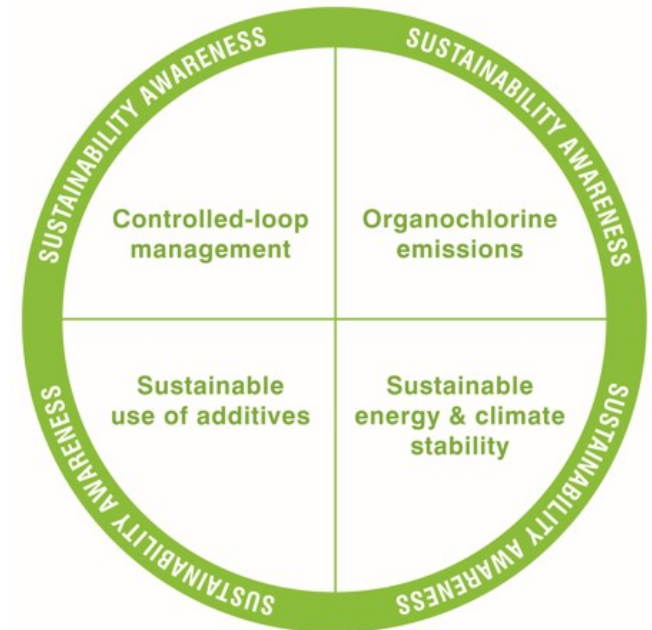


The VinylPlus partners – United PVC Value Chain



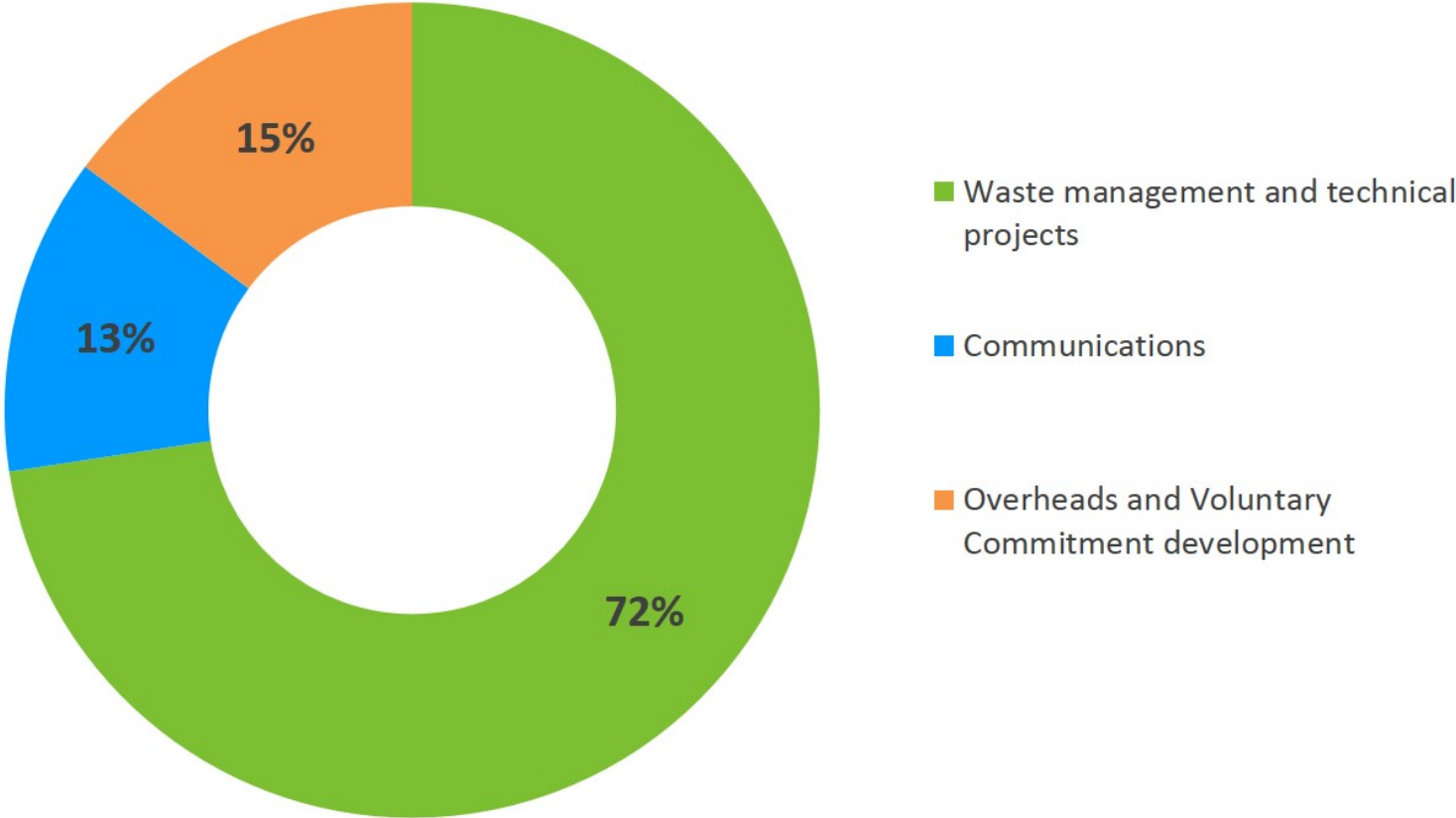
30 measurable and concrete targets organised around 5 challenges

1. **Controlled-loop management**
(waste management, recycling, use of recycled PVC)
2. **Organochlorines**
(emissions, transportation)
3. **Sustainable use of additives**
(responsible 'recipe')
4. **Energy efficiency**
(reduction of consumption)
5. **Sustainability awareness**
(transparency, accountability and stakeholder engagement)



Based on
The Natural Step (TNS) System
Conditions
for a Sustainable Society

VINYLPUS TOTAL EXPENDITURE IN 2015: €5.02 MILLION



Recycled PVC Products – a few examples



What VinylPlus is doing



- Employs and dedicates people to PVC recycling across Europe
- Creates networks to bring supply and demand together
- Provides communication tools and organises networking events
- Advocacy and communication – create a positive image for PVC recycling
- Supports industry to navigate in the legacy additive discussion (Infos, SDS, various studies, co-funded project, traceability and documentation)
- Supports company innovation / stimulates academic world
- Co-invests into new technology to allow PVC material loops
- Promotes products with recycling content, design competition
- Motivates to integrate recycling for new products (Resysta)
- Supports start up ideas to create new recycling loops (Recomed)

35 technical and communication projects are co-funded this year

Recycled PVC Products – examples



What do we need ?

Trust in quality and safety of recycled material

- Performance and quality not compromised, fit for use
- Professional recycling operations and documentation
- Clear, coherent and stable legislation, protection for investments

■ **Know how and technology**

- Recycling is challenging and hard work, needs trained people, better technology and process control

■ **Awareness, commitment and communication**

- Make use of Circular Economy debate
- Added value – stop selling PVC, start selling sustainability
- Increase communication further „PVC is recycled“

Recycled PVC Products - examples



Recycled PVC Products - examples



**VinylPlus will register
more than 600.000 MT of PVC in 2017 !**

**We need to inform the market where it is
going and create a pull effect !**

Recycled PVC Catalogue



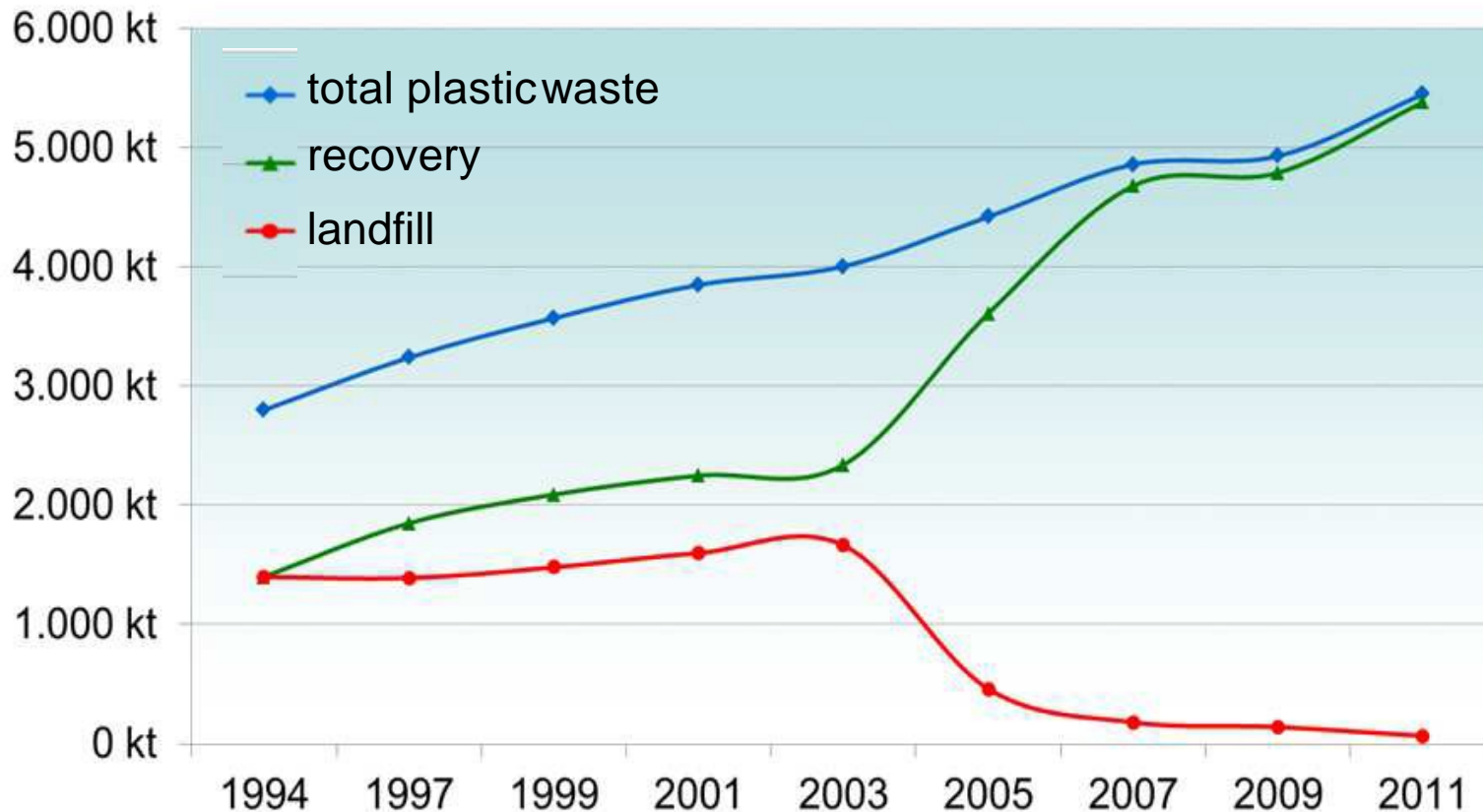
The VinylPlus community has created safe and high quality product solutions based on recycled PVC through innovation, new technologies and improved process control.

If industries and public procurement want to change their ecologic profile and impact, purchasing recycled products is a suitable way.

What we need from the legislator to help us:

- clear rules around legacy additives allowing recycling. Alarm signal : investment stop in pipes
- Land fill bans in all European countries asap

Development of recovery and disposal of plastics waste in Germany 1994 - 2011



Key drivers:

- Effective landfill ban of all high-calorific wastes since 2005
- Competition & level-playing field for recovery routes, no detailed regulation

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