



Vinyl 2010: an effective partnership in the area of industrial development

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Introduction

- PVC: a widely used product with many intrinsic qualities
 - Durable, strong, lightweight, versatile
 - Applications save resources and energy
 - Promotes prosperity, quality of life and dynamism in society

- The PVC Industry in Europe
 - Over 23,000 companies
 - 530,000 employees
 - Turnover more than 74 billion Euro



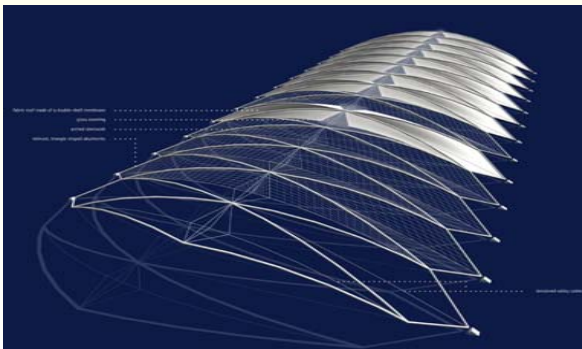
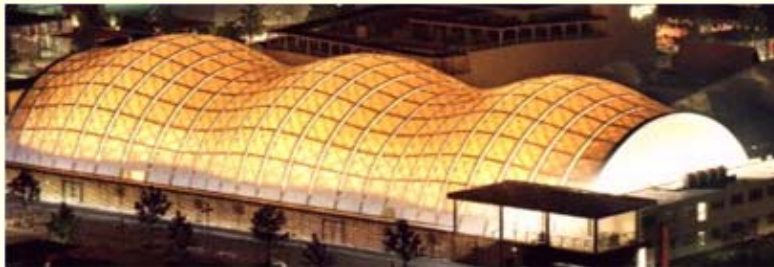
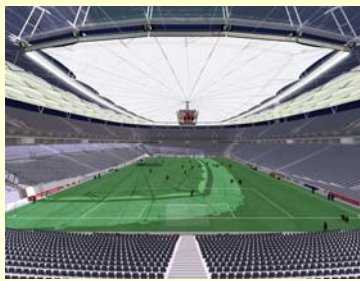
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PVC applications



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PVC applications



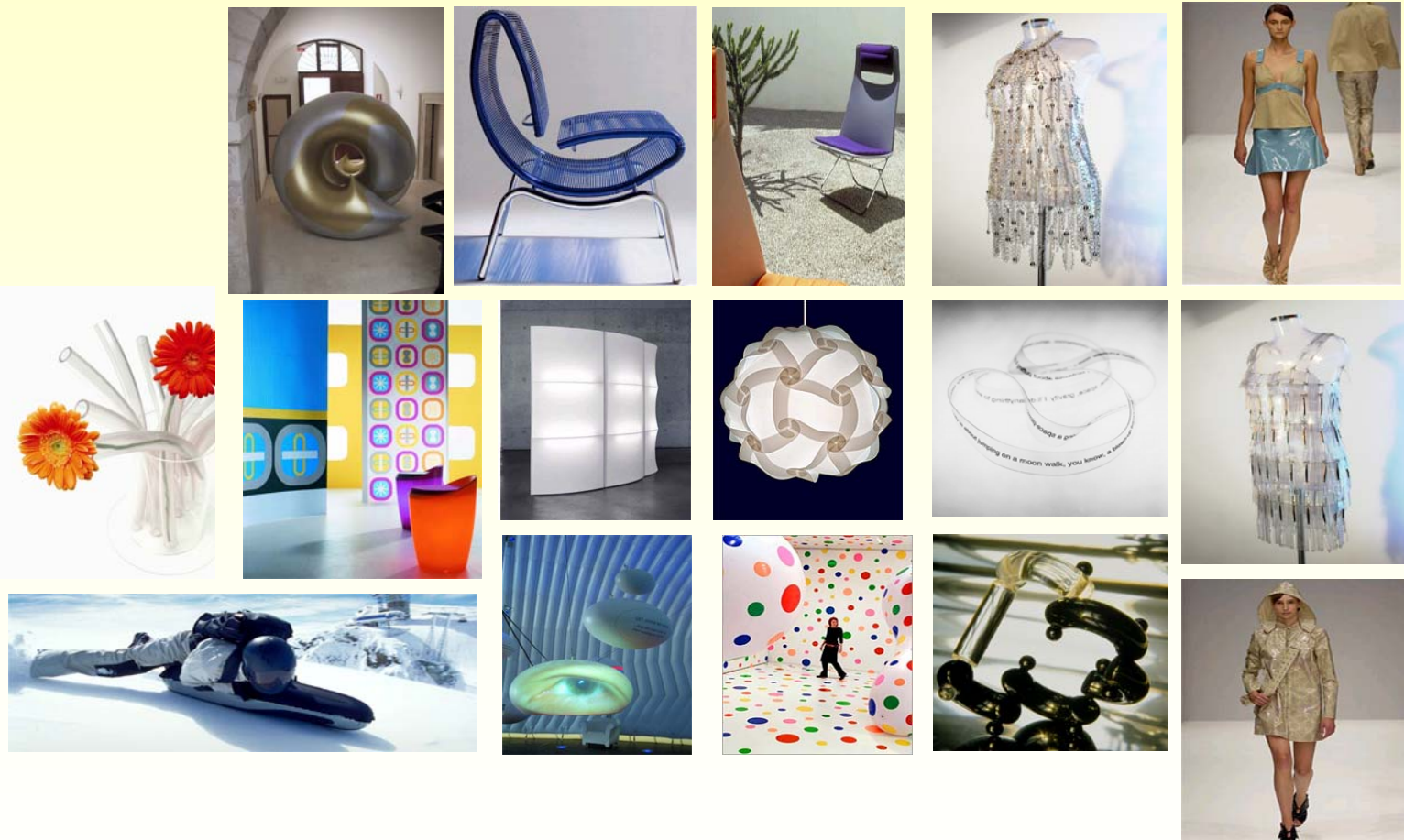
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PVC applications



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Vinyl 2010

- Vinyl 2010 was established by the four associations which represent the PVC industry in Europe:



the European Council of Vinyl Manufacturers



the European Plastics Converters



the European Stabilisers Producers Association



the European Council for Plasticisers and Intermediates



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Vinyl 2010 goals

- Vinyl 2010 endorses the European PVC industry's Voluntary Commitment to:
 - Minimize environmental impact of productions
 - Responsibly use chemicals (plasticizers and stabilizers)
 - Minimize environmental impact of products at the end-of-life
 - Continue to increase overall scientific knowledge
 - Set up management and financial schemes



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The Vinyl approach

- Vinyl 2010 covers complete life cycle
- **Cradle to grave approach** – involving the entire upstream and downstream chain
 - Raw-materials
 - Additives
 - Converters



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The Vinyl approach

- **Commitment to transparency**
 - Aim for maximum dialogue and involvement with stakeholders and policy makers
 - Independent **Monitoring Committee**, bringing together representatives from:
 - the European Parliament
 - the European Commission
 - Trade Unions
 - Consumers' Associations
 - Working hard to include environmental NGOs



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The Vinyl approach

- **Social Responsibility**
 - With reference to chapter V of JPOI Vinyl 2010 has agreed a **Social Dialogue Charter** between industry and trade unions with the objective of raising health, safety and environmental standards to higher levels
 - An efficient way of transferring best practice to the enlarged EU Countries bypassing complex legislative process



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Scope of the program

□ Resin Manufacturing

- Compliance with ECVM Charters on VCM/S-PVC and E-PVC, setting voluntary severe emission standards
- Contribution to the European IPPC Bureau discussions in relation to the BREF on PVC production

□ Additives

- Responsible use of plasticizers, support studies and EU risk assessments
- Phase-out of cadmium based stabilisers in 2001 in the EU15 and in 2006 in EU 25
- Phase out of lead based stabilisers by 2015 extended to EU25 in 2006



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Scope of the program

- **Waste management**
 - Commitment on waste management (recycling to ultimate disposal) operating today through more than **20 projects** covering technology, research, organisation (recycling schemes) and communication (best practice)
 - Target of recycling 200,000 tonnes of collectable, available PVC post-consumer waste by 2010



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Finance and management

- Management and financial schemes
 - More than € 27.1 million of investments over the last 6 years (~36.8 million USD)
 - Project funding of € 7.1 million in 2006 (~9.6 million USD)
 - Annual Progress Report



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Key achievement 2000-2006

- ❑ Cadmium stabilisers phased-out in EU-15 (2001)
- ❑ Bisphenol A phased out of PVC production in all ECVM member companies (2001)
- ❑ 25% recycling of pipes, windows and waterproofing membranes (2003)
- ❑ Risk assessment on lead stabilisers published (2004)
- ❑ 15% reduction in lead stabiliser use achieved ahead of time (2005)
- ❑ External verification of ECVM S-PVC and E-PVC production charters (2002 and 2005 respectively)



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Key achievement 2000-2006

- Phthalate risk assessments completed (2005) and published (2006)
- Lead stabiliser phase-out in 2015 extended to EU-25 (2006)
- Cadmium stabiliser phase-out extended to EU-25 (2006)
- Recycled tonnages increased exponentially: 14,255 tonnes in 2004, 38,793 tonnes in 2005 and 82,812 tonnes in 2006



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Showcases 2000-2006

□ Recovinyl

- A new organisation called Recovinyl set up in 2005, with the aim of promoting PVC wastes collection and recycling
 - Recovinyl facilitates contacts and collections schemes with existing collectors and recyclers of PVC waste
 - It provides financial incentives to support the collection of PVC waste from the construction and demolition sectors
 - Its goal is to maintain a steady supply of post-construction PVC waste for recycling in Europe



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Showcases 2000-2006

- **Sustainability, Eco-Efficiency and Life Cycle Thinking**
 - Vinyl 2010 supports environmental stewardship and the life cycle approach
 - It contributes to the scientific debate by participating to the main international events on sustainability and eco-efficiency such as
 - the EU Green Weeks (from 2003)
 - the European Roundtables on Sustainable Consumption and Production (2004, 2005, 2007)
 - the 2nd International Conference on Quantified Eco-Efficiency Analysis for Sustainability (2006)
 - the 13° SETAC Europe LCA Case Studies Symposium (2006)
 - Sardinia Symposia on waste management (2005, 2007)



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Showcases 2000-2006

- **PVC industry contribute to APPRICOD initiative for recycling (November 2003-May 2006)**
 - A partnership agreement with the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+) in September 2001 to improve the recycling of plastic waste collected by local authorities
 - The results of the APPRICOD project are reported in the guide "Towards Sustainable Plastic C&D Waste Management in Europe"
- **Consumer Associations representatives join the Monitoring Committee (March 2005)**
- **Vinyl 2010 Voluntary Commitment extension to EU25**



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Future Challenges / Next Steps

- Drive to improve the eco-efficiency of PVC resin, plasticizers and stabilisers manufacture
- Improve PVC waste management, boosting collection and recycling schemes
- Implement effective mechanical and feedstock recycling technologies and options



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