

PVC recycling is taking off



A new funding mechanism contributing to Vinyl 2010

Synergy between the converters and the Vinyl 2010 programme is key to the future of the PVC industry in Europe. When it was set up, Vinyl 2010 was structured to be funded 70% by raw material producers and 30% by converters. However, the collection of converter contributions at a national level to date has not been consistent. If this situation is not addressed, the full potential of Vinyl 2010 will not be realised.

Recognising the complexity of the PVC converting sector and to provide a more equitable system that recognises each company's circumstances, the Vinyl Foundation has been set up to administrate funding from the converters in a systematic and fair way. In simple terms, converters will be asked to contribute a small levy per tonne of PVC consumed. For details on the level of contributions go to www.vinylfoundation.org.

Independence and Accountability

The Vinyl Foundation has been set up as a non-profit making trust. This trust has appointed the accountancy firm KPMG to independently administrate the collection of funds on behalf the Vinyl Foundation.

The raw material producers grouped in ECVM have agreed to provide data to KPMG on the tonnage of PVC sold to their customers. KPMG will process this data in complete confidentiality and issue payment requests to converters, compounders and traders on behalf of the Vinyl Foundation. All information will be handled in the strictest confidence. Great care has been taken to ensure that no company or market-sensitive data can be shared with ECVM or any other organisation. Even the Vinyl Foundation's trustees, themselves converters, will not have access to the tonnage figures.

Exemptions from the scheme

Converters who produce products just for export can request an exemption from contributions to the Vinyl Foundation. As can producers of packaging, which already has an effective collection and recycling scheme in place. Where companies have multiple purchasing points they can also apply for centralised payment of contributions. Application forms for exemption and centralised payment are available on the Vinyl Foundation website.

For more information on all aspects of the Vinyl Foundation go to www.vinylfoundation.org



we can't afford to let it stumble

Industry's ongoing license to operate rests upon the relationship of trust that it has with society. The European PVC industry has worked together since 2000 to safeguard its future by establishing such trust through the Vinyl 2010 sustainable development initiative.

The Vinyl 2010 programme includes a significant commitment to recapture the value of the products we produce through systematic recycling. Our strategy of 'kick starting' PVC recycling is working. But to ensure that this initiative, which has been designed to benefit the whole industry, does not stumble because of financial constraints, it is vital to ensure that the costs are shared fairly across the whole PVC value chain – between raw material suppliers and product manufacturers.

For the final three years of the programme, as the funding requirement accelerates to meet the recycling targets promised, all PVC product manufacturers now need to share their proportion of the costs. To this end, EuPC (the European Plastics Converters Association) has set up the Vinyl Foundation – a new entity to provide a mechanism for fairly collecting converter contributions from the whole industry.





“We all want and need society’s endorsement of the sustainability of PVC. Vinyl 2010 is aiming to deliver this, showing stakeholders – critics and supporters alike – that the whole PVC industry is committed to its products. This achievement continues to demand cooperation and investment from the whole industry chain. I urge you to support the Vinyl Foundation, which I believe is one of the most important initiatives for our industry in recent years.”

Josef Ertl
Vinyl 2010 Chairman

You are already part of the success story

Vinyl 2010 is an internationally-recognised Voluntary Commitment to Sustainable Development, leading the way in responsible behaviour and meeting the challenges faced by the PVC industry in improving production processes and promoting recycling. It is the commitment made by the industry to the European Union in 2000 to address society’s concerns about PVC.

The industry is now fulfilling a 10-year commitment encompassing PVC production and use in all 27 EU countries, addressing key issues across the whole PVC lifecycle. Because accountability and transparency are essential, the programme includes measurable targets, intermediate and final deadlines with external verification by an independent third party, annual public reporting and an independent Monitoring Committee.

To find out why Vinyl 2010 has been registered with the Secretariat of the United Nations Commission on Sustainable Development and how it is giving the PVC industry a credible voice with policymakers, visit www.vinyl2010.org.

But it needs you to contribute

PVC recycling is a vital component of a sustainable PVC industry long-term. In practical terms, the Vinyl 2010 recycling commitment is fulfilled through a series of sectoral projects – for window profiles, pipes and fittings, roofing membranes, flooring and coated fabrics. This includes Vinyl 2010’s highly successful post-consumer waste collection and recycling scheme Recovinyl.

European raw materials producers already contribute 70% of the annual funding required to support the Vinyl 2010 programme. A modest contribution per tonne from converters across the industry, made through the Vinyl Foundation, will ensure the balance of the funding required to meet our full post-consumer recycling commitments by 2010. A small price to pay for the continued use of a material that brings so many benefits to society and the future of all of our businesses.



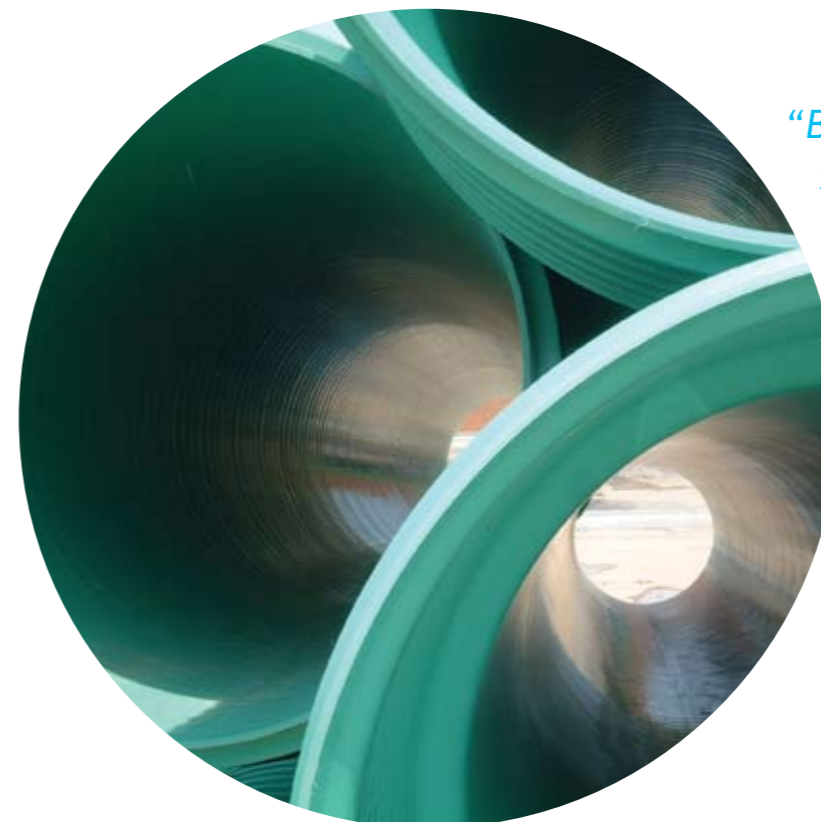
Vinyl 2010 shows you’re committed

Contributing to the Vinyl 2010 programme through the Vinyl Foundation will help the industry as a whole, but it will also entitle contributing companies to use the Vinyl 2010 Partner logo on marketing materials, in presentations and on sales information and letterheads.

This valuable connection with Vinyl 2010 will link your business, and the products you make, directly with a scheme with widespread recognition and will profile your company as being committed to the environment and sustainable development – an increasingly important criteria for customers in today’s marketplace and a real point of difference between PVC and competing materials.

A partnership to benefit everyone

The new Vinyl Foundation funding mechanism, established and managed by the converting industry, is good for the PVC industry and will strengthen the converters’ position as a key stakeholder in Vinyl 2010 Commitment – the success of which is essential for the sustainable future of our industry.



“Being a Vinyl 2010 Partner means I can show my customers that I’m a responsible converter. At a time when the green building and energy efficiency agendas are becoming increasingly important, this ‘badge of honour’ shows my customers that our finished products are sustainable.”

David Clark
Vice President International Sales
Tarkett

