



**Showing the Path for  
a Circular Economy**

**vinyl** plus<sup>®</sup>  
COMMITTED TO  
SUSTAINABLE DEVELOPMENT

**The global population is growing, putting substantial stress on our environment and resources. Today, many objects are used and then disposed as waste despite their great recycling potential. The concept of the "circular economy" promotes a system where virtually nothing is wasted.**

**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<sup>®</sup> is all about: improving environmental protection in a sustainable and economically viable way.

PVC (polyvinyl chloride) is one of the most widely used plastics. It is also very well suited for recycling. Through the VinylPlus initiative, a voluntary sustainable development programme, the European PVC industry is creating a long-term sustainability framework for the entire PVC value chain. **VinylPlus works towards an efficient use of PVC throughout its entire life cycle.**



**LAUNCH**  
of our recycling  
programme

2000

## VinylPlus at a glance



**200**  
partners  
across Europe



**NETWORK**  
in the EU 28,  
Norway and  
Switzerland



**150**  
recyclers engaged  
in PVC recycling  
through Recovinyl



**€100  
MILLION**  
industry investment  
in the EU for PVC  
recycling since 2000

VinylPlus has proven to be a key contributor to the Circular Economy by ensuring continuously growing and safe recycling of PVC.

**€500 MILLION**  
of annual turnover from recycled PVC for converters

**4.2 MILLION**  
tonnes of PVC recycled since 2000

**640,000**  
tonnes of PVC recycled in 2017

## ACHIEVEMENTS

Every kilo of recycled PVC replaces the equivalent amount of new PVC on the market:



**PREVENTING**  
a substantial amount of greenhouse gases and significantly reducing energy consumption.



**CONTRIBUTING**  
to the preservation of natural resources and significantly reducing landfill volumes for PVC.

**3,000**  
employees in the PVC recycling field

**800,000**  
tonnes of PVC recycled annually

**€800 MILLION**  
of annual turnover from recycled PVC for converters

## 2020 OUTLOOK

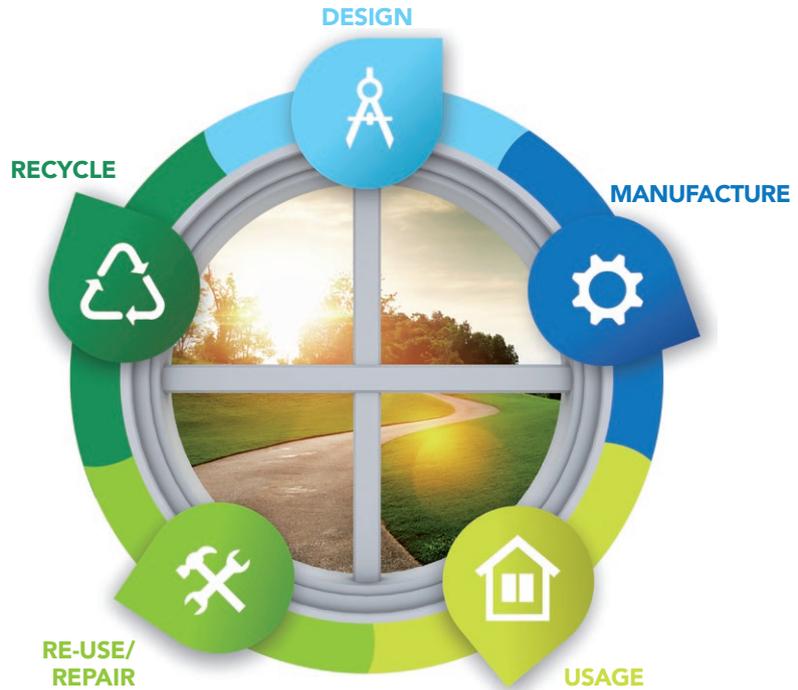
PVC is used in windows, roofing and waterproofing membranes, flooring, pipes, cables and many others.





The Circular Economy Package is a great opportunity for EU decision makers to confirm and reinforce more than 17 years of efforts to develop an effective scheme for PVC recycling.

## The recycling path of a PVC window



## PVC in action for a Circular Economy

500,000 TONNES  
of recycled PVC  
per year create



1,000  
NEW JOBS

FOR EACH KILO  
OF RECYCLED PVC  
2 kilos of



CAN BE  
SAVED

PVC CAN  
BE RECYCLED



SEVERAL  
TIMES