



NETWORKING – KNOWLEDGE – DIALOGUE
AGPU ACTIVITY REPORT 2019-2020

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...are retired:

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Rainer Grasmück, Baerlocher GmbH, Unterschleissheim, Advisor SBU PVC Additives, 30.06.2020

Joachim Tremmel, BASF SE, Ludwigshafen, Head of Association Affairs, Industrial Petrochemicals Europe, Vice Chairman of the AGPU Board, 30.04.2020

Stefan Valerius, Dekura GmbH, Höxter, Managing Director, Vice Chairman of the AGPU Board, 15.01.2020

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STAYING ON COURSE FOR THE CIRCULAR ECONOMY



The global corona pandemic has changed many things, including the societal view on plastics – at least in the short term. Many proven PVC products, especially for the healthcare sector, such as blood bags, respiratory masks, infusion tubes or disposable gloves, are helping society to fight the further spread of the virus. They reduce the risk of infection and are indispensable tools in intensive care medicine. As the PVC industry, we can all be proud of that.

In the medium and long term, the other issues will also come back to the focus of attention – after all, they have never gone away. Sustainable, climate-friendly production, safe use of products and consumer protection, the circular economy and the use of waste as a valuable resource are the main goals we are measured by in Germany and Europe today and also in the future. Modern PVC products perform well from an ecological as well as social and economic point of view and thus make an important contribution to sustainable development. Decisive

for this success are low life cycle costs, long service life and recyclability of the products. The resource and energy efficiency of PVC products also proves to be particularly advantageous from an ecological point of view. A fact that also has an impact on market success. Without the innovative strength of our companies and the tailwind of VinylPlus®, the sustainability programme of the European PVC industry, this would not be possible.

The current 10-year programme will end in 2020. 2021 will be the time for taking a look at the situation and simultaneously publishing the new programme, which will contain new ambitious goals for the industry and outline the role of PVC in a sustainable society.

The AGPU has been an associate member of VinylPlus® since 2017 and is closely linked to the sustainability programme through various committees and a variety of projects. In order to express the clear focus on these topics even more strongly and to bundle the common messages under one channel, the AGPU member companies decided at the beginning of July 2020 to rename the association "Arbeitsgemeinschaft PVC und UMWELT e.V." in 2021 as "VinylPlus Deutschland e.V."

Join us on this path, which opens a new chapter!

Your
Dr. Oliver Mieden
Chairman of the AGPU e.V.

A handwritten signature in blue ink that reads "Oliver Mieden". The signature is fluid and cursive, written over a light blue background.

THAT IS WHY MEMBERSHIP IS WORTHWHILE

We offer our members access to decision-makers in politics, industry, authorities, the construction industry, journalists and important opinion leaders. The close cooperation with VinylPlus® offers a view beyond Germany, opens up the European perspective and ensures consistency of our messages. In cooperation with other associations of the plastics industry, we regularly compile up-to-date studies and data surveys on PVC in Germany. In addition, we react with statements if the plastic comes under unjustified criticism. Press releases accompany events and important events for the industry.

You can find further information about membership and the extensive services on our website and of course we are also available to you personally. Please contact us!

You can reach the AGPU office at
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Over 100 representatives of companies and associations from the entire plastics value chain signed the Circular Plastics Alliance in Brussels.

Photo: European Union

FOCUS ON SUSTAINABILITY

The topics of sustainability and circular economy are more important today than ever before. In the procurement and manufacture of products, industry is increasingly concerned with questions and expectations regarding social, economic and ecological conditions and effects. The question of how products are being handled at the end of their life cycle also plays a central role in the sustainable development of products. Based on its experience, the PVC industry is already well positioned.

At the beginning of March 2020, EU Commission President Ursula von der Leyen presented the "Green Deal" in Brussels, a comprehensive roadmap with measures for all sectors of the economy, which aims to make Europe greenhouse gas neutral by 2050. In addition to the EU climate law, the Circular Economy Action Plan (CEAP) also plays an important role in establishing a resource-efficient circular economy. This includes, among other things, increasing the proportion of recycled material even further over the next ten years.

Circular Plastics Alliance

In September 2019 more than 100 companies and associations from the entire plastics value chain joined the Circular Plastics Alliance. By signing the declaration in Brussels, the signatories confirm, amongst other things, that they will achieve the EU Commission's target of using ten million tonnes of recycled material in new products by 2025.

Other key points are the improvement of formulations and designs of plastic products to make them more recyclable and to allow more recyclates to be used in these products; the identification of previously unused potential for more collection, sorting and recycling of plastic waste throughout the EU; controlled material flows of plastic waste and the expansion of research and development into recyclable plastics.

APPENDIX

CHALLENGES	TARGETS	STATUS
1 CONTROLLED-LOOP MANAGEMENT: "We will help to ensure the more efficient through-outlook of PVC throughout its life cycle."	1. Recycle 800,000 tonnes/year of PVC by 2020. > ongoing	
2 ORGANOCHLORINE EMISSIONS: "We will help to ensure that persistent organic compounds do not accumulate in nature and that other emissions are reduced."	1. Engage with external stakeholders in the discussion on organochlorine emissions during 2019. > achieved	
3 SUSTAINABLE USE OF ADDITIVES: "We will review the use of PVC additives and move towards more sustainable additive systems."	1. Lead (Pb) replacement in the EU-27 by end 2019 (extended to the EU-28 in 2014). > achieved	
4 SUSTAINABLE USE OF ENERGY AND RAW MATERIALS: "We will help to minimize climate impacts through reducing energy and raw material use, particularly encouraging to switch to renewable sources and promoting sustainable innovation."	1. Establish Energy Efficiency Task Force by end 2011. > achieved 2. PVC resin producers to reduce their specific energy consumption, targeting 20% by 2020. > ongoing	
5 SUSTAINABILITY AWARENESS: "We will continue to build sustainability awareness across the value chain – including stakeholders inside and outside the industry – to accelerate resolving our sustainability challenges."	1. VinylPlus web portal to go online in summer 2011. > achieved 2. VinylPlus Monitoring Committee, which will meet a minimum of twice a year, will be established by end 2011. > achieved + ongoing 3. A VinylPlus Membership Certificate will be launched end 2011. > achieved	

13 Even though this target has not been achieved by 2019, VinylPlus continues to work on increasing the number of participating companies. It is committed to this target.
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Based on the conditions for a sustainable society developed by The Natural Step, five key challenges have been identified for PVC to promote sustainable development in the PVC value chain.
 Source: VinylPlus



The annual Progress Report summarises the progress of VinylPlus, the sustainability programme of the European PVC industry. Source: VinylPlus

VinylPlus® and other representatives of the PVC value chain have also signed the Circular Plastics Alliance agreement. In total, more than 170 companies and associations (as of April 2020) support the goal of the EU Commission.

Sustainable PVC products

The PVC industry in Germany and Europe began early on to address the associated challenges and to develop into a "low carbon" circular economy as part of the VinylPlus® sustainability programme. The programme was developed in an open dialogue with stakeholders from industry, regulatory authorities, non-governmental organisations and civil society and applies in all 27 EU member states as well as in the UK, Norway and Switzerland.

Innovative and modern PVC products perform well from an ecological as well as social and economic point of view and thus make an important contribution to sustainable development – for example in the construction or health sectors. Key factors in this success are the long service life, low life cycle costs and recyclability of the products. The resource and energy efficiency of PVC products often proves to be particularly advantageous in terms of life cycle assessment, a fact that also has an impact on market success.



Certification of sustainable PVC building products

For PVC construction applications, the VinylPlus® Product Label for high-performance and sustainable products has been available since 2018. It is only awarded to companies that pursue a holistic sustainability strategy and meet strict criteria. These include responsible procurement of PVC raw materials and additives, closed material cycles and recycling, a sustainable energy strategy and active communication by the company with all stakeholders.

The label provides architects, planners and building owners with a reliable decision-making aid for selecting sustainable PVC building products. By mid-2020, ten companies have received the VinylPlus® Product Label for more than 100 PVC building products manufactured at 18 European sites.



The VinylPlus Product Label, developed jointly with the Building Research Establishment (UK) and The Natural Step (Sweden), is the new sustainability label for PVC building products. Source: VinylPlus

AGPU becomes VinylPlus Germany

The AGPU is committed to the sustainable material PVC. As the voice of the PVC industry in Germany, it represents the entire value chain with its approximately 60 member companies. It pools the knowledge of many experts and promotes their exchange. It also maintains a dialogue with decision-makers and opinion leaders, creates transparency and builds trust in the sustainable development of the material. Member companies have access to an established and extensive industry network. The AGPU has been an associate member of VinylPlus® since 2017 and is closely linked to the European sustainability programme through various committees and a large number of projects. In order to express the clear focus on these future topics even more strongly, the AGPU member companies decided at the beginning of July 2020 to rename the association "Arbeitsgemeinschaft PVC und UMWELT e.V." 2021 into "VinylPlus Deutschland e.V."



At the invitation of Bernhard Daldrup (r.), Member of the German Parliament, Federal Minister for the Environment Svenja Schulze, VEKA Chairman Andreas Hartleif (2nd from right), AGPU Managing Director Thomas Hülsmann and GKFP Managing Director Gerald Feigenbutz (l.) met in Berlin to discuss the situation of plastic window recycling.

Photo: Elias Domsch

CIRCULAR ECONOMY IN THE PVC INDUSTRY

At the beginning of 2018, the European Commission presented a Europe-wide strategy for plastics in the recycling industry. The EU plastics strategy is part of a comprehensive package of measures to promote circular economy for important material flows. In Germany, the AGPU together with its member companies focused at an early stage on a circular economy and recycling. Thus, the course for recycling and resource-saving material cycles was already set decades ago. In this way, the industry has contributed from the very beginning to achieving the ambitious goals in Europe. This is now paying off and is one of the reasons why the plastic PVC is now a pioneer in terms of sustainability.

VinylPlus®, the sustainability programme of the European PVC industry, has been running for almost 20 years and can already look back on a whole series of successes and activities.

More than 770,000 tonnes of PVC recycled in 2019

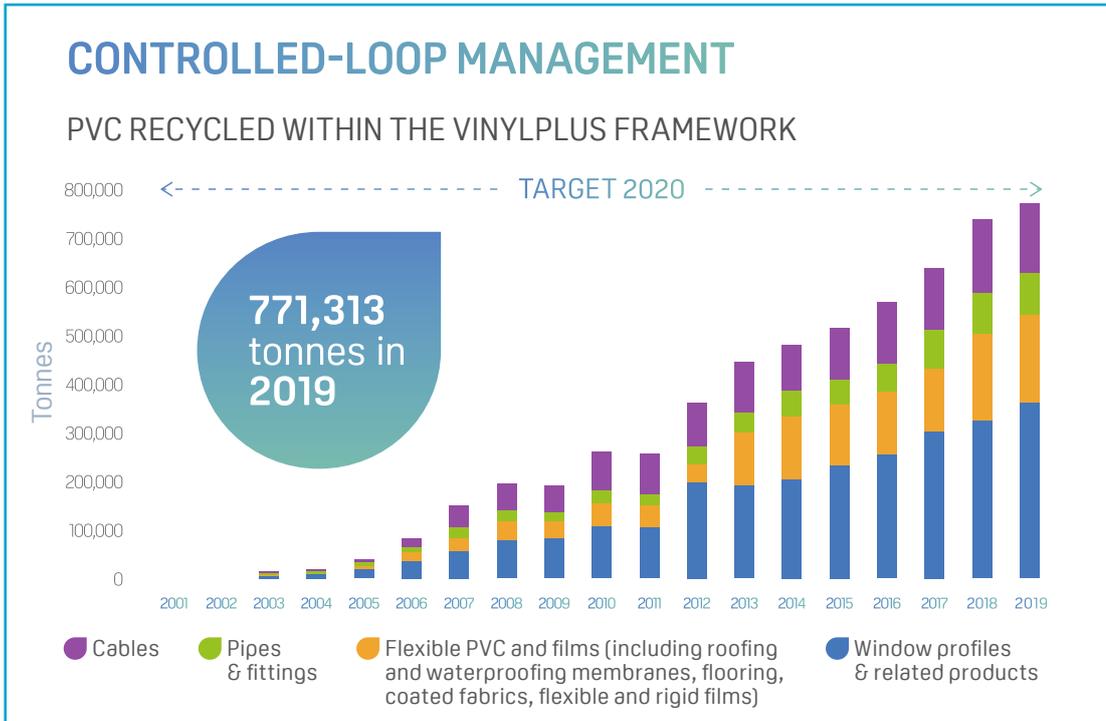
At the beginning of June 2020, VinylPlus® presented its latest progress report in Brussels. According to this report, 771,313 tonnes of PVC were recycled in 2019 through the programme. The PVC industry is well on track to meet the increasingly demanding VinylPlus® recycling targets for 2025, in line with a functioning circular economy, the objectives of the Circular Plastics Alliance and European targets to promote the recovery, recycling and reuse of plastics. VinylPlus® also responded early to the EU Commission's call to the plastics industry for more re-

cycling and has committed itself to use at least 900,000 tonnes of PVC recycleate per year by 2025, which will then be processed into new products.

Direct dialogue at the Association of Local Authorities of the CDU and CSU in Germany (KPV - Kommunalpolitische Vereinigung der CDU und CSU Deutschlands): Paul Ziemiak (l.), Secretary General of the CDU Germany/MdB, in conversation with AGPU Managing Director Thomas Hülsmann and Christian Haase (r.), Federal Chairman of the KPV/MdB.

Photo: AGPU





Since 2000, the European PVC industry has recycled more than 5.7 million tonnes of PVC through its voluntary commitment, preventing 11.4 million tonnes of CO₂ emissions into the atmosphere. The continuous recycling of high-quality PVC is in the best interest of a sustainable society. This has also been confirmed by the European Chemicals Agency (ECHA). According to the Agency, recycling of end-of-life PVC products is the best waste management option, both from an environmental and health point of view.

In order to ensure the highest level of transparency, participation and accountability, a Monitoring Committee, composed of representatives of the EU Parliament, the EU Commission, trade unions and consumer organisations, and the scientific community, monitors the results and progress of VinylPlus®.

Expert discussion with Federal Environment Minister

In mid-June 2020 an expert discussion took place in Berlin on the situation in plastic window recycling and possible effects if there are no exemptions for lead-containing recyclates in the restriction procedure. Bernhard Daldrup (SPD), member of the Bundestag, was invited to this meeting. In addition to the Federal Minister for the Environment, Svenja Schulze (SPD), the VEKA chairman Andreas Hartleif as well as AGPU managing director Thomas Hülsmann and GKFP managing director Gerald Feigenbutz also participated in the meeting. Bernhard Daldrup, spokesman for building and housing of the SPD parliamentary group in the Bundestag, is committed to stable political conditions for the recycling industry. For him, recycling is the most sensible path to take in this industry. Svenja Schulze was also open to the concerns of the industry. In her opinion, industry-specific solutions are desirable. She wants to take into account the attitude of the PVC industry when it comes to changes in European regulations. The AGPU and its partner associations are also currently in close dialogue with politicians at federal and EU level and with the relevant authorities on the subject of "Legacy Additives". In addition to the meeting in Berlin, further discussions at the expert level have already been agreed upon.

PVC recyclers meet PVC processors

Together with VinylPlus® and other partners such as AgPR, Rewindo, IVK Europe and Roofcollect, AGPU 2019 organised a total of three regional expert meetings with almost 90 participants as part of the project "PVC recyclers meet PVC converters". The concept is as simple as it is successful: companies from the entire PVC value chain come together and present their range of products and services as well as their requirements for recycling materials and processes. The increasing number of participants speaks for itself and proves again and again how important this topic is for the companies.

In addition to the recyclers' meetings, there are numerous other communication projects where AGPU presents the contents and goals of VinylPlus®. These include the publication of specialist articles in decision-maker media on green public procurement (GPP) and the role of PVC in the recycling industry.

ADVERTORIAL

Foto: AGPU/Thomas Hülsmann

Lösungen für PVC-Bauprodukte

Recycling PVC ist ein qualitativ hochwertiger Ausgangsstoff für neue Produkte.

Aktion PVC-Recycling

Die Auftragsbücher in der Baubranche sind voll, und der Bedarf an hochwertigen Bauprodukten ist auch wie vor hoch. Wesentliches Einsatzfeld für den Werkstoff PVC in Deutschland ist der Baubereich.

Der Werkstoff zeichnet sich durch sein besonderes breites Anwendungsprofil aus. Hochwertige PVC-Produkte wie Bodenbeläge, Dach- und Dichtungsdichten, Fenster, Türen, Rollläden, Platten und Rohre sind meist langlebiger sowohl in der Anschaffung als auch im Unterhalt und tragen aufgrund ihrer vielseitigen Eigenschaften während ihrer gesamten Nutzungsdauer entscheidend zur nachhaltigen Entwicklung bei.

Etablierte Recycling-Lösungen. Für die Verwertung von PVC-Bauprodukten gibt es bereits seit Jahren bundesweit etablierte Recycling-Lösungen. Und das Interesse daran wächst beständig, wie sich zuletzt Ende Februar 2020 bei der 26. Fachtagung Abbruch in Berlin gezeigt hat. Der Expertentag geht mit über 1.100 Teilnehmern aus ganz Europa zu den größten und wichtigsten Events der Branche. Mit dabei war auch die Aktion PVC-Recycling, eine gemeinsame Initiative von AGPU, VinylPlus® und mehreren Partnern von Verwertungslösungen für PVC.

Bodenbeläge. Die 1990 gegründete Adhorte gemeinnützige PVC-Bodenbelag Recycling (AgPR) sammelt gebrauchte PVC-Bodenbeläge. Diese werden zu Feinmehl verarbeitet und anschließend für die Produktion neuer PVC-Bauprodukte eingesetzt.

Kunststofffenster. Seit Mitte 2002 organisiert die Revocon GmbH mit ihrem Recycling-Partner die Verwertung ausgefallener Fenster, Rollläden und Türen aus PVC. Die Initiative betreibt ein bundesweites Sammelsystem. Aus Abfallprodukten wird Regenerat gewonnen, ein qualitativ hochwertiges und im Vergleich zu Neuen gleichwertiges Rohstoff, der wieder zur Herstellung neuer Fenster- und Bauprofile verwendet wird.

Platten und Kunststoffe. Der Industrieverband Kunststofftechnik Europe (IVK Europe) unterstützt die Verwertung von ausgefallenen PVC beschichteten Gewebestoffen. Die Rezyklate werden zu Platten, Bauelementen, Bauplatten und Gewebestoffen verarbeitet.

Rohre. Die Kunststoffrohrindustrie leistet durch die stoffliche Wiederverwertung seit vielen Jahren ihren Beitrag zum nachhaltigen, ressourcenschonenden Wirtschaften und Produzieren. Seit Mitte der 1990er-Jahre werden Kunststoffrohrabfälle

für die Herstellung neuer Rohre sowie anderer Produkte aufbereitet.

Nachhaltigkeitsprogramm VinylPlus. VinylPlus®, das Nachhaltigkeitsprogramm der europäischen PVC-Branche, umfasst auch die gesamten Recycling-Lösungen. Dadurch konnten seit 2000 insgesamt bereits mehr als 5,7 Millionen Tonnen recyceltes PVC für neue Produkte verwendet und 10 Millionen Tonnen CO₂ eingespart werden. Zudem wurden in diesem Zeitraum mehr als 100 Millionen Euro in die Entwicklung von Recycling-Technologien, Sammel- und Recycling-Systemen investiert. Die PVC-Branche leistet so einen wesentlichen Beitrag für eine kreislauforientierte Wirtschaft und zur nachhaltigen Entwicklung in Europa.

www.vinylplus.eu
www.reycling.de
www.pvc-recycling-finder.de

AGPU

AGPU e.V. | www.agpu.de

The AGPU publishes specialist articles in decision-maker media such as "KBD - Kommunalen Beschaffungsdienst" and provides information on PVC products in the context of GPP. Source: KBD

INNOVATIVE PVC PRODUCTS

Today, many modern PVC products are true high-tech miracles, which, thanks to a multitude of features and functions, are attracting more and more people. This success is reflected not only in the great demand for PVC in Germany, but also in the wide range of products themselves, which have often become market-leading products. For example, highly efficient windows and façade systems, particularly easy-care vinyl floor coverings, coated fabrics in modern sports facilities or extremely durable PVC piping systems above and below ground.

Healthcare products made of PVC provide vital help

Vinyl products have been used successfully in the healthcare sector for over 60 years and are indispensable. This is also evident in view of the COVID-19 pandemic and is demonstrated by the large number of medical applications, such as pharmaceutical blister packs for drugs, infusion tubes, blood bags, respiratory masks, disposable protective gloves or components of medical equipment. Other products, such as face shields and social distancing mats, have been specially developed by the industry to reduce the risk of infection.

The range of high-performance PVC products in the healthcare sector is wide and is constantly being expanded with new applications. About 40 percent of all medical plastic products in European hospitals are made of PVC. They improve the chances of recovery, extend life expectancy and enable the best standards of hygiene. PVC owes its widespread use in the healthcare sector not only to its individually adaptable material properties, but also to its attractive designs and low purchase and maintenance costs in times of tight budgets. The same applies to PVC building products such as particularly durable floor coverings or easy-to-clean surface coatings, which have been firmly established in the healthcare sector for years.

PVC building products: Architect excursion to the Bauhaus Dessau

At the invitation of the AGPU, an exclusive excursion for architects took place in November 2019 together with the Friends of the Bauhaus Dessau and the Bauhaus. Representatives of the PVC industry were also among the participants in order to get into conversation with this important target group.



Disposable PVC resuscitator bags and respiratory masks are used for manual ventilation of patients not only during the corona pandemic.

Photo: HUM Gesellschaft für Homecare und Medizintechnik mbH

Bauhaus founder Walter Gropius' idea of serial building is more topical today than ever. Without standardised production processes and innovative building products, the challenges of affordable building and living are difficult to meet quickly and easily. High-performance PVC construction products such as energy-saving windows and floor coverings make an important contribution here and are indispensable in this advanced construction method, which conserves resources, reduces construction times and stresses on the building site and better meets quality standards.

The AGPU has supported various Bauhaus projects for many years. These included the discourse on the reconstruction of the destroyed master houses of Gropius and Moholy-Nagy and the associated book project "UmBauhaus", which also affected the PVC industry.



At the invitation of the AGPU, an excursion to the renowned university in Dessau took place together with the Freundeskreis Bauhaus Dessau and the Bauhaus, which was attended by architects and representatives of the PVC industry.

Photo: Bauelemente Bau

THE INDUSTRY NETWORK

The AGPU is the voice of the PVC industry in Germany and with its 60 or so member companies - from raw material production to conversion and recycling – it represents the entire value chain. It offers its members access to an established and wide-ranging industry network, regular expert meetings, workshops and an annual general meeting with the VinylPlus® Sustainability Forum Germany.

VinylPlus Sustainability Forum Germany

The activities and progress of the PVC industry's sustainability programme at both national and European level were the focus of the kick-off event at the Collegium Leoninum in Bonn at the beginning of July 2019. With around 60 participants, the first VinylPlus® Sustainability Forum Germany was very well received. "The reason for the success of VinylPlus® is the commitment of the entire value chain, where manufacturers and converters work together with recycling companies. In order to achieve further success, we want to strengthen the cooperation with our partners and identify new ones", said Stefan Sommer, Chairman of VinylPlus®, at the beginning of the forum.

K 2019: Special show and Innovation Award

AGPU Managing Director Thomas Hülsmann gave a presentation on the success story of VinylPlus® since 2000 at the International Plastics Fair in Düsseldorf at the special show "Plastics shape the future". As part of the 90-minute programme for the implementation of PlasticsEurope's Voluntary Commitment, five other sustainability initiatives in the plastics value chain were also presented.



Stefan Sommer, Chairman of VinylPlus, presented the commitment of the European PVC value chain to the goals of the sustainability programme at the first VinylPlus Sustainability Forum Germany.

Photo: AGPU



At the INOVYN AWARDS 2019, AGPU Managing Director Thomas Hülsmann accepted the Gold Award in the "Sustainability" category on behalf of the PVC film industry's initiative to recycle pharmaceutical blisters.

Photo: INOVYN Germany GmbH

AGPU Managing Director Thomas Hülsmann gave a presentation on the success story of the European sustainability programme VinylPlus at the K 2019 in Düsseldorf at the special show "Plastics shape the future".

Photo: PlasticsEurope Deutschland e.V.



Another highlight for AGPU was the presentation of the INOVYN Innovation Awards 2019, where the initiative of the PVC film industry for the recycling of pharmaceutical blisters received the Gold Award in the category "Sustainability". The project – supported by VinylPlus® and the IVK - was coordinated by AGPU with the participation of the film manufacturers Liveo Research and Perlen Packaging.

A VAST POOL OF EXPERTISE

The AGPU bundles the knowledge of many experts and promotes their exchange. In addition, the AGPU - also together with partner associations - regularly publishes current studies and data on PVC in Germany, continuously evaluates media and legislative procedures on relevant PVC topics and makes the results available to members exclusively in the weekly PVC-Ticker in German and English.

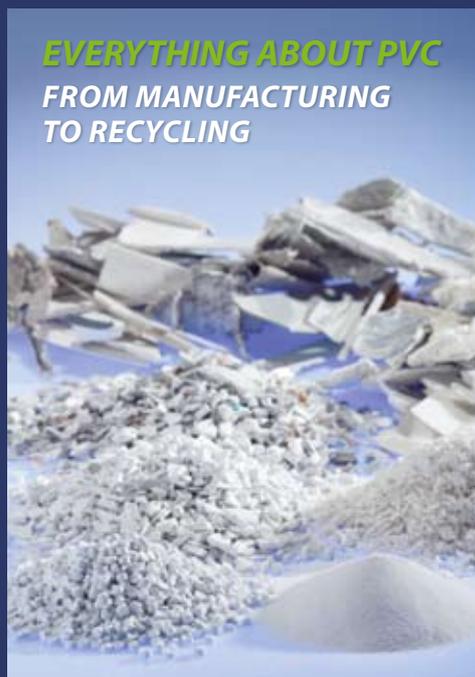
Material flow picture for plastics in Germany 2019

In March 2020 the data collection for the new study "Plastics material flow in Germany 2019" has started. More than 2,000 companies from the plastics production, conversion and recycling industries as well as available statistics and studies will again be evaluated. The study of plastics material flows enjoys a high reputation among politicians, authorities and the specialist public and shows that circular economy has long been a central topic for the German plastics industry and the protection of the environment is an important concern for the entire industry.

Clients are BKV and PlasticsEurope Germany, AGPU and 12 other associations and organisations. Within the scope of the study there will also be current data on PVC. However, a detailed PVC study is not planned until 2021.

PVC-WIKI: Many minds know more

Whether news, facts and figures, results from daily media monitoring or working documents for AGPU committees, PVC-WIKI is an exclusive knowledge database for all AGPU members which has been growing continuously since its launch in June 2012. At present, there are about 25,000 documents that can be accessed around the clock as required. Both the search function and the navigation in the subject areas were further improved during the last major update in 2019 and have en-



The AGPU brochure "Everything about PVC - from manufacturing to recycling" provides up-to-date information on all relevant topics and will be available in revised form shortly.

sured that the acceptance of the knowledge database is high among the approximately 250 registered users.

AGPU'S WORKING GROUPS

WG Communication: Decision-makers perceive PVC as a future-oriented material. In order to achieve this goal, the AGPU positions the plastic among stakeholders as the preferred material in terms of quality, economy and sustainability. The working group members ensure consistent communication within the framework of the AGPU strategy, work out relevant topics and define communication goals and target groups in consultation with the AGPU board. The main topics included the revision of the AGPU vision and mission and the adjustment of the external presentation.

WG Knowledge: In addition to monitoring relevant specialist topics and publications, preparing and conducting the biannual workshop "PVC and the Environment" in cooperation with PlasticsEurope Germany, the tasks of the working group also include networking with internal and external experts on all aspects of the PVC life cycle. As knowledge management is the indispensable prerequisite for targeted and fact-based com-

munication, the working group also deals with the expansion and maintenance of the PVC-WIKI database.

WG Recycling: Sustainable recovery routes and recycling processes for all PVC waste are among the top topics in this working group. The same applies to the intensive dialogue on PVC issues with relevant stakeholders and decision-makers in the waste management sector. In addition to the working meetings, the AGPU recycling experts receive direct insights and first-hand information during excursions to important recycling plants. Further tasks are the evaluation of research projects and studies on PVC recycling as well as the professional support of events and online offers such as the AGPU Recycling-Finder.

In addition to plastics recycling in general, the working group members are focusing on the Circular Plastics Alliance and Legacy Additives.

OPEN DIALOGUE

The AGPU is an active partner of VinylPlus® and communicates the goals and successes of the European sustainability programme in Germany. In addition, the AGPU maintains an intensive dialogue with decision-makers and opinion leaders, creates transparency and thus builds confidence in the sustainable development of the material. This includes the regular dispatch of newsletters to relevant target groups, the production of brochures and specific information material as well as the writing of statements and letters to the media, politicians and authorities, even if the material PVC comes under unjustified criticism.

Broad online offer

For the AGPU, the communication tools also include a broad online offering. In addition to the AGPU website, there are other platforms such as the PVC Recycling Finder, which are perfectly tailored to the respective target groups. The bilingual recycling portal currently features around 70 companies.

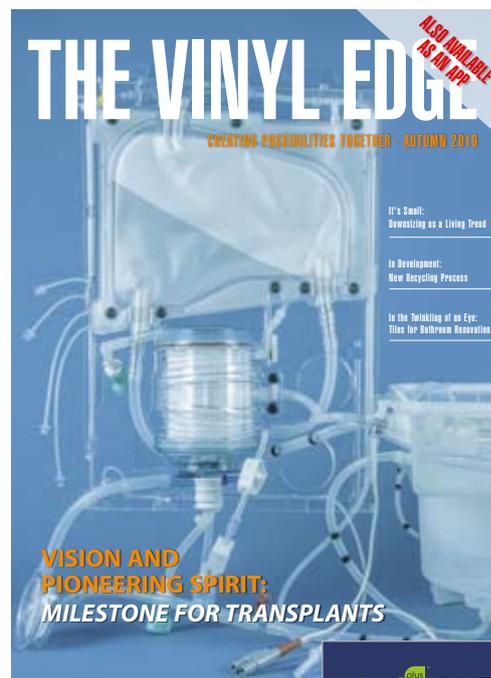


More than 23,000 readers use the offer of the PVC-PARTNER App, in which the AGPU summarizes all relevant publications like topic brochures, activity report, BLITZ-INFO and STARKE SEITEN.

With the PVC-PARTNER App for mobile devices a further online tool has been available since the end of 2012. Here the AGPU has summarised all important information about the material PVC. The digital offer includes all relevant publications such as the AGPU activity report as well as the issues of BLITZ-INFO and STARKE SEITEN. According to statistics, the PVC-PARTNER App has already been installed on over 23,000 smartphones and tablets since its launch. The app is available for Apple iOS and Google Android.

BLITZ-INFO and STARKE SEITEN

In addition to the personal dialogue and the direct exchange of information, the AGPU also relies on two particularly high-quality print publications for its communication. The magazine STARKE SEITEN is published with a circulation of 26,000 copies and is aimed at a highly diversified target group with a personalized distribution list that has grown continuously over 20 years and is constantly updated. It is aimed in particular at decision-making users of PVC such as architects, employees



Since 1998, the magazine STARKE SEITEN has been published three times a year, currently with a circulation of 26,000 copies. The publication about the versatile application possibilities of PVC is also produced in English (THE VINYL EDGE) for special occasions such as the K plastics trade fair.

The BLITZ-INFO is published in printed form three times a year and informs 7,500 environmental decision makers from politics, administration, industry and trade about the sustainable development of PVC.



from building and environmental authorities, from the housing industry, but also members of parliament and ministry officials, representatives from the scientific community, members of the AGPU and other companies from the PVC industry.

A partial edition of the magazine is sent out by the AGPU together with the BLITZ-INFO, which is published three times a year and summarizes current information on the sustainable development of PVC. The current circulation goes to 7,500 environmental decision makers from politics, administration, industry and trade.

STRONG COOPERATIONS

The AGPU is a recognized partner of the German plastics industry and the European PVC network. Together with other industry associations and strong partners such as PlasticsEurope Germany and VinylPlus®, the AGPU has prepared important position papers on PVC issues, participated in consultations for guidelines and legislative projects and has actively participated in numerous research and communication projects.

PROWINDO

In 2019 PROWINDO, the alliance for PVC windows, celebrated its 10th anniversary. The platform bundles both the technical and political expertise of the industry and is aimed at decision-makers from politics, authorities, the construction industry and the housing industry. At the end of September, representatives from politics and business met for the fifth time at the German Parliamentary Society in Berlin for PROWINDO's Parliamentary Breakfast. Member of the German Parliament Björn Simon (CDU) provided the framework for this high-profile exchange. Together with PROWINDO's other partners, the EPPA, pro-K, QKE, Rewindo and SKZ, AGPU managing director Thomas Hülsmann informed the participants about the contribution of PVC windows to achieving the climate targets - with a focus on the energy-efficient renovation of existing buildings which have around 300 million very poorly insulated windows. Presenting the PVC window as a sustainable building product, from its use throughout its entire service life to its subsequent recycling and reuse, were further focal points of the event. The press conference planned on the occasion of the international trade fair "Fensterbau Frontale 2020" in Nuremberg had to be cancelled due to the Covid-19 pandemic and cancellation of the fair. Numerous AGPU member companies reacted, for example, with virtual exhibition stands and showrooms to inform their customers about their innovations. Such modern concepts are successful instruments to present important contents to the target groups. This was also demonstrated by the record participation in the virtual AGPU summer workshop.



PVC recycling campaign

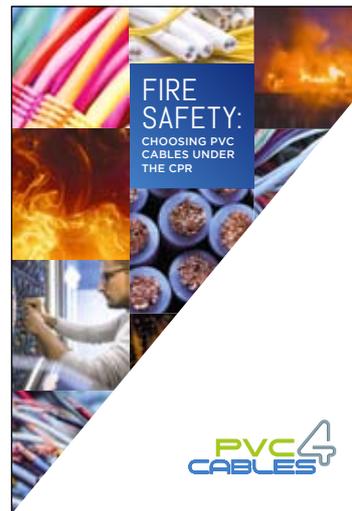
The interest in recycling solutions for the building material PVC is growing steadily. The members of the PVC recycling campaign, a joint initiative of AgPR, AGPU, IVK Europe, KRV, Rewindo, Roofcollect and VinylPlus®, can confirm this trend at first hand. The last time this became clear was at the 26th Demolition Conference at the end of February 2020. More than 1,100 demolition and recycling specialists from all over Europe used the industry platform to exchange information in Berlin on current topics.

At the joint stand of the PVC recycling campaign, experts were able to find out about nationwide recycling solutions for PVC floor coverings, roofing membranes, windows, doors, roller shutters, tarpaulins and pipes.

PVC4Cables

In November 2019 the second PVC4Cables Conference took place in Berlin. The conference presented the latest developments in PVC cables and their many technical and functional advantages for users and consumers and discussed market trends, standardisation, fire and smoke behaviour and new studies. A special focus was on innovations in additives and

formulations as well as on the performance improvement of PVC cables. The AGPU promoted the European conference in Germany with relevant stakeholders and supported PVC4Cables in organising the conference. The new brochure on PVC cables is aimed specifically at experts and planners from the construction sector and helps them to make the right choice of PVC cables for different building requirements.



This new brochure on PVC cables focuses on preventive fire protection and is aimed at experts and planners in the construction industry.
Source: PVC4Cables

At the demolition conference in Berlin, experts were able to inform themselves about the nationwide recycling solutions for PVC building products at the joint stand of the PVC Recycling campaign.

Photo: AgPR



On the website www.vinyl-erleben.de, AGPU Media GmbH presents innovative PVC applications from the fields of architecture, healthcare as well as sports and leisure as part of the soft PVC communication campaign.

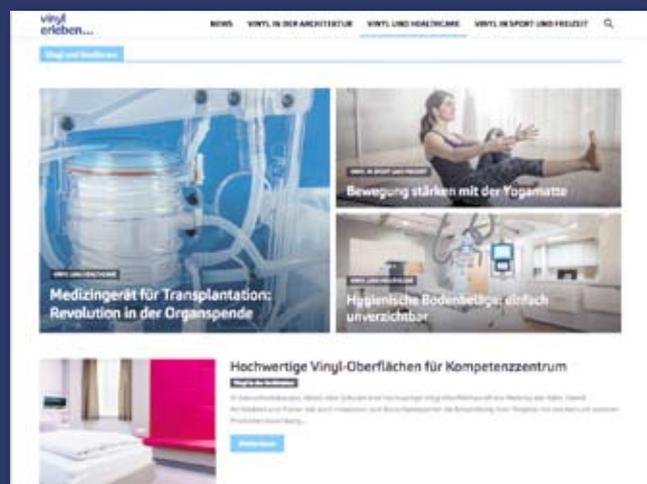


EXPERIENCING VINYL

Extravagant designer bags, easy-care floor coverings in wood and stone look, mirror-like stretched ceilings, high-quality artificial leather in the automotive sector or PVC-coated fabrics for futuristic membrane roofs: modern products made of soft PVC combine excellent usage properties with high aesthetic and haptic demands. In addition, they are safe, durable and economical.

Since the end of 2017, the website vinyl-erleben.de has been advertising with impressive examples of PVC products from the fields of architecture, healthcare as well as sports and leisure. The online platform was initiated by several companies of the PVC value chain as part of the soft PVC communication campaign and competently implemented by AGPU Media GmbH. The aim of the website is to present the material's diverse applications and the enormous range of products using selected examples.

Not only has the number of hits by interested readers been rising steadily since the launch, but the content of the website is also being continuously expanded. New articles are added every month to make the advantages of the products presented better known and to further highlight them to the relevant target groups. Since April 2019, a news section on vinyl-erleben.de has contributed to the increase in outreach.



The website www.vinyl-erleben.de presents a selection of innovative soft PVC applications in interesting articles.