

THE COMMITMENT TOWARDS 2030

OF THE EUROPEAN
PVC INDUSTRY
TO SUSTAINABLE
DEVELOPMENT

STATE
OF PLAY

VinylPlus
20
30
Commitment





TABLE OF CONTENTS

03 INTRODUCTION

04 VINYLPLUS WORKING PRINCIPLES

05 THE VINYLPLUS 2030 COMMITMENT

► THREE PATHWAYS

PATHWAY 1 SCALING UP PVC VALUE CHAIN CIRCULARITY

PATHWAY 2 ADVANCING TOWARDS CARBON NEUTRALITY AND MINIMISING OUR ENVIRONMENTAL FOOTPRINT

PATHWAY 3 BUILDING GLOBAL COALITIONS AND PARTNERING FOR THE SDGs

06 VINYLPLUS 2030 ACTION AREAS AND TARGETS

► STATE OF PLAY

12 MID-TERM REVIEW – TIMELINE

14 GLOSSARY



INTRODUCTION

Launched on 17 June 2021, VinylPlus 2030 is the Commitment of the European PVC industry to Sustainable Development towards 2030. It builds upon a track record of more than 20 years of progress and achievements by the European PVC value chain.

With its 3rd Commitment, VinylPlus aims to contribute proactively to addressing the global sustainability challenges and priorities. VinylPlus 2030 covers the EU-27, Norway, Switzerland and the UK. The VinylPlus 2030 Commitment has been developed bottom-up through industry workshops and with an open process of stakeholder consultation. The Commitment identifies **three pathways**:

- | **Scaling up PVC value chain circularity**
- | **Advancing towards carbon neutrality and minimising our environmental footprint**
- | **Building global coalitions and partnering for the SDGs.**

The three pathways are further broken down into **twelve action areas** and **39 measurable targets** that outline concrete steps to be taken by the European PVC industry for the sustainable development of PVC.

When establishing the Commitment, all parties agreed that all targets would be subject to a mid-term review in 2025, to take into account technological progress, as well as the evolution of socio-economic, regulatory and environmental frameworks.



THE VINYLPLUS 2030 COMMITMENT

For more information on VinylPlus 2030, scan the QR Code



VINYLPLUS WORKING PRINCIPLES

In implementing and reviewing its 2030 programme, VinylPlus is committed to the following guiding principles:

MEASURABLE TARGETS AND DEADLINES

Ensure accountable objectives that all industries engaging in the Commitment will seek to achieve together.

TRANSPARENCY AND ACCOUNTABILITY

Guarantee openness, transparency and accountability through the involvement of external third parties in the monitoring and verification of progress and achievements.

IALOGUE AND COLLABORATION

Work together as a united PVC value chain and engage with interested stakeholders to find solutions that no single player can implement.

SCIENCE-BASED SOLUTIONS AND RESEARCH

Make sure that technologies, processes and materials are assessed according to solid, credible and science-based sustainability indicators.

PRIORITY TO SUSTAINABILITY INNOVATION

Prioritise research, design and innovation that enhance the sustainability potential of PVC.

LABELLING AND TRACEABILITY

Ensure that consumers, users and public procurers are provided with clear and correct information, facilitating the recognition of sustainable and recycled products.

GLOBAL ACTION AND KNOWLEDGE TRANSFER

Play an active part in supporting an integrated, cross-border, sustainable and circular PVC value chain, including through best-practice sharing and cooperation with other regional PVC actors at the global level.

THE VINYLPLUS 2030 COMMITMENT

PATHWAY 1

SCALING UP PVC VALUE CHAIN CIRCULARITY

Through Pathway 1, the European PVC industry confirms the recycling commitments made with the European Commission, and where feasible, to further 'stretch' them to continue advancing towards full circularity of the European PVC value chain. The objective is to transform waste into high-quality, safe and valued resources for the recycled materials markets, contributing in particular to SDG12 – Sustainable consumption and production – of the United Nations 2030 Agenda.

Recognizing that research and innovation play a critical role in successfully achieving this objective, VinylPlus will concentrate efforts and resources in supporting technical projects, R&D and innovation in three main directions:

- ▶ improving existing collection and recycling schemes and setting up new ones for additional PVC streams
- ▶ supporting the development of chemical recycling and other recycling and sorting technologies
- ▶ investigating solutions to detect, sort, and remove legacy additives from end-of-life PVC products.

PATHWAY 2

ADVANCING TOWARDS CARBON NEUTRALITY AND MINIMISING OUR ENVIRONMENTAL FOOTPRINT

Pathway 2 recognizes the need to take urgent action: to combat climate change in line with the European Commission's Green Deal targets; to minimise the environmental footprint of production processes and products in line with the EU Chemicals Strategy for Sustainability; and to increase resource efficiency in consumption and production.

Due to their intrinsic nature, carbon neutrality and environmental footprint minimisation fall within the direct responsibility of the partner companies. VinylPlus' and the sectoral organisations' role is to facilitate stronger sector collaboration so as to raise the value chain's ambitions regarding the use of sustainable feedstock.

VinylPlus will report on the European PVC value chain's progress in advancing towards carbon neutrality and minimising the environmental footprint of production and products.

PATHWAY 3

BUILDING GLOBAL COALITIONS AND PARTNERING FOR THE SDGs

The European PVC industry recognizes the key role of the UN SDGs to contribute to global development, promote human well-being and protect the environment.

With Pathway 3, VinylPlus addresses broader societal needs by:

- ▶ providing maximum transparency and accountability in its governance and reporting
- ▶ encouraging its partner companies to adopt sustainable practices and to integrate sustainability information into their reporting cycles
- ▶ enhancing the industry's contribution to sustainability through labelling and certifications, helping promote sustainable private and public procurement practices
- ▶ encouraging and promoting effective partnerships and initiatives with civil society, institutions, NGOs, the private sector, as well as other regional and global value chain bodies.

PATHWAY 1



SCALING UP PVC VALUE CHAIN CIRCULARITY

“The PVC industry embraces the circular economy. We commit to building upon the achievements made over the last 20 years to accelerate towards circularity. We aim to ensure controlled-loop management of PVC, from circular product design, the development of additional collection schemes and advanced recycling technologies, to ensuring the safe use of recyclate in new high-performance, durable products.”

ACTION AREAS AND TARGETS	STATUS	COMMENTS
<p>1.1. ADVANCING OUR CIRCULARITY AMBITIONS</p> <ol style="list-style-type: none"> 1. Achieve at least 900,000 and 1 million tonnes per year of recycled PVC used in new products by 2025 and 2030, respectively. 2. By 2024, set additional ‘stretch’ recycling targets. 3. Carry out a review of existing collection and recycling schemes by 2022. 4. By 2023, set-up a list of applications, projects, and initiatives where additional collection schemes to reduce landfill would be required. 5. Where appropriate, support the set-up of additional collection and recycling schemes and produce a status report by 2025. 	<p>1. ONGOING</p> <p>2. NOT ACHIEVED</p> <p>3. ACHIEVED</p> <p>4. ACHIEVED</p> <p>5. ONGOING</p>	<p>1. Mechanical recycling is plateauing at the level of 700 -800,000 tonnes for the time being.</p> <p>2. It is difficult to define stretch targets if the original targets are at risk.</p>
<p>1.2. FOSTERING SCIENCE-BASED SOLUTIONS FOR THE SAFE AND SUSTAINABLE USE OF ADDITIVES</p> <ol style="list-style-type: none"> 1. Carry out a gap analysis on existing scientific data and review it annually starting from 2022. 2. Report annually on active support of and data generation for relevant risk assessment, human bio-monitoring and socio-economic studies. 3. Report annually on support given to technical projects that enable and demonstrate the safe use of recyclates containing legacy additives. 4. Continue investigating solutions to detect specific substances in PVC waste streams and produce a report by 2023. 	<p>1. ACHIEVED + ONGOING</p> <p>2. ONGOING</p> <p>3. ONGOING</p> <p>4. ACHIEVED</p>	

ACTION AREAS AND TARGETS	STATUS	COMMENTS
<p>5. By 2025, develop at least one sorting technology for PVC waste with specific additives.</p> <p>6. Report annually on VinylPlus' continued support to relevant technical projects leading to the removal of legacy additives.</p>	<p>5. ONGOING</p> <p>6. ONGOING</p>	<p>6. Annually reported in the Progress Report.</p>
<p>1.3. SUPPORTING INNOVATIVE RECYCLING TECHNOLOGIES</p> <p>1. Assess where chemical recycling could be a valuable complementary recovery solution to mechanical recycling, based on cost-benefit and LCA assessments. By 2022, identify and evaluate relevant chemical recycling technologies for plastics waste containing PVC.</p> <p>2. Confirm the feasibility of thermal treatment of difficult-to-recycle PVC waste to recover chlorine and move to operational status (TRL 7) by 2024.</p> <p>3. By 2025, encourage the establishment of and participate in consortia aiming to build chemical recycling capacities for plastics waste containing PVC.</p> <p>4. A valid sorting or separation technology for complex (e.g., composite) PVC products tested (TRL 5) by 2025.</p>	<p>1. ACHIEVED + ONGOING</p> <p>2. ACHIEVED + ONGOING</p> <p>3. ONGOING</p> <p>4. ONGOING</p>	<p>4. There is no clear view on whether the TRL 5 target will be met by end 2025.</p>
<p>1.4. PRIORITISING CIRCULARITY THROUGH ECODESIGN</p> <p>1. Promote the ecodesign guidelines developed in the framework of the CPA to foster the PVC value chain's transition to circularity, and, starting from 2022, report annually on the best examples of products and services developed by VinylPlus partners.</p>	<p>1. ONGOING</p>	<p>1. Reported annually in the Progress Report.</p>

PATHWAY 2



ADVANCING TOWARDS CARBON NEUTRALITY AND MINIMISING OUR ENVIRONMENTAL FOOTPRINT

“Sustainable chemistry and carbon neutrality are at the heart of a sustainable economy. By applying a science-based approach, we commit to ensuring that all PVC products, including their supply chains and manufacturing processes, continue to reduce their impact on human health and the environment.”

ACTION AREAS AND TARGETS	STATUS	COMMENTS
2.1. ADVANCING TOWARDS CARBON NEUTRALITY 1. VinylPlus will evaluate the potential and, by 2025, report on projected core carbon reduction progress to be achieved by 2030. 2. By 2025, report on the use of renewable energy. 3. By 2025, report on sustainable feedstock sourcing.	1. ONGOING 2. ONGOING 3. ONGOING	
2.2. EMBRACING THE SUSTAINABLE USE OF CHEMICAL SUBSTANCES 1. By 2021, organisation of at least one introductory ASF webinar by VinylPlus. 2. By 2022, produce a report on the sectors' / partners' experience and application of the ASF tool.	1. ACHIEVED 2. ACHIEVED	
2.3. MINIMISING OUR ENVIRONMENTAL FOOTPRINT 1. By 2021, achieve full compliance with the ECVM Charter (updated version 2019). 2. Issue ECVM Charter updates in 2025 and 2030.	1. PARTIALLY ACHIEVED + ONGOING 2. ONGOING	1. Target is on track for completion.

ACTION AREAS AND TARGETS	STATUS	COMMENTS
<p>3. Sectors will set up, as appropriate, indicators to support the reduction targets of the water footprint of processes and products. Review reports will be produced in 2025 and 2030.</p> <p>4. Triennial review on the improvement of the eco-profiles of PVC products, starting from 2022.</p> <p>5. VinylPlus takes an active role in guiding its partners and will recommend relevant schemes for the minimisation and responsible treatment of spillages of polymers and polymer compounds, enabling VinylPlus partners to adopt one scheme by 2022.</p>	3.ONGOING 4.PARTIALLY ACHIEVED 5.ACHIEVED	
<p>2.4. RESPONSIBLE SUPPLIER CRITERIA AND PROGRAMMES</p> <p>1. By 2024, produce an inventory of relevant certification schemes applied by the chlorine, ethylene and by other extractive industries, to provide the VinylPlus partners with relevant and transparent information on the sustainability progress of the upstream supply chain.</p>	1. NOT ACHIEVED	1. Data not publicly available

PATHWAY 3



BUILDING GLOBAL COALITIONS AND PARTNERING FOR THE SDGs

“Representing the united European PVC value chain as VinylPlus, we commit to ensuring transparency and accountability in its relationships with all stakeholders. Engaging with key stakeholders, including brand owners and specifiers, we will contribute to sustainable development through certified and traceable products. We will continue partnering with civil society, European and global organisations, as well as with the global PVC communities, to share our best sustainability practices and contribute to the UN SDGs.”

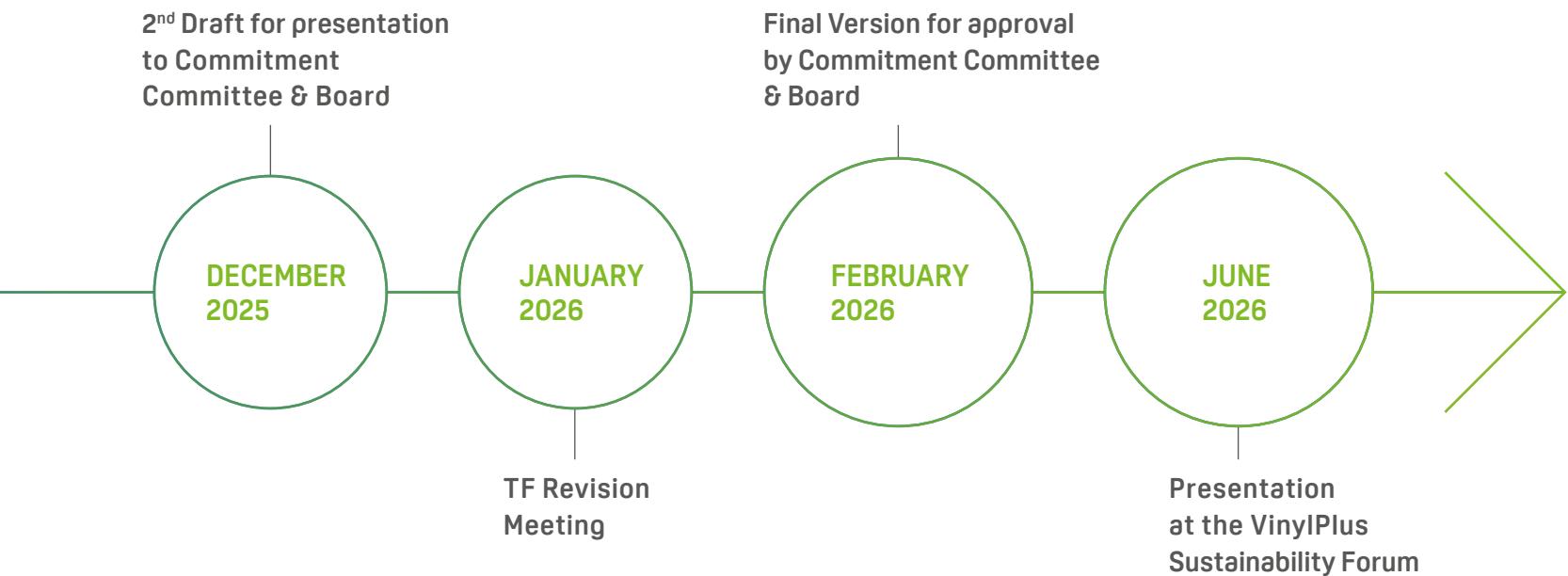
ACTION AREAS AND TARGETS	STATUS	COMMENTS
<p>3.1. ENSURING TRANSPARENCY AND ACCOUNTABILITY</p> <ul style="list-style-type: none"> 1. A public, and independently audited, VinylPlus Progress Report will be published annually and proactively promoted to key stakeholders. 2. By 2021, each VinylPlus industry sector will define its specific contributions to the common targets and ensure that they are properly disseminated within the partner companies. 3. By 2025, develop guidelines and supporting information to help VinylPlus partners demonstrate the progress of the PVC value chain towards sustainability. 	<p>1. ONGOING</p> <p>2. ACHIEVED</p> <p>3. ONGOING</p>	<p>1. Achieved every year since 2021.</p> <p>3. Concept under development to support VinylPlus partners.</p>
<p>3.2. CONTRIBUTING TO SUSTAINABLE DEVELOPMENT THROUGH CERTIFIED AND TRACEABLE PRODUCTS</p> <ul style="list-style-type: none"> 1. Extend the scope of the VinylPlus® Product Label: <ul style="list-style-type: none"> a. Obtain recognition by at least one additional major green building standard by 2022. b. Obtain the Label's inclusion in three different procurement systems by 2025. c. Expand the scope of the Label's certification scheme to at least one additional PVC application by 2025. 2. Extend the scope of the VinylPlus® Supplier Certificate: <ul style="list-style-type: none"> a. By 2022, five production sites to have obtained the VinylPlus® Supplier Certificate. b. By 2025, twenty production sites to have obtained the VinylPlus® Supplier Certificate. 	<p>A. ACHIEVED IN 2023</p> <p>B. ACHIEVED</p> <p>C. ACHIEVED</p> <p>A. ACHIEVED</p> <p>B. ONGOING</p>	

ACTION AREAS AND TARGETS	STATUS	COMMENTS
<p>3. Assess PVC products' contribution as sustainable solutions for end-users:</p> <ul style="list-style-type: none"> a. Starting from 2023, produce a biennial report on contribution to climate change reduction by PVC products. b. By 2025, evaluate the potential of the 'Carbon handprint methodology' or other suitable tool(s) to assess the contribution of PVC products to the improvement of the environmental footprint of end-users. 	<p>A. ONGOING</p> <p>B. ONGOING</p>	<p>3. Both targets are linked to the results of the project with Carbon Minds – see targets 2.1.2 & 2.1.3</p>
<p>3.3. ENGAGING STAKEHOLDERS IN THE SUSTAINABLE TRANSFORMATION OF THE PVC INDUSTRY</p> <ul style="list-style-type: none"> 1. Pursue engagement with international and intergovernmental organisations to share VinylPlus' knowledge, experience and business model for sustainability and report annually. 2. By 2024, engage regularly with at least one well-known NGO. 3. Co-operate with regional and global value chain bodies to exchange best practices and communicate the VinylPlus sustainability model at the regional and global levels. Annually report on progress, starting from 2022. 	<p>1. ONGOING</p> <p>2. DELAYED + ONGOING</p> <p>3. PARTIALLY ACHIEVED + ONGOING</p>	
<p>3.4. PARTNERING WITH STAKEHOLDERS</p> <ul style="list-style-type: none"> 1. Keep engaging with civil society, including young generations, on joint projects for sustainable development and report annually. 2. By 2024, develop at least one joint project per year with local communities and institutions/associations of public authorities to progress on one or more of the SDGs' targets. 3. By 2025, develop partnerships with three consumer-facing global brand owners or private sector sustainability leaders to progress on one or more of the SDGs' targets. 	<p>1. ONGOING</p> <p>2. ACHIEVED + ONGOING</p> <p>3. ONGOING</p>	



MID-TERM REVIEW – TIMELINE







GLOSSARY

CARBON HANDPRINT METHODOLOGY

ASF Additive Sustainability Footprint. A methodology that assesses, through a science-based approach, the use of additives in any specific vinyl application.
<https://www.vinylplus.eu/sustainability/our-contribution-to-sustainability/additive-sustainability-footprint/>

Carbon handprint refers to the positive environmental impact of a product throughout its life cycle. It can be used by organisations to communicate the climate benefits of their products, services, and technologies.
https://www.researchgate.net/publication/330563782_Carbon_Handprint_Guide

CPA Circular Plastics Alliance, the European Commission's multi-stakeholder platform aimed at boosting the market for recycled plastics to 10 million tonnes by 2025.
https://ec.europa.eu/growth/industry/policy/circular-plastics-alliance_en

ECVM The European Council of Vinyl Manufacturers represents seven leading European producers of PVC resin and its monomer VCM, which account for around 85% of the PVC resin and VCM manufactured in Europe. These businesses operate around 46 different plants spread over 28 sites and employ approximately 8,000 people.
<https://pvc.org/>

ECVM CHARTER ECVM Industry Charter for the Production of Vinyl Chloride Monomer and PVC. It is aimed at minimising any detrimental effects from activities and products to the environment or human health in the production phase.
<https://pvc.org/about-ecvm/ecvms-charter/>

LCA Life Cycle Assessment. It is a cradle-to-grave or cradle-to-cradle analysis technique to assess environmental impacts associated with all the stages of a product's life, which is from raw material extraction through materials processing, manufacture, distribution, and use.

TRL	Technology Readiness Levels. A type of measurement system used to assess the maturity level of a particular technology: <ul style="list-style-type: none">▶ TRL 1 – basic principles observed▶ TRL 2 – technology concept formulated▶ TRL 3 – experimental proof of concept▶ TRL 4 – technology validated in lab▶ TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)▶ TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)▶ TRL 7 – system prototype demonstration in operational environment▶ TRL 8 – system complete and qualified▶ TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space) <p>https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf</p>
------------	---

VINYLPLUS® PRODUCT LABEL

Sustainability certification scheme for PVC products in the building and construction sector.

<https://productlabel.vinylplus.eu/>

VINYLPLUS® SUPPLIER CERTIFICATE

A scheme developed to certify the upstream sustainability of VinylPlus-labelled products.

<https://productlabel.vinylplus.eu/vinylplus-supplier-certificates/>

VinylPlus®

Avenue de Cortenbergh 71
B-1000 Brussels, Belgium
Tel. +32 (0)2 329 51 05
info@vinylplus.eu
www.vinylplus.eu

 @VinylPlus_EU

 VinylPlus

 VinylPlus

 VinylPlus

© VinylPlus® – April 2025

