

# PVC TODAY

## In this issue...

- Vinyl Hits the Streets of Brussels!
- Designing the Future
- Back on Track: Vinyl Records Are Here Again
- Vinyl 2010 at the United Nations and European Roundtable
- Film Promotion: PVC Giant at the London Eye
- Flash news

## Vinyl Hits the Streets of Brussels!

This summer Vinyl 2010 innovated with high impact visuals for the European Commission's annual Green Week – which this year celebrated the 50<sup>th</sup> anniversary of the signing of the Treaty of Rome taking as its theme 'Past lessons, future challenges'.

Branded around 'Promising a better future' Vinyl 2010 used several different media. Eye-catching adverts appeared in the metro in five main stations: Arts-Loi, Beaulieu, Demey, Schuman and Trone. At the same time, a tram paraded the colourful visuals all round the city throughout June and July.



### Vinyl 2010 at the United Nations and European Roundtable

For the second consecutive year, Vinyl 2010 attended the United Nations' 15<sup>th</sup> Session of the Commission on Sustainable Development (CSD-15) in New York, as a Partner for Sustainable Development.

*Read more on page 3*



*Continued on page 2*

## Designing the Future



Japanese design student Naoko Kanehira sponsored by ECVM won the 2007 Student Lighting Design Awards, in the category of "Energy Efficient Student Lighting Designer" with her innovative PVC balloon light. The Student Awards encourage the designers of the future to harness the technology of energy efficient products to produce attractive and functional products.

The competition, organised every year by the UK Lighting Association, allows students to gain valuable knowledge about the lighting industry, whilst using their creative skills to develop new lighting products.

*Continued on page 4*

## PVC TODAY

is a publication of ECVM and its European PVC network.

ECVM, the European Council of Vinyl Manufacturers, represents the European PVC producing companies and is a division of PlasticsEurope, the Association of Plastic Manufacturers in Europe.

All content in this newsletter is the intellectual property of ECVM. Content may be reproduced by third parties quoting sources.



## Vinyl Hits the Streets of Brussels!

Breaking new ground, Vinyl 2010 also sponsored a pavement art project in front of the Commission's Charlemagne building, the main site of Green Week's conferences and exhibitions. Two world famous street artists from Germany painted,

for two days, a three dimensional 'trompe l'oeil' of cliffs, a ravine, birds and a PVC raft. Afterwards, a professional photographer took pictures of the people drawn by the extraordinary visual effect, standing on the edge of the cliff or plunging

into the ravine! Participants could download their photos on the Vinyl 2010 website and many did so.

The outreach was a great success and showed well how style and entertainment can build recognition of a very serious commitment to sustainable development.



## Back on Track: Vinyl Records Are Here Again

Vinyl is cool. Vinyl is cult! In the USA vinyl records are staging a comeback.

"Vinyl sounds better... vinyl represents a listening experience" reported the Chicago Tribune. And money is no problem. Some artists and record houses are selling both - vinyl records from \$18 to \$30 and CDs at \$15.

More than just a collectable object, new generations want the same listening experiences their parents enjoyed. For emotions, Vinyl is just unbeatable!







## Vinyl 2010 at the United Nations and European Roundtable

Continued from page 1



This year's programme examined *"Policy options and practical measures to expedite implementation of energy for sustainable development, industrial development, air pollution/atmosphere and climate change"*.

Presenting on the theme of "An Effective Partnership in the Area of Industrial Development", Vinyl 2010 set out how the European PVC industry - a sector with over 23,000 companies and 530,000 employees - is moving towards sustainable development by cleaning up production processes and adopting a life-cycle approach to products.

Back in Europe, the 11<sup>th</sup> European Roundtable on Sustainable Production and Consumption took place in Basel on 20-22 June. The Conference has become a regular appointment for leading European institutions, universities, research and technological centres active in sustainable consumption and production.

Participating for the third time, Vinyl 2010 presented the "Casa 2 Litri" (or 2 Litre House) project promoted and supported by two Italian associations, Centro di Informazione sul PVC (representing the PVC industry chain) and AIPE (representing producers of EPS - expanded polystyrene).

The project, in which PVC is widely used for its proved sustainability, aims at building a house consuming only 2 litres of oil equivalent per square metre per year instead of the average 20 litres for equivalent area and time that a normal Italian building requires for heating, cooling and hot water.

The importance of social and economic needs, as well as environmental parameters, again set the tone of the conference. For the majority of ERSCP participants, 'Green' marks and Eco-

labels remained the preferred way to help consumers to choose. Vinyl 2010 insisted on the importance of Life Cycle Assessments (LCA) to assess material and applications in a fair, consistent and rational way to give real, not just superficial progress.



**PARTNERSHIPS**  
for **SUSTAINABLE**  
**DEVELOPMENT**



## Designing the Future

The event is sponsored by big industry names like Philips, Energy Saving Trust, Total Lighting Magazine, OSRAM, ACID and The Lighting Association.

Seventeen finalists were chosen from over 500 entries. Working prototypes were presented to a panel of judges. Many finalists chose the energy efficient CFL lamps for their light source, highlighting the fact that they do not compromise the aesthetics of design.

All the student finalists exhibited their designs at The Lighting Association's Annual Conference, as a first important step in their career. The designs will also be on show at The Lighting Show 2008, 20-23 January, NEC, Birmingham.

The UK Lighting Association, founded in 1939, has 220 members making it the largest lighting trade association in Europe.



## Film Promotion: PVC Giant at the London Eye

The London Eye sported a two-tonne PVC 'Silver Surfer' star character in the new film Fantastic Four: Rise of the Silver Surfer, for the World Premiere of the movie in June.

In one scene, the Silver Surfer saves the wheel and its passengers from disaster.

*FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS*

In the coming weeks, Vinyl 2010 will be participating in some major conferences and events in the Sustainable Development and Life-Cycle Management world, with papers, poster presentations and info desks, to present the Vinyl 2010 approach and achievements and to exchange ideas with global experts in the field of sustainable development.

- LCM2007, 3<sup>rd</sup> International Conference on Life Cycle Management in Zurich, Switzerland, 27-29 August ([www.lcm2007.org](http://www.lcm2007.org))
- ISWA World Congress in Amsterdam, the Netherlands, 24-27 September ([www.iswa2007.org](http://www.iswa2007.org))
- Sardinia Symposium, 11<sup>th</sup> International Waste Management and Landfill Symposium in Cagliari, Italy, 1-5 October ([www.sardiniasymposium.it](http://www.sardiniasymposium.it)).