



**Showing the Path for  
a Circular Economy**

**vinyl** <sup>plus</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 Action Plan, 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 27,  
Norway,  
Switzerland  
and the UK



**AROUND 170**  
recyclers engaged  
in PVC recycling  
through Recovinyl



**€110  
MILLION**  
invested in  
sustainability in  
Europe since 2000

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

**€750 MILLION**  
of annual turnover from recycled PVC for converters

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

**770,000**  
tonnes of PVC recycled in 2019

## 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

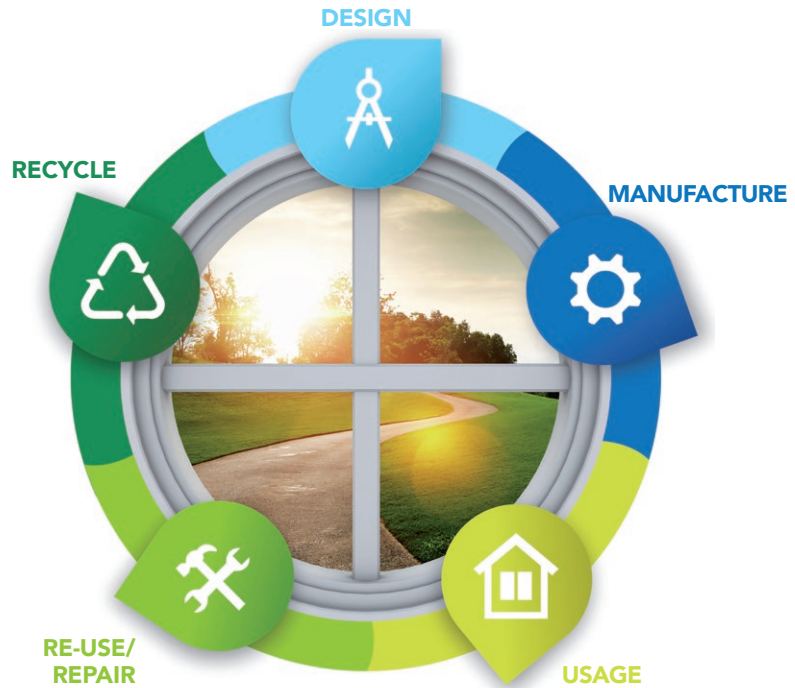
## 2020 OUTLOOK

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





## The recycling path of a PVC window



The Circular Economy Action Plan is a great opportunity for EU decision makers to confirm and reinforce more than 19 years of efforts to develop an effective scheme for PVC recycling.

## PVC in action for a Circular Economy

**770,000 TONNES**  
of recycled PVC  
per year create



**1,500**  
**NEW JOBS**

**FOR EACH KILO**  
**OF RECYCLED PVC**  
2 kilos of



**CAN BE**  
**SAVED**

**PVC CAN**  
**BE RECYCLED**



**SEVERAL**  
**TIMES**