



Showing the Path for a Circular Economy

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[®] 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

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

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.

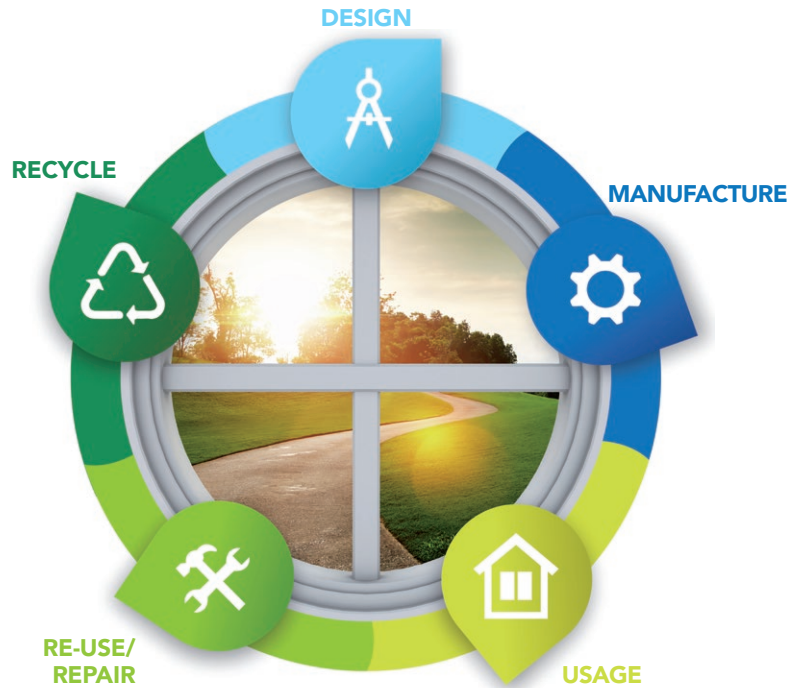
PVC is used in windows, roofing and waterproofing membranes, flooring, pipes, cables and many others.





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