

# Plasticisers enable the goals of EU Green Deal

The EU's [Circular Economy Action Plan](#) is one of the main building blocks of the EU Green Deal. This new action plan targets how products are designed, promoting circular economy processes, sustainable consumption, and reducing waste ensuring used resources are kept in the economy for as long as possible.

European Plasticisers is supportive of the goals of the EU Green Deal by actively promoting and supporting sustainability initiatives throughout the plasticisers value chain.

**Over the last 25 years, the sector has invested over 6 billion Euros on continuous and extensive research on existing and new technologies**

The sector funds, promotes and publishes studies to provide robust scientific information ensuring the safe and sustainable use of its products. Plasticisers contribute to the EU Green Deal objectives such as:



**Energy efficiency:**

among others, reflective flexible PVC membranes help reduce energy consumption in building



**Lower emissions:**

automotive underbody coating using plasticisers is one example of how to make vehicles lightweight to reduce emissions



**Circular economy:**

flexible PVC articles can be safely recycled many times into new articles



**Chemical strategy:**

the plasticisers industry embraces the safe and sustainable use of chemical substances and contributes to the debate by providing sound science

## DID YOU KNOW?

Plasticisers enable many key industries such as construction, automotive or tech, all essential to the achievement of EU Green Deal goals and enhance the innovation and sustainability of their value chains. The industry also supports the process to reaching the EU Green Deal's objective by providing sound scientific information that contributes to the regulatory debate.

## Plasticisers a key to sustainability & circularity

Durability is a key aspect in creating a resource-efficient and sustainable economy since it means products have a longer life span. More durable products mean less waste, as they enter later into the waste hierarchy. Plasticisers are major functional substances that transform the physical properties of vinyl and other polymers creating a whole new world of applications within :

- Automotive industries
- Healthcare
- Building & Construction
- Solar & wind energy
- Digital & ICT

*Preventing products and materials from becoming waste for as long as possible and turning waste that cannot be avoided into a resource are key steps to achieve a greener, more circular economy.*

European Commission

## DID YOU KNOW?

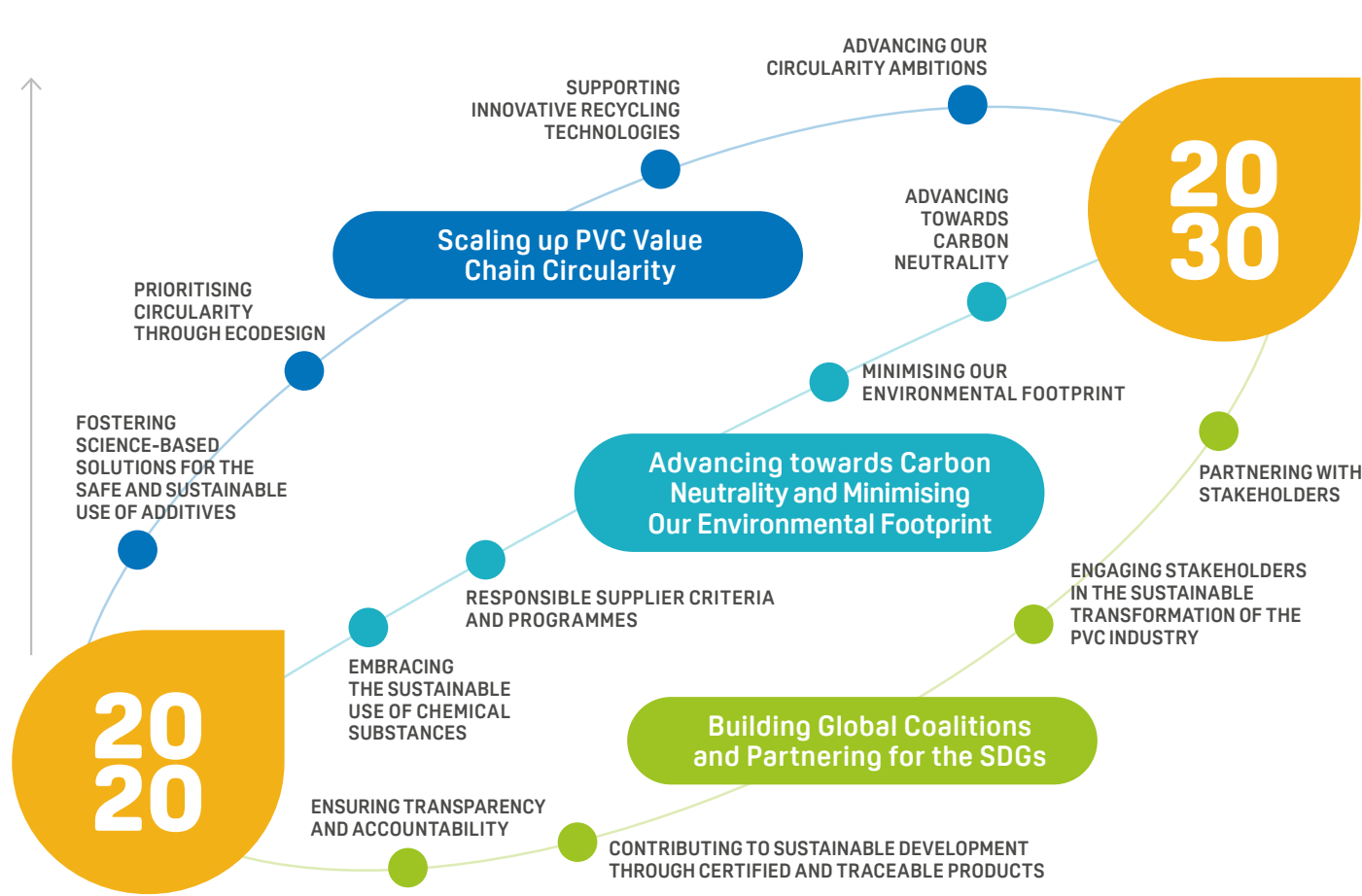
Studies indicate that over 60 % of cable insulation made using flexible vinyl will have a working life of over 40 years.

## Committed to sustainability

European Plasticisers is a founding member of VinylPlus, a voluntary commitment of the PVC industry to sustainable development. Through VinylPlus, the European PVC industry is creating a **long-term sustainability framework** for the entire PVC value chain, improving PVC products' **sustainability and circularity** and their contribution to a sustainable society which is one of the core building blocks of the EU Green Deal.

Within the new VinylPlus 2030 commitment, European Plasticisers supports:

- Driving science-based solutions for the safe and sustainable use of plasticisers and flexible PVC
- Engaging with key stakeholders to promote best practices of the plasticiser and PVC industry
- Contribute towards achieving the objectives of the Green Deal and the Circular Economy Action Plan.



Addressing internal and external stakeholders' expectations and priorities through three pathways and 12 action areas.

## European Plasticisers at the forefront of Circular economy

For its next sustainability programme to 2030, the VinylPlus Commitment seeks to align with the EU's Circular Economy Action Plan and the EU Chemicals Strategy for Sustainability under the European Green Deal. It also aims to contribute to the United Nations 2030 Agenda for Sustainable Development, with a particular focus on sustainable consumption and production, climate change and partnerships.

In line with VinylPlus' active participation in the European Commission's Circular Plastics Alliance (CPA), the new commitment also embraces the CPA's targets on the use of recycled plastics in new products.

The next Commitment of the PVC value chain identifies three 'pathways' broken down into twelve action areas that outline concrete steps to be taken by the European PVC industry for the sustainable development of PVC. The three pathways are:



Scaling up PVC value chain circularity



Advancing towards carbon neutrality and minimising our environmental footprint



Building global coalitions and partnering for the SDGs.