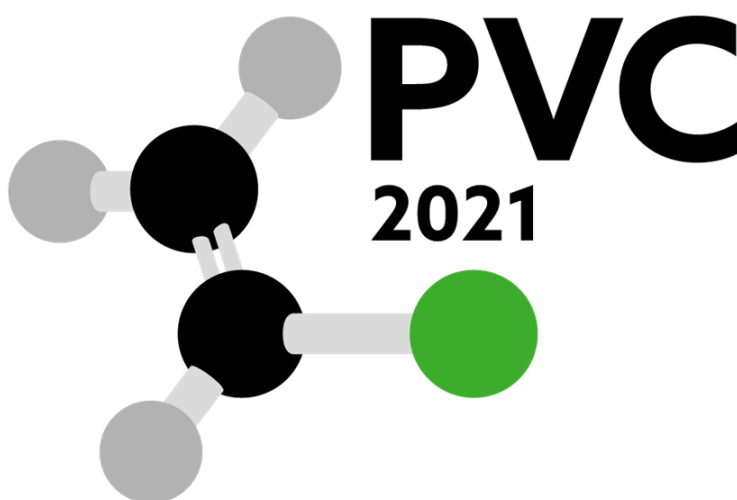


July 2021

## YOUR PLASTICISERS NEWS UPDATE

### PVC 2021

**European Plasticisers stressed  
the importance of science-based  
policy making**



European Plasticisers participated in the online [PVC 2021 conference](#), the world's leading forum on Vinyl, organised by the Institute of Materials, Minerals, and Mining between the 10th and 12th of May.

As part of the panel on plastisols and flexible PVC, European Plasticisers provided an overview of its research projects and reviewed the latest regulatory initiatives on plasticisers at national and EU level.

Find here our [press release](#) regarding European Plasticisers' participation in PVC 2021.

## THE VINYLPLUS SUSTAINABILITY FORUM 2021

### Towards 2030



At the VinylPlus Sustainability Forum (VSF) 2021 on June 17, VinylPlus officially launched [VinylPlus 2030](#), the next 10-year Commitment of the European PVC industry to sustainable development. Through VinylPlus, the entire PVC value chain worked together with its stakeholders to build bottom-up the next Commitment, that will expand on 20 years of experience as a frontrunner in the circular economy. The VSF2021 was held as a hybrid event, live from Brussels with an online audience, and brought together more than 530 participants from 44 countries.

Along with the launch of the next Commitment, VSF2021 celebrated the completion of the second 10-year Voluntary Commitment of the Europe PVC industry and its main achievements of the last two decades in PVC recycling, product stewardship, research and innovation and improvement in the environmental footprint of PVC.

- Read the full [VinylPlus 2030 Commitment](#).
- Discover the [VinylPlus Progress Report 2021](#) that highlights the 2020 activities and summarises the key achievements of the past 10 years.



## ENABLING INNOVATION

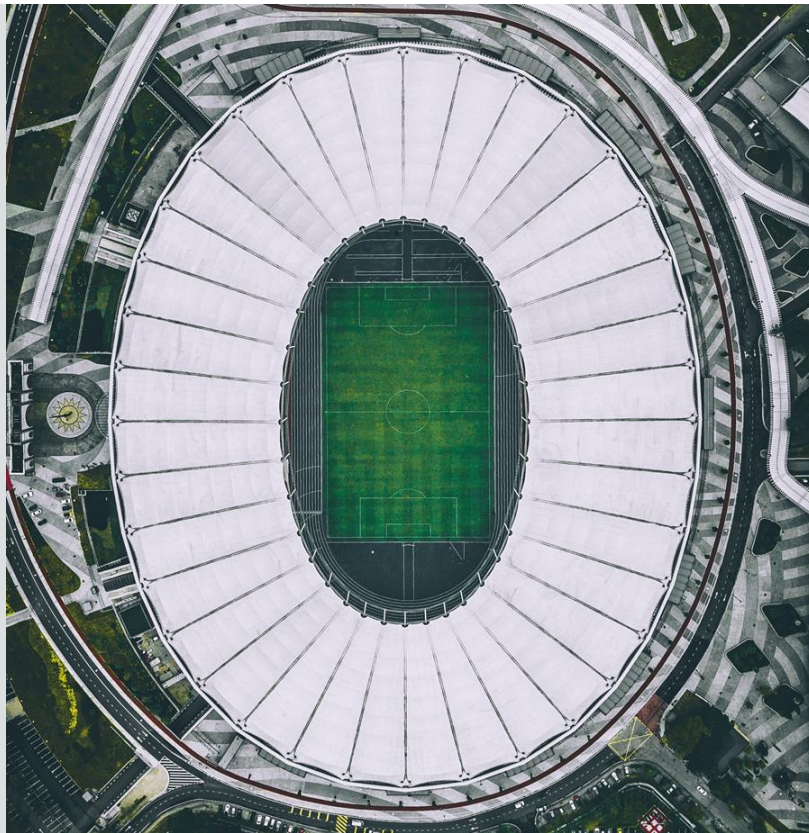
### Plasticisers in urban agriculture

Urban agriculture is an area where innovation has been steadily advancing to answer to sustainability concerns in short food supply chains. Local food production help avoid long transportation with high environmental costs and give access to fresh food for city consumers. Take a look at how plasticisers support this innovative sector below!



## FLEXIBLE PVC IN SPORTS

### Flexible PVC on top of its game!



The UEFA Cup has just come to an end and now all sports enthusiasts' eyes are on Tokyo where the Summer Olympic Games are in full swing. As global concerns over sustainability heightens, the sports industry is coming up with creative ways to become environmentally conscious winners in fields like construction. For instance, all Tokyo 2020 podiums are made of recycled plastic that was collected from local households or the ocean.

### **Envisioning the future of sustainable world-class stadiums with plasticisers**

Environmental issues are increasing in priority across Europe and beyond. This is motivating architectural firms to aim to score high points with sustainable designs. London-based firm, Arup Associates, designed a technologically advanced [environmental stadium for the 2022 FIFA World Cup Qatar Showcase](#). The stadium incorporates new solutions to create a climate-controlled space to address the biggest obstacle to hosting global events in Qatar – its intense climate.

Groundbreaking futuristic stadium designs, like Arup Associates' design and several European stadiums, showcase a common drive towards ensuring that

sports tournaments and other events taking place in the stadiums are more sustainable. The sports industry is stepping up to the plate with their acknowledgment of environmental responsibility, while still producing affordable and ambitious architectural design with the aid of multi-purpose materials, such as flexible PVC, that enables these winning sustainable designs to be brought to life.

### **Plasticisers. The decisive ingredient to flexible PVC.**

Plasticisers make PVC more flexible and have countless applications. PVC is used for everything in stadiums, from roofing and façade membranes over piping for freshwater, to irrigation systems, profiles, cables, flooring, and seating. Thanks to its durability, it has become a staple ingredient in the construction of many of Europe's landmark stadiums.

We saw four UEFA matches being played at Parken Stadium in Copenhagen, which was built in 2001 and features a moveable roof that is engineered to withstand extreme weather conditions. The roof consists of 12 textile membrane cushions made from PVC and in between the cushions are 13 trusses, that combined with the PVC cushions, creates a roof stable enough to withstand Danish weather conditions.

Read more on flexible PVC in sports on VinylPlus®' [website](#).

## **WHAT'S NEXT?**

# CALL FOR PAPERS



## Relaunch of our student competition

The new registration period will start at the end of September, in conjunction with the new academic year. Follow our [Twitter account](#) to be kept informed of all the new deadlines and prizes.



[Read more about the event here](#)

## The 2nd edition of She Runs - Active Girl's Lead

The event will be organised by ISF in Brussels [from 27 September to 2 October 2021](#), during the European week of Sport. She Runs 2021 will be held in partnership with the City of Brussels, the EU Erasmus+ Programme and VinylPlus.

The joint '[Environmental Action](#)' commitment signed by VinylPlus and ISF for the She Runs event ensured that PVC is used sustainably during and after the event.

Watch the video [PVC products at She Runs – reusable, recyclable, sustainable](#) from [VinylPlus](#).

## STAY IN TOUCH!



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