



# MEETING HUMAN NEEDS

VinylPlus® supports the SDGs

**vinyl** <sup>plus</sup>  
COMMITTED TO  
SUSTAINABLE DEVELOPMENT

SUSTAINABLE  
DEVELOPMENT  
**GOALS**



## MEETING HUMAN NEEDS: THE CASE OF PVC PIPES\*

**PVC PIPES CAN BE A KEY PARTNER IN ACHIEVING CLEAN WATER AND SANITATION FOR ALL, THANKS TO THEIR PROPERTIES: ADAPTABILITY, FLEXIBILITY, AFFORDABILITY, DURABILITY AND RECYCLABILITY**



\* By Dr Mark Everard, Associate Professor of Ecosystem Services, University of the West of England.

Source: *Repurposing business around the meeting of human needs*, Environmental Scientist, September 2017, p. 40-45

In developing countries, greater efficiency in the handling of water can massively reduce the drudgery of women who might spend 6-7 hours a day fetching water of dubious quality, often gathered at great personal risk. If women are freed from the burden of daily water collection, this liberates them to do other work and contribute to productive enterprises, such as engagement in community governance, traditional medicine and education **(SDGs 1, 4, 5)**.

A stable and safe water supply not only provides clean water and sanitation, but also improves food productivity and good health, lifting the pressure on terrestrial and aquatic ecosystems **(SDGs 2, 3, 6, 14, 15)**.

With the VinylPlus® sustainability programme the European PVC industry has taken responsibility for



product life cycles, thus contributing to save energy and resources and minimise emissions, while contributing to economic growth with suitable products for infrastructures and smarter cities **(SDGs 7, 8, 9, 11, 12, 13, 17)**.



### KEY FACTS ON PVC PIPES

- Lifespan: over 80 years
- Easily recyclable several times without losing technical properties
- Lower failure rate than other materials
- Savings in pumping-energy's consumption thanks to smooth surface
- Best cost efficiency throughout life cycle



## HIGHLIGHTS OF VINYLPLUS CONTROLLED-LOOP MANAGEMENT

640,000

TONNES OF PVC  
RECYCLED IN 2017

+ 1.2 thousand

DIRECT JOBS  
IN RECYCLING  
PLANTS

4.2 million

TONNES OF PVC  
RECYCLED SINCE  
2000

8.4 million

TONNES OF  
CO<sub>2</sub> SAVED  
SINCE 2000

**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.

-90% energy:

RECYCLED PVC'S  
PRIMARY ENERGY  
DEMAND IS UP TO 90%  
LOWER THAN VIRGIN  
PVC PRODUCTION



*PVC is one of the most widely used polymers in the world. PVC continues to make life safer and more comfortable through its use in building & construction, automobiles, cabling, smart & credit cards, vinyl records, packaging, fashion & design, agriculture, telecommunications, medical devices and a wide array of other areas and products. PVC is intrinsically a 'low carbon' plastic, it is extremely durable and cost-efficient. PVC helps preserve resources and energy, and, at the end of its life, it can be recycled without losing essential qualities.*



## VINYLPLUS AT A GLANCE

VinylPlus® is the 10-year Voluntary Commitment to sustainable development by the European PVC industry. The VinylPlus programme was developed through open dialogue with stakeholders, including industry, NGOs, regulators, civil society representatives and PVC users. Five key challenges have been identified for PVC on the basis of **The Natural Step** System Conditions for a Sustainable Society.

The regional scope of the programme is the EU-28 plus Norway and Switzerland.

Through the VinylPlus initiative, the European PVC industry aims to:

- recycle 800,000 tonnes of PVC per year by 2020
- promote a sustainable use of additives
- improve PVC products sustainability and their contribution to sustainable development
- reduce progressively GHG (greenhouse gas) emissions as well as energy and resource consumption along the entire production chain
- move towards a low-carbon circular economy
- build sustainability awareness along the value chain and among stakeholders.



Involvement of the entire value chain, 200 partners across Europe



Concrete and measurable targets and deadlines



Research and innovation



Strong governance and accountability



Stakeholder engagement, transparency and dialogue



Over €100 million industry investment in sustainability in the EU since 2000

# VINYLPLUS CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

While PVC products can play a role in achieving many of the 17 goals and 169 targets within the **SDGs** (Sustainable Development Goals), the following chart summarises the direct contribution of each of the five sustainability challenges of the European PVC industry's Voluntary Commitment, assessed on the basis of the SDG Compass ([www.sdgcompass.org](http://www.sdgcompass.org)) approach.



VINYLPLUS SUSTAINABILITY CHALLENGES

# VINYLPLUS CONTRIBUTION TO A SUSTAINABLE SOCIETY

Through the VinylPlus® programme, the European PVC industry is creating a long-term sustainability framework for the entire PVC value chain and improving PVC products' sustainability and their contribution to a sustainable society.

Since 2004, the European PVC industry has actively shared its approach, best practices and achievements, participating in the UN Partnerships programmes for Sustainable Development. It is open to cooperation and partnerships with institutions and stakeholders to advance the Sustainable Development agenda and addressing human needs.



Launch of Vinyl 2010, the 1<sup>st</sup> Voluntary Commitment of the European PVC industry for Sustainable Development

Vinyl 2010 is registered as a Partnership with the Secretariat of the UN Commission on Sustainable Development

Launch of VinylPlus®, the 2<sup>nd</sup> Voluntary Commitment of the European PVC industry for Sustainable Development

VinylPlus® Voluntary Commitment included in the RIO+20 Registry of Commitments

VinylPlus® registered as a SMART partnership on the UN Partnerships for the SDGs Platform

**2000**

**2004**

**2011**

**2012**

**2015**



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