

VinylPlus[®] Product Label Criteria Scheme



Introduction

Developed in collaboration with BRE and The Natural Step, the VinylPlus[®] Product Label for PVC building and construction products is a combination of various state of the art sustainability criteria, bringing together responsible sourcing principles and the voluntary commitments of the VinylPlus[®] programme.

Responsible sourcing is defined as an ethos of supply chain management and product stewardship that encompasses positive social, economic and environmental dimensions. Following the responsible sourcing principles requires to improve transparency and traceability of raw materials used in the product, and make the right informed choices among suppliers.

The second pillar of the criteria scheme is built around the key components of VinylPlus, the voluntary commitment to sustainable development of the European PVC industry. This pillar covers the 5 challenges for a sustainable management of PVC in our future society. The Product Label is designed to stimulate continuous progress on topics like recycling and building controlled loops, using the PVC resin and additives sustainably, committing to energy efficiency and communicating to raise sustainability awareness.

The key objective of this product label scheme is to help companies market successfully more sustainable PVC solutions, thus embodying the spirit of the VinylPlus programme. The scheme should also encourage the industry to make VinylPlus an integral part of their daily business life, improve the sustainability performance of existing products, and develop innovative solutions. It provides a much higher visibility and credibility to companies seeking a superior level of commitment to sustainable development, in front of their customers and other stakeholders.

The VinylPlus[®] Product Label criteria scheme is made of 20 requirements, divided into 8 sections. Requirements are either compulsory or non-compulsory. Points can be earned for most of them, if above average sustainability performance is demonstrated. The scheme will be revised to continuously drive performance and shift the market towards more sustainable solutions.

1. VinylPlus Partnership Commitment

- The company is a partner of VinylPlus and lives this partnership in many ways, actively involving its employees, customers and stakeholders.

2. Organisational Management

- The company establishes a documented policy around responsible sourcing fully supported by the senior management.
- The company establishes the necessary procedures to implement a legislation watch and secure compliance with legal requirements.
- An ISO 9001 or equivalent quality management system is established.
- The company seeks a high degree of supply chain knowledge and transparency. The company regularly challenges its existing suppliers and approves new ones.

3. Supply Chain Management

- Material traceability is secured throughout the supply chain. The identification of each sourced material is managed through an ISO 9001 or equivalent quality management system.
- Materials traced back down the supply chain are sourced from suppliers having implemented an ISO 14001 or equivalent environmental management system.
- The suppliers have a documented OHSAS 18001 or equivalent health and safety management system.

4. VinylPlus Challenge 1 – Controlled Loop Management

- The company builds controlled material loops together with market partners. Recycling of PVC is a common practice and integral part of the company's strategy. The company supports recycling loops implemented by its industry sector.
- The amount of recyclates used in the labelled product is monitored and controlled.
- The company has a policy to reduce its process related to PVC waste, and divert it from incineration and landfill through recycling.
- Product design clearly focuses on ease of reuse/dismantlement/separation of single components, and recyclability.

5. VinylPlus Challenge 2 – Organo-chlorine Emissions

- The PVC resin is sourced from suppliers that fulfil the requirements of the charters of the European Council of Vinyl Manufacturers (ECVM) or any equivalent state of the art scheme.
- The resin supplier is a partner or at least a supporter of the VinylPlus programme.

6. VinylPlus Challenge 3 – Sustainable Use of Additives









- The product is cadmium-, lead- and low molecular weight *ortho*-phthalate-free, except for the recycling content, in which such legacy additives might be present in small and legally accepted concentrations.
- The company builds up additional tools to reduce the sustainability footprint due to the use of additives in the product and its recycling. A commitment to reduce the sustainability footprint is documented by the use of VinylPlus tool like ASF (Additive Sustainability Footprint). ASF is tool developed to help assessing and promoting the sustainable use of additives as part of the company innovation programme.

7. VinylPlus Challenge 4 – Energy and Climate Stability

- The company voluntarily commits to reduce its greenhouse gas emissions, the energy intensity of its operation and raise the use renewable energies above the national legal requirements.
- Transport impacts in sourcing and selling are recorded and subject to targets set by the organisation.
- ISO compliant Life Cycle Assessments and Environmental Product Declarations are used to monitor and reduce the environmental impact of the product.

8. VinylPlus Challenge 5 – Sustainability Awareness

- The company shares and supports the efforts of the VinylPlus programme to build and raise sustainability awareness. The company integrates sustainability as a central topic of its internal training programme as well as in its communication strategy towards customers and other stakeholders. The VinylPlus[®] Product Label should be a central tool to build up such awareness.
- The company identifies and consults with local community stakeholders and record all complaints

SECTION	SCORE ▶	1	2	3	4	5	6	10	14
 1.1 Integration of the VinylPlus [®] programme into company life	C				4				
2.1 Responsible Sourcing Policy	C								
2.2 Legal Compliance	C								
 2.3 Quality Management System	C		2						
2.4 Supplier Management System	C								
3.1 Material Traceability down the Supply Chain	C		2						
 3.2 Environmental Management in the Supply Chain	C			3					
3.3 Health and Safety Management in the Supply Chain	C			3					
4.1 Use of recycled PVC in the product, product group or product system	-							10	
 4.2 Waste Management	C				4				
4.3 Product Design for re-use or recycling	-				4				
 5.1 PVC resin used in manufacturing the product	C				4				
 6.1 Use of additives in the assessed product	C							14	
7.1 Greenhouse gas emission reduction/improving energy efficiency	C					5			
7.2 Energy Use	-	1							
 7.3 Use of renewable energy resources	-				4				
7.4 Transport Impacts	C			3					
7.5 Lifecycle assessment (LCA)	C			3					
 8.1 Demonstrating commitment and communication	C			3					
8.2 Local Communities	C		2						

C	Compulsory criteria met
-	Not compulsory
	Maximum score available per clause