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Vinyl Sustainability Forum 2016 to explore Smart Vinyl for Our Cities

Smart Vinyl for Our Cities is the theme for the fourth Vinyl Sustainability Forum, which will bring together representatives from the entire PVC industry value chain in Vienna, Austria on April 28th 2016.

Organised by VinylPlus, the sustainable development programme of the European PVC industry, the 2016 Forum will examine the versatile role of PVC in meeting the future needs of those living and working in the world's cities.

Cities are where an increasing majority of the world's population will be living and working in the future and where the challenge to provide necessary services – such as accommodation, water, food and healthcare – will be the greatest.

The 2016 Forum will provide a unique opportunity for VinylPlus members and their stakeholders to identify and explore the potentially growing opportunities worldwide for PVC to contribute to delivering essential human needs in a safe, responsible and cost-effective way.

Discussions will cover the full spectrum of PVC issues, from innovative applications using recycled material, research & development and imaginative product design as well as creative solutions through partnering within the value chain or with other stakeholders.

Keynote presentations at the 2016 Forum will include Cities in the 21st Century – the Big Challenge, which will examine why cities are at the core of sustainable development in the modern world, as well as the key global trends driving future PVC applications and markets in these urban environments. Updates on the UN Sustainable Development Goals 2015-2030 and their relevance for cities will consider the challenges and opportunities for PVC.



Within the comprehensive programme of case studies, success stories and panel talks, insightful debate will take place on why some cities are opposed to PVC and others not. Helping Build Sustainable Cities will cover topics ranging from buildings, water and health services to Waste, plus current and future applications of recycled materials.

Brigitte Dero, VinylPlus General Manager, says: "Collaboration with our partners throughout Europe and internationally is at the core of the PVC Industry's Voluntary Commitment's success.

"Our annual Forum is a welcome opportunity to bring together participants in a united quest for inspirational thinking, innovative approaches and fresh ideas. It also offers the perfect platform from which to further reinforce PVC's credentials as a preferred material in terms of quality, value, environmental safety and as a means of helping others to reach their sustainability goals."

VinylPlus is the renewed ten-year Voluntary Commitment of the European PVC industry. The programme establishes a long-term framework for the sustainable development of the PVC industry by tackling a number of critical challenges in the EU-28, Norway and Switzerland.

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