



Interview with Vinyl 2010 Secretary General, Jean-Pierre De Grève

Q/ As Secretary General of Vinyl 2010, you have the responsibility of meeting the targets set out in the Voluntary Commitment. How confident are you of meeting those targets?

A/ We have seen remarkable growth year-on-year. 39,000 tonnes of PVC recycled in 2005 and 83,000 tonnes in 2006. I believe that we will continue in the same way with the whole industry working together to achieve exponential growth until we meet our targets in 2010.

Q/ Just how important is this initiative?

A/ Vinyl 2010 is essential for the long-term stability and sustainability of the European PVC industry. By cleaning up production processes and managing the end-of-life treatment of PVC, we are developing a modern, innovation-led industry with improved manufacturing. We are also taking a life-cycle approach to PVC, an approach which analyses the impact of our products from cradle-to-grave.

Q/ What are the key projects for this year?

A/ 2007 will see the introduction of an Environmental Declaration (ED) for PVC, further integration of projects into Recovinyl and we hope that the Vinyloop plant in Italy will install new technology to enable better recycling. We're also going to attend the United Nations Commission on Sustainable Development CSD-15 for a second time. We fully expect to see continued growth as the projects really come online and start to deliver.

Q/ What makes 2006 stand out for you?

A/ 2006 was the year that Vinyl 2010 really started to deliver, moving forwards from the Midterm Review. We moved from an organisational phase, where projects were set up and funding organised, to really motivating the industry and delivering on our promises.

Q/ And your last word?

A/ We're keeping our promises. It's not just a nice slogan. Through self-regulation we are delivering on our promises with real commitment and transparency.