



# SBE19 Graz

SUSTAINABLE BUILT ENVIRONMENT D-A-CH CONFERENCE 2019  
Graz, 11–14 September 2019



## SPECIAL FORUM

### ***Certified Sustainability: Should the VinylPlus® Product Label be Integrated in Existing Sustainability Label Schemes for Buildings?***

Heinz G. Schratt, PlasticsEurope Austria, industry spokesperson for all plastics, representative of VinylPlus®  
12 Sept 2019, 02.15pm-05.45pm | Rechbauerstraße 12, 8010 Graz

## SUBJECT

Sustainability and PVC may go together well—admittedly not all PVC, and not all applications. Hence, it is the goal of industry to provide a tool for the specifier to discriminate between PVC that fits and supports a sustainable built environment. The PVC value chain demonstrates the thinking and the science behind their new VinylPlus® Product Label and invites participants to discuss the potential of that very label, which is being applied to qualified window frames from May 2018.

Long service time of all construction elements and, consequently, of the entire building is in the core of sustainability. The most common materials in B&C undoubtedly provide such longevity: concrete, steel, glass... but so do certain plastics, particularly PVC, in pipes, window frames, roofing and waterproofing membranes, flooring, and coated fabrics (“textile architecture”).

However, not all PVC is created equal. Process technology and/or formulations (additives) of PVC may vary. It is this state of uncertainty that led many environmentalists to putting PVC, also known as Vinyl, under general suspicion and to discourage the use of PVC. Nevertheless, in the right applications, using PVC might substantially contribute to sustainability.

## TOPICS TO BE DISCUSSED

### Formal presentations

- The four system conditions of TNS – The Natural Step  
A scientific basis for a sustainable development | *Richard Blume, Senior Consultant, TNS*
- Documentation of „Responsible Sourcing“ as a central requirement for sustainability assessment | *Vincent Stone, Technical & Environmental Affairs Senior Manager, VinylPlus®*
- Presentation of the VinylPlus® Product Label | *Heinz G. Schratt, Secretary General PlasticsEurope Austria*

### Audience discussion / panel discussion

- Open questions
- Pros and cons of the VinylPlus® Product Label
- A fundamental paradigm shift inside the PVC industry versus a “marketing smokescreen”?
- Status quo: Does the label make life easier for the sustainability schemes and/or their auditors?
- Should the VinylPlus® Product Label be integrated in existing or future sustainability label schemes for buildings?
- Other topics from the participants
- Conclusions

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