

Introducing the Vinyl Business and Sustainability Council (VBSC)

Because sustainability is great business

Vinyl is an essential component of a more sustainable society today and in the future. With 10 billion people expected to live on the planet by 2050 and the underlying need to do more with less in light of depleting natural resources, vinyl has the opportunity to be the material of choice for the many market segments served by the industry.

Leading the way for a lasting change

The VBSC was created to further advance the efforts of the vinyl industry as it addresses sustainability and related advocacy, communication, and technical issues in North America. Members of the VBSC work together to develop and implement best practices and innovation leading to continuous improvement throughout the industry, while promoting these achievements to key stakeholders.

Additionally, the VBSC supports its members' sustainability efforts through educational programs and company or product-specific sustainability assessments, reports, Key Performance Indicators, goals, and strategy development. The VBSC also offers member support through sustainability inspired marketing campaigns in traditional and social media, as well as legislative and regulatory advocacy. Outstanding industry achievements in sustainability are recognized and celebrated in the annual VBSC awards program.

Bringing together vinyl industry leaders and key value chain stakeholders

The VBSC welcomes members from all facets of the vinyl industry, including resin producers, compounders, additives suppliers, distributors, recyclers, end-product and equipment manufacturers, and brand owners. Trade associations, retailers, resellers, end-users (building owners, architects, designers, etc.) and collaboration driven non-profit organizations are also invited to join.

Choose the membership type that's right for you

The VBSC has three levels of membership engagement alternatives and a Leadership Committee chosen from Primary Stakeholder Members body and comprised of 9 seats, each of which is held by a representative from a different part of the value chain.

Choose the membership that's right for your business.



VBSC Membership Levels and Benefits*

	Trade Association Member	Associate Member	Primary Stakeholder Member
Organizational privileges			
Participation in meetings, projects, assessments, and committees (excluding Leadership and Nomination Committees)	x	x	x
Eligible to serve as Chair or Vice-Chair of committees (excluding Leadership and Nomination Committees)			x
Eligible to serve on Leadership and Nomination Committees			x
Voting rights			x
Access to education, training, assessments, and reporting material	x	x	x
Eligible to receive branded performance awards		x	x
Performance and sustainability training			
Sustainability 101	x	x	x
Advanced Sustainability Concepts		x	x
Vinyl for More Sustainable Buildings (Lunch and Learn)			x
Customized services for your business			
Sustainability roadmap elements implementation	x	x	x
Discount on additional customized sustainability services	—	10%	20%
Market or product specific technical presentation and regulatory overview			x
Sustainability-focused advocacy and government affairs support			x
Sustainability marketing and branding workshop		x	x
Case study development and event presentation facilitation			x
Complimentary use of meeting room space in Washington, D.C.	x	x	x
ANNUAL MEMBERSHIP FEE	—	\$5,000	\$10,000

*Trade Association Members can upgrade to become Primary Stakeholder Members at a 50% discount but they are not eligible for participation in the Leadership Committee.

Any benefits not included in the membership level can be made available for a premium price.

Join the VBSC to make a real and tangible difference – in the vinyl industry and beyond

To become a member, email contact@vbscouncil.org or contact **Cristian Barcan**, Executive Director/VBSC, (202) 765-2279