

The Vinyl Business and Sustainability Council

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 underlining 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.

The Vinyl Business and Sustainability Council (VBSC) serves as the subject matter leader on sustainability issues and related technical, communications, and advocacy activities pertaining to the vinyl industry in North America. VBSC provides a collaboration platform that champions comprehensive science-based continuous improvement practices to meet the needs of current and future generations.

The VBSC's mission is to develop an industry-wide sustainability strategy and provide leadership, execution, and support for the vinyl industry and its market segments on sustainability relevant practices, including:

- Creating common sustainability positioning strategies and education materials
- Executing industry and market segment level materiality and hotspot assessments
- Enabling the R&D and technical community to employ materiality driven research and innovation to support sustainable development
- Creating supporting documentation, communication strategies, and stakeholder engagement plans that can be commonly used for marketing, communication, and advocacy purposes
- Calculating average comparative life cycle analysis per key hotspot
- Establishing commonly accepted best practices, materiality driven certification needs, key performance indicators, and goals
- Enabling periodic sustainability strategy reports reflecting the common efforts per market segment and at industry levels
- Identifying and promoting a branded continuous performance improvement initiative that reflects the industry-wide commitment to sustainability

The VBSC provides technical, communications and advocacy support for its members as they relate to the vinyl industry's commitment to sustainability, such as:

- Developing technical resources to assist members in advancing their environmental, social and economic commitments through the vinyl sustainability initiative
- Communicating the VBSC member's commitment to the vinyl sustainability initiative in both traditional and digital forms of media
- Advocating the VBSC member's positions on health, safety, energy, the environment, green building, and other legislative and regulatory issues related to sustainability

The VBSC supports its members with a wide range of included or discounted value-adding benefits at company or product/brand levels, such as:

- Vinyl performance and sustainability education and training programs
- Differentiating sustainability services, such as:
 - > Materiality / hotspot qualitative analyses
 - > Comparative quantitative Life Cycle Analysis (LCA) studies
 - > Sustainability strategy development
 - > Goals and Key Performance Indicators (KPIs) development
 - > Customized company sustainability reports
- Sustainable development driven technical support, advocacy, marketing, and communication concepts
- Performance Awards recognizing VBSC member's sustainability achievements

Join the VBSC to make a real and tangible difference – in the Vinyl Industry and for society

To become a member, visit vbscouncil.org

For questions contact **Cristian Barcan**
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VBSC membership is open to all interested companies associated with the vinyl industry who are committed to working towards a more sustainable future for our industry and society.

Membership is open to: vinyl resin producers, compounders, additives suppliers, distributors, recyclers, end-product and equipment manufacturers, brand owners, trade associations, retailers, resellers, end-users (building owners, architects, designers, etc.), and collaboration driven non-profit organizations.

In addition, VBSC supports organizations and companies that are not members with a selected range sustainability services for **premium fees**.

Our guiding principle is that to go far with a purpose driven more sustainable future in mind, we need to go together. We are looking forward to welcoming you as VBSC members and as partners in our continuous improvement sustainability journey.