

VIABILITY™ Recycling Grants

Doubling Our Impact on Post-Consumer PVC Recycling

The vinyl industry has proven that collaborative recycling works. **VIABILITY's first phase funded 28 projects that added up to 54 million pounds of annual recycling capacity** and an estimated 23 million pounds of material recycled over the last three years. Now it's time to double down on that success.

What is VIABILITY?

Launched in 2023 by the Vinyl Institute, VIABILITY is the industry's first collaborative recycling grant program, providing \$10,000 to \$250,000 grants to organizations advancing post-consumer PVC recycling through:

- **Equipment purchases** for recycling facilities
- **Educational programs** that increase awareness and demand
- **Logistical systems** to facilitate collection and delivery
- **Research and development** on recycling technology
- **Training programs** for contractors and facilities

Proven Results

\$3.4 M in committed funding (Funded by: Formosa, Oxy, Shintech, and Westlake)

Impact Highlights:

- **28 grants awarded** across recyclers, nonprofits, trade associations, and educational institutions
- **Up to 54 million pounds** of new annual recycling capacity
- An estimated **23 million pounds of additional material recycled** since program inception
- **Innovative solutions** from emergency disaster tarps to scaled industrial recycling

A seven-member Grant Committee rigorously evaluates projects on:

- Potential post-consumer vinyl recycling volume
- Well-defined project plans, budgets, and timelines
- Amount of matching funding from applicants
- Business case and likelihood for sustainable growth
- Conformity to eligibility requirements

Transparent. Accountable. Impact-driven.

Why This Matters to Your Business

- ✓ **Responds to customer pressure** for circular economy solutions
- ✓ **Protects vinyl's reputation** as a recyclable, sustainable material
- ✓ **Creates new opportunities** for recycled content markets
- ✓ **Demonstrates leadership** on environmental stewardship
- ✓ **Addresses misconceptions** that threaten our industry's future

Investment Opportunities

Flexible giving options accommodate various organizational budgets:

Investment Level	Annual Investment	VIABILITY supporters receive: → Public recognition as a vinyl sustainability leader → Updates on grant awards and project outcomes → Featured placement in marketing materials and case studies → Opportunities to tour funded facilities and meet grantees → Membership in collaborative network of industry leaders → Compelling proof points for customers and stakeholders
Visionary Partner	\$100,000+	
Champion Partner	\$75,000-\$99,999	
Innovation Partner	\$50,000-\$74,999	
Catalyst Partner	\$25,000-\$49,999	
Supporting Partner	Under \$25,000	

The vinyl industry is at a critical juncture. We have the technology and knowledge to dramatically increase post-consumer recycling. What we need is collective investment to scale solutions and change perceptions.

The Question: Will we invest now to secure our industry's future?

The Answer: Join industry leaders in building long-term VIABILITY for vinyl.

Ready to explore how your organization can participate?

Contact Jay W. Thomas

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Learn more:

 www.vinylinfo.org/recycling

 View case studies: www.vinylinfo.org/viability-case-studies