

# Circular Economy and Plastic Strategy: PVC, recycling and new formulations



The recycling path of a PVC window – © VinylPlus®

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**FieraMilano Rho – Congress Center**  
**Aries Room, h. 10:00 – 13:00**  
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- Introduction
- VinylPlus® – circular solutions with PVC products
- Examples of hazardous substances substitution by the PVC supply chain and the Additives Sustainability Footprint
- Quality and safety of recycled PVC containing legacy additives (overview of studies, ECHA recommendation regarding lead, etc.)
- Recovinyl, more than just figures
- The ECHA strategy to promote substitution of hazardous chemicals facilitating a circular economy and the support of the Italian Reach Competent Authority
- The EU policy on substitution of substances of very high concern to promote the transition to a more circular economy
- A strategy to support the substitution of hazardous substances in Italy
- Wrap-up and conclusions

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