



EUROPEAN RESILIENT FLOORING MANUFACTURERS' INSTITUTE

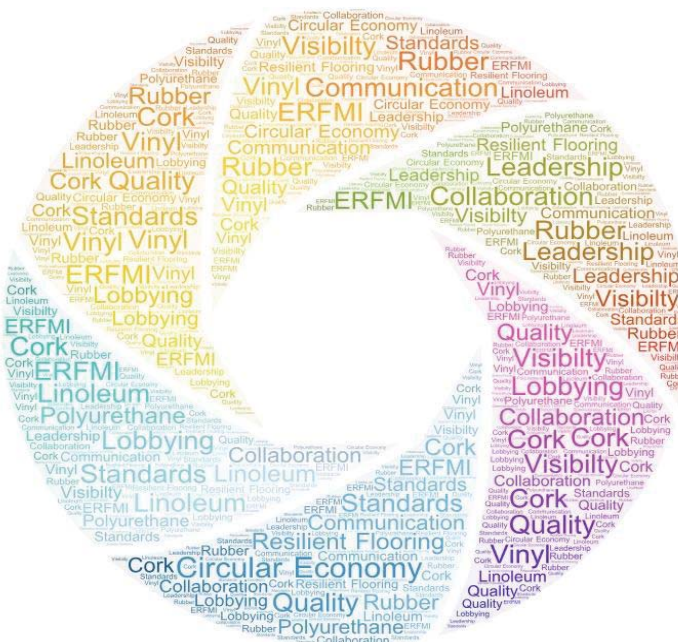
ERFMI General Assembly

15.5.2019

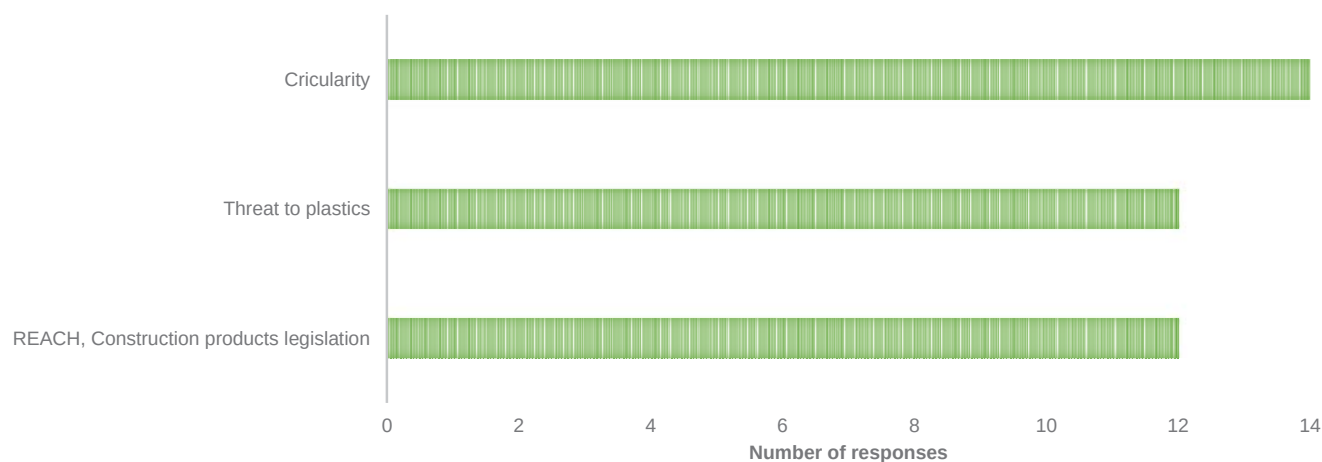


EUROPEAN RESILIENT FLOORING MANUFACTURERS' INSTITUTE

ERFMI Roadmap



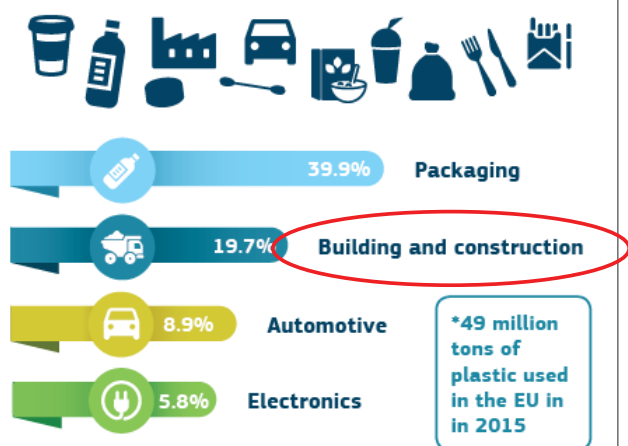
Major challenges for the industry



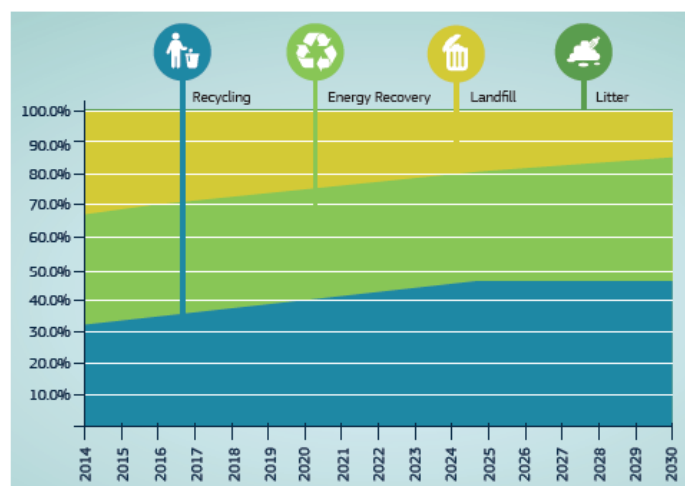
EU policy driving the challenges

Plastics under particular scrutiny

WHAT DO WE USE PLASTICS FOR IN EUROPE?*



WHERE DOES PLASTIC WASTE GO?



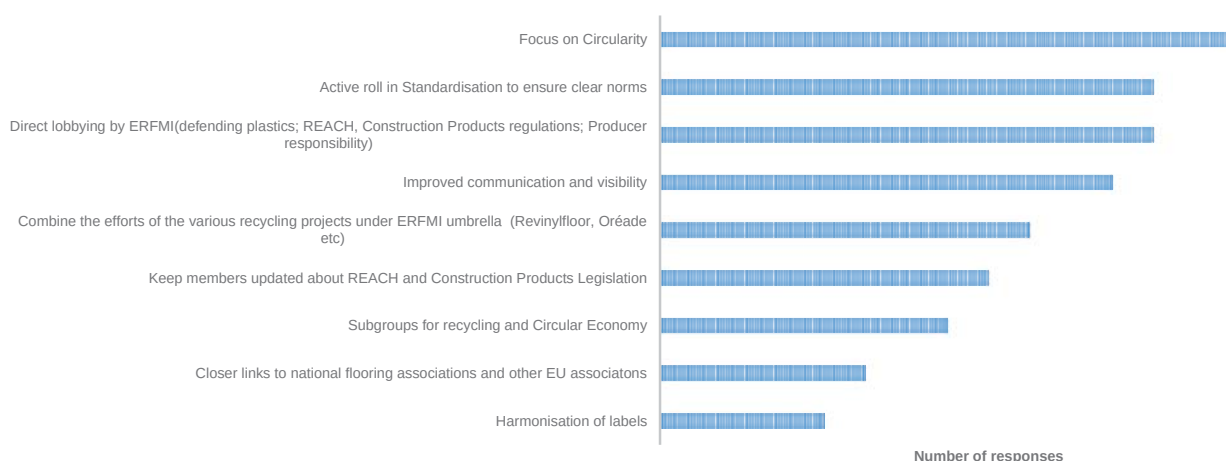
Actions by the European Commission

- Pledging exercise for EU industries 2018
 - Target: 10 million tonnes of recycled plastics to find their way into new products on the EU market by 2025
 - EU received pledges of 6.5 million tonnes demand and 11 million tonnes supply – gap needs to be bridged
- Currently targeting Single Use Plastics
 - e.g Banning certain single use plastics where alternatives are readily available and affordable, to **plastic cotton buds, cutlery, plates, straws, drink stirrers and sticks for balloons**
- Construction products already under scrutiny.
 - ERFMI attended workshop October 2018 at Commission regarding potential legislative drivers to increase circular economy for construction products

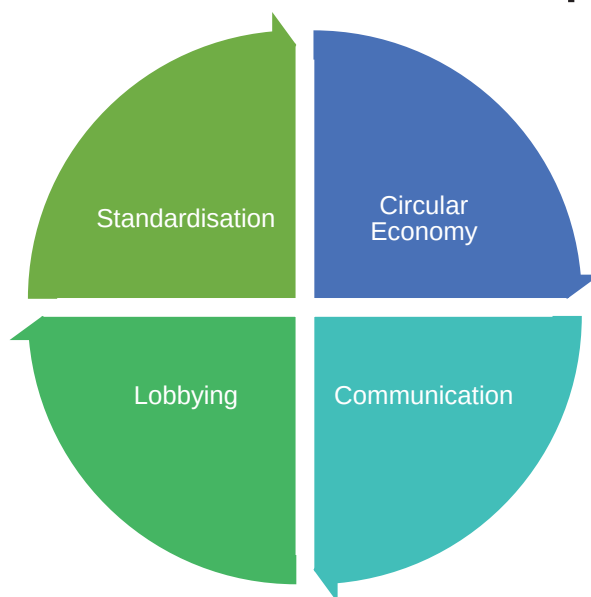
Green Public Procurement (GPP) as a driver for increased recycled content

- EU Green Public Procurement guidelines are a driver for increased recycled content
- Italian GPP requires a content of secondary raw material recycled or recovered to be at least 30% by weight assessed on the total of all the plastic components used in a building
- Recycled content cannot be a biproduct of the manufacturing process (raw material)

Activities ERFMI should focus on



Key areas of focus for roadmap



Circular Economy



- Eco design
- Materials that are used
- Use life
- Business models
- Production and distribution
- Recycling and resource recovery
- Collection

Circular Economy			
Time	Targets	Key success indicators	Resources required
2 years	Be known as leaders in the Circular Economy agenda within the flooring sector Increase the recycling of post consumer resilient flooring by at least 10% compared to 2019 baseline	• Be invited to speak at events • Have run at least one trial each in the Non-PVC and PVC platform groups • Recycling rate increase	• Funding source for trials • One day of focus on Circular Economy per week by MD
5 years	Be known as leaders of the Circular Economy agenda within the construction products sector. Increase the recycling of post consumer resilient flooring by at least 25% compared to 2019 baseline.	• Have submitted at least one further grant for reprocessing technology • Be consulted by the EU regarding Circular Economy • Recycling rate increase	• Funding source for trials • Minimum one day of focus on Circular Economy per week by MD



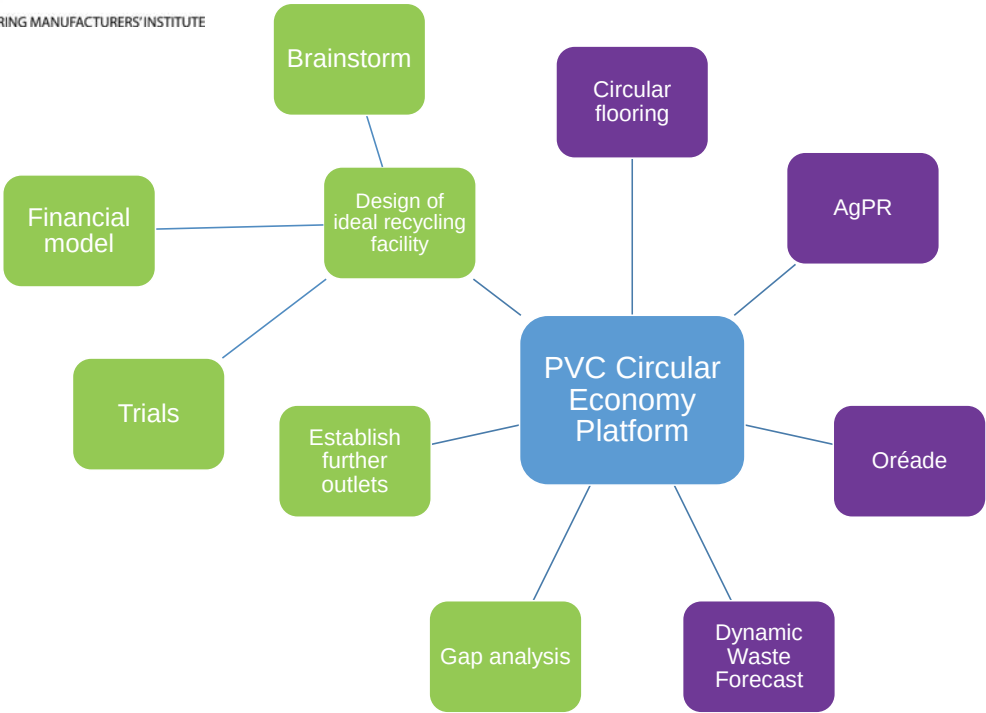
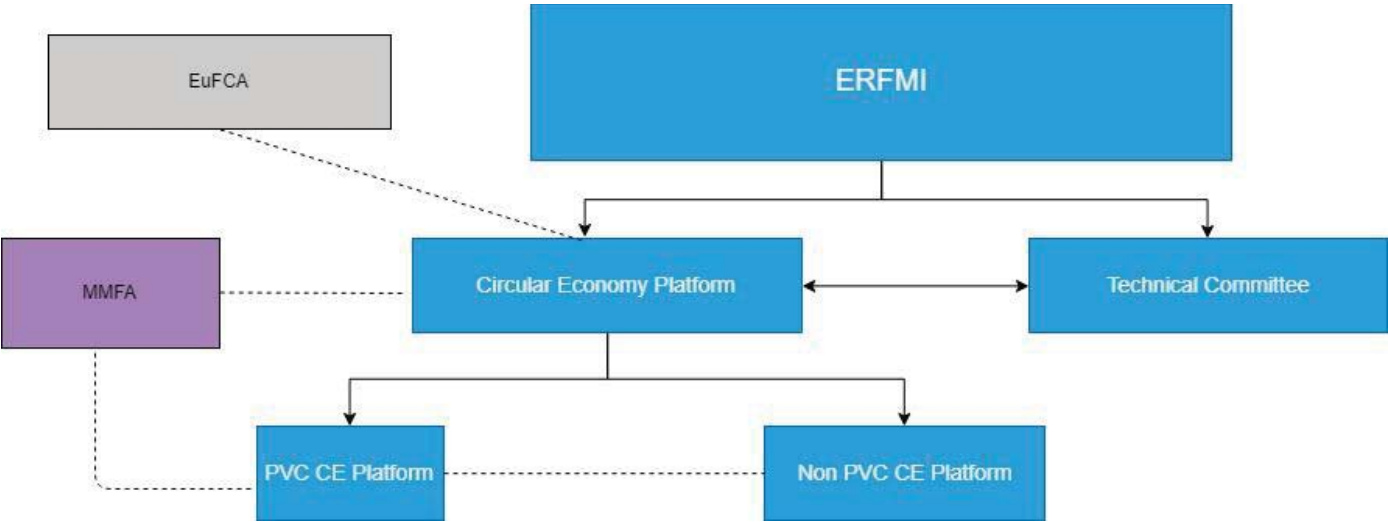
EUROPEAN RESILIENT FLOORING MANUFACTURERS' INSTITUTE

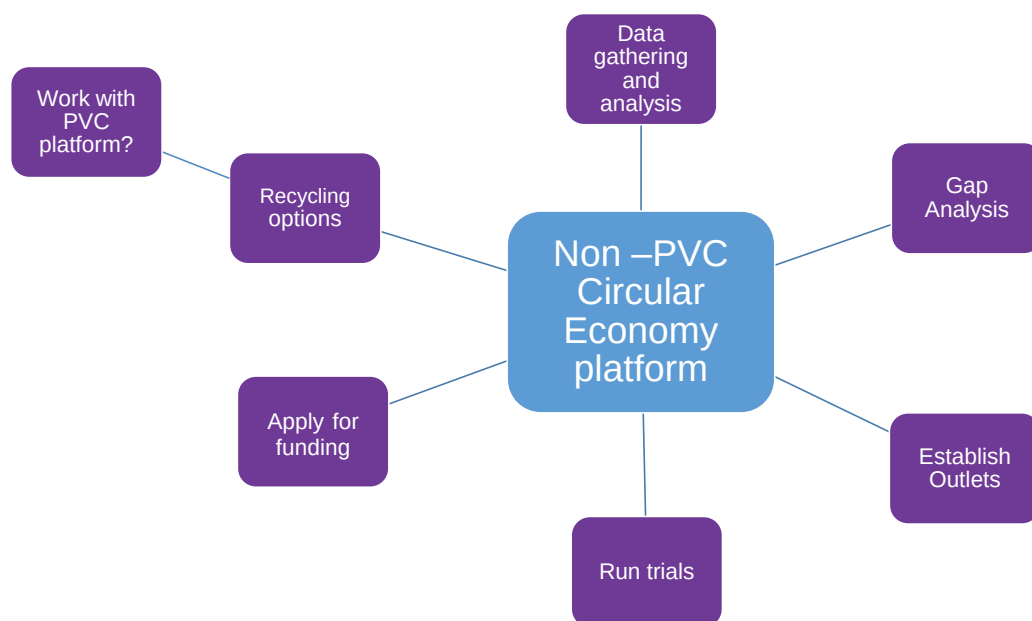
How will this be achieved

- Set up a Circular Economy sub group within ERFMI, with the following key goals:
 - o Define Circular Economy for the resilient flooring sector
 - o Set up individual resource recovery programmes under the Circular Economy group
 - PVC
 - non-PVC

Collaborate with MMFA

Work very closely with EUFCA on overlapping topics



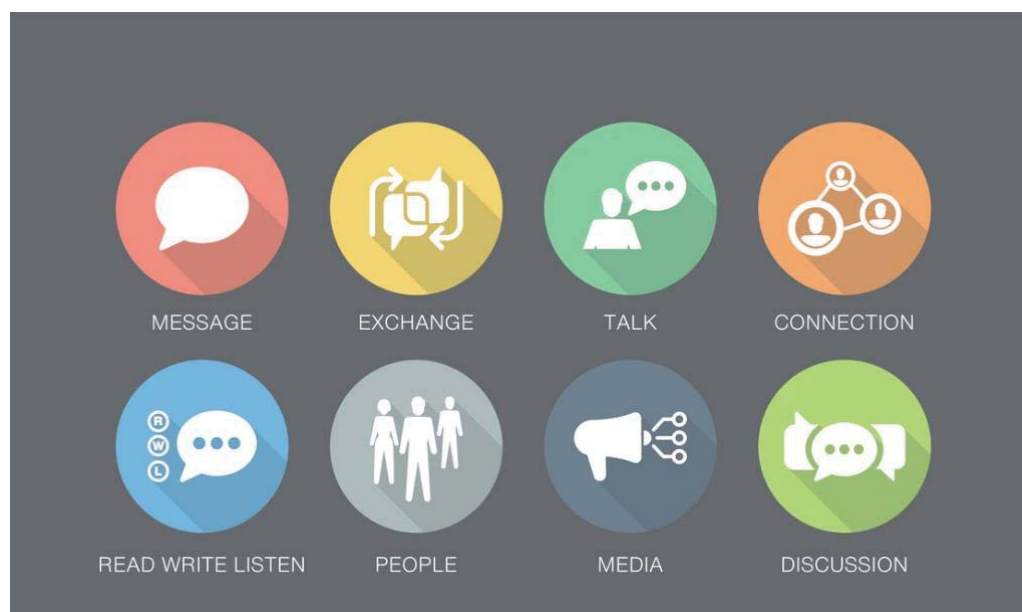


Funding

- Set up a circular economy 'funding pot' under ERFMI
- Projects developed within each of the subgroups can be funded subject to a clear proposal and approval by a board of internal experts
- Initially this will be taken from existing surplus and then saved for
- Request additional fund via Vinyl Plus for PVC platform
- Apply for grants for both platforms (ECP4 membership)



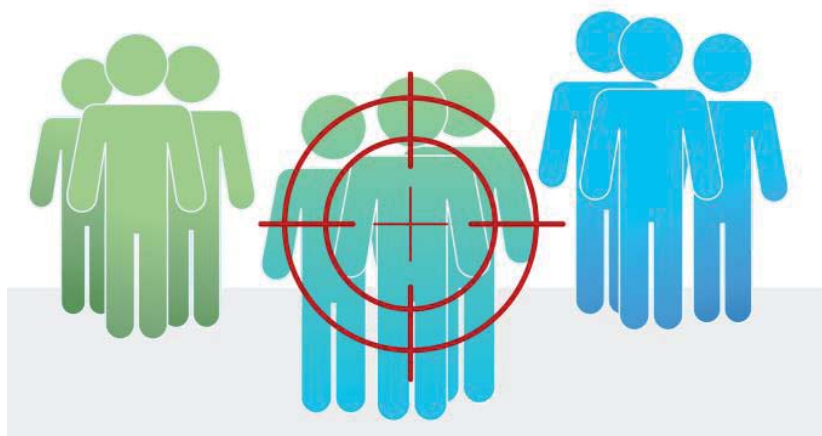
Communication



Timeline	Targets	Key success indicators	Resources
2 years	- To increase the visibility of ERFMI generally within the EU Commission – DG Environment, DG Grow in particular - To increase communication with other organisations: RFCI, Kalèi, FEB, China Elastic Floors - To increase the knowledge about Resilient Flooring not only within the EU commission, but also within users of resilient flooring B to B.	- Be invited to presentations - Become well known within the sector - Be invited to events - Increase followers on LinkedIn and Twitter - Measure uptake of press releases - Increase mailing list for newsletter	- PR plan - Communications assistance from EUPC - PR assistance - Budget of at least €10,000 for communications

Initial target audience

- EU Commission circles in Brussels
- Public authorities in Europe (Green Public Procurement)
- Members



How this will be achieved

- Increase profile via:
 - Twitter
 - LinkedIn
 - PR
 - Presenting at events
 - Regular newsletter
 - Website, keeping the website updated
- Attend relevant events organised by the Commission
- Keep abreast of developments regarding REACH and Construction Products regulations; and
- Keep members well informed by providing easily digestible and clear information to members on developments in these sectors



	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
Newsletter													
Website content update													
Website layout update													
Press release													
LinkedIn update													
LinkedIn													
Twitter plan													
Twitter													
Presentations							Polymers in Flooring				PVC Edinburgh 2020		
Collaboration				RFCI									
Internal meetings	Circular Flooring Kick Off meeting			Circular Economy Platform	Technical	Plenary							
External meetings	DG Grow Supply chain communc iation meeting (May)					Global Sustainab ility Resilient Flooring conferenc e call							



Timeline	Targets	Key success indicators	Resources required
2 years	To lobby directly with DG. Grow and DG. Environment as well as jointly with other associations such as EUPC and EuFCA. Aim of lobbying is to: - o Defend plastics - o Ensure a policy environment which allows the industry to grow - o Promote a policy environment which allows industry to establish a Circular Economy - o Prevent onerous producer responsibility schemes. - o Shape producer responsibility schemes that may apply to construction products including resilient flooring in the future.	• Be invited to meetings arranged by the Commission • Be invited to and involved with work in other associations	Good communication plan and time commitment

J6

Lobbying

- Communication important to achieve goals
- Increase visibility within lobbying circles
- Attend commission events and
- Invite commission speakers where relevant
- Promotion of our activities specifically with regard to Circular Economy activities at meetings and events

- Work within EuFCA to lobby on factors that effect the entire flooring sector
- EuFCA is considering joining the Construction Products Europe, which will provide valuable information on construction products legislation
- Continue to work with the European Plastics Convertors Association in particular regarding REACH
- ERFMI will also play an active role in Vinyl Plus and participate in the Additives Committee and Controlled Loop Committee.
- Work closely with national associations RFCI, Kaléi, FEB

Standardisation



Timeline	Targets	Key success indicators
Ongoing	- o To continue the work in TC134 WG7 - o To continue the work in TC 134 WG10 and WG 11 - o To communicate and work with TC134 WG11 to ensure clear standardisation is achieved and standards are used - o To continue participation in TC219 WG 2	• Members are satisfied with clarity of standards and clear on which standards to use

Targets

- Maintain high profile and activity within standardisation of flooring
- Keep in close touch with members to make sure we are up to date with latest flooring types being developed
- Keep abreast of developments within the new CEN Circular Economy Standard Technical Committee

How will this be achieved

- Jane Gardner:
 - Convenor of WG7,
 - Mirror Committee of BSI and
 - ERFMI liaison for ISO TC 219
- Jochen Zimmermann: is on the
 - Mirror Committee of DIN and participates in
 - TC134 WG10; and
 - WG11
- Work closely with TC 134 WG 11 via our contacts in MMFA and our connections with MMFA within the European Floorcoverings Association, to ensure that there is no confusion between standards and that collaboration is maximised.

Summary

ERFMI aims to:

- **Be a modern and forward-thinking association** working for its members
- **Create** a policy environment in which members can continue to grow both in Europe and Globally
- **Work** with its members to achieve the goals set out in this document.
- **Grow** membership to at least 20 members by 2021
- Road map is a working document
- To be updated 6 monthly

7. Financial Status