

VinylPlus® stands up for sustainability at the European Week of Sport

Brussels, 23 September 2019 – VinylPlus® yesterday celebrated the start of the European Week of Sport at the Schuman roundabout, located at the heart of the European institutions in Brussels. Through its collaboration with the non-profit association *Schuman Square*, VinylPlus will spend the week championing the sustainable use of PVC in sports, its reuse and recyclability.

VinylPlus provided high performance PVC flooring to cover the 225m² esplanade beside the Schuman roundabout. The flooring, which contains 32% recycled PVC, is the same used for competition-level basketball, badminton and volleyball courts. After the event, the flooring will be reused by the *Schuman Square* at future events. Different sporting activities will take place at the Schuman roundabout until 29 September, including yoga, martial arts and traditional Scottish highland games.

Brigitte Dero, VinylPlus General Manager, conveyed her enthusiasm to be involved with the European Week of Sport, an initiative of the European Commission to get Europeans to be more active. “It is great to be part of the Week here in Brussels, back on home turf! We have worked tirelessly this year to demonstrate how we can improve the environmental impact of sporting events by using materials such as PVC, which can be reused and is entirely recyclable and commonly recycled. A material fit for a circular economy.”

She added: “This collaboration is the next step in our commitment to the sporting community after our successful partnership with the International School Sport Federation for the event *She Runs – Active Girls’ Lead 2019* in Paris earlier this year.”

Yoga classes organised by VinylPlus and *Vidonne – Brussels Yoga Day*, with the support of the Indian Embassy, will take place on 26 September from 12.30 to 22.00. VinylPlus is providing high-quality PVC yoga mats for the sessions. The yoga mats will be donated to hospitals in the local area to help with rehabilitation programmes after the event.

At 20.00 on 26 September, Her Excellency Mrs Gaitri Issar Kumar, Ambassador of India, will join the day of yoga to give a speech, followed by an evening of traditional yoga and an initiation to Bollywood dancing.

The European Week of Sport is an important opportunity to highlight the essential role PVC plays in sports. PVC is widely used in sports stadiums, from the flooring to the roofing and the exterior screening, because it is strong, durable and requires a minimal amount of maintenance. Spectators sit on PVC seats under PVC canopies, protected by PVC barriers. It is also used in countless sports for equipment and protection.

Links:

- Full list of events at Schuman roundabout: <http://schumansquare.net/index.php/beactive-detailed-program/>
- Registration for yoga: <http://schumansquare.net/index.php/beactive-yoga-reservation/>

Contact

Sylvie Famelart - VinylPlus® - tel. +32 (0)2 329 51 06 - sylvie.famelart@vinylplus.eu