



**vinyl cycle**

# Information For Applicants



**Vinyl Council Australia**

**GECA**





## Part One: Introduction

This document provides information for manufacturers and distributors looking to verify claims regarding recycled PVC content in the products they produce and/or import. The document outlines the VinylCycle application and claims authentication process.

The VinylCycle Trade Mark License and GECA Claims Authentication process represent a collaborative partnership between the Vinyl Council of Australia and Good Environmental Choice Australia (GECA).

GECA, in partnership with the Vinyl Council of Australia (VCA) have developed a program to authenticate the claims of manufacturers and distributors of PVC products containing recycled PVC in Australia using the VinylCycle specifications. The specifications have been developed by the VCA with industry and stakeholder input and GECA will perform the assessment of the claim.

The criteria within the VinylCycle specifications have been developed to confirm the amount of recycled PVC in a specific PVC product range and enable a claim to be made and authenticated that is clear, not misleading and communicates an environmental benefit.

The 'VinylCycle Specifications for the Verification of Recycled PVC Content Claims in PVC Products', available at the Vinyl Council website, outlines the criteria for the verification of products claimed to be made wholly or partially from recycled PVC.

## About the Vinyl Council of Australia

The Vinyl Council of Australia is the peak association for the vinyl, or PVC, value chain in Australia. Its members are companies engaged across the vinyl value chain including raw material and additive suppliers, compounders, local product manufacturers, importers of finished products and recyclers. The Council's purpose is to enhance the industry's opportunities for growth through sustainable development.

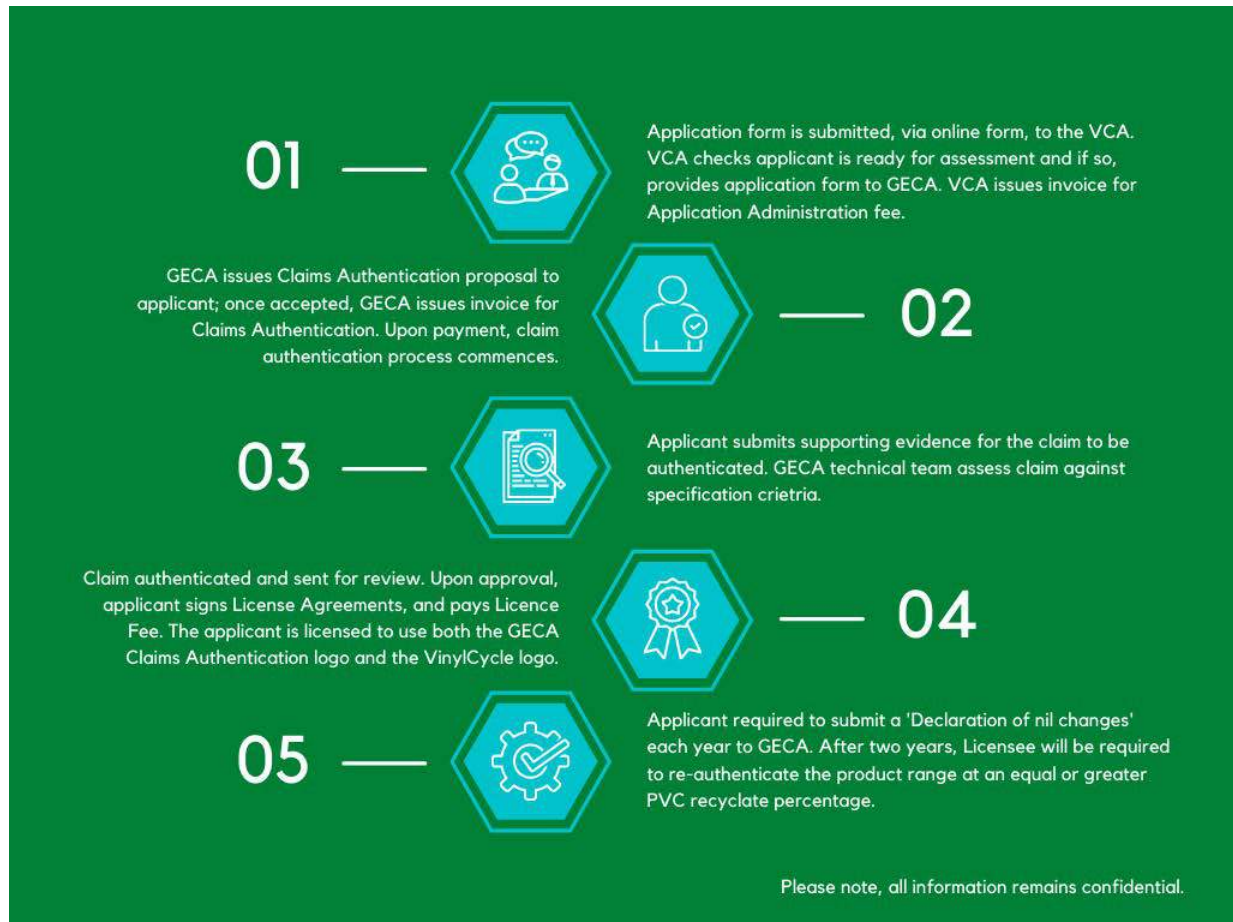
## The Benefits of Seeking VinylCycle

VinylCycle authentication will aid specifiers, procurers and consumers in the identification of product with genuine recycled content to support informed procurement decisions, as well as provide a means for product manufacturers to gain recognition for contributing to the circular economy of PVC, and plastics more generally. It further provides a system to help maintain identification of recycle through the supply chain from waste recovery to product use.



## Authentication Process

The process to assess authentication of the recycled PVC content claim within a product range, in line with the VinylCycle Specifications developed by the VCA and Claims Authentication process conducted by GECA, is succinctly outlined below.



## Part Two: Claims Authentication

### About GECA

Since 2000 GECA, an independent, not for profit organisation has assisted to cut through the greenwash and certify leading sustainable products and services.

GECA is recognised by procurers, government, specifiers and consumers as a mark of **trust**.

As Australia's representative to APEC, a member of the UN Global Compact, a GENICES member and most recently, becoming involved in the UNEP 10YFP programmes, we are ensuring that GECA can make the largest impact possible both in Australia and globally.

Our global presence and GENICES status with GEN (Global Ecolabelling Network) provides us the ability to help manufacturers enter overseas markets.

We have an important role in thought leadership and capability building in order to support Australian business and government organisations to achieve sustainable consumption and production.

With our scope of services, our aim is to assist an organisation on their sustainability journey.

### Our Services Include





## About GECA's Claim Authentication

GECA's Claims Authentication mark gives consumers the confidence in their purchase of your product.

Through a GECA Authenticated Claim you and your targeted audience will have independent third-party assurance that your claim has been substantiated through an in-depth exploration.

This means that conscious consumers will be able to confidently differentiate your product from others that may have false or misleading claims.

By facilitating a discussion in sustainability at all levels, we have empowered consumers with the ability to make informed purchasing decisions and rewards service providers and manufacturers that have taken the leap in sustainable leadership.

## Process for Claims Authentication

**Step 1. The Specifications.** The applicant should familiarise themselves with the VinylCycle specifications and review each criterion to ensure that they can provide the documents of conformance required.

**Step 2. The Application.** The applicant shall apply for VinylCycle authentication, via the [online form](#). The application will be reviewed by the VCA to ensure all required information has been provided. The applicant will then be required to agree to a Claims Authentication proposal from GECA.

Upon notification that the application will progress, the applicant will then be required to submit the documents of conformance to GECA. GECA will allocate an assessor to the project. An invoice for the assessment will be raised and when payment is received the assessment will commence.

**Step 3. The Assessment.** A GECA assessor will review the documents supplied by the applicant. Please note that the review will only start when **all** documents have been submitted. During the assessment, the assessor may request further documentation/ information to support the claims.

Once the review of the documents has been completed, the assessor will send their findings to an approval committee for final review.

**Step 4. The Licensing.** If the claim has been approved by the committee, the applicant can become a GECA claims authenticated VinylCycle licensee and will be able to use the GECA Claims Authentication logo and VinylCycle trademark once the licensee agreement has been signed and License Fee has been paid.

Licensees will be:

- Publicly promoted on the GECA & VCA websites
- Promoted via GECA & VCA newsletters
- Promoted via GECA & VCA social media channels



- Granted use of the GECA Claim Authenticated and VinylCycle logos for online promotion & in print
- Provided with logo style and brand use guidelines

Please note that the GECA Claims Authentication logo should always be accompanied by the exact wording of the claim. The authenticated claim should read: “contains a minimum of XX% recycled PVC”.

### Sample (Fictional) Claim



### Part 3: Investment

Item	Price Per Product	Payment Instalment Due
Application administration fee	<b>Maximum of \$350.00 + GST</b>	On application, invoiced and payable to VCA.
Assessment (Reassessment is required every 2 years)	<b>\$500.00 + GST</b>	Invoiced and payable to GECA prior to commencement of assessment
Licence fee (Valid for 2 years)	<b>\$4,000.00 + GST</b>	Invoiced and payable to GECA (split with VCA) on completion of assessment
<b>TOTAL INVESTMENT</b> (Per year)	<b>Maximum of \$2,425.00 + GST</b>	<i>NOTE: Discounts may be available to VCA members</i>

## TERMS AND CONDITIONS

### *Registration of Product(s)*

1. The Registrant must become a Licensee registered with the VCA for the purposes of the VinylCycle License and the use of the Trade Mark
2. A Licensee must apply for registration of its legal entity with the VCA using the application form provided. Applications made to the VCA must use forms provided and must be signed by an officer of the organisation making the application.
3. An Application Administration Fee may apply to cover administration costs.
4. Evidence of compliance to the 'Specifications for the Verification of Recycled PVC Content Claims in PVC Products' must be provided for each unique product range, where "product range" is defined as a finished article or group of articles under the same branded product or resulting in a product sold under the same tradename, with the same claimed level of recycled content.
5. When a product registration is accepted by the VCA, a Trade Mark Registration number will be issued along with the Trade Mark.
6. Product Registration Fees may apply as dictated by the Board of Directors of the VCA, to cover the costs incurred in administration, marketing and other elements of maintenance of the Trade Mark.
7. A licensee must be a registered legal organisation and comply with relevant Australian/New Zealand regulations
8. License registrations are not transferable to another organisation. Product authentications are not transferable.
9. The period of validity of authentication corresponds to the term of the License.
10. The Licensee must reapply for a Trade Mark License after the authentication expires.
11. The Licensee must provide a 'Declaration of Nil Changes' after the first year of authentication/reauthentication.
12. There is no process of review of the Licensee declarations of compliance by the VCA. The VCA claims no expertise in relation to the compliance of products to meet VinylCycle authentication criteria, the liability for which is taken up by GECA.
13. The details of the product registered and Licensee will be recorded under Claim Authentications on the GECA website. This list will be linked to the Vinyl Council of Australia website.
14. VCA reserves the right to terminate the use of a Trade Mark by a Licensee and authentication of the licensed product.

### *Governance of the VinylCycle Authentication*

1. Applications for authentication of products will be granted or rejected within 3 weeks of receipt of the application in full by the VCA.
2. The VCA retains the right to refuse an application or terminate an authentication on the following grounds:
  - inadequate or incomplete authentication declarations
  - false or misleading information supplied by the Licensee
  - Licensee registration lapse, or applicant unregistered
  - the VCA has a reasonable belief that the product(s) no longer complies with the VinylCycle Specifications
3. Changes to the declarations made by the Licensee must be registered with the VCA within two (2) weeks
4. Changes to the conditions of the authentication of the Trade Mark and its use will be recorded on the VCA website as pending for a minimum of sixty (60) days to allow for stakeholder review and comment, before the authentication changes are implemented.
5. Decisions to change the Trade Mark and its use will be made by the VCA Board of Directors.
6. Decisions made by the VCA Board regarding the Trade Mark will be recorded on the VCA website.
7. Complaints regarding decisions on and uses of the Trade Mark can be registered with the VCA.
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8. Complaint resolution procedure shall involve:
  - appeal to the Board of the VCA in writing by the stakeholder
  - review of the complaint by the VCA Board within four (4) weeks of the date of receipt of the complaint
  - the appointment of an independent arbitrator if necessary
  - engagement of parties in dispute
  - decision of the parties on the complaint posted on the VCA website.
9. An aggrieved party may further appeal to the Registrar of Trade Marks.
10. No endorsement of authenticated products by the VCA or GECA is implied through the VinylCycle authentication process, or use of the Trade Mark.
11. The VCA and GECA shall not bear any liability for loss or damage resulting from the use of the VinylCycle Trade Mark. The Licensee shall indemnify those parties from any such loss or damage.
12. The Licensee shall also indemnify the VCA for all losses or damage suffered by the VCA as a result of a breach of any provisions of the VinylCycle authentication system as stated herein.