

VIABILITY™

VINYL INSTITUTE
RECYCLING GRANT PROGRAM

CASE STUDY

AWARD: \$75,000 (May 2023) **\$75,000** (June 2024)

The Vinyl Institute launched VIABILITY in January of 2023, a first-of-its-kind, industry-wide recycling grant program aimed at accelerating post-consumer PVC recycling nationwide. The grant program makes available up to \$1 million in funds per year over three years from four PVC resin manufacturers in the U.S. (Formosa, Oxy, Shintech, and Westlake.)



The Chemical Fabrics and Film Association (CFFA) is an international trade association representing manufacturers of polymer-based fabric and film products used in building and construction, automotive, healthcare, pool liners, and many other industries and applications. The Vinyl Roofing Division (VRD) of CFFA was created to educate architects, specifiers, building owners and roofing contractors on the environmental and functional performance of energy-efficient PVC roofing membranes.

WHY VIABILITY

CFFA initially applied for the VIABILITY grant in 2023 to build upon its extensive experience in recycling PVC roof membranes, aiming to formalize and expand this effort into a comprehensive, industry-wide program. The grant allowed them to enhance logistics, widen their recycling network, educate stakeholders, and develop end markets for recycled materials. Recognizing the success and potential of these initiatives, CFFA reapplied in 2024 for the grant to continue funding recycling coordinators and further develop their roof recycling infrastructure while raising awareness among building owners about future recycling opportunities.



Companies interested in VIABILITY can learn more at www.vinylinfo.org/recycling.

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VIABILITY IN ACTION

Prior to their application for the VIABILITY grant, CFFA recycled approximately 1 million pounds of post-consumer roofing PVC in 2022. With the support of the VIABILITY grants, this initiative has expanded its recycling network, improved logistics, and developed end markets for recycled materials, driving tangible progress toward industry-wide sustainability goals. CFFA's efforts will lead to an estimated 2 million pounds of additional recycled post-consumer PVC per year by 2027, and an improved network of stakeholders interacting to help that number grow in the future.

Since they started collecting recycling data in 2014, and with the help of the first two VIABILITY grants at the end of 2024, the CFFA VRD has surpassed 200 million pounds of post-consumer and pre-consumer PVC roof membrane being avoided from landfill.

LOOKING FORWARD

Due to its success, a third VIABILITY grant was approved to continue the momentum of their program. CFFA will look to solidify solution partners and expand their outreach to find new sources of post-consumer PVC roof membrane. The CFFA VRD estimates that a 20 to 30% growth in post-consumer PVC roof recycling can be achieved year over year, helping to divert more PVC from landfills every year.

CONCLUSION

CFFA's three VIABILITY grants showcase their commitment to sustainability and innovation as well as their ability to foster collaboration amongst stakeholders. CFFA is setting a standard for environmental responsibility within the roofing industry and designing a blueprint that can be replicated across other industries. With increased awareness and improved recycling capacities, the future is bright for CFFA's efforts.