

# 7. ERFMI Roadmap update 2021

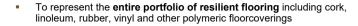
- Interviewed 14 members
- Good suggestions and feedback on focus for next 2 years



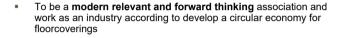


EUROPEAN RESILIENT FLOORING MANUFACTURERS INSTITUT

# Our objectives









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# / Topics

Circular Economy

Technical & Legislative compliance

Advocacy

Standardisation

Communication

**Statistics** 



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#### Circular economy - Position paper May 21

- ERFMI sees itself as the catalyst for its members to achieve a common goal of circularity for floor covering products.
- o Being an independent source of information on the circular economy and developments within this
- Developing best practice guidance based on practical industry wide collection trials in different countries across Europe
- o Undertaking trials and research on recycling technologies and disseminating information to our members
- Taking the lead on standardisation with regard to circular economy.
- We want to become leaders in the circular economy within the flooring sector and beyond, providing a blueprint for other sectors.



#### Circular economy key targets & success indicators

Time	Targets	Key success indicators	Resources required
2023	Increase the recycling rate for resilient flooring by at least 10% compared to 2021 baseline  Demonstrate the feasibility of collecting flooring efficiently across Europe Undertake trials and work with the wider flooring supply chain and circular economy stakeholders to demonstrate the feasibility of setting up commercially viable recycling systems for post consumer resilient floor coverings. Encourage stakeholders within the circular economy to work with us on achieving our targets.	Have set up a demonstration trial in at least two countries and demonstrated the viability of the scheme     Recycling rate increase     Provided information to members to support them in the development of a circular economy	Funding source for trials Dedicated time for ERFMI team Input by members to Circular economy working group
2025	Be known as leaders of the Circular Economy agenda within the construction products sector.     Increase the recycling of resilient flooring by at least 25% compared to 2019 baseline.     Contribute to the goal of the Circular Plastics Alliance	Have submitted at least one further grant for reprocessing technology     Have reached recycling goal	Funding source for trials     Dedicated time by ERFMI team     Input by members to Circular     economy working group



# Technical & legislative compliance

- Provide information to members on current legislation affecting the flooring sector
- Keep members updated on EU and national regulations that could affect the resilient flooring business
- Work within the **technical committee** to respond to relevant EU consultations
- Include the UK in our remit
- Put together an 'issues list' for the TC to be updated each meeting by members and ERFMI





# Advocacy

Timeline	Targets	Key success indicators	What is required
Ongoing	To interact with DG. Grow and DG. Environment directly as well as jointly with other associations such as CPE, EUPC and EUFCA and VinylPlus In order to:  Defend plastics Ensure a policy environment which allows the industry to grow Promote a policy environment which allows industry to establish a Circular Economy Prevent onerous producer responsibility schemes. Help to shape producer responsibility schemes that may apply to construction products including resilient flooring in the future. To keep track of possibly divergent regulations in the UK and represent the interests of the European resilient flooring sector by interacting with the UK government via UK Construction Products	Satisfactory resolution to issues which may impact the resilient flooring sector – e.g CPR, UKCA marking etc     Invited to play active role in workshops and consultations by the Commission	Membership of EUFCA, EUPC, VinylPlus, UK Construction Product: Association     Membership in the CPA     Active involvement in the work of the associations were relevant     Develop good relationships in the



Establish relationships with main regulatory bodies so as to:

- Anticipate future regulatory requirements.
- Exert a positive influence in shaping regulations.
- Exploit and measure effectiveness of regulations.



# Standardisation

Timeline	Targets	Key success indicators	How this will be achieved
Ongoing	Active involvement and leadership in standardisation to ensure standards developed meet the requirements of and provide clear guidance for members  Keep working with commission, within CEN, with EUFCA and with WG 10 to get approval for hEN14041:2018 or a resolution that works for all  Keep members up to date with relevant standards for flooring in other TC within CEN and ISO; e.g. circular economy, slip, resistance to fire etc.  Represent the interests of members in standardisation bodes	Members are:  satisfied with clarity of standards clear on which standards to use Informed on standards of relevant to the resilient flooring sector Up to date with future developments	ERFMI TC members involvement in standardisation groups     JG Chair of ISO 219     JG Convenorship of TC 134 WG7     Active involvement in WG 10 development of standards for circular economy     JG Liaison in ISO WG 323 Circular economy WG1     JG Liaison in CEN TC 249 WG 11     Plastics recycling     Active involvement in mirror groups DIN and BSI



# Communication

Timeline	Targets	Key success indicators	What is required to achieve this
Ongoing	Keep members updated on the latest development across all ERFMI activities     Keep members informed on key topics of importance and interest     Increase the visibility of ERFMI generally within the EU Commission – DG Environment, DG Grow in particular Increase communication and collaboration with other organisations: RFCI, Kaléi, FEB, China Elastic Floors Promote the work ERFMI and its members are undertaking with regard to the circular economy to stakeholders of flooring industry and beyond	Be invited to presentations     Become well known within the sector     Be invited to events     Increase followers on LinkedIn     Hold at least 4 webinars a year to inform members of key topics     Provide at least bi monthly update to members in form of newsletter or 'notes'	Ensure website is up to date     Work with PCE communications team to issue newsletters     Organise webinars     Update LinkedIN



# **Statistics**

- Continue to collect statistics from members
- Work with EUFCA to provide overall statistics for resilient, carpet, multilayer and laminate floorcoverings