

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



- To represent the **entire portfolio of resilient flooring** including cork, linoleum, rubber, vinyl and other polymeric floorcoverings
- To **support** and **defend** the interests of our members in Europe and to ensure a legislative and business environment in which member companies can continue to **innovate** and **grow**.
- To be a **modern relevant and forward thinking** association and work as an industry according to develop a circular economy for floorcoverings

Key Topics

Technical & Legislative compliance

Standardisation

Statistics

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**.
- 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
- 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	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Funding source for trials Dedicated time for ERFMI team Input by members to Circular economy working group
2025	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Have submitted at least one further grant for reprocessing technology Have reached recycling goal 	<ul style="list-style-type: none"> 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	<p>To interact with DG. Grow and DG. Environment directly as well as jointly with other associations such as CPE, EUPC and EUFCA and VinylPlus</p> <p>In order to:</p> <ul style="list-style-type: none"> 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. <p>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 Association</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Membership of EUFCA, EUPC, VinylPlus, UK Construction Products 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	<ul style="list-style-type: none"> 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 bodies 	<p>Members are:</p> <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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' 	<ul style="list-style-type: none"> 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