VSI Vinyl Siding Recycling Coalition Scheme

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Summary of Changes

1. Scope, Scheme, and Verified Coalition Members
The Vinyl Siding Institute, Inc. (VSI) is the scheme owner of the VSI Vinyl Siding Recycling Coalition (Coalition). The Coalition encompasses both the organizing and marketing of a North American program for the post-consumer recycling of vinyl siding, insulated vinyl siding, polypropylene siding, polymeric cladding, and other rigid vinyl products as deemed appropriate (Program).

1.1. Coalition Participation
Any interested party pursuing involvement in post-consumer recycling of vinyl siding, insulated vinyl siding, polypropylene siding, polymeric cladding, and other rigid vinyl products. For a Verified Recycler and Verified Collection Site, with more than one facility, each facility is subject to separate verification including membership and fees.

1.2. Program Coalition Standards
The following industry-accepted standards and guidance are recognized as Program compliance criteria:

- ISO 14021:2016 Environmental Labels and Declarations
- Federal Trade Commission’s “Green Guides” 2012 “ (Guides for the Use of Environmental Marketing Claims)
- ISO/IEC 17065:2012 Conformity Assessment – Requirements for Bodies Certifying Products, Processes and Services. Note: Because this VSI activity is intended to conform with ISO/IEC 17065, this document uses the normative references from section 2 and the terms and definitions from section 3 of the standard.
1.2.1. Standard Revisions

When a standard is added or revised as part of the Program, there will be a phase-in period to accommodate compliance with any revision to the standard. For the purposes of this Coalition, a revision to the standard shall be considered published and when it is printed and/or electronically released by the respective standards organization or agency in its final form and made generally available to the public.

VSI will update the Scheme and implement changes as needed as they relate to the Program. VSI will work with the Advisory Board on implementation as it relates to timing, and other items as necessary. When applicable, VSI will notify Coalition participants as to how the standard revisions will affect the Program.

1.3. Definitions

Advisory Board (AB): A group of Coalition members that proposes rules, policies, and procedures to operate and market Coalition and provides recommendations to the VSI Sustainability Committee.

Coalition Contact: Person(s) for each verified Coalition member responsible for interaction with the VSI and the primary advocate for the Program.

Coalition Database: An IT platform that is used to operate the program.

Coalition Logo (Logo): A branded mark indicating a Coalition member is verified to be participating in the Coalition.

Coalition Member: Any person or company that has been verified as a member through the defined membership categories.

Coalition Scheme (Scheme): The Scheme conformity assessment system comprising rules, procedures, verification criteria, and management designations.

Established Entity: A business that is formally operating as a recycler of post-consumer rigid vinyl.

Listing: Refers to a list, maintained by the VSI, of specific Coalition members verified under this Program.

Non-Compliance: Any issue identified by the VSI regarding a participating Coalition member not complying with the Scheme requirements.

Notice of Non-Compliance (NONC): A communication issued to notify a participating Coalition Member when, in the judgment of the VSI, the participating Coalition member is aware of a non-compliance, but has not taken appropriate corrective action related to a defined Scheme requirement.

Official Written Notification: A statement in the form of an email or letter from VSI.

Polymeric Cladding: Other Cladding products that do not meet the definition of vinyl siding, polypropylene siding, or insulated vinyl siding, but are made primarily of vinyl or some other type of polymeric material.

Post-Consumer Recycling: Material generated by households or by commercial, industrial, and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose, and that is collected, separated, or otherwise recovered from the waste stream through an established recycling program for reuse or use in manufacturing or assembling another item. This includes returns of material from the distribution chain. Examples include construction and demolition debris, materials collected through recycling programs, and buy-back material from a distributor.
Pre-Consumer Recycling: Materials diverted from the waste stream during the manufacturing process that are collected, separated, or otherwise recovered from the waste stream through an established recycling program for reuse or use in manufacturing or assembling another item.

Quarterly Reports: A report completed quarterly by the Verified Recycler, or when appropriate the Verified Collection Site, provided to the Verification Body which includes:

1) Quantities in pounds of post-consumer rigid vinyl products processed and
2) An estimated amount of siding as a percentage total of that quantity

Rigid Vinyl: Post consumer rigid (non-flexible) vinyl building construction materials suitable for recycling with other rigid vinyl products for the creation of new building construction materials.

Suspension: Temporary withdrawal of authorization to use Logo and be listed on Coalition website.

Sustainability Committee (SC): The VSI committee which provides approval and or changes for the governance of the Program.

Variance: A finding of non-compliance.

Verification: The process for assessing a participant’s compliance with specified requirements in the Verification Scheme.

Verification Body (VB): An independent third-party organization who is ISO/IEC 17065 accredited/compliant and is experienced with recycling systems.

Verified Interest: A person who registers and commits to the recycling of post-consumer rigid vinyl and agrees to promote the Program.

Verified Contractor: A company involved with some form of construction contracting, including a VSI Certified Installer, that commits to the recycling of rigid vinyl products through either a Verified Collection Site or some other locally established Program.

Verified Collection Site (VCS) (potential fee): A company that has established an onsite collection process through a relationship with a Verified Recycler or other locally established Program (fee) for the collection of post-consumer rigid vinyl material.

Verified Municipality: A government jurisdiction who commits to both the recycling of post-consumer rigid vinyl and agrees to promote the Program.

Verified Partner: A non-profit organization who registers and commits to both the recycling of post-consumer rigid vinyl and agrees to promote the Program.

Verified Recycler (VR) (fee): A post-consumer rigid vinyl recycling operation that offers an established collection system to operate with collection sites.

Verified Recycling: A post-consumer recycling system that has been verified to meet the Coalition Requirements of the Scheme.

Verified Sponsor: An organization that contributes financially as part of the Coalition sponsorship Program and agrees to promote the Program.

Verified VSI Member-Participant: VSI members that have been verified as committed to acting as Coalition ambassador to promote, engage with their networks, and actively recruit to help meet the Goal of the Coalition.

Verify: Determine that an activity or condition conforms to specified requirements.

Vinyl Siding Institute: The trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry.
1.4. Roles and Responsibilities

1.4.1. Vinyl Siding Institute (VSI)

VSI is the Coalition Scheme owner. VSI in conjunction with the VB will approve Coalition applications and authorize a Coalition member to use the logo and other associated collateral for the Coalition.

VSI oversees and regulates the Coalition through input from the AB and SC. All Program requirements, provisions, documents, and revisions thereof require final approval by the VSI Board of Directors.

1.4.2. Verification Body (VB)

VSI will contract with an ISO/IEC 17065 accredited assessment organization, the VB, which will determine the amount of post-consumer rigid vinyl collected by the Coalition. This data is tracked and recorded on a quarterly basis and reported to VSI. The VB’s responsibilities include:

- Having access to the Scheme documentation needed to complete quarterly quantities verification through the developed Coalition Website
- Review and verify, and reverify annually, the VR, VCS when applicable, for operation with the requirements of the Program Scheme
- Reports will be collected quarterly from the VRs, and VCS when applicable
- Oversee and implement the required activities and performance
- VCSs in operation that do not use a VR will be required to verify collection data by the VB
- Performing services related to the administrative functions of the Program

VB reports and communications will maintain the confidentiality of each VR’s proprietary information and the status of Verification. VB reports and communications will use aggregated data sufficient to ensure that individual entity information cannot be readily disaggregated.

1.4.3. Verified Contractor (VC)

The VC of post-consumer rigid vinyl is subject to Verification under the Coalition and agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.

1.4.4. Verified Collection Site (VCS)

The VCS of post-consumer rigid vinyl is subject to Verification. The VCS is responsible for having an established collection system as Verified through a relationship with a VR or another established entity that is capable of recycling post-consumer rigid vinyl. Should the VCS not have a relationship with a VR and instead uses an established entity capable of recycling post-consumer rigid vinyl, the VCS shall nevertheless be subject to the requirements of Quarterly Reporting and fees.

VB reports and communications will maintain the confidentiality of each VCS proprietary information and the status of Verification.
1.4.5. Verified Interest (VI)
The VI of post-consumer rigid vinyl is subject to Verification under the Coalition agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.

1.4.6. VSI Member-Participant
The VSI Member-Participant of post-consumer rigid vinyl is subject to Verification under the Coalition agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.

1.4.7. Verified Municipality (VM)
The VM of post-consumer rigid vinyl is subject to Verification under the Coalition agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.

1.4.8. Verified Partner (VP)
The VP of post-consumer rigid vinyl is subject to Verification under the Coalition agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.

1.4.9. Verified Recycler (VR)
The VR of post-consumer rigid vinyl is subject to Verification under the Scheme. The VR is responsible for the recycling of product(s) as part of the Coalition efforts. The VR must have a collection system that it either owns or have a relationship with an organization that has the capability of collecting post-consumer rigid vinyl through VCSs.

1.4.9.1. VR Program Contact
Each VR must identify a person that will fill the following roles within the Program and is responsible for:

- Understanding the Coalition Logo labeling, marketing, and education; give input and advise the AB.
- Responsible for Quarterly Reporting in pounds (lbs) the amount of post-consumer rigid vinyl material processed including an estimated amount of how much of the recycled material was vinyl siding.
- Indicate annually that they are offering recycled vinyl for use in vinyl building products in open markets at reasonable market prices.
- Respond to the VSI with any inquiries.

1.4.10. Verified Sponsor (VS)
The VS of post-consumer rigid vinyl is subject to Verification under the Coalition and is responsible for providing annual financial support. Additionally, the VS agrees to support and promote the recycling of post-consumer rigid vinyl and the Program.
2. Governance

2.1. Advisory Board and Sustainability Committee
The Scheme is overseen by the SC with input from the AB and general Program approval and oversight by VSI Board of Directors. The SC will obtain feedback from the AB and VB on a recurring basis to ensure continual health of the Program. The SC Charter is available on the Members Only portion of the VSI website.

2.1.1. Program Organizational Chart

VSI Vinyl Siding Recycling Coalition (Coalition) Scheme

- VSI Board of Directors
- Sustainability Committee
- Advisory Board
- Scheme
- Verification Body
- Quarterly Reports
- Verified Recycler
- Verified Contractor
- Verified Municipality
- Verified Partner
- Verified Sponsor
- Verified VSI Member-Participant

*In some cases, the VCS is subject to quarterly reporting through the VB.

2.1.2. Advisory Board
The AB will meet at least once per year to provide recommendations to the VSI Sustainability Committee for input on the Program. The AB will consist of:
- Two-Three Verified VSI Members (Chaired by the Sustainability Committee Chair)
- One-Two Verified Recyclers
- One-Two Verified Collection Sites
- One Verified Municipality
- One Verified Contractor

The AB members are appointed for a two-year term by the VSI Sustainability Chair.
2.2. Coalition Logo Member Use

Authorization to use the Logo represents coalition the member’s pledge that they are complying with the requirements set forth in this Scheme and verified coalition member agreement.

*Logo Mark Under Construction*

By providing authorization to use the Logo, VSI is confirming that the Coalition Member has met the membership category requirements as set for in this Scheme. VSI, VB, and other participants are not representing, warranting, or guaranteeing that use of the Logo does in fact conform with any of the set forth Coalition agreements.

The Logo related to verification under this Program as defined by the Scheme is to be used in conjunction with communication relating to the recycling and/or sustainability activities.

The Logo must be used in its entirety and may not be modified by the Coalition Member without the advance written consent of the VSI. The Logo shall not be used or placed in such a manner as to imply any other endorsements or certifications by VSI.

Refer to document *tbd* for logo usage information.

2.3. Legal Contracts

The Scheme includes the following agreements:

1. A legal contract between VSI and the VB
2. Other Coalition member agreements will be managed through an online registration agreement process

2.4. Maintenance of Coalition Scheme

The AB shall annually review the Scheme; the Scheme will be updated as necessary as changes occur and will be approved by the SC and VSI Board. Upon updating, VSI will provide a copy to the Coalition members and the VB and will display as indicated in Section 6.1.

2.5. VSI Record Retention

VSI’s record retention policy is documented and maintained as an appendix to the VSI Financial Procedures Manual.
3. Verification Process

3.1. Granting of Verification
VSI shall make reasonable efforts to review and respond to requests for Coalition Membership within 30 days. VSI’s response will indicate whether the submitter qualifies or not, or whether the submission is incomplete.

3.1.1. Approval and Logo Usage
Official notification will be sent to the Coalition Member including the date on which Verification has been granted. Upon such granting of verification, the Coalition Member will be listed on the Vinyl Siding Recycling Coalition website. In addition, VR and VCS will be populated into a searchable map for easy geographic identification. The notification will contain the following information:
- Coalition member name and membership category
- The authorized Logo artwork and applicable collateral
- Authorization to apply the Logo
- Any contingencies related to Coalition membership, when applicable

3.1.2. Listing of Verified Coalition Members
Once members have been verified, they will be publicly displayed on the Coalition website and categorized by member type. In addition, the VR and VCS will be populated into a searchable map for easy geographic identification.

Coalition verification will be maintained within the VSI Coalition database.

Correspondence and supporting documentation will be internally maintained by the VSI to support decisions made related to all aspects of verification. This includes historical records of members that have been verified or de-verified by either VSI or at the request of the Coalition member.

3.1.3. Rejection and Next Steps
If the potential Coalition member does not comply with all the verification requirements, official notification will be issued by the VSI to the applicant. The notification will include:
- Coalition members name and location
- The specific reasons on which the rejection is based
- Requirements for resubmission of the necessary information to become verified

3.1.4. Changes in Location of Operation
If a VR and/or VCS was verified at one location and the member wishes to become verified at a different location, the new location will be verified and treated as an entirely separate location and Coalition member.

3.1.5 Merger/Acquisition
If a Coalition member is subject to a merger/acquisition, the new company/group shall promptly notify the VSI, upon which the VB will reinitiate the verification process.
4. Follow-Up Verification

4.1. Process, Procedures, and Deliverables

4.1.1. Verified Recycler
The VB will require electronic visual verification of VR operation prior to membership approval, and as part of annual compliance with membership requirements of Coalition. In addition, the VR is subject to the quarterly report rules as noted in the scheme.

4.1.2. Verified Collection Site
The VCS is required to have an established relationship with a VR or will be subject to the quarterly reporting rules and electronic visual verification similar to the VRs prior to membership approval and as part of annual compliance with membership requirements of the Coalition.

4.1.3. Waived Requirements
If the VB is unable to perform verifications for the Program due to unforeseen circumstances, verifications may be waived by the SC.

4.1.4. Quarterly Reports
The VB will communicate with the VR, and VCS when applicable, regarding any matters requiring clarification or other action. All official comments or decisions regarding verification or non-compliance will be confirmed in writing by the VB within 30 days of the initial request for quarterly report. The quarterly report is confidential and must be provided only in aggregated/general form as to have no anticompetitive impact on the industry and will be used only by VSI for use with promotion of the Program. VSI will use this aggregated data annually for use in publicizing the program. No individual member of the Coalition will have access to company specific data. VSI will not disclose individual company statistics to any party for any reason unless compelled to do so by a legal process.

4.2. Non-Compliance and Resolution
If, during a verification or otherwise, the VB or VSI discovers a non-compliance issue, the Coalition member will be given the opportunity to correct it. If a variance remains unresolved, a formal Notice of Non-Compliance (NONC) will be issued, and the Coalition membership will be suspended until the issue is resolved.

4.2.1. Notice of Non-Compliance
Non-compliance may lead to de-verification and will be reported to a Coalition Member within 10 days after determining non-compliance.

4.2.1.1. Coalition Member’s Response to Notice of Non-Compliance
Upon suspension, the Coalition Member must cease using the Logo and any claims about Coalition membership.

4.3. Requalification
Following de-verification, to requalify, a Coalition member shall submit the necessary information as provided in the NONC.
4.4. **Verification Record Retention**
Verification records will be retained by the VSI indefinitely if the Coalition membership is maintained and a minimum of five years after a Coalition membership is terminated. This documentation will remain the property of VSI.

5. **Complaints and Appeals**
If a disagreement or appeal arises between a Coalition member, VSI and/or the VB regarding the qualification of membership or other aspects of this Program, the participating member may request that VSI’s SC review the issue for further opinion.

Complaints from any source will be addressed through the VSI.

6. **Communications & Marketing**
Coalition members may use the Logo and other associated branding on any relevant company marketing and communication.

6.1. **Availability of Scheme**
A current copy of the Scheme will be provided through VSI and on the Coalition Members only portion of the VSI Vinyl Siding Recycling Coalition website.

6.2. **Public Statements**
VSI, Coalition Members, and the VB will not make any public comments on the status of a particular member or specific results of quarterly data collection. Special care must be taken to ensure that no comments are made concerning the status of any VR or VCS process or other proprietary information. Public statements on the overall progress of the Program will be made through the established communication Program, as approved by the Board.

6.3. **Guidelines to Follow**
When a Coalition member describes the Program, the following guidelines should be followed:

- Correct representation of the Coalition based on publicly available information from the website
- Advertising and communication of Coalition products are accurate
- Logo usage is in allowable format
- Coalition membership website links are valid
6.4. Disclaimers

VSI makes no representation, warranty or guarantee in connection with the standards or the Program Scheme and expressly disclaims any liability or responsibility for loss or damage resulting from participation, for any violation of federal, state, or municipal regulation with which the Coalition efforts may conflict. No Coalition member, or VSI employee, shall be liable for the acts or failure to act on any part of another member.

VSI reserves the right to deny participation to Coalition in countries or regions that present special challenges to the Coalition in executing its functions. For example, if a Coalition member is in an area subject to travel restrictions imposed by the U.S. Department of State.

VSI and the VB must maintain the confidentiality of proprietary information received from participating VR and VCS. This obligation is detailed in the formal agreement between VSI and the VB, and in the individual agreements between the VR, VCS, the VB and VSI.

ANNEX A Coalition Registration Forms
A1 General Registration Form (except VR, VS, and VCS)
A2 VR Registration Form
A3 VCS Registration Form
A4 VS Registration Form
A5 Quarterly Report Form
A6 Fee Schedule
A7 VSI and VB Contract (TBD)

ANNEX B Email Templates (TBD)