



Sustainability (Temporary / Permanent)

1. What was the sustainability rationale behind the project?
(for example, was it as a result of a direct client brief, a challenge back to the client, or external input?) (100 words max)
2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display? (50 words max)
3. What materials were used and how the production process help reduce the environmental impact? (50 words max)
4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control? (50 words max)
5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed. (50 words max)
6. What is the end-of-life plan for the unit and who is responsible for the end-of-life? (50 words)
7. Has the Sustain® tool or any other environmental measurement system been used to measure environmental impact of the unit, its packaging or transport? Yes/No
8. If Yes, which
9. If Yes, what specific improvements have been made to any of these elements as a direct result of using the environmental tool? (100 words)
10. Can you quantify and validate the specific improvements made in terms of any of the following either against a previous version of this unit, or against versions created through the design process? E.g.- Sustain® tool score, CO2e, Water, or any other relevant metric.

11. Why do you believe this entry has the credentials to be considered for a POPAI Sustainability Awards? (50 words)

Client Quote (50 words max)

Your entry must be supported with **at least 3 images and a maximum of 5 in total**. At least one of these must be of the entry in the retail environment of at least 300dpi at A4 size. When uploaded these will display below and you can replace these if necessary.

Image guidance:

- Only use .jpg or .png files. Max file size 10mb.
- Use high resolution images where possible
- Visuals or technical drawings must only be used if they provide detail not clear from the photograph
- Collages of images are not accepted (except in Shopper Marketing Campaigns, these will not be used as your main image for any marketing of your entry with POPAI)
- Consider using a before and after image for entries where it may add value to the entry
- Insights category – if a display is not part of your entry please upload at least 1 image to illustrate your entry for use in promotional material

(Optional) Include a video to demonstrate the practical use of your entry in its retail context, demonstrate a particular feature or bring the entry to life for the judges.

Upload your video in MP4 format, a maximum of 1 video of 1 minute in duration and no more than 15MB.

Upload your PDF as proof of shipment/delivery. This may be a statement letter from a brand/retailer, shipment receipt or delivery note.

Any entries which have logos, marks, names, or other identifying features of the entrant in any of the photos or videos submitted, will not have that element submitted to the judges and may be disqualified altogether.

If you want to stop a piece of text appearing on the POPAI website, use this convention:

The secret to our success is [START-HERE] we source our materials from a supplier in Iceland [STOP-HERE] and we don't want customers to know this...

This will then on the PUBLIC PDF appear and POPAI website as: **The secret to our success is ** REDACTED TEXT ** and we don't want customers to know this...**