



Sustainability (Stand alone or add-on)

1. What were the practices employed in the design stage of the project that reduced the environmental impact of the display? (50 words max)
2. What materials were used and how the production process help reduce the environmental impact? (50 words max)
3. 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)
4. How has the supply chain included in the process driven environmental efficiencies? (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)

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.

If you are entering as an add-on to a main category, your text from the main entry will NOT be used as part of your sustainability case study.