



IMPACT23

SUSTAINABILITY SUMMIT

Sustainability Spotlight
CONTRIBUTORS GUIDE



POP AI Sustainability Services

As an industry body, POP AI is committed to raising standards and has developed **4 key services** to boost our members' environmental credentials.

Sustainability Standard

Framework for environmental excellence

Developed in direct response to calls from the industry for a standardised approach, the Sustainability Standard embeds sustainability principles within organisations and challenges traditional practices by helping industry professionals better understand how, where and when sustainability issues translate to their business.

Show stakeholders and gain recognition as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.

[Find out more on page 14.](#)

Sustain

Global eco-design indicator tool

Recommended by major retailers and brands.

Measure the environmental impact from the production of display and sales promotion items of all types. It includes design, transport, componentry, processes, energy use and end of life.

It also reports on CO₂e and embodied water from units, packaging and transport, recycled material content and recyclability.

The results highlight areas for improvement and it operates to LCA principles, using independent third party data from institutions and government.

[Find out more on page 16.](#)

EcoSupport

Services for retailers and brands

Recognising that sustainability best practice is a collective responsibility, POP AI has been working with its retailer, brand members and their supply chain partners for a number of years to provide a cohesive framework to help all parties navigate the journey.

Our support can range from the fundamentals, through to a full bespoke service covering all your sustainability needs.



Knowledge

Our events throughout the year are focused on a blend of actionable, practical case studies and thought leadership from industry professionals. With a training programme alongside featuring online and face-to-face workshops and a searchable content hub on our website, POP AI offers the complete knowledge toolkit which can be bolstered with a comprehensive research and consultancy offer.



For more information please contact Martin Kingdon

 +44 (0)1455 613651 |  sustainability@popai.co.uk

 www.popai.co.uk/Sustainability

Contents

Foreword	4
Sustainability Snapshots	5
3A	6
100 Percent Group	7
arken	8
Barrows	9
Chep	10
Delta Group	11
HP	12
Pyramid	13
POPAI Sustainability Services	14
Sustainability Standard	14
Sustain®	16
POPAI Awards	18
2022 Sustainability Permanent Gold Winner	19
2022 Sustainability Permanent Silver Winner	20
2022 Sustainability Permanent Bronze Winner	21
2022 Sustainability Temporary Gold Winner	22
2022 Sustainability Temporary Silver Winner	23
2022 Sustainability Temporary Bronze Winner	24
Sustainability Standard Accredited Companies	25
Sustain® Users	26



💡 POPAI UK & Ireland is committed to reducing the display industry’s impact on the environment by working collaboratively throughout the value chain and offering a range of products and services to facilitate improvement. 💡



Foreword



Sustainability continues to be top of the agenda for many retailers and brands, agencies and the industry at large. As with all areas of society and business, the world of retail and display has a significant part to play in the global effort to reduce what we consume, and to better deal with the waste from the activities we engage in. As one of POPAI's four pillars, sustainability occupies a significant place in both our thinking and activities.

Our work over the last year, since **IMPACT22**, has confirmed the realisation that the levels of knowledge and activity for sustainability in our industry varies dramatically from company to company. This is for many reasons. Repeatedly, despite there being overall targets for environmental impact management within a business there is often no clear policy for sustainability and scope 3 emissions, no mandate for metrics to be applied and no defined management structure in place.

As a result, it is clear that POPAI continues to have a significant role to play in providing both the knowledge and the tools to help businesses regardless of where they are on their sustainability journey.

POPAI's sustainability services will continue to focus on support, knowledge, training and metrics. For retailers and brands through our **EcoSupport** service, for suppliers through our POPAI environmental

Sustainability Standard, and for the whole industry through the **Sustain**[®] eco-design indicator tool and our new training offer. We will be advancing conversations on all things sustainability and sharing best practice through research projects on key industry topics and continuing to feature sustainability as a theme in our calendar of events.

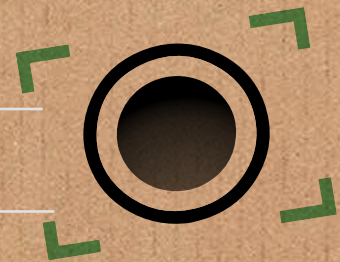
IMPACT23, POPAI's Sustainability Summit is an important part of this as we bring the industry together on this very topic and I would like to thank all the speakers who have made this such an informative and thought provoking experience. Thanks also to the companies who have taken Snapshot places and brought their own innovations to the delegates on the day and the readers of this annual.

As we all move forward on our sustainability journeys, I would encourage you to get involved with us, ask us for assistance where necessary and update us on your developments and successes. Join the growing collective of companies around the world working with us to achieve our mission in sustainability, show the wider world that the retail and display industry is serious about the environment, and truly make a difference.

Martin Kingdon
 Chair and Sustainability Director
 POPAI UK & Ireland



Sustainability Snapshots





DISPA®re

New Product From The Dispa® Family



DISPA®, the 100% paper board, has been an integral part of 3A Composites Display Europe's continually growing product portfolio since 2015. Up until now, DISPA® was only available with a "canvas" surface and in 2.4 mm and 3.8 mm thicknesses. In February 2023 another new version of this popular product has been introduced: DISPA®re featuring a core made of 100% recycled paper.

DISPA®re is a multi-layer paper board, available in the thickness 3.8 mm (5-layer). DISPA®re features impressive smooth, bright white surfaces and a core made entirely of recycled paper. The embossed paper core, already well-known in DISPA®, ensures the board is exceptionally rigid and outstandingly flat. In the production of DISPA®re, we use only FSC® certified paper (FSC® C127595) for both the covering layers and the core. The boards are fully recyclable and disposing of them as waste paper is easy and inexpensive.

Using DISPA®re makes applications even more sustainable. Point-of-Sale displays, hanging signage in a supermarket or shop, seasonal indoor advertising campaigns - there is virtually no limit to your creativity.

DISPA® – 100% PAPER

100% RECYCLABLE

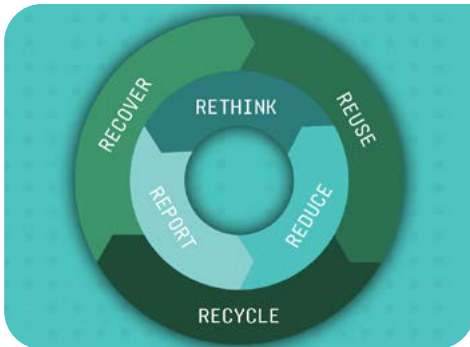
FSC®-CERTIFIED

www.display.3AComposites.com



Second Purpose

Circularity in Retail Experiences



At 100% we're committed in reducing the impact retail marketing campaigns make on the environment and our resources. We are 100% Responsible for change.

Collectively we have a responsibility to **RETHINK** retail marketing and its longer-term consequences on the planet, with a circular mindset to maximise your brands impact in-store while reducing your campaigns footprint.

Our rethink architecture, combined with Second Purpose services is designed to **REDUCE** environmental impact throughout every stage of your route-to-market when implementing retail experiences.

We believe that all actions and improvements are driven by data and the ability to **REPORT** on project impact. 100% are committed to providing you with real time insights, enabling you to repeat, improve or rethink how you deliver your campaigns.

Our Second Purpose platform combines three measurable services;

RECOVER – when a display has served its primary function, 100%'s skilled installation teams will protect and remove valuable materials from stores across the World. We review each project individually to understand the Second Life potential back into retail, or for an entirely new purpose.

REUSE – our goal is to reuse ex-display materials wherever possible. We've turned play tables into furniture for schools, repurposed technology products to charities and upcycled fabric graphics into new wearable products. The possibilities are endless.

RECYCLE – the last resort at the end of the lifecycle; where displays or their parts cannot be reused, we will recycle materials as far as possible. 100% works with a network of specialist recyclers to maximise the volume of materials recycled, with a zero waste to landfill target.

We can't wait to meet you at **IMPACT23**, please come and speak to our team about your next sustainability project:

www.100percentgroup.com

+44 (0)161 929 9599

hello@100percentgroup.com





The road to responsible retail display will always be a journey.



It demands retail display manufacturers to make a commitment to planet-first thinking and living up to a standard – day in, day out.

For arken, being environmentally conscious is integral to our future strategic direction, with a commitment that straddles three strategic pillars: **Projects, Facilities and People.**

From design and development to supply chain, manufacturing, and delivery, our approach prevents excessive material usage, removes unnecessary packaging, reduces waste and pollutants, and minimises display shipping footprint.

However, the measure of ‘Success’ goes far beyond just about what we show our customers.

It means embarking on an education journey with our people to create an internal environment that liberates them to think differently and be the change-makers. Taking bold decisions. Changing the language of change. Helping employees to make good decisions. Removing barriers. Making better choices – every day.

It’s also about having a standard that we (and others) can measure us against. As a business, we are continually audited against the latest environmental guidelines. Not to mention our ongoing commitment to the POPAI Sustainability Standard, Sustain® Tool, and sustainability training.

Aimée Grandfield | Head Of Insights & Marketing

agrandfield@arken-pop.com

+44 (0)1638 56 56 56

www.arken-pop.com

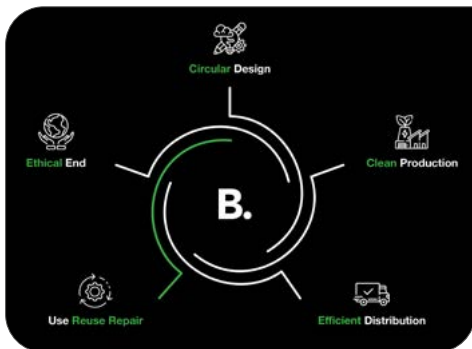


BARROWS

Circular by Design

Revolutionising Sustainable POS with Data-Driven Climate Design

Our mission is to pioneer a path towards a low-carbon, circular & sustainable future for retail.



At Barrows, our mission is to pioneer a path towards a low-carbon, circular, and sustainable future for retail. We have a proven track record of conceptualising and executing sustainable, scalable, and cost-effective POS solutions.

A standout accomplishment is our PolyAL FSU, an award-winning solution that has disrupted temporary POS with a reusable semi-perm core made from waste, rented monthly by brands. With over 33 months of successful operation and counting, the PolyAL programme has diverted over 2.8 million Tetra Pak cartons from landfills and saved more than 100 tons of carbon emissions ([video](#)).

Our recently launched RE-GE sets the bar for sustainability in the industry ([video](#)). Underpinned by dematerialization through digitization; planning for the end before we begin to ensure zero waste; the use of novel low-carbon materials; energy efficiency and renewable energy offset we are pushing the boundaries of what is possible.

Through our experience, we have developed a data-driven climate design approach. By measuring the impact of today we can make data-informed decisions to decarbonise tomorrow. Understanding the climate-science behind material choices, suppliers, manufacturing, packaging, shipment, in-use, and end-of-life, we can transparently and holistically achieve more with less.

To catalyse systemic change, we actively collaborate and partner with industry organisations, NGOs, NPOs, and key partners in our value chain. Partner with us to gain access to our wealth of knowledge, expertise and climate-design tools. Together we can develop data-driven decarbonisation strategies for your POS and deliver truly sustainable and circular solutions at scale.

For more information visit our website at www.barrowsglobal.com or contact jenna.bestbier@barrowsglobal.com



A Brambles Company

CHEP's store solutions

Better for business, better for the planet.



CHEP is the backbone of global supply chains. Our purpose is to connect people with life's essentials, every day: now we're committing to do that in a nature-positive way. Through the world's largest pool of reusable pallets and containers, CHEP enables customers' supply chains to become more circular, sustainable and efficient in terms of cost and use of natural resources.

Our intrinsically circular "Share and Reuse" business model and our active role in thousands of supply chains puts us in a unique position to pioneer regenerative supply chains.

Designed to maximize your product availability, speed up replenishment and inspire customers to buy more, CHEP's range of store solutions are next generation platforms with intelligent, patented sustainable features:

- Double stacking capability enables prebuilt displays to be transported more efficiently: optimizing truck loads, reducing empty transport miles and reducing storage space.
- Fully certified carbon neutral product that's 100% recyclable helping to reduce the CO₂ impact of your promotions in store.
- All new Q+ Wheeled and static Quarter Pallets now use 100% up-cycled post-consumer waste.

www.chep.com

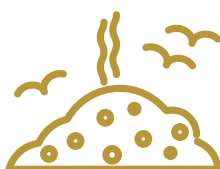


Delta Net Zero

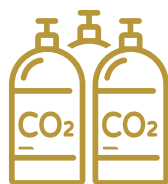
Journey to Net-Zero



CARBON REPORTING



ZERO WASTE TO LANDFILL



TAKE BACK INITIATIVE



NET ZERO EMISSIONS

In 2020, The Delta Group created a multi-awarding winning net zero strategy, highlighting clear science-based targets on where and how we will achieve net zero emissions. The Delta Net Zero strategy (DNZ) is comprised of three main pillars; Delta Collaborate, which highlights how we prioritise collaborating with our customers to reduce their scope 3 emissions, Delta Supply, which sets out the vital importance of ensuring our supply chain are on a similar journey of decarbonisation. Lastly, Delta People, which covers our DEI policies and key workstreams that drive forward CSR from sustainable development in the local community to a mentorship programme for local young adults.

Since the launch of our DNZ strategy we have set clear science-based targets to reduce our scope 1-3 emissions. We have made vast progress in reducing our waste by implementing a take-back initiative, created a restricted materials list where we are prioritising purchasing materials that are either carbon neutral or has a minimal negative impact to the environment. Additionally, through monthly carbon reporting to our customers we have been able to identify where environmental improvements can be made to reduce our customers POSM carbon footprint.

By collaborating with our main stakeholders, employees, customers, suppliers and the local community it has given us the opportunity to raise awareness of our climate reduction targets and cascade the overall importance of driving forward decarbonisation.

www.thedeltagroup.com





HP Latex

Sharpen your sustainable edge with HP Latex



HP is a proven leader in personal systems and printing, delivering innovations that empower people to create, interact, and inspire like never before.

We leverage our strong financial position to extend our leadership in traditional markets and invest in exciting new technologies.

Our Large Format Print Business is a worldwide leader in commercial and industrial printing solutions. The Large Format Print portfolio includes DesignJet and Latex, which are instrumental in driving the analog-to-digital transformation of the printing industry.

Whether you're concerned about regulations, your customers are becoming more green-sensitive, or you care about your operators, you may be interested in the environmental advantages of HP Latex against eco-solvent technology.

As part of one of the most sustainable companies in the world, HP Latex continues to lead the change in sustainable signage printing.

www.hp.com/gb-en/printers/large-format/latex-sustainability.html

Jane Rixon

HP Large Format Business Development Manager
jane.rixon@hp.com



Part of the
GRIMCO Family

Environmental POS

The Public's Perception

The Ultimate Display Board in the Market. Engineered for Non Bow, High End Applications.

BE RESPONSIBLE
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PRINTED ON 100% Recycled Paper
Based on ISO 14001 & ISO 9001

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A Polypropylene Bubble giving an Environmentally Friendly Alternative to Foam PVC or ACM.

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PRINTED ON POLYPROPYLENE
UV White Coated Sheet
200gsm by a Duro PS 250

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The perfect paperboard for short-term outdoor applications with remarkable quality print results thanks to the smooth surface. Can be recycled in the Paper & Board waste stream unlike the vast majority of materials used for exterior applications.

BE RESPONSIBLE
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PRINTED ON ODS/PA Outdoor
3.0mm by a Duro PS 250

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An Ideal Replacement for Plastics in Short Term Outdoor Applications

SB Fibre is 100% Recyclable, FSC Certified and with Negative CO₂ emissions. There is almost no waste of raw material in production of the boards.

BE RESPONSIBLE
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PRINTED ON SB Fibre 150mm
by a Duro PS 250

www.pyramid-display.co.uk

Part of the SB Fibre Family of Structured Paperboards:

- SB Fibre FIRE RETARDANT
- SB Fibre WOOLY CORE
- SB Fibre BROWN

A Superior Product to Traditional Honeycomb Centred Board

A Full Range of Finishes Available

Over the past few decades, public perception of environmental issues has undergone significant changes. Initially, environmental concerns were often viewed as niche or peripheral, garnering limited attention from the general public. However, increased awareness, scientific research, and high-profile events have catalysed a shift in public opinion towards greater recognition and urgency regarding environmental challenges.

One of the key factors contributing to this transformation is the growing recognition of the impact of human activities on the environment. Climate change, deforestation, pollution, and species extinction are now widely acknowledged as global issues that require immediate attention. The dissemination of scientific findings and their accessibility through digital platforms has helped bridge the knowledge gap and engage the public.

Governments, businesses, and institutions have also responded to the evolving public sentiment by incorporating sustainability and environmental considerations into their policies and practices. The transition towards renewable energy, the adoption of circular economy principles, and the implementation of stricter environmental regulations reflect this shifting perspective.

So how do we reflect this change of perception into everyday POS in a retail environment. In this presentation we look at the new print and fabrication products currently available to substitute the traditional products used. Not just to use a range of products that are kinder to our environment, but maximise the visual impact of these products, so it reinforces their environmental credentials.

www.pyramid-display.co.uk



Sustainability Standard

Framework for environmental excellence

The Sustainability Standard from POPAI embeds environmental and sustainable principles within your organisation, provides a framework for ongoing improvement, and is designed for the suppliers in the display industry.

Based on a 7-stage process, the Sustainability Standard helps organisations understand how they may develop their internal systems and processes, how they may design displays in a more sustainable manner, and how to work with their value chain to improve their performance.

The Sustainability Standard is renewable annually and forms the cornerstone of the commitment made by POPAI UK & Ireland to work towards a more sustainable future for the industry.



“When we initially started to develop our sustainability objectives, the Standard from POPAI provided us with a framework to follow to shape our thinking and reviewing each of the stages provided us with the perfect foundation to build on.” - Will Williams

The 7 stages of the Sustainability Standard



*Your company may not have to complete some sections, if not relevant or you hold other accreditations.

Why become accredited?



- Show stakeholders internal and external that you are taking sustainability seriously.
- Recognition as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.
- Gives you an environmental competitive advantage – responding to client demands.
- Encourage better environmental performance from suppliers by aligning them with your commitment.
- Acts as a catalyst for further sustainable development.



How do I gain the accreditation?



- You will submit relevant documentation for each relevant stage through the POPAI “checkbox” portal. Once you apply for the Sustainability Standard, POPAI will provide you with a guide detailing the requirements.
- POPAI will guide and advise you through the process, ensuring that your submissions are both relevant and robust.
- Once all documents are submitted, they are audited by an independent third-party eco-consultant.

What are the benefits to my company?



- An industry relevant framework for environmental and sustainable development.
- Internal understanding of both your commitment and how it will be achieved.
- Public recognition of your commitment to a better future for the planet.

array

WILLSON
& BROWN

“Clients look to POPAI for guidance upon innovation and sustainability. With this in mind, it made sense to us to ensure that we’re complying to the Sustainability Standard. With so much sustainability language and jargon being thrown around, it’s hard to know what’s what. It’s important for us that the clients have a source of information that is easily recognisable and that they trust.” - Rachel Addison

What does it cost?

Annual licence:

POPAI Members: £749 + VAT | Non-Members: £1199 + VAT

Prices valid until 30th June 2023.

[Discover more...](#)





Global eco-design indicator tool

Sustain® is an indicator tool that works to Life Cycle Assessment (LCA) principles. It measures the environmental impact of the design supply chain, materials and processes, and end of life. It is recommended by leading brands and retailers. The annual fee covers unlimited users and unlimited projects, on a per country basis, currently active in 17 countries.

Why use the Sustain® tool?

Sustain® is an indicator tool that works to Life Cycle Assessment (LCA) principles. It measures the environmental impact of the design supply chain, materials and processes, and end of life. It is recommended by leading brands and retailers.

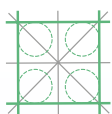
- It provides benchmarking against either different iterations of the same unit, or comparisons of past versus present displays.
- It allows you to establish a consistent methodology for defining your displays' environmental impacts.
- It provides a reporting framework to clients to support their own environmental targets.

What does the Sustain® tool deliver?

The Sustain® tool generates scores for specific aspects of a project, identifying areas with the highest environmental impact and opportunities for improvements. It also measures carbon and water footprints, the amount of recycled material in a display, and end of life destinations.

Sustain® tool scope

The Sustain® tool will give you a score for the display and packaging separately, as well as combined covering the areas below. You are able to export both your inputs and the scores for each version.



Design

Measures the number of components and materials used in a display, analysing its complexity and the design's environmental impact.



Supply chain logistics

The tool measures the weight of each component, transport method and distance between supplier and manufacturer.



Materials, processes & packaging

For each component, Sustain® tool calculates the carbon and water content, renewability, recyclability, and recycled content.



Delivery logistics

Analyses the efficiency of the logistics between supplier and customer, by measuring both distances and optimisation of vehicle load.



Recycled content

Measures the recycled content by percentage weight of both display and packaging materials.



End of life

This includes ease of disassembly and how the materials will be disposed of; recycled, reused, incinerated or landfilled.



“By seeing tangible results and reductions in the environmental impact has helped our designers, account managers and our customers understand where we can improve or innovate our POS.” - Terry Humphrey

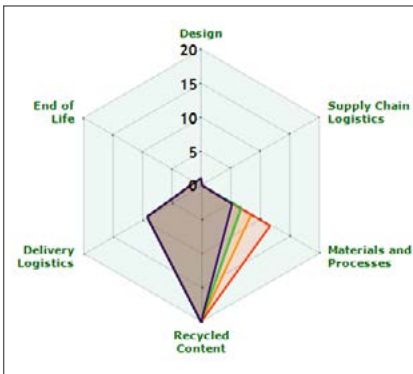


“As a business, we are committed to sustainability and always open to new tools that will help us on this journey. We recognised the need to analyse the sustainable credentials of our own designs as well as the benefits of being able to compare the results of different design or material choices before committing to production. Sustain[®] tool meets this need for us.” - Neil Houghton

How to use the results

Once you have your outputs, Sustain[®] tool includes recommendations for improvement in your environmental impact. Including how to reduce the carbon footprint and improve recycled content and recyclability.

The outputs can then be exported for your own analysis and collation.



An example of Sustain[®] tool rendered results.

Sustain [®] Version Score	37.877	37.966	39.676	42.916	37.876	36.436
Unique Reference	V5130615130648	V5130615130705	V5130615130945	V5130615131034	V5130615131091	V5130615131158
Sustain [®] Elements	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Design	1.000	1.000	1.000	1.000	1.000	1.000
Supply Chain Logistics	0.002	0.001	0.001	0.001	0.001	0.001
Materials and Processes	6.660	6.750	8.460	11.700	6.660	5.220
Recycled Content	20.000	20.000	20.000	20.000	20.000	20.000
Delivery Logistics	9.215	9.215	9.215	9.215	9.215	9.215
End of Life	1.000	1.000	1.000	1.000	1.000	1.000
Circularity	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Materials circularity (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Carbon Footprint	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Expected life of display (weeks)	1.000	1.000	1.000	1.000	1.000	1.000
Life cycle carbon (CO ₂ e), per display (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Total life cycle carbon (CO ₂ e), display, Total version quantity (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Display Carbon	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Carbon embedded (CO ₂ e), per display (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Carbon (CO ₂ e) from transport, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Carbon (CO ₂ e) from electricity use, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Disposal of Display	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Amount of material recycled (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material landfilled (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material incinerated (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material reused (% by weight)	100.000	100.000	100.000	100.000	100.000	100.000
Total carbon (CO ₂ e) from disposal, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Water Footprint of Materials	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Water embodied in display materials (litres)	19.680	168.042	188.600	6,591.100	186.010	197.770
Water embodied in display materials (litres), Total version quantity.	19.680	168.042	188.600	6,591.100	186.010	197.770

An example of partial Sustain[®] tool outputs.

What does it cost?

POPAI Members: 6 month licence **£575 +VAT** | 12 month licence **£1099 +VAT**

Non-Members: 6 month licence **£850 +VAT** | 12 month licence **£1499 +VAT**

Included in all our licence options is initial training and a review of two test projects. We can provide further training and support for £75 per hour +VAT.

Prices valid until 30th June 2023.

Discover more...





POP AI Awards

A showcase for those dedicated to achieving excellence in-store. The POP AI Awards are the ultimate symbol of creativity, innovation and best practice – a hallmark of excellence that provides the benchmark for success and the catalyst for continuous improvement.

Discover the POP AI Award Sustainability winners from 2022 on the following pages.





Sustainability - Permanent Display

GOLD AWARD

Sku Driver

Tyrrells Majestic
Wine Wooden Stand
KP Snacks



What our judges say:

Everything is handmade and the end-of-life is ace — it can be used by other brands in different parts of the store.



Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

We wanted to keep all production in our own workshop, to use sustainable materials and design a product that would be robust, last a long time and easily reused, in line with circular economy guidelines. We also wanted to use the least amount of electricity possible.

Q. What materials were used and how the production process help reduce the environmental impact?

We chose a FSC softwood, sourced from a timber supplier within 10 miles of our workshop. We used metal screws (infinitely recyclable) hand screwed into the hand sawn wood. We hand stamped the Tyrrells logo on the headers and trays in order to avoid the energy emissions of heat branding irons. Each unit was hand painted in a natural water based bio stain. We had no overtime attributable to the project, only using daily shared energy. No fossil fuel powered lifting machinery was used in the production.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

We used very little electricity in its production, no lighting was required as we have a bright natural

daylight workshop in the summer. No air conditioning. Cooling was from wide open doors and windows, a comfortable environment. We used almost all of the wood that we purchased, having designed the units to best fit out of standard lengths. We designed a simple production process, with hand made wooden jigs to help speed up the manufacturing process. It meant we could complete 1 unit at a time and deliver completed displays in batches. This avoided us using extra storage units.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

Naked Delivery, >95% of the units were delivered with no packaging at all, the carbon saving allowed for direct delivery with no box, bubble wrap or polystyrene. We delivered them ourselves in order to get direct feedback and learnings from the store managers. The feedback was amazing.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

We did our best to make it attractive enough that people would want to reuse it, We asked store managers what they'd do with them at the end of life? One day, there'll be potting sheds and shoe racks all over the UK with these units enjoying another life.



Sustainability - Permanent Display

SILVER AWARD

RTC Europe

The Body Shop Workshop Concept

The Body Shop



What our judges say:

A beautiful design that fits The Body Shop brand while pushing sustainability to the limit of what is possible at the moment.



[Read full case study...](#)

Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

Every fixture was designed to be recycled/repurposed. Materials were selected for this purpose. The fixtures were designed so no dissimilar materials would be bonded, meaning it would be easy to separate them for recycling at end of life. No animal derivatives used as per client's Animal Welfare Policy.

Q. What materials were used and how the production process help reduce the environmental impact?

Recycled materials, or with recycled content, used to minimise use of new materials. Timber is FSC certified, factories FSC accredited. Ekoply used for surfaces. Trestle tables use reclaimed scaffold-board; changed in mass production to reclaimed timber as more sustainable source, reducing carbon footprint. Sheet yields were calculated to minimise wastage.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

Our manufacturers are SEDEX registered and SMETA audited, and all compliant to this. Action points had to be implemented before work began. Using FSC

accredited factories means we have a full Chain of Custody for all FSC materials used. Packaging waste was considered throughout development.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

The distribution centre receiving goods from the factory was relocated 600km closer to the factory to reduce the carbon footprint of the transport. The amount of packaging was reduced. Padded card was used instead of foam where possible as this could be recycled. Client's shipping crates are reused or recycled.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The client is responsible for end of life. Every unit in concept is either recyclable or can be repurposed. Due to only using mechanical fixings, fixtures are designed to be easily separated into different materials to make recycling and repurposing simple.



Sustainability - Permanent Display

BRONZE AWARD

Momentum Instore
in collaboration with
Willson & Brown
L'Oréal - Closing the loop
L'Oréal



What our judges say:

Its very clever idea and this execution is delivered well with recycled plastic coming back around to produce the same product



Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

We've designed a cassette system that can be utilised across retailers, which means a cassette is no longer single use. If a cassette is removed from Tesco, it could be reused in Asda. Previously these cassettes would have been thrown away – now they can be put into stock for re-use.

Q. What materials were used and how the production process help reduce the environmental impact?

The closed loop project now allows us to accurately track the carbon footprint of the plastic that's being used – reducing the need for virgin plastic and extending the life of the cassette. The cassettes (made from the re-ground PS,PC,IM) come from the factory The implementation and merchandising agency keep track of in stores When cassettes are removed from the stands, they're either re-used on different stands, or the plastic comes back to the factory to be re-ground and made into new cassettes. This allows us to accurately utilise the Sustain tool and make improvements.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

All the cassettes are now made from the same material and have the same design, so any offcuts from projects

across L'Oréal brands can be reused in any project – meaning waste is recovered. Ensuring that the cassette system can be used across retailers also reduces the number of cassettes needing to be manufactured. More cassettes are going into *[Aftermarket]* for re-use across all the retailers, and so spares orders significantly reduce as we're reusing as well as recycling. This not only decreases the amount of virgin plastic needed but cuts the machinery energy consumption and carbon created by transport.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

Teams from our depots reduce CO₂ by completing installations in local stores. Parts are returned to depot next available visit, meaning no single-use journeys - kits returned to *[Aftermarket]* use existing journeys, too. When the manufacturer next delivers to *[Aftermarket]*, non-reusable cassettes are returned and re-ground for future use.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

End-of-life is shared between *[Aftermarket]* and the manufacturer. *[Aftermarket]* harvest parts from units and sort them for cleaning or reusing as *[Aftermarket]* spare parts. The leftover material is separated, weighed and re-ground by the manufacturer and used to make new 100% recycled cassettes, creating a Chain of Sustainability.





Sustainability - Temporary Display

GOLD AWARD

Linney

Flat Packed Sustainable FSDU
L'Oréal (UK)



What our judges say:

The flat-packed FSDU takes up less space on a pallet, with twenty now fitting the space four would previously fit.



Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

Our Engineering team went right back to the drawing board to strip down, analyse, test and repeat prototypes over an 18 month period to shorten the assembly time and reduce the volumetric transit side of the flat-pack Free Standing Display Units (FSDU).

Q. What materials were used and how the production process help reduce the environmental impact?

The flat-pack unit utilises the same material as the fully-assembled unit – EB & E-fluted board. Due to the amount of flat-packed FSDUs we can pack onto a pallet, there is a considerable reduction in transportation needs and, therefore, CO₂ emitted.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

The innovation comes in the mechanisms and locking tabs from the flat-pack unit's engineering. The reduction in transit size saves 1kg of material, with a combined saving of 2.1Kg of CO₂ for transport and manufacture.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

25 flat-pack FSDUs can be transported per pallet compared with between 4-6 fully assembled FSDUs. For a quantity of 500 units per promotional period, this removes just over 1 tonne of CO₂ emissions from the atmosphere.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

This unit is 100% FSC cardboard that is recycled through the existing paper recycling stream that the stores already conform to. As this is made of fluted material, the inner corrugate is 100% recycled content.



Sustainability - Temporary Display

SILVER AWARD

SMP Group

Tesco Christmas

Tesco



What our judges say:

All items produced locally, saving on air miles from previous executions, and the removal of virgin plastics.



Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

We created recyclable cardboard Christmas decorations instead of importing artificial trees from China. These were modular and installed at store level. This kept pack sizes small so they could be processed through an automated system and reduced the number of trailers required.

Q. What materials were used and how the production process help reduce the environmental impact?

All materials used were FSC approved and fully recyclable at the end of the life cycle. The materials ranged from silk paper through to B, E, EE & EB Flute, as well as Mirri Eco. Everything was produced in-house using waterbased inks, as no outsourcing was required this also helped with the carbon footprint for this project.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

As early adopters of LEAN manufacturing we have already seen a reduction in our process and waste across all of our manufacturing. We have recently introduced a sustainability team that continue to review process control.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

We collaborated with UK Mail to optimise the pack sizes across elements, reducing the pack numbers in total and therefore trailers. All packs were sized and designed to be processed through the automated system, instead of using manual labour to process. Smart production ensured we wasted the minimum amount of material.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The end of life plan was for Tesco stores to be able to take down all decorations and trees, place in the recycle bins without having to remove certain items before placing in the cardboard waste.



Sustainability - Temporary Display

BRONZE AWARD

N20

Robinsons

Britvic



What our judges say:

Made from 100% recycled Robinsons bottles. Great impact and a great way to use your own materials.



Q. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

More drink, less plastic was the 'sustainability in a bottle' message for Robinsons Double Concentrate Squash campaign. The squash has been reformulated so that a bottle gives twice the volume of drink, cutting plastic by nearly half. We followed the sustainability message for the stand, built entirely from used packaging.

Q. What materials were used and how the production process help reduce the environmental impact?

The stand was 100% constructed from used Robinsons packaging: the blackcurrant from recycled bottles, leaves from recycled plastic bottle tops, and the giant bottle from recycled bottles that were shredded and turned into the material for the 3D printer. The stand toured stores so it was unnecessary to build extra.

Q. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

The display was constructed entirely from materials that would otherwise have been recycled which ruled out utility bills and made use of otherwise unwanted used packaging. The display further reduced waste by removing cellophane and unnecessary cardboard. QR codes reduced the need for leaflets.

Q. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

In addition to the reduction of paper, cardboard and cellophane, which ruled out energy that would have been used in printing leaflets, transportation of the display to the store was planned to cut carbon footprint. It was included with the delivery of other products so no special trip was needed.

Q. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The unit is now in storage but is a sturdy display which can be used down the line for further campaigns that focus on Robinsons Double Concentrate Blackcurrant squash, once again emphasising the sustainability element of the creative.

Sustainability Standard ✓

Framework for environmental excellence

Companies working towards or achieved The Sustainability Standard from POPAI

Accredited



Accurate as of 31st May 2023.

Working Towards

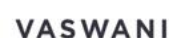


Accurate as of 31st May 2023.





Companies using the Sustain® tool





Sustainability Essentials for P-O-P & Print

A one-day, interactive session exploring sustainability within P-O-P and print.

Gain the knowledge and insights needed to navigate the complex world of sustainability, empowering you to make informed decisions and drive positive change within your organisation. The retail and display industry has a significant role to play in reducing consumption and managing waste responsibly and through this workshop, you will acquire the tools and understanding necessary to make a positive impact, differentiate your projects, and meet the expectations of an increasingly environmentally conscious world.

During the course of the session, we will cover a range of important topics, including:



The Evolving Sustainability Landscape

Discover why sustainability matters, explore the industry's key challenges, understand the difference between CSR and ESG, and be inspired by global retail pioneers who are leading the way. Additionally, gain insights into the latest trends regarding shopper attitudes towards sustainability.



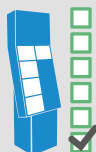
The Three 'L's & Accreditations

Explore the various legislation, logos, labelling and accreditation schemes that can effectively showcase and communicate your sustainability credentials and commitment.



Beyond 'Greenwashing'

Learn how to avoid misleading sustainability communications and establish meaningful sustainability initiatives and targets that align with your organisation's values.



The 6 Key Principles of Sustainable Print & POS

Dive into the essential principles of sustainable design, material specification, supply chain partners, manufacturing, packaging and logistics, and end-of-life options, including refurbishment, re-use, and recycling.



The Importance of Measurement

Understand the significance of measuring CO₂ emissions, including an overview of Scope 1, 2, and 3 emissions. Discover why measurement is crucial, learn how to measure, and explore strategies for improvement.



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