

# POPAI Sustainability Partnership (PSP)



## Working together to reduce the environmental impact of display

A Partnership between POPAI, and Brands and Retailers, created to reduce the environmental impact of all materials in-store and reinforce sustainable credentials.

### What does it mean to be a Sustainability Partner?

- Specifically created to help brands and retailers reduce the environmental impact of all materials in-store and reinforce their sustainable credentials, POPAI is pleased to launch its **Sustainability Partnership programme**.
- Working with POPAI and your value chain, looking at best practices across all aspects of display.

### How to show your commitment

- Sign up to the POPAI Sustainability Statement.
- Tell us about your own commitments to environmental impact reduction.
- Use the Sustain<sup>®</sup> tool in your supply chain to monitor the impact of your in-store materials.
- Inform and shape POPAI's ongoing work in sustainability.

### The benefits of becoming a Partner

- Receive industry recognition of your active commitment to reducing your environmental impact from display and in-store activity.
- Access online support for your in-store sustainability activity and sustainability queries.
- Stay fully up to date with quarterly reports on Sustainability in-store, the Sustain<sup>®</sup> tool benchmarking and topical developments.
- Enjoy exclusive access to six-monthly meetings of Partner companies.
- Use the materials alternatives and recyclability support tools.
- Upskill and train your teams with our online sustainability basics/foundation platform.
- Keep abreast of the latest happenings with our annual presentation on trends in Sustainability for retail and display.

#### What does it cost?

Partnership = £750 + VAT for 12 months

## POPAl's Sustainability Vision

POPAl UK & Ireland is committed to reducing the display industry's impact on the environment. We recognise the most effective approach to improving the sustainable performance of retail marketing is to work collaboratively throughout the value chain.

We are committed to achieving this, working with all parties in the value chain to achieve real and measurable reductions in our environmental impact.

## Other POPAl Sustainability Services



### POPAl Sustainability Standard – Supplier

Developed in direct response to calls from the display industry for a standardised approach, the **POPAl Sustainability Standard (PSS)** 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.

#### What does it cost?

**POPAl Members** = £699 + VAT for 12 months | **Non-Members** = £1150 + VAT for 12 months



### Sustain® the eco-design indicator tool

Measures 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.

Results include the **Sustain®** tool score, that is then split into 6 sections to highlight areas for improvement.

It also reports on CO<sub>2</sub>e and embodied water from units, packaging and transport, recycled material content and recyclability.

Whilst not a full Life Cycle Assessment, it operates to LCA principles, using independent third party data from institutions and government to produce the results.

**Recommended by major brands and retailers.**

#### What does it cost?

**POPAl Members** = £999 + VAT for 12 months | **Non-Members** = £1399 + VAT for 12 months



### POPAl Sustainability Consultancy

Recognising the need for support across the industry POPAl now provides a range of consultancy services in sustainability. Including sustainability audits in store, sustainable design criteria, metrics and analysis of environmental performance and advice on procedures and practices, for both clients and suppliers.

*Prices valid until 30 June 2022*



For more information please contact Martin Kingdon  
☎ +44 (0)1455 613651 | ✉ [sustainability@popai.co.uk](mailto:sustainability@popai.co.uk)  
🌐 [www.popai.co.uk/Sustainability](http://www.popai.co.uk/Sustainability)