

# POPAI Sustainability Services



## Recognising the global focus on sustainability

As an industry body, POPAI is committed to raising standards and has developed **4 key products**, available to all sectors to establish a singular, recognised standard to support, operate by and measure Sustainability achievements.

### POPAI's Sustainability Vision

POPAI 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.

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### POPAI Sustainability Standard – Supplier

Developed in direct response to calls from the industry for a standardised approach, the **POPAI 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.

#### Why become PSS 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 a '**green**' 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.

#### What does it cost?

##### POPAI Members

£699 + VAT for 12 months

##### Non-Members

£1150 + VAT for 12 months

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### 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?

##### POPAI Members

£999 + VAT for 12 months

##### Non-Members

£1399 + VAT for 12 months

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### POPAI Sustainability Partnership

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.

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

It means making commitments related to the sustainability of your in store activities and aligning your supply chain to fully reflect your values.

#### What does it cost?

##### Partnership

£750 + VAT for 12 months

POPAI provides on-line support, regular trend updates, advice on sustainable materials and a forum for discussions.

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### POPAI Sustainability Consultancy

Recognising the need for support across the industry POPAI 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

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