

## Measuring P-O-P from design to end of life

What are the environmental impacts of your displays? With sustainability a key topic for clients, it is becoming increasingly important to measure environmental impact. Both on a corporate level and through the impact of the displays that are designed, developed, manufactured and delivered.

### POP AI's Sustainability Vision

POP AI 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, involving all stakeholders.

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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### Why use the Sustain<sup>®</sup> tool?

Sustain<sup>®</sup> 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.

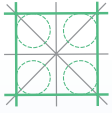
- It provides benchmarking against either different iterations of the same unit, or comparisons of past versus present displays.
  - It allows you to establish a consistent methodology for defining your displays' environmental impacts.
  - It provides a reporting framework to clients to support their own environmental targets.
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### What does the Sustain<sup>®</sup> tool deliver?

A Sustain<sup>®</sup> tool score is generated, split into specific areas allowing users to understand where they are creating the greatest impacts. In addition, the Sustain<sup>®</sup> tool measures carbon, water, recycled material content and end of life.

## 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

Analyses the materials in each component, counting the number of unique types and assessing the displays' complexity.



### 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, the Sustain® tool calculates the carbon content, water, renewability, recyclability, and recycled content.



### Delivery logistics

Establishes quantity of display in container, along with transport distance and transport method.



### Recycled content

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



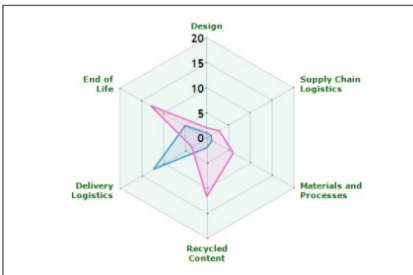
### End of life

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

## How to use the results

Once you have your outputs, the 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® Combined Score	65.16	51.79	80.84			
Unique Reference	V917074221	V917074239	V917074262			
Carbon Footprint	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Life cycle carbon (CO2e), per display inc. packaging (kg)	36.75	57.39	26.77			
Total life cycle carbon (CO2e), per display inc. packaging (Kg). Total version quantity (kg)	220,967.99	9,584.69	80,484.40			
Carbon	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Carbon embedded (CO2e), per display inc. packaging (kg)	30.16	55.07	26.07			
Carbon from transport, per display inc. packaging (kg)	6.38	1.94	0.65			
Carbon (CO2e) from electricity use, per display inc. packaging (kg)	0.00	0.00	0.00			
Disposal	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Amount of material recycled (% by weight)	155.78	97.58	21.53			
Amount of material landfilled (% by weight)	18.30	0.22	78.47			
Amount of material incinerated (% by weight)	0.00	0.00	0.00			
Amount of material reused (% by weight)	0.00	2.20	0.00			
Total carbon (CO2e) from disposal, per display inc. packaging (kg)	0.21	0.38	0.06			
Water	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Water embodied in display materials inc. packaging (litres)	112.46	367.33	126.55			
Water embodied in display materials inc. packaging. Total version quantity (litres)	676,104.71	61,343.44	380,420.72			
Recycled Material Content By Weight	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Recycled Content per display (%)	0.00	0.00	0.00			
Recycled Content for packaging (%)	0.00	0.00	0.00			
Recycled content for display and packaging (%)	0.00	0.00	0.00			

An example of partial Sustain® tool outputs

## What does it cost?

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

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)