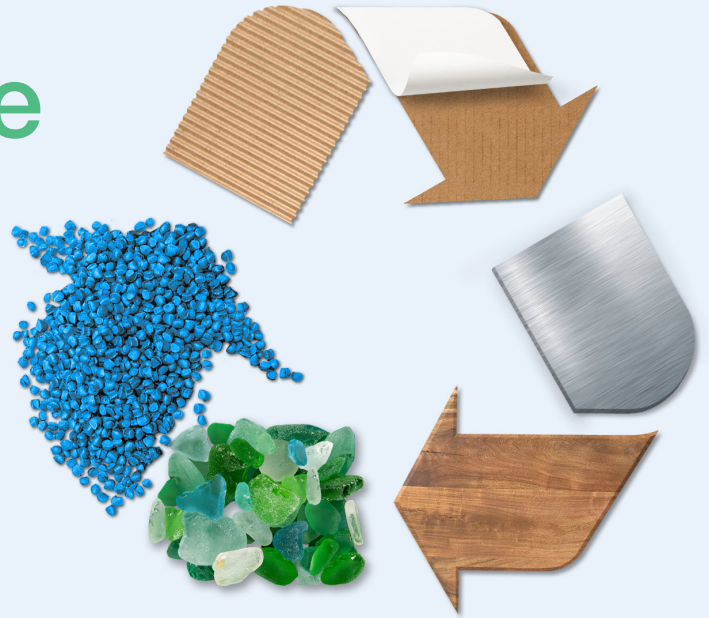




Commit to the sustainable future of your P-O-P



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.

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® tool in your supply chain to monitor the impact of your in-store materials.
- Inform and shape POPAI's ongoing work in sustainability.

POP AI'S SUSTAINABILITY STATEMENT

POP AI UK & Ireland is committed to reducing the 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 supply chain.

We are committed to achieving this within the POPAI Sustainability Partnership, working with all parties in the value chain to achievable real and measurable reductions in our environmental impact.



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 on your in-store sustainability activity and sustainability queries.
- Stay fully up to date with quarterly reports on Sustainability in-store, the Sustain® 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.

Add-on services*

- Consultancy on any aspect of sustainability, including materials, design guidelines, training for staff or colleagues and the Sustain® tool benchmarking.
- Store sustainability audits with independent recommendations for improvements.
- Bespoke research services, trends and innovation reports.

Partners will be promoted through all of POPAI's usual channels and listed on our website.
Cost: **£750 per year** | * Available at extra cost

Our Sustainability Initiatives



POPAI has been actively engaged in its sustainability programme since 2010. It now has a range of services all designed to reduce our industry's impact on the environment.

Through encouraging improved design, responsible sourcing, improvements in recycled content and recyclability, through to increasing the knowledge of all parties as to the contribution they may make.

We continue to evolve and expand our ongoing commitment to Sustainability and welcome your involvement.



Sustain® the eco-design indicator tool

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

Results include the Sustain® tool score, that is then split into 5 sections to highlight areas for improvement. It also reports on CO₂e 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.



Sustainability Content Hub

An online resource of presentations, white papers, research and articles relevant to sustainability within our industry. Exclusive content for members, as well as publicly available content.



POPAI Sustainability Standard (PSS) – Supplier

This corporate accreditation embeds sustainability principles within supplier organisations. A seven stage assessment process encourages better environmental performance and ensures that sustainability is at the heart of the suppliers that you engage with.



Sustainability Insight and Consultancy

A range of services some paid for by POPAI to expand knowledge in the area, some funded through partnerships to focus specific insight areas.

Current initiatives include the launch shortly of the first of the 'Sustainability Spotlight on....' series of short research-based reports on industry issues and the *Recycling research in the UK and Ireland Grocery and Pharmacy project*.