



POP AI Sustainability Standard

Get Accredited

For Suppliers





The **POP AI Sustainability Standard (PSS)** embeds sustainability principles within organisations to challenge traditional practices helping industry professionals to better understand how, where and when sustainability issues translate to their business.

Introduction

Sustainability is of critical importance to the world, the industry and to POPAI. As one of POPAI's four pillars, Sustainability has been high on our agenda since 2010 when the original standard was launched.

The whole industry has now recognised that it has to be active and vocal in adoption of sustainable practices, and clients have been taking an increasingly active role in this through their supply chains.

As a result, the standard has been reviewed and a separate standard is now available for suppliers, and for clients, both designed to meet the specific needs of those groups.

The **PSS accreditation** forms the cornerstone of the commitment made by POPAI UK & Ireland to lead the industry to a point of self-regulation for the management of environmental performance.



Why become PSS Accredited?

Becoming PSS accredited provides a number of environmental and competitive benefits...



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.



Provide a **financial advantage by improving efficiencies** – the PSS forms a catalyst for further sustainable development.



Encourage **better environmental performance from suppliers** – by aligning them with your commitment.

Once you achieve the PSS accreditation...



...you'll want to tell the world! After all, an environmentally conscious and **'green'** knowledgeable supplier is what your existing and prospecting clients are screaming out for!

You'll have access to...



Use of the PSS accreditation badge to use in your own marketing materials



Listing in the POPAI online directory – Making your organisation visible to 3000+ web visitors each month



POPAI promoting your organisation in marketing communications to members and non-members

Optional added value...

To gain further exposure, we also offer some optional marketing packages.



Discounts on advertising opportunities in In-Store Insights magazine



First refusal of sponsorship of POPAI **'sustainability'** initiatives

How the PSS Accreditation works

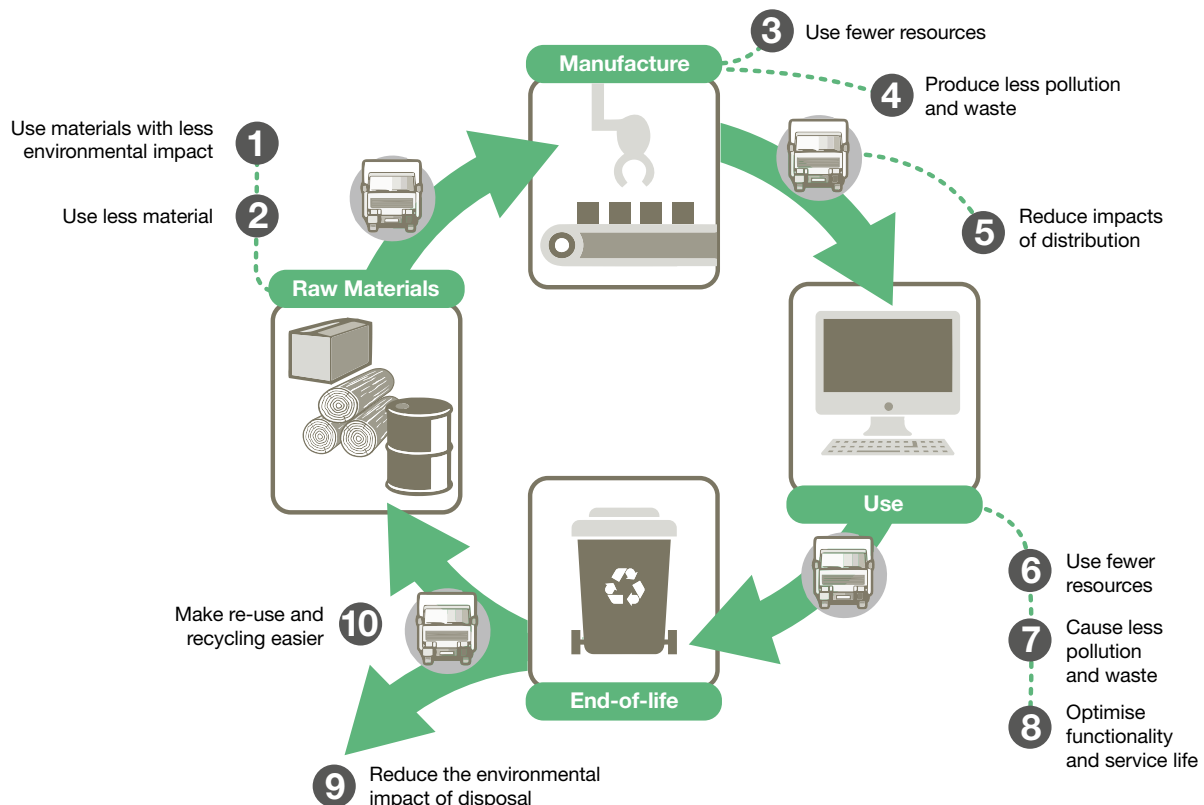
The **PSS accreditation** outlines the requirements for organisations to develop and implement a series of policies to better analyse and rationalise environmental impacts throughout the supply chain, supporting the creation of future P-O-P campaigns based on more informed decisions.

The **PSS process** operates through a third-party audit of documentation provided by your organisation in response to the PSS framework. A sustainability representative from POPAI will work with you to ensure documentation is sufficient to mitigate the risk of accreditation refusal.

The requirements outlined within the PSS are aligned with wider sustainability initiatives and intended to complement and incorporate existing environmental management standards. The degree of application of the PSS is dependent on the organisation's business activities, as organisations may become certified to singular or multiple modules of the Sustainability Standard as relevant to their individual situations.

It is critical that the impartiality and robustness of the PSS is maintained therefore, by signing up to the PSS, you agree to allow POPAI to conduct random spot checks relating to any information you provide.

An example of the Plant, Materials and Processes cycle



How to get started with a PSS accreditation

You will be required to submit documentation in response to a PSS checklist that will be independently audited against accepted industry standards. The accreditation is divided into seven modules that together form successful achievement of the PSS.

POPAI will advise you of your progress against each of the elements individually and assist in developing each to the required standard to achieve PSS accreditation.

The PSS requires an annual audit of documentation to ensure that corporate standards are maintained.

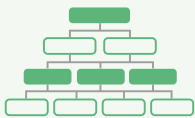


Requirements

In order to become accredited to the PSS, appropriate documentation and commentary should be uploaded into the online portal CheckBox, for each of the applicable areas below.

You will only be audited for areas in which you operate, so for example if you do not manufacture, then **SECTION 4** does not apply. **SECTIONS 1 & 2** apply to all companies and are mandatory.

1. CORPORATE



- 1.1** An environmental statement of intent for the organisation.
- 1.2** Short, medium and long-term goals for the future of the organisation in relation to sustainability.
- 1.3** An organisational structure showing an appropriate sustainability champion(s).

2. PREMISES



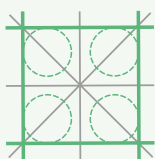
Energy Monitoring

- 2.1** Demonstrate how you are monitoring and reducing energy consumption.
- 2.2** Demonstrate staff energy awareness education.

Waste Monitoring

- 2.3** Demonstrate quantifiably how you are reducing waste and increasing recycling output in your offices.
- 2.4** Provide staff with waste reduction awareness education.

3. DESIGN



- 3.1** Evidence your sustainable design strategy.
- 3.2** Demonstrate how Sustain™ has been used in real-life P-O-P projects to make positive changes to reduce the impact of display. If Sustain™ is not used, suitable evidence must be demonstrated that full LCA design has been actively implemented.

4. PLANT, MATERIALS AND PROCESSES



Companies with ISO9001 are exempt from this section.

- 4.1 Evidence your Quality Management System.
- 4.2 Demonstrate you are using a Preventative Maintenance Schedule.
- 4.3 Demonstrate how you eliminate/ reduce waste, including waste performance data.
- 4.4 Demonstrate how you are monitoring and reducing water consumption, emissions to land & air and effluent discharge within current legislative requirements.

5. SUPPLY CHAIN MANAGEMENT



- 5.1 For your top 5 suppliers, demonstrate how you have engaged with them on sustainability issues. For example, this could be an inclusion in standard terms and conditions of business, a supplier policy or annual review.

6. LOGISTICS



- 6.1 Environmental vehicle policy and provision of evidence of its use with appropriate CO₂ monitoring.
- 6.2 Optimal vehicle/ distribution policy and evidence its of use.

7. END OF LIFE



- 7.1 Either demonstrate sustainable end of life practice through the use of Sustain™ or if you are involved with the collection, recycling, refurbishment or disposal of P-O-P, demonstrate your sustainable policy in action.

Get Accredited



To gain accreditation to the PSS and make use of all the sustainability tools and services we provide visit: www.popai.co.uk/sustainability

The standard is available throughout the world wherever there is a POPAI office, provided that information is submitted in English.

COST



POPAI Members

The cost of accreditation is **£599 + VAT**

Non-Members

The cost of accreditation is **£999 + VAT**



£200 off Sustain™ membership

Once successfully accredited, members qualify for a **£200 discount** on their first 12-month subscription for the **Sustain™** eco-design indicator tool.

What is Sustain™



Measuring sustainable design

Sustain™ is an online tool that measures P-O-P sustainability from design and planning, through to production and end-of-life.

If you're responsible for designing, producing or implementing retail display, by using the Sustain™ tool you'll be able to score a piece of P-O-P to discover its impact to the environment, enabling you to make changes and create a more sustainable display.



Why you need it...

Becoming a Sustain™ user provides a number of environmental and competitive benefits...



Recognised as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.



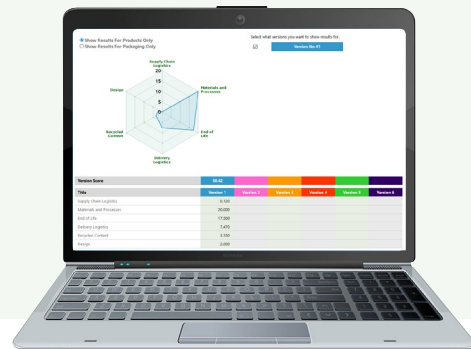
Improve company reputation by boosting sustainable credentials



Gives you a 'sustainability' competitive advantage



Provide a financial advantage by improving efficiencies



More details on Sustain™ at www.popai.co.uk/sustainability





PART OF THE **shop** GLOBAL NETWORK

POP AI UK & Ireland Office

7a Lakeside Court, Maple Drive, Tungsten Park, Hinckley, Leicestershire, LE10 3BH

T: +44 (0)1455 613 651 **E:** sustainability@popai.co.uk

www.popai.co.uk/sustainability

www.popai.co.uk