

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 industry-wide action on sustainability, with a strong portfolio of tools, products and resources to boost our members' environmental credentials.

Why use the Sustain[®] tool?

Sustain[®] 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.

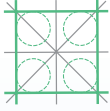
- It provides benchmarking against either different iterations of the same unit, or comparisons of past versus present displays.
- It allows you to establish a consistent methodology for defining your displays' environmental impacts.
- It provides a reporting framework to clients to support their own environmental targets.

What does the Sustain[®] tool deliver?

The Sustain[®] tool generates scores for specific aspects of a project, identifying areas with the highest environmental impact and opportunities for improvements. It also measures carbon and water footprints, the amount of recycled material in a display, and end of life destinations.

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

Measures the number of components and materials used in a display, analysing its complexity and the design's environmental impact.



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



Delivery logistics

Analyses the efficiency of the logistics between supplier and customer, by measuring both distances and optimisation of vehicle load.



Recycled content

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



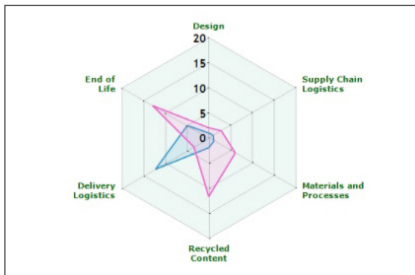
End of life

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

How to use the results

Once you have your outputs, 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 (CO ₂ e), per display inc. packaging (kg)	36.75	57.39	26.77			
Total life cycle carbon (CO ₂ e), 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 (CO ₂ e), 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 (CO ₂ e) 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 (CO ₂ e) 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?

POPAI Members: 1 month trial **£245** | 6 month licence **£575** | 12 month licence **£1099**

Non-Members: 6 month licence **£850** | 12 month licence **£1499**



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