Sustain®

Global eco-design indicator tool

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.

Why use the Sustain® tool?

The Sustain® tool is an indicator tool that works to Life Cycle Assessment (LCA) principles. Powered by POPAI Sustain® gives an independent analysis of the environmental performance of displays and point of sale. **It calculates CO_2e, water, recycled content, renewability and recyclability, giving a Sustain® score which provides a vital framework for reporting**.
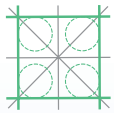
- **Recommended and endorsed** by leading brands and retailers.

- Developed for the **P-O-P industry to measure the environmental impact** of P-O-P from design to end of life.

- Provides **benchmarking** against either different iterations of the same unit, or comparisons of past versus present displays.

- Provides a **reporting framework** to clients to support their environmental targets.

- Includes **recommendations for improvement** including how to reduce the carbon footprint and improve recycled content and recyclability of displays.

- Conforms to the main requirements of 14067-1 and the GHG Protocol Product Life Cycle Accounting and Reporting Standard.

- **Unlimited users and unlimited projects** are covered by the annual fee, on a per country basis.

"The Sustain® tool is an essential part of Procter and Gamble's commitment to reducing its impact on the environment. For outsourced print jobs it allows us to measure our environmental impact from display/POS and associated packaging and transport, relating to CO_2e, water, recycled content and planned end of life and other metrics."- Wouter Schaekers, Global Display Director, Procter & Gamble

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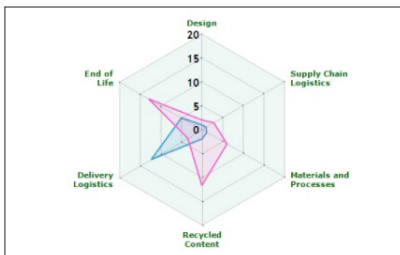Measures the recycled content by percentage weight of both display and packaging materials.

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 (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?

POPAI Members: 6 month licence **£575** + VAT | 12 month licence **£1099** + VAT

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

A licence covers one country of operation, and/or display delivery. Included in all our licence options is initial training and a review of two test projects. Further training and Eco Support can be provided for £75 per hour + VAT.

POPAI's Sustainability Vision

POPAI 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.

For more information please contact **Martin Kingdon**

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