Sustain™ FAQs

Q.   **What is Sustain™?**
A.   Sustain™ is an eco-design indicator. It lets you measure up to six projects and discover their environmental impacts – so you can adjust your designs for optimum results. The tool will give you a score for products and packaging separately, based on a number of factors. These are: design, supply chain logistics, materials and processes, delivery logistics, end of life.

Q.   **Do I have to be a member of POPAI to use Sustain™?**
A.   No. Sustain™ is open for anyone to use.

Q.   **How much does Sustain™ cost?**
A.   Prices differ for members and non-members.
Members – 1-month trial £175, 6-month licence £475.
Non-Members – 1-month trial £275, 6-month licence £675.

Q.   **Why is a 12-month subscription not yet available?**
A.   Because of COVID-19, POPAI believe that it is better to provide an initial lower figure. The 12 month subscription figure will be released in November.

Q.   **Is Convert still available?**
A.   Convert will be closed down on August 7th for free access. After that subscribers to Sustain™ will be able to access it, to look at projects previously completed, until the 30th of November, when Convert will be permanently retired.

Q: **Can you explain the difference in the data sets used between Convert & Sustain™?**
A: Sustain™ utilises the most up to data environmental impact data currently available and the calculation methods have been refined to take into account the latest development in carbon footprint and environmental impact assessments.

Q: **If I do a like for like from Convert to Sustain™ will I get different scores because of the upgrades in Sustain™?**
A: It is likely that you will get a different answer now due to the changes explained above. In most cases it won't be a large difference, but we would not expect it to be the same. This does not make the results in Convert 'wrong', but they should be considered as no longer fully valid in the context of Sustain™'s updated data and calculation models.

Q: **Is it possible to import a bill of materials from any other source, for example from an excel file or from CAD programs? Or will it always be a manually filled out form?**
A: Currently Sustain™ is manual data input only.

Q.   What display/POP types can I choose from?
A.   There are 18 to choose from and each cover a range of POP.

1. Aisle/Bay
2. Counter Top Unit
3. Display Header
    a. Designed to go on to the fixture or stand.
4. Display Table
5. Dumpbin
    a. Floor standing and varies in shape and size.
6. Electronic
    a. Digital screen/TV, AR/VR, Hologram units.
7. Fin/Blade/Bus stop
    a. In-aisle display item extending proud of the shelf line vertically. Providing directional, category or promotional messaging.
8. Floor
    a. Graphics, rugs/mats – stuck to the floor temporarily or permanently.
9. FSDU (Free Standing Display Unit) – incl. Carousels.
10. Gondola End
    a. Displays designed specifically for the gondola end/end cap.
11. Overhead Signage
    a. Signage or promotional ceiling hanging displays.
12. Pallet Stack
    a. Case stack or bulk stack normally with a wooden/plastic pallet as the base.
13. Parasite Unit
    a. Tend to be hooked onto the shelf to encourage impulse purchase and cross category merchandising e.g. Clip strips.
14. Shelf Trays
    a. Also called shelf equipment and tend to be placed on the shelf to organise products or create brand awareness.
15. Shop-in-Shop
    a. Concession within another store such as a department store.
16. Sidestack
    a. Ladder rack or specialist display at the side of gondola end.
17. Signage/Poster/Graphic
    a. Window/wall graphics, snap frames, posters, pallet wraps, A-frames etc.
18. Sticker/Wobbler/Barker
    a. May contain product information, price or promotion. Includes display cards, talkers etc.

Q. **What is the unit for the scores?**

A. The figures have no units they are an 'index' on a 1-20 scale. 1 being the best score and 20 being the worst. The indices are calculated using a range of inputs and measures of differing units so cannot be expressed in any particular unit. They are designed to be used on a comparative basis.

Q. **Can I export the results from Sustain™?**

A. Yes. Results can be exported as a pdf of the results page or exported to Excel, this including all the input data.

Q. **I have a material or process that is not available in Sustain?**

A. We expect to continually update Sustain. Please email us at: sustainability@popai.co.uk and we will start the process of inclusion.

Q. **Does the tool work for pre-filled displays? (E.g. filled FSDUs shipped on quarter pallets)**

A. Yes. But you would have to leave out any data relating to the content and just input the materials, weights etc. relating to the display itself and not the products contained within it.

Q. **Can Sustain™ consider the benefit of shipping a prefilled display vs sending an assembled and empty display PLUS product separately?**

A. Sustain™ would not show any difference in scores for this scenario. There should be a small difference in scores if the display was sent empty and 'flat packed' for assembly on-site. When you create a 'version' of a project one of the inputs is the number of units/vehicle/container. The number per vehicle/container should be higher if they are flat-packed.

Q. **Is there a target/goal/score that sets the benchmark for sustainable POS which we are aiming to match or get below?**

A. Not at this stage. Over time it is the intention if possible, to provide indicative target scores for various display types based on data placed into Sustain™ and aggregate the results generated.

Q. **Can I use Sustain™ for multiple clients in multiple countries?**

A. The Sustain™ basic licence covers use in the UK. If you wish to use it for clients outside the UK, or for displays for clients in multiple countries please contact the POPAI Sustainability team for a quote.

Q. **Are Project level logistics raw materials to producer distance, or producer to end client?**

A. Project level logistics covers the impacts of the shipping of the finished products (and packaging) from the manufacturer to point of sale.

Q. **What about at Product level?**

A. At product level the logistics looks at the impacts of delivering the materials from the materials suppliers to the location of production.

Q. **Will individual project data from a company ever be visible to others or made publicly available?**

A. No. POPAI will look to use aggregated data if possible. Should a case study be desired, the relevant companies will be approached for specific permission.

Q. **Why at product level does it default China to Road, whereas at Project level it defaults to Sea?**

A. This depends on where you are making the unit. If in the project you have specified made in China and in the product information you specify that you source materials in China this is a 'China to China' journey and defaults to road. If it is different (e.g. rail) you can change this manually in the tool.

Q. **We may have an FSDU where the raw materials are shipped flat to the producer, but the end product is shipped made up.**
Should Product volume state it is shipped to producer? Combined volume of flat materials may be much less than the volume of the finished item packaging volume as assembled.

A. This figure is not used to calculate the impacts. The product v packaging volume is calculated (and shown at the packaging info input stage) but the figure that affects the scores is the 'number of products per container/vehicle' which is put in at the 'version' level. If you are shipping 'made up' then you might only get 10 in a container but if you are shipping flat-packed then you might get 150 in a container. This is the info that is used to calculate the indices on Delivery Logistics.

Q **How do I get access to Sustain™?**

A. Please email us at: sustainability@popai.co.uk, we will send you an invoice and once this has been paid, you will receive an email to activate your account.

Q. **Can I cancel my licence once I have subscribed?**

A. No. Once you have agreed to the terms & conditions and paid for the licence, we are not able to cancel or refund.

Q. **Can the rest of my company login to Sustain™?**

A. This fee covers all of your UK colleagues, they will set up their own login. Any International offices will need their own local access.

Q. **Which internet browser should I use for Sustain™?**

A. We recommend Microsoft Edge or Google Chrome as the browser for Sustain™ – or Safari if you're on a Mac and do not have Google Chrome installed.

Internet Explorer should NOT be used as it hasn't been supported by Microsoft for several years and was replaced by Microsoft Edge 2-3 years ago. Things may behave weirdly in Internet Explorer.