

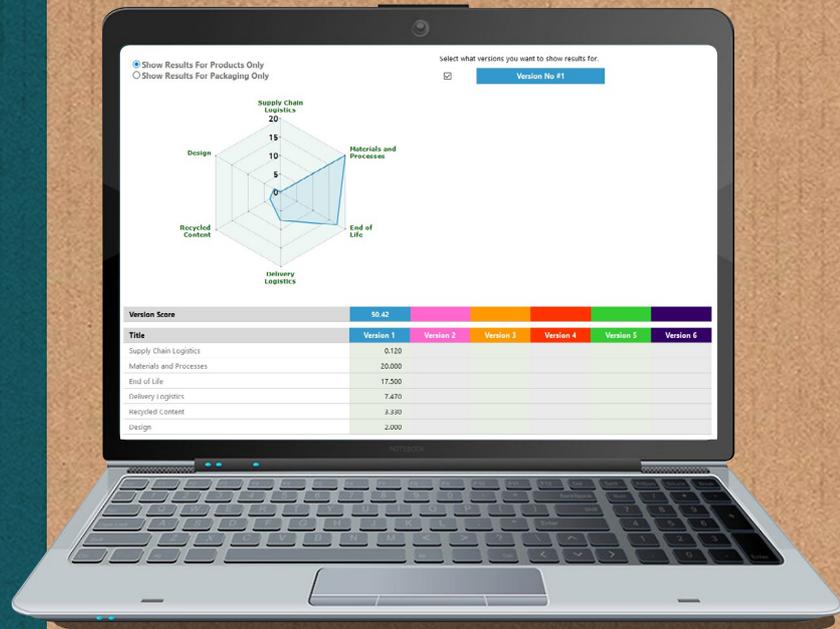


# Sustain™

## Sustainability Indicator for P-O-P



### FAQs



## Overview

### 1 What is Sustain™?

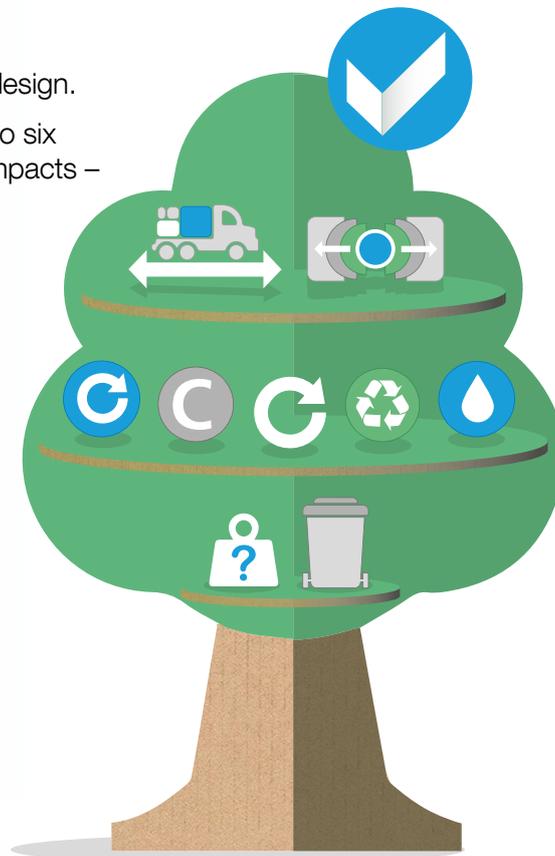
Sustain™ is an eco-indicator tool, measuring sustainable design.

It lets you measure as many projects as you need and up to six versions of a project to help 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 criteria.

These are:

1.  Design
2.  Supply chain logistics
3.  Materials and processes
4.  Delivery logistics
5.  End of life



### 2 What does Sustain™ measure?

It measures a range of impacts including; total carbon in the materials and processes for each product, total carbon from transport (supply chain and delivery), embodied water in materials, and percentage of product and packaging recycled.

### 3 Is it just for permanent display?

No. Sustain™ has been developed as an industry wide tool for temporary, semi-permanent and permanent display.

## Costs & Access

### 1 Do I have to be a member of POPAI to use Sustain™?

No. Sustain™ is open for anyone to use.

### 2 How much does Sustain™ cost?

Prices differ for members and non-members.

- **Members** – 1-month trial £175, 6-month licence £475, 12 month licence £899.
- **Non-Members** – 1-month trial £275, 6-month licence £675, 12 month licence £1299.

Discounts are available for multiple office or multiple country users.

- 1-2 licences = full price
- 3-5 licences = 10% discount
- 6 licences and over = 15% discount

### 3 How do I get access to Sustain™?

Please email us at: [sustainability@popai.co.uk](mailto: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.

### 4 Can I cancel my licence once I have subscribed?

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

### 5 Can the rest of my company login to Sustain™?

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

### 6 Can I use Sustain™ for multiple clients in multiple countries?

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.

# User Guidance

## 1 Who in the industry should use Sustain™?

Sustain™ has been designed for the whole industry. For brands & retailers to understand the impact of display and for suppliers to use as a metric.

## 2 Who in my company would be the right person to enter data in Sustain™?

Ideally someone in your technical department as they will need experience in processes, logistics and materials etc.

## 3 Which internet browser should I use for Sustain™?

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.

## 4 How often will Sustain™ be updated?

Software updates will be in place every 2 months, or sooner if required.

## 5 How may I access support on using Sustain™?

There are 8 support videos on the various stages of Sustain™ at [www.popai.co.uk/sustainability](http://www.popai.co.uk/sustainability). If you still need assistance please mail [sustainability@popai.co.uk](mailto:sustainability@popai.co.uk)

# Privacy & Data Sources

## 1 Can you tell us who else is using Sustain™?

We will be publishing details of all companies using Sustain™ on the POPAI website shortly unless a company specifically requests that their name not be used.

## 2 How can we be sure that suppliers enter the right information?

- The results may be printed out in full and the information validated.
- In addition, POPAI will be carrying out spot checks looking for anomalies.

## 3 What sources do you use for the data?

Data comes from validated sources which includes (but is not limited to):

- Independent, third party, peer-reviewed datasets.
- DEFRA's GHG Reporting Conversion Factors (2019).
- Google maps (road/rail), <https://sea-distances.org> [www.distance.to](http://www.distance.to) for flights.

## 4 How is the data used to calculate the scores and other results?

- Each of the materials, processes, transport modes, energy consumption and end-of-life inputs is linked to a set of environmental data.
- Inputs are converted into environmental impacts using this data and these impacts are added together to give a total picture over the product's lifecycle in terms of CO<sub>2</sub>e.
- The 'Scores' displayed are based on a range of algorithms specially developed for Sustain™, that best reflect the environmental and sustainability issues that are relevant to the display and POP sectors. Each score has its own specific algorithm.

## 5 Will the data I enter into Sustain™ be visible or available to anyone outside of the POPAI Sustainability team?

No. Data held in Sustain™ is confidential and will not be released without your permission. POPAI plans on using anonymised aggregated data in the future for benchmarking, however it will not be possible to identify individual users or project data.

## 1 What is a version?

- Every project can contain from one to six versions, looking at different materials and/or processes to create a unit that performs the same function and/or looks similar.
- Each version allows you to test different materials and parameters to compare against each other providing you with analysis to make a decision on how best to proceed with your product and packaging whilst maintaining the smallest environmental effect.
- Each version will be provided with a set of recommendations in the results column.

## 2 Can we compare more than 6 versions in one project?

No, currently the tool only compares 6 versions.

## 3 What is the design/visual upload for?

This is so you can have a visual of your project or version when you refer back to it and it can be viewed in the results.

## 4 How do I use the Project folders?

The project folders can be used to organise your projects or versions (especially if you have lots). For example, you may wish to save your projects in folders by POP type or brand name.

### **1 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?**

No, currently Sustain™ is manual data input only, however it is possible to copy both a project and versions within a project to reduce the manual input task.

### **2 Are project level logistics raw materials to producer distance, or producer to end client?**

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

### **3 What about at product level?**

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

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

No. POPAI may look to use anonymised aggregated data in the future. Should a case study be desired, the relevant companies will be approached for specific permission.

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

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.

### **6 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.**

This figure is not used to calculate the impacts. The product vs. 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.

## 7 What display/POP types can I choose from?

There are 18 to choose from and each cover a range of POP.

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

## 8 Can I add a display/POP type that's isn't in the list?

No, only the POPAI Sustainability team may do this. If you are aware of an item that should be included please mail [sustainability@popai.co.uk](mailto:sustainability@popai.co.uk) so that we may validate it.

# Packaging

## **1** Is packaging measured?

Yes. Sustain™ also measures the primary and secondary packaging from the display.

## **2** Does the packaging weight include the contents?

No. The weight is just the packaging of your display, not the contents.

## **3** Our packaging is a pallet wrap with polyfilm securing the product in place. Polyfilm isn't an option in the drop down, can you add it or tell me what is the best item to use a substitute to get the correct calculations?

Pallet wrap is usually made from Low Density Polyethylene film (LDPE) so we suggest selecting LDPE as a material and then add the process 'film extrusion'.

## 1 What if my display doesn't use electricity?

If there is no electricity used, you can skip this section.

## 2 How do I calculate the electricity use?

The electricity use is based on the total energy requirement of the display. Elements that use energy are items such as lighting and screens (LCD or LED panels).

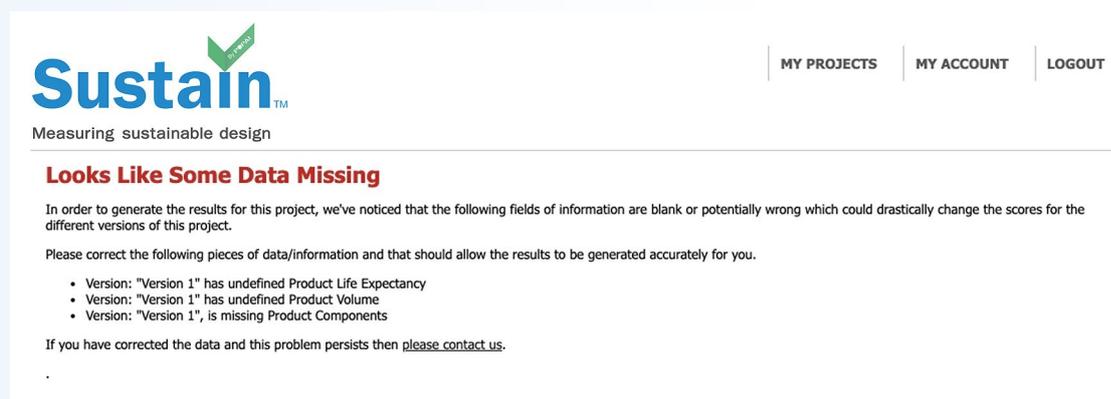
Your supplier of these parts should be able to tell you what the energy consumption is, it is usually listed in technical specification.

For example, if your display contained 2 strips of LED lighting and a touch screen display these are the components that would consume energy. If the LEDs consumed 30w each and the Screen consumed 80w, the total energy requirement of your product would be  $(30 \times 2) + 80 = 140w$ .

## 1 Why can't I see my results?

To ensure you have entered all critical data, you will get an error message if any key data fields are missing.

For example;



The screenshot shows the Sustain website interface. At the top left is the Sustain logo with the tagline 'Measuring sustainable design'. To the right are navigation links for 'MY PROJECTS', 'MY ACCOUNT', and 'LOGOUT'. Below the navigation is a red heading 'Looks Like Some Data Missing'. The main content area contains the following text:

In order to generate the results for this project, we've noticed that the following fields of information are blank or potentially wrong which could drastically change the scores for the different versions of this project.

Please correct the following pieces of data/information and that should allow the results to be generated accurately for you.

- Version: "Version 1" has undefined Product Life Expectancy
- Version: "Version 1" has undefined Product Volume
- Version: "Version 1", is missing Product Components

If you have corrected the data and this problem persists then [please contact us](#).

The things checked (for each version) are below and all must have data entered:

- Quantity Per Year.
- Quantity Per Vehicle/Container.
- Wattage – if 'Hours Used Per Week' is entered.
- Hours Used Per Week – if 'Wattage' is entered.
- Product Life Expectancy.
- Product Volume.
- Distribution point and customer end location.
- A figure must be entered for total of Sea, Road, Air and Rail travel (even if it is '0').
- For each component, there is:
  - End of Life route.
  - Material.
  - Weight.
  - Supplier location and Transport.
- At least 1 product component.
- If primary packaging is entered:
  - The primary packing volume is entered.
  - How many times the primary packaging used is entered.
- If secondary packaging entered:
  - The secondary packing volume is entered.
  - How many times the secondary packaging used is entered.
  - How many times primary packs fit into secondary packs is entered.

# Results

## 2 What is the unit for the scores?

- 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.

## 3 What is the combined score?

- The combined score is a simple addition of the product and packaging scores for the different versions of a project.
- POPAI do not recommend that you look at the combined score in isolation but instead look at the packaging and product score separately to best appreciate the situation in individual areas relating to the two elements making up the total combined score.

## 4 Can I export the results from Sustain™?

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

## 5 Why do I lose the colours when I export to PDF?

This is a browser issue and unfortunately, we can't change it. You should still see colours when you export to Excel.

## 6 I have a material or process that is not available in Sustain™?

We expect to continually update Sustain™. Please email us at: [sustainability@popai.co.uk](mailto:sustainability@popai.co.uk) and we will evaluate its suitability for inclusion.

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

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.

## Results

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

- 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.

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

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.

### 1 Can I add a new material or process to Sustain™?

#### Adding Materials and Processes into Sustain™.

- Sustain™ is an 'indicator' tool and as such the environmental data for materials and processes is 'generic' and aims to best represent the impacts of the market as a whole and not any specific situation.
- The data held within the tool is drawn from third party independent, peer reviewed datasets. However, these datasets do not always contain all the materials and processes that might be needed by users, therefore there is a process for adding this extra data in.

#### Adding Materials into the Sustain™ Tool

- User submits a request for a material to be included in Sustain™.
- POPAI assess at the request and decide if the material should be included.
- If data is available in the third-party datasets the material will be added.
- If the data is not available in the third-party datasets:
  - Information request issue by POPAI to company(s) who make the required materials. This looks to collect information on the materials content of the materials and any processing steps used.
- Information received by POPAI and reviewed.
- If the component materials information is available in the third-party datasets, it will be used by POPAI to 'build' a picture of the environmental impacts of the material. This will be done internally and in consultation with our expert partners. If the data is reliable and a representative impact for the material can be calculated it will be added to the tool.
- If the data is not reliable, or the component material data is not contained within the third-party datasets then the material cannot be added to Sustain™.

#### Adding Processes into the Sustain™ Tool

- User submits a request for a process to be included in Sustain™.
- POPAI assess at the request and decide if the process should be included.
- If data is available in the third-party datasets the process will be added.
- If the data is not available in the third-party datasets:
  - Information request issue by POPAI to company(s) operate the process. This looks to collect information on the energy and material use of said process.
  - Information received by POPAI and reviewed.
  - If the component information is available in the third-party datasets, it will be used by POPAI to 'build' a picture of the environmental impacts of the process. This will be done internally and in consultation with our expert partners. If the data is reliable and a representative impact for the process can be calculated it will be added to the tool.
  - If the data is not reliable, or the component data needed to model the process is not contained within the third-party datasets then the material cannot be added to Sustain™.

**Sustain**<sup>TM</sup>



**POP AI**  
PART OF THE **shopi** GLOBAL NETWORK

For further help and support please  
contact POPAI's Sustainability team on  
[sustainability@popai.co.uk](mailto:sustainability@popai.co.uk)

### **POP AI Sustainability Standard**

Companies undertaking POPAI's  
sustainability standard can use Sustain<sup>TM</sup>  
to demonstrate how their P-O-P has been  
designed with the entire life cycle in mind.

### **POP AI UK & Ireland Office**

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