



# The easy way to measure P-O-P sustainability

## Sustainability from supply chain to end of life...

What are the environmental impacts of your P-O-P? With sustainability high on many organisations' agendas, and forming a large part of the demands and expectations of brands and retailers, it's clear that boosting your sustainable credentials is a win-win scenario.

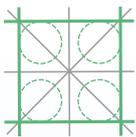
**You'll be stepping up to your responsibilities, gaining a competitive advantage and enhancing your reputation in the process.**



### Introducing Sustain™

POP AI's eco-indicator tool, Sustain™, 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:



#### Design

Analyses the list of materials in each component, counting number of unique types and measuring ease of disassembly.



#### Supply chain logistics

The tool measures the weight of each component, transport type and distance between supplier and manufacturer.



#### Materials and processes

For each component, Sustain™ calculates the carbon content, renewability, recyclability, and recycled content.



#### Delivery logistics

Establishes quantity of product in container, along with transport distance and transport type.



#### End of life

This includes ease of disassembly and how the material will be disposed of, such as reuse, recycle, incineration and landfill.



It also measures quantitative impacts for products and packaging, including weight; volume; embedded carbon; carbon from transport, product use and disposal; embodied water in product materials; and amount of material recycled, landfilled and incinerated.

## How to use the results

Once you've got your statistics, Sustain™ will offer some recommendations to improve your scores. This includes how to reduce the carbon footprint and increase the recycled content and recyclability.

**Sustain™**  
Measuring sustainable design

MY PROJECTS MY ACCOUNT LOGOUT

Overview Version **Product** Packaging Use End Of Life Results

Your current project is: **Convert Test Project No1 - Nov 2019**

Version: Version No #1

**Product Details**

This page allows you to set the different component(s) of your product, what it is made from, processes involved, weight etc. To continue, choose from the "Add Component" or edit/delete an "Existing Component".

**Add a Component**

To add a new component to this product, complete the fields below with the appropriate details and click "Complete this Component" to add the component.

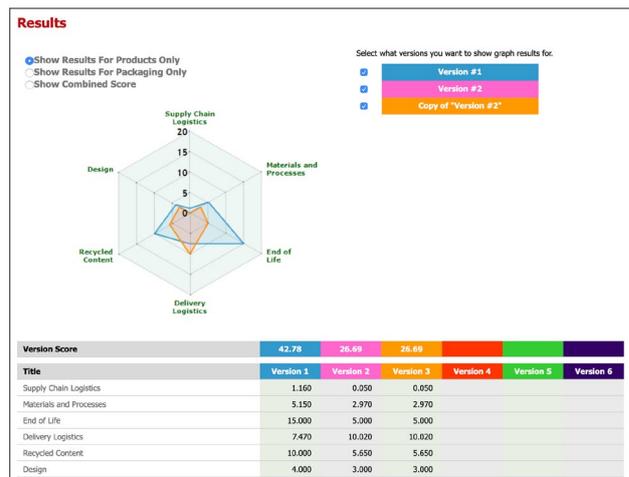
Component name	Material	Finished Weight	Recovered
<input type="text"/>	Please select a material	<input type="text"/> grammes	<input type="text"/> %
Process #1	Process #2	Supplier Location	Transport
None	None	Comes from:	By:

When you complete a component it will display as an existing component in the table below and then clear the form for you to add another component.

**Complete this Component**

Existing Components

Screen example of entering product information



Screen example for Sustain's™ visually rendered results



## Best practice

Companies undertaking POPAI's **Sustainability Standard** can use Sustain™ to demonstrate how their P-O-P has been designed with the entire life-cycle in mind.

Sustainability is a journey, not a destination. Using Sustain™ can help you make continuous improvements to your products and packaging, enhancing your green credentials and demonstrating a serious commitment to environmental concerns.



Visit [www.popai.co.uk/Sustainability](http://www.popai.co.uk/Sustainability) for more information or alternatively call us on **01455 613 651** or email: [sustainability@popai.co.uk](mailto:sustainability@popai.co.uk)

