

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™

POPAI's eco-design indicator, Sustain™, 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:



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.



Design

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



End of life

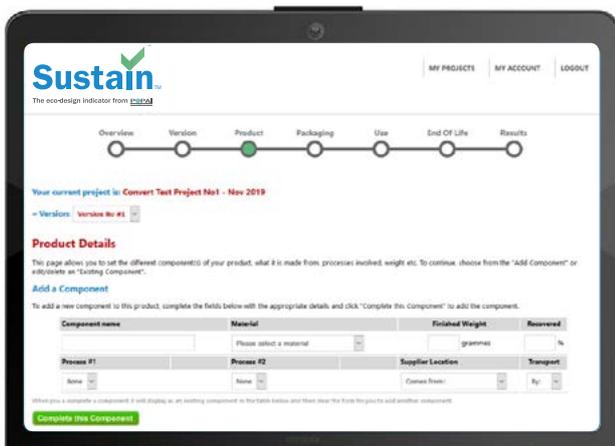
This includes ease of disassembly and how the material will be disposed of, such as reuse, recycle, incineration and landfill.



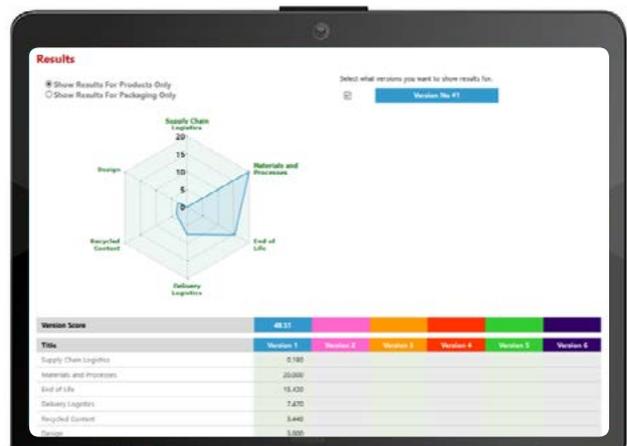
It also measures quantitative impacts for products and packaging, including weight; volume; embedded carbon; carbon from transport, product use and disposal; embodied water in product materials; and amount of material recycled, landfilled and incinerated.

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.



Screen example of entering product information



Screen example for Sustain's visually rendered results

	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Product Carbon						
Total carbon embedded (kgCO ₂ e) in each product step	1,000					
Total carbon from transport of each product step	8,100					
Total carbon (kgCO ₂ e) from product use per year step	3,028					
Water Footprint of Materials						
Water embedded in product materials (per unit)	8,242					
Disposal of Product						
Amount of material recycled (%)	30.156					
Amount of material landfilled (%)	69.844					
Amount of material incinerated (%)	0.000					
Total carbon (kgCO ₂ e) from disposal of each product step	9,420					
Total Carbon Footprint						
Equivalent CO ₂ e of product (kgCO ₂ e)	40,000					
Total lifecycle carbon (kgCO ₂ e) per product step	18,862					

General Recommendations
Version 1
Recyclability
In order to increase the recyclability of your product there are two things you should consider. Firstly the number of different types of materials used and secondly, how the materials are joined together.
Your product contains 5 materials. You have indicated that the product is easy to disassemble. Could you reduce the mix of materials further or use materials that are compatible in terms of recycling? (e.g. to improve the ease of disassembly)

Screen example of results breakdown with recommendations

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.



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

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.



Part of

