Sustainability Standard

Framework for environmental excellence

An environmental and Sustainability Standard for your business

The Sustainability Standard from POPAI embeds environmental and sustainable principles within your organisation, provides a framework for ongoing improvement, and is designed for the suppliers in the display industry.

Based on a **7-stage process**, the Sustainability Standard helps organisations understand how they may develop their internal systems and processes, how they may design displays in a more sustainable manner, and how to work with their value chain to improve their performance.

The Sustainability Standard is renewable annually and forms the cornerstone of the commitment made by POPAI UK & Ireland to work towards a more sustainable future for the industry.

Why become accredited?

- The POPAI Sustainability Standard is an industry specific, recognised and relevant framework for environmental excellence.
- Gain recognition as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.
- Increase your environmental competitive advantage and gain public recognition of your commitment to a better future for the planet.
- Show internal and external stakeholders that sustainability is key to your business operations.
- Acts as a catalyst for further sustainable development and encourages better environmental performance from suppliers by aligning them withyour commitment.

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"Clients look to POPAI for guidance upon innovation and sustainability. With this in mind, it made sense to us to ensure that we're complying to the Sustainability Standard. With so much sustainability language and jargon being thrown around, it's hard to know what's what. It's important for us that the clients have a source of information that is easily recognisable and that they trust. "- *Rachel Addison*

Our 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.

The 7 Stages of the Sustainability Standard

1. Corporate
2. Premises
3. Design
4. Plant, Materials & Processes*
5. Supply Chain Management
6. Logistics
7. End of Life

Your company may not have to complete some sections, if not relevant or you hold other accreditations.

How do I gain the accreditation?

- You will submit relevant documentation for each relevant stage through the POPAI "checkbox" portal. Once you apply for the Sustainability Standard, POPAI will provide you with a guide detailing the requirements.
- POPAI will guide and advise you through the process, ensuring that your submissions are both relevant and robust.
- Once all documents are submitted, they are audited by an independent third-party eco-consultant.

"Being Accredited by the POPAI Sustainability Standard is a really powerful seal of approval, as it identifies us as an environmentally-conscious leading creative brand experience agency. With a client list spanning the globe, sustainability is quite rightly high on our and our clients' agendas, so having our credentials recognised by POPAI reassures and helps our clients and prospective clients."
- Chief Operating Officer, N2O

What does it cost?

POPAI Members : £999 + VAT for 12 months
Non-Members : £1399 + VAT for 12 months

An initial application fee of £250 will be required with the remaining balance paid prior to becoming accredited. Your 12 month period starts from the date of your application NOT the date of your accreditation. The Sustainability Standard is renewable annually.

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