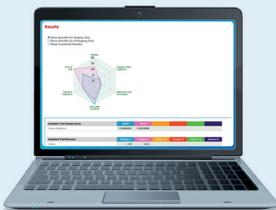


POP AI Sustainability Services

Sustain[®]
The eco-design indicator tool



Sustain[®] the eco-design tool

Measures the environmental impact from the production of display and sales promotion items of all types. It includes supply chain, transport, componentry, processes, energy use and end of life.

Results include the Sustain[®] tool score, that is then split into 5 sections to highlight areas for improvement.

It also reports on CO₂e and embodied water from units, packaging and transport, recycled material content and recyclability.

Whilst not a full Life Cycle Assessment, it operates to LCA principles, using independent third party data from institutions and government to produce the results.



Recommended by major brands and retailers.



POP AI Sustainability Standard – Supplier.

Developed in direct response to calls from the industry for a standardised approach, the **POP AI Sustainability Standard (PSS)** embeds sustainability principles within organisations and challenges traditional practices by helping industry professionals better understand how, where and when sustainability issues translate to their business.

Why become PSS accredited



Show stakeholders internal and external that you are taking sustainability seriously.



Recognition as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.



Gives you a 'green' competitive advantage – responding to client demands.



Encourage better environmental performance from suppliers by aligning them with your commitment.



Acts as a catalyst for further sustainable development.



POP AI Sustainability Partnership

Specifically created to help brands and retailers reduce the environmental impact of all materials in-store and reinforce their sustainable credentials, POP AI is pleased to launch its Sustainability Partnership programme.

What does it mean to be a Sustainability Partner?

It means making commitments related to the sustainability of your in-store activities and aligning your supply chain to fully reflect your values.

How to show your commitment



Sign up to the [POP AI Sustainability Statement](#).



Tell us about your own commitments to environmental impact reduction.



Use the [Sustain® tool](#) in your supply chain to monitor the impact of your in-store materials.



Inform and shape POP AI's ongoing work in sustainability.



POP AI'S SUSTAINABILITY STATEMENT



POP AI UK & Ireland is committed to reducing the industry's impact on the environment. We recognise the most effective approach to improving the sustainable performance of retail marketing is to work collaboratively throughout the supply chain.

We are committed to achieving this within the POP AI Sustainability Partnership, **working with all parties** in the value chain to **achievable real and measurable reductions in our environmental impact**.



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