

# POPAl Sustainability Services

## Recognising the global focus on sustainability

As an industry body, POPAl is committed to raising standards and has developed **4 key services**, available to all sectors to establish a singular, recognised standard to support, operate by and measure Sustainability achievements.

### Sustainability Standard

Framework for environmental excellence

#### What does it cost?

##### POPAl Members

£749 + VAT for 12 months

##### Non-Members

£1199 + VAT for 12 months

Developed in direct response to calls from the industry for a standardised approach, the Sustainability Standard 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.

Show stakeholders and gain recognition as an environmentally conscious organisation who operates in a cost-efficient and environmentally responsible manner.

*(An initial application fee of £250 will be required with the remaining balance paid prior to becoming accredited.)*

### Sustain

Environmental Design Calculator

#### What does it cost?

##### POPAl Members

£1199 + VAT for 12 months

##### Non-Members

£1599 + VAT for 12 months

Multi-country licences available.

#### Recommended by major retailers and brands.

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

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

The results highlight areas for improvement and it operates to LCA principles, using independent third party data from institutions and government.

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## Sustainability Support

Services for retailers and brands

A free service designed to meet the needs of retailers and brands.

This includes a **FREE 30-minute** Sustainability Snapshot session with a member of our sustainability senior leadership team.

Recognising that sustainability best practice is a collective responsibility, POP AI has been working with its retailer, brand members and their supply chain partners for a number of years to provide a cohesive framework to help all parties navigate the journey.

Our support, designed for brands and retailers, can range from an introductory Sustainability Snapshot session covering key sustainability trends and information on how to reduce the environmental impact from display and in store activity through to a full bespoke service covering all your sustainability needs.

## Our Sustainability Vision

POP AI 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.

## Knowledge

- Presentations
- Publications
- Useful Documents & Links
- Award Winners
- Case Studies

Our events throughout the year are focused on a blend of actionable, practical case studies and thought leadership from industry professionals.

With a training programme alongside featuring online and face-to-face workshops and a searchable content hub on our website, POP AI offers the complete knowledge toolkit which can be bolstered with a comprehensive research and consultancy offer.

For more information please contact **Martin Kingdon:**

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