

Measuring P-O-P from design to end of life

What are the environmental impacts of your displays? With sustainability a key topic for clients, it is becoming increasingly important to measure environmental impact. Both on a corporate level and through the impact of the displays that are designed, developed, manufactured and delivered.

Why use the Sustain® tool?

The Sustain® tool is an indicator tool that works to Life Cycle Assessment (LCA) principles. Powered by POPAI Sustain® gives an independent analysis of the environmental performance of displays and point of sale. **It calculates CO2e, water, recycled content, renewability and recyclability, giving a Sustain® score which provides a vital framework for reporting.**

- **Recommended and endorsed** by leading brands and retailers.
- Developed for the **P-O-P industry to measure the environmental impact** of P-O-P from design to end of life.
- Provides **benchmarking** against either different iterations of the same unit, or comparisons of past versus present displays.
- Provides a **reporting framework** to clients to support their environmental targets.
- Includes **recommendations for improvement** including how to reduce the carbon footprint and improve recycled content and recyclability of displays.
- Conforms to the main requirements of 14067-1 and the GHG Protocol Product Life Cycle Accounting and Reporting Standard.
- **Unlimited users and unlimited projects** are covered by the annual fee, on a per country basis.



"The Sustain® tool is an essential part of Procter and Gamble's commitment to reducing its impact on the environment. For outsourced print jobs it allows us to measure our environmental impact from display/POS and associated packaging and transport, relating to CO2e, water, recycled content and planned end of life and other metrics." – Wouter Schaekers, Global Display Director, Procter & Gamble

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.

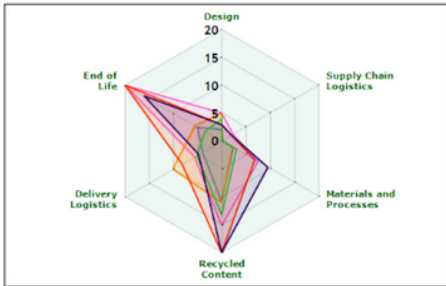
Sustain® tool scope

The Sustain® tool will give you a score for the display and packaging separately, as well as combined covering the areas below. You are able to export both your inputs and the scores for each version.

 <p>Design Measures the number of components and materials used in a display, analysing its complexity and the design's environmental impact.</p>	 <p>Supply chain logistics The tool measures the weight of each component, transport method and distance between supplier and manufacturer.</p>	 <p>Materials, processes & packaging For each component, Sustain® tool calculates the carbon and water content, renewability, recyclability, and recycled content.</p>	 <p>Delivery logistics Analyses the efficiency of the logistics between supplier and customer, by measuring both distances and optimisation of vehicle load.</p>	 <p>Recycled content Measures the recycled content by percentage weight of both display and packaging materials.</p>	 <p>End of life This includes ease of disassembly and how the materials will be disposed of; recycled, reused, incinerated or landfilled.</p>
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How to use the results

Once you have your outputs, Sustain® tool includes recommendations for improvement in your environmental impact. Including how to reduce the carbon footprint and improve recycled content and recyclability. The outputs can then be exported for your own analysis and collation.



An example of Sustain® tool rendered results.

	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Carbon Footprint						
Expected life of item (weeks)	52,000	52,000	52,000	52,000	52,000	52,000
Life cycle carbon (CO2e), per item (kg)	44,274	137,251	43,874	71,062	15,594	126,579
Kgs of CO2e per week	0.851	2.639	0.844	1.367	0.300	2.434
Kgs of CO2e per kg weight of item	9.321	25.417	13.097	6.666	3.088	49.639
Total life cycle carbon (CO2e), Item. Total production quantity (kg)	44,274,300	137,251,000	43,873,500	71,061,600	15,593,400	126,580,000
Carbon Breakdown						
Carbon embedded (CO2e), per item (kg)	13.688	103.278	9.764	9.124	14.488	95.085
Carbon (CO2e) from transport (supplier), per item (kg)	0.008	2.610	0.020	4.631	0.013	1.141
Carbon (CO2e) from transport (distribution), per item (kg)	0.448	0.944	3.997	48.746	1.031	0.302
Carbon (CO2e) from electricity use, per item (kg)	30.032	30.032	30.032	0.000	0.000	30.032
Carbon (CO2e) from disposal, per item (kg)	0.100	0.389	0.061	8.561	0.062	0.020
Water Footprint of Materials						
Water embodied in item materials (litres)	262,080	3,481,660	368,443	1,715,310	282,779	3,399,340
Water embodied in item materials (litres). Total version quantity.	262,080,000	3,481,660,000	368,443,000	1,715,310,000	282,779,000	3,399,340,000
Recycled Material Content By Weight						
Recycled content (%), per item	45.684	24.074	44.776	0.000	33.911	0.000
Recycled material weight, per item (kg)	2.170	1.300	1.500	0.000	1.713	0.000
Circularity						
Materials circularity (% by weight)	54.590	9.630	55.522	0.000	47.723	0.000
Disposal of Item						
Amount of material recycled (% by weight)	100.000	0.000	83.582	0.000	54.455	3.922
Amount of material reused (% by weight)	0.000	0.000	10.448	0.000	41.584	17.647
Amount of material landfilled (% by weight)	0.000	100.000	5.970	100.000	0.000	78.431
Amount of material incinerated (% by weight)	0.000	0.000	0.000	0.000	3.960	0.000
Weights & Volumes						
Item weight (kg)	4.750	5.400	3.350	10.350	5.050	2.550
Volume per item (cm3)	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000

An example of partial Sustain® tool outputs.

What does it cost?

	1 country licence	2 country licence	3 country licence	Additional licences - up to 9	10+ countries
POP AI Members	£1199	£2298	£2958	£660 each	POA
Non-Members	£1599	£3098	£3998	£900 each	POA

Included in all our licence options is initial training and a review of two test projects. Further training and Eco Support can be provided for £75 per hour + VAT.

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