

IMPACT 24



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“ POPAI UK & Ireland is committed to reducing the display industry’s impact on the environment by working collaboratively throughout the value chain and offering a range of products and services to facilitate improvement. ”

Foreword



Since IMPACT23 sustainability has become even more important to retailers, brands, and agencies. As with all areas in society our industry has a significant part to play in the global effort to reduce our impact on the environment.

As one of POPAI's four pillars, sustainability occupies a significant place in our thinking and our activities. Our mission is to assist businesses to gain knowledge, collaborate, innovate and measure, continually working towards reducing the industry's global environmental impact.

Our work continues to confirm that for many reasons knowledge and appetite for sustainability varies dramatically from company to company. Despite there often being overall targets for environmental improvement there is often no mandate for metrics to be applied, no clear policy or knowledge on sustainability, and finally no defined management structure in place for implementation.

POPAI sustainability services therefore continue to have a significant role to play in providing the support required, regardless of where a company is on their sustainability journey. A key benefit of being a trade association is that we can work across the whole value chain in a non-competitive environment, offering support for all our clients.

The POPAI four sustainability pillars focus on support, knowledge, training, and metrics.

EcoSupport for retailers and brands,

The Sustainability Standard the POPAI environmental standard, a corporate accreditation for the industry providing a framework for continued environmental excellence, **Sustain®** the sustainability calculator measuring environmental impact, and **Knowledge**, offering online and bespoke training, access to the Hub, research and consultancy. Backed up by sustainability continuing to feature as a theme in our calendar of events.

IMPACT24, POPAI's Sustainability Summit plays a vital part in this work. As we bring together industry leaders to share their insights, knowledge, and best practice. Enabling us to collaborate, learn and continually improve to lessen the environmental impact of the retail and display industry.

I would like to thank all the speakers who have made this such an informative and thought-provoking experience. Thanks also to the companies who have taken Snapshot places and brought their own innovations to the delegates on the day and future readers of this guide.

As we all move forward on our sustainability journeys, I would encourage you to get involved with us, ask us for assistance where necessary and update us on your developments and successes. Join the growing collective of companies around the world working with us to achieve our mission in sustainability, showing the wider world that the retail and display industry is serious about the environment, and will truly make a difference.

Martin Kingdon

Chair and Sustainability Director

POPAI UK & Ireland

Sustainability Snapshots





Go Beyond with HP Latex printers

Lead with the most environmentally certified technology



HP's newest Latex Technology carries a broad set of credentials addressing the full spectrum of environmental concerns; from ink chemistry and indoor air quality—for both print production and display—to lifecycle considerations, earning recognition for products as environmentally preferred overall.

With HP Latex technology you can contribute to the wellbeing of your employees, customers, and business.

Protect

Provide a comfortable working environment with HP Latex water-based inks that produce no hazardous air pollutants and odourless prints for even the most sensitive spaces.

Advance

Advance your sustainability offering with HP printers and supplies containing UL validated ocean bound and recycled plastics, HP's free Planet Partners take-back program and HP cartridges made from 100% recycled cardboard.

Stand Out

Stand out through environmental certifications with the only technology in the large format signage market to have UL ECOLOGO® Certified inks and the only large format printers in the signage market to be EPEAT-registered.

Contact Details

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Award-winning Responsible Retail Display

Environmentally conscious decision-making, from brief to delivery.

It demands retail display manufacturers to make a commitment to planet-first thinking and living up to a standard – day in, day out.

For arken, being environmentally conscious is integral to our future strategic direction, with a commitment that straddles three strategic pillars: Projects, Facilities and People.

From design and development to supply chain, manufacturing, and delivery, our approach prevents excessive material usage, removes unnecessary packaging, reduces waste and pollutants, and minimises display shipping footprint.

However, the measure of 'Success' goes far beyond just about what we show our customers.

It means embarking on an education journey with our people to create an internal environment that liberates them to think differently and be the change-makers. Taking bold decisions. Changing the language of change. Helping employees to make good decisions. Removing barriers. Making better choices – every day.

It's also about having a standard that we (and others) can measure us against. As a business, we are continually audited against the latest environmental guidelines. Not to mention our ongoing commitment to the PSS, Sustain Tool, and sustainability training.

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A Brambles Company



CHEP Solutions

Better for Business,
better for the planet

CHEP is the backbone of the global supply chains that get products to consumers. Our purpose is to connect people with life's essentials, every day: now we're committing to do that in a nature-positive way. Through the world's largest pool of reusable pallets and containers, CHEP enables customers' supply chains to become more circular, sustainable and efficient in terms of cost and use of natural resources.

Our intrinsically circular "Share and Reuse" business model CHEP are committed to eliminating waste throughout the supply chain, and our active role working with thousands of supply chains puts us in a unique position to pioneer regenerative supply chains.

In store solutions: Made from 100% post-consumer plastic waste, making it ideal for brands who take their environmental commitments seriously. The Q+ quarter display pallet is specially designed to lock-in and secure the cardboard POS through our innovative BlueClick solution, enabling users to deliver an impactful yet sustainable shopper marketing display.

Refill: As part of the Refill Coalition, CHEP is working to reduce packaging from manufacturers through to consumers cupboards. Our package free refill stations allow consumers to purchase goods without the need for single use plastics, in a simple and engaging way.

Come and chat to our team about how we can support your business to move and promote your goods in a more sustainable way.

www.chep.com



Decoding Environmentally Friendly POS

A high level overview of a complex subject.



Environmentally friendly POS materials, whether they be for print or fabrication is a complex and can be, a confusing subject. In its simplest form the topic should be about how the materials are disposed of at end of life but in its most complex form it can be the Carbon Footprint analysis of a specific piece of POS.

In his presentation, Neil McCarthy, Head of Sales & Marketing with Pyramid Display Materials gives his thoughts and observations. He will touch on the pros and cons of not just physical materials but also some of the metrics and opinions being used to grade or specify materials within the retail sector.

Pyramid Display Materials are part of the Grimco family. Grimco is a national wholesale sign supply manufacturer and distributor with over 65 locations across North America and the U.K. We focus on distributing quality products and providing excellent service to the sign and display industry. Our offering of sign supplies includes traffic signs, blanks, substrates, boards, digital print media, wrap films, sign vinyl, application tape, banner material and supplies, sign frames, banner stands, LEDs and electrical accessories, grand format solvent/UV/latex printers, inks, software and more.

www.pyramid-display.co.uk



Delta Net Zero

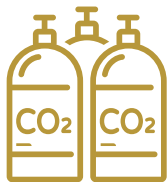
Journey to Net-Zero



**CARBON
REPORTING**



**ZERO WASTE
TO LANDFILL**



**TAKE BACK
INITIATIVE**



**NET ZERO
EMISSIONS**

In 2020, The Delta Group created a multi-awarding winning net zero strategy, highlighting clear science-based targets on where and how we will achieve net zero emissions. The Delta Net Zero strategy (DNZ) is comprised of three main pillars; Delta Collaborate, which highlights how we prioritise collaborating with our customers to reduce their scope 3 emissions, Delta Supply, which sets out the vital importance of ensuring our supply chain are on a similar journey of decarbonisation. Lastly, Delta People, which covers our DEI policies and key workstreams that drive forward CSR from sustainable development in the local community to a mentorship programme for local young adults.

Since the launch of our DNZ strategy we have set clear science-based targets to reduce our scope 1-3 emissions. We have made vast progress in reducing our waste by implementing a take-back initiative, created a restricted materials list where we are prioritising purchasing materials that are either carbon neutral or has a minimal negative impact to the environment. Additionally, through monthly carbon reporting to our customers we have been able to identify where environmental improvements can be made to reduce our customers POSM carbon footprint.

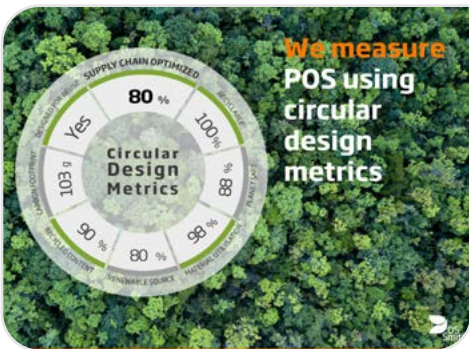
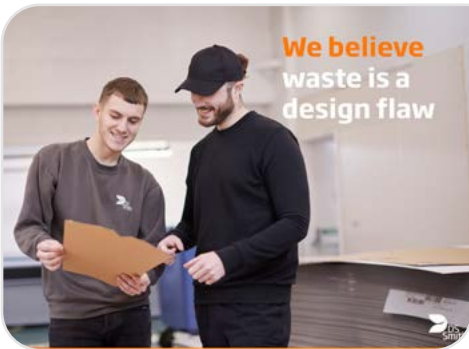
By collaborating with our main stakeholders, employees, customers, suppliers and the local community it has given us the opportunity to raise awareness of our climate reduction targets and cascade the overall importance of driving forward decarbonisation.

www.thedeltagroup.com



Circular Ready POS Display

Lead with the most environmentally certified technology



At DS Smith, sustainability is integral to our circular business model. We believe that we can have the greatest positive impact by helping to create a low-carbon, circular economy. Our global recognition stems from our innovation and the quality of our packaging. Through circular design, we actively work to eliminate waste and pollution. Additionally, we assist our customers in removing one billion pieces of problem plastic. Our commitment extends to playing a key role in local communities and equipping our people to lead the transition toward a circular economy.

We recognise our active role in supporting retailers to achieve their sustainability targets. Specifically, we address how we design, produce, and deliver POS displays into their supply chains. We refer to this approach as being 'circular ready.' As part of this commitment, we've taken steps to reduce carbon emissions and plastics in POS production. We ensure recyclability by using mono materials for cardboard displays, which can potentially be reused.

To raise awareness of sustainability options for our customers, we've introduced our Circular Design Principles and Metrics. These tools empower our designers to create POS responsibly. To assess available options, we also utilise POPAI Sustain® in two ways: by comparing designs and creating benchmark data for different materials. This approach allows us to track our progress against our For Now & Next sustainability commitments, ensuring that we deliver products that meet performance needs while minimising material usage.

Contact Details

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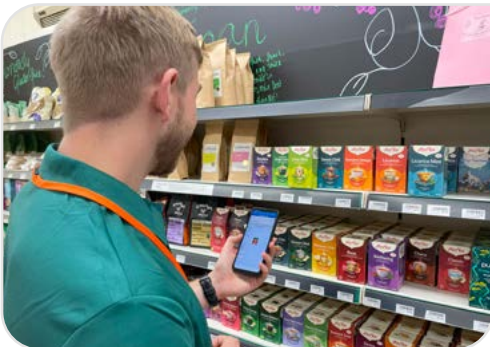
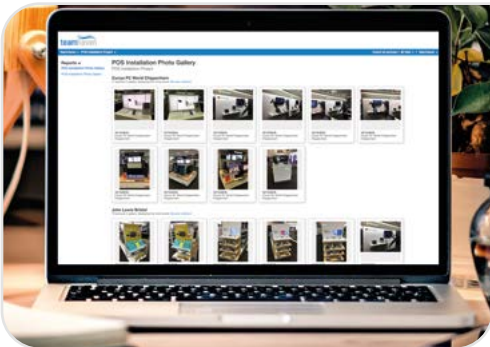
e-mail: dssrm.mi@dssmith.com

website: [DS Smith – Packaging, Paper, Recycling](#)



Empowering Sustainable Practices

Streamline Merchandising and Product Lifecycle Management for a Greener Future



We are all aware of the crucial role that sustainable practices play in managing product lifecycles, merchandising, and in-store displays. Many companies know what needs to be done but struggle with where to begin.

The key to bridging the gap between developing a sustainability strategy and putting it into action lies in having the right tools.

TeamHaven is a proven, cost-effective solution used in over 72 countries by brands, retail agencies, POS installers, and manufacturers to manage merchandising and product lifecycles.

Our all-in-one online portal and mobile app simplify the process of coordinating and reporting on retail campaigns and product lifecycles, eliminating headaches and reducing waste.

With TeamHaven, you can manage projects from a central location and use the mobile app to brief field teams, ensuring the right activities are completed in the right locations at the right times.

Here are some ways TeamHaven empowers companies to create sustainable practices:

- Conduct store audits before implementation to ensure displays fit properly and avoid sending assets to stores that can't accommodate them.
- Audit and organise the replacement of damaged display parts instead of replacing the entire display.
- Provide evidence of correctly set up displays and coordinate restocking efficiently to create maximum impact in-store.

Let TeamHaven help you take your sustainability strategy from concept to reality.

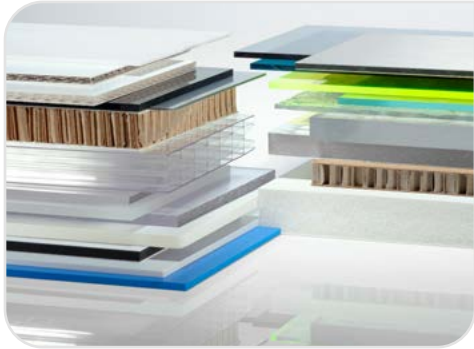
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3A Composites – Together. Responsible.

EcoVadis factory ratings, LCA status of our brands and recycling concepts

At 3A Composites Display Europe, panels and sheets are at the very heart of our business, and we really have something for everyone: ranging from aluminium or plastic to paper. Our market segment comprises all products used in digital and screen printing, exhibition stand building, shop design and shop window decoration, interior design, photo mounting, for signage, POS/POP displays and furniture construction and many more.

Sustainability is at the heart of our mission and the EcoVadis rating plays a vital role in our journey towards greater environmental and social responsibility. Our aim is that all sites will be rated within 2024.

Together with the specialists from Ecochain we carried out a comprehensive life cycle assessment using the Ecochain Helix software. The project to date has covered assessments of our main products. The global warming potential (GWP) results recorded by the LCAs will be included in our updated FIVE-DOT-MISSION product rating.

In addition to pre-consumer recycling, which is practised at our sites, we are committed to establishing and achieving a closed loop system for our products after the end-of-life phase. Please contact us for more details on these loops, we welcome dialogue with our end customers and fabricators.

Scan the QR Code and step into our virtual supermarket. Explore how our brands can be used in your stores.

www.display.3AComposites.com

POP AI Awards

A showcase for those dedicated to achieving excellence in-store. The POPAI Awards are the ultimate symbol of creativity, innovation and best practice – a hallmark of excellence that provides the benchmark for success and the catalyst for continuous improvement.

Discover the POPAI Award Sustainability winners from 2023 on the following pages.



GOLD AWARD Temporary Display



KGK Genix

Van Hage Gingerbread House

Van Hage



What our judges say:

A stand-out display with an eco-focus designed and structured with sustainable materials. Can be repurposed for future campaigns and at the end of life can be 100% recycled by store staff.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

Van Hage were looking to create a standout in-store seasonal campaign that was as sustainable as possible. The retailer has a strong eco-focus and actively measures and offsets their carbon footprint, supported by a carbon reduction plan. They had never planned an immersive experience or installed an activation at this scale before, so wasn't sure where to start or how to creatively develop their idea using only sustainable materials. They needed to work with a supplier that was on a similar environmental journey to their own, to be confident that their sustainable objectives of the brief would be met.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

To ensure the activation was 100% sustainable and without the need for glue and/or tape, our design team challenged the status quo on temporary display manufacturing and assembly by creating a slot-together method of construction. We also tested the construction during the design stage to ensure overall strength and durability.

Q3. What materials were used and how the production process help reduce the environmental impact?

We used 72 sheets of sustainably sourced 1.6x3.2mm 16mm reboard with recycled core, printed on our EFI Vutek H5 which offers the highest-quality print and uses 75% less electricity than older machinery. Cut on our Zund

X3200. All associated carbon emissions within scopes 1 & 2 were measured and offset.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

The slot-together design of the display ensured that no part of the display would end up in landfill. We did this by adapting the physical structure so that no hard fixings were required, but the finished structure was robust enough to withstand customer activity and a busy retail environment.

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

This was a local partnership, with our production site where the display was produced within 8 miles of the Van Hage garden centre. Installation was completed out of opening hours in 1 night, whilst the merchandising teams were replenishing retail stock, therefore no additional power was required.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The display was designed and structured with longevity in mind, so can be repurposed for future seasonal campaigns at other Van Hage garden centres. When the time comes for disposal, the display can be 100% recycled by store staff, using cardboard waste channels that are available direct from the store.

SILVER AWARD Temporary Display



Quagga Design

Primark Cares

Primark



What our judges say:

The design was visually impactful and disrupted the customer journey. Educated customers to understand the work Primark have and are still doing on reducing fashion waste.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

This was a direct client brief. The brief was to fundamentally educate & support the narrative behind Primark Cares 'How Change looks.' Providing theatre for customers in a simple & easily understood format that resonates with them. Creating a possible social moment instore for customers but also for social filming across Primark channels. The Primark Cares brand story needed to be conveyed across the space to build emotive engagement with consumers, whilst considering every touchpoint as an opportunity to tell a story and work out the hierarchy in which these sits.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

It was important the design principles were faithful to the message. It required a durable solution with the ability to breakdown into sections for ease of transportation, installation, and ease of re location. Pop-up in solution utilising sustainable materials which could be readily dismantled, re installed and ultimately repurposed.

Q3. What materials were used and how the production process help reduce the environmental impact?

FSC timber, steel, green cast acrylics, recycled fabrics and printed card were chosen for the design. All connecting items were bolted, with all wrapped items being stitched not glued to allow end of life strip down for recycling or re purposing. Illumination was connected to the store timed lighting system.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

Our manufacturing partners, MG Joinery utilise solar energy within their manufacturing processes. Their 136 solar panels can generate 68 kilowatts of capacity. No chemicals were required as no bonding agents were specified in the build. All components were mechanically fixed. The design also ensured optimum sheet yield.

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

The kit of parts needed to be engineered so they could be broken down and transported via the Primark delivery infrastructure, so no additional CO2 emissions were used. Partnering with a local print supplier also ensured we didn't courier POS out of country. No additional power was required when installing.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The end life plan is to breakdown to recycle or repurpose. Whether to re purpose in another store or repurpose the materials to make other items. [Quagga] on behalf of Primark are responsible for the end-of-life. We have already broken down and fully recycled one of the heart outposts.

BRONZE AWARD Temporary Display



Paragon Customer Communications

SPK with NaviLens

Kellogg's



What our judges say:

Units were re-engineered and rationalised to ensure waste was kept to a minimum, and FSDUs were specifically designed from mono material without the need for additional fixings, to increase recyclability.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

Kelloggs are working towards 100 percent reusable, recyclable or compostable packaging by the end of 2025. The Kelloggs Central POS Team have similarly been looking at how [Paragon] can support and make sustainable changes across the full point of sale suite. [Paragon] have worked toward rationalising and standardising Kelloggs POS items. In doing this we have reduced the number of units we offer but fully optimised them, reducing unnecessary weight and reviewing the materials we use. For the SPK campaign we closely reviewed the units produced focusing on sustainability and end of life scenarios.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

The POS was assessed against Sustain[®] tool. We removed fixings, found alternative solutions and reengineered the unit to be mono material for improved recyclability as it is much easier to recycle. When designing the units we also ensured that we were fully optimising the flat sheets, keeping waste to a minimum.

Q3. What materials were used and how the production process help reduce the environmental impact?

The budget and promotion length dictated cardboard was the most viable material. We used 100% recyclable EB Flute. We chose this for its recycled and recyclable properties. The units were produced digitally and die cut. Producing the units digitally ensured that we were only producing the exact amount of units required. The digital machines used use UV curable inks that are non-solvent based. As a carbon balanced printer our supplier operates in a

sustainable manner, using renewable resources where possible. Materials were sourced locally to reduce carbon footprint.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

Rationalising and re engineering the units has ensured that we are keeping waste to an absolute minimum. We ensured that material was purchased at the optimum size to reduce wastage, any waste we did have was recycled and returned as new board. We printed direct to substrate which eliminated the need for mounting, thus improving and streamlining the process. We also balance the card we use for our POS through a Carbon Balancing Scheme

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

All units for the campaign were designed to be installed in store independently by field sales representatives in under 5 minutes. FSDUs were specifically designed from mono material, the shelves can be slotted into place without the need for additional fixings and displayed clear recyclability on the labelling.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

As the units are mono material and plastic free they are designed to be recycled. Ultimately, the Kelloggs field sales team are responsible for erecting and disposing of the POSM in store in cooperation with the retailers and their store recycling guidelines.

GOLD AWARD Permanent Display



KGK Genix

Sustainable Permanent Retail Display

ASICS



What our judges say:

A really beautiful display that is so well designed with a complete focus on sustainability. They demonstrated complete end-to-end thought leadership and we need to continue to see this from all manufacturers.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

Supporting ASICS's goal to be carbon neutral by 2050, we were tasked to come up with a reusable permanent display solution that was to be their most sustainable yet. The display would be reused for all future trade campaigns, so would be frequently redressed and repurposed. The display also needed to be flexible in format activation, so that it could be rolled out across the ASICS estate and be suitable for different sized stores.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

All materials were researched and evaluated on their sustainability credentials (including carbon offsetting manufacture and transportation), then tested and evaluated on robustness, longevity, and overall recyclability. Together this created a sustainable shortlist of materials that we could use to create a permanent retail display activation.

Q3. What materials were used and how the production process help reduce the environmental impact?

All materials were recyclable, including 100% recycled polyester fabrics, green cast acrylic which is made from recycled material, PVC-free stickers with water-based adhesive, FSC papers and fibre-based wood-pulp boards. Printed on our H5, which requires 75% less power than older machinery and UV cured, ensuring no harmful gases are produced.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

The display challenged the status-quo of existing permanent retail display, creating the most sustainable display solution for ASICS that can be used in different formats across all their stores. This unique kit-of-parts boasts no associated carbon footprint and prevents all future trade marketing campaigns from ending up in landfill.

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

This unique design empowers store staff to activate new in-store campaigns easily, using interchangeable graphics that can be sent in small packages direct to store, reducing the overall carbon footprint. Elements can be easily moved via castors, ensuring displays are always visually captivating to shoppers, but remain within sustainability parameters.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

The display was designed for longevity, so will be reused for ASICS's trade campaigns for years to come. At end-of-life the display can be 100% recycled using the channels available direct from the store, or by returning to us for processing via our waste partners.

SILVER AWARD Permanent Display



arken POP International

BH Cosmetics Launch in Superdrug

Revolution Beauty



What our judges say:

Great proactive decision to repurpose a display with sustainable materials and graphics without removing it from store. A perfect example of how you can apply smart thinking behind re-using existing kit to produce a new solution.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

- Launch of BH Cosmetics in Superdrug stores in UK and Ireland using a recycled/ repurposed display in store (previously belonging to a delisted brand).
- We recycled and re-utilised an existing fixture with sustainable materials and graphics without removing it from store, saving on transport and emissions. Giving the recycled fixture a second lease of life for a new brand.
- Display was updated with sustainable card trays and bold updatable graphics all FSC sourced, made of recycled content and fully recyclable.
- A sustainable quick to market solution, implemented in-store.
- Display features a QR code to inform on recycling at display end-of-life.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

- The display was processed through our internal Sustainability Matrix covering design, materials, processes, recyclability, delivery and installation and display end-of-life.
- Design meant no changes to the original metalwork skeleton – existing fixture was completely reused.
- Elements added were card tray inserts and graphics, all recyclable and easy to implement in-store.

Q3. What materials were used and how the production process help reduce the environmental impact?

- Recyclable FSC card/paper, our engineers set up print to reduce material wastage.
- Materials were sourced within 50 miles to our production facilities reducing carbon footprint.
- Elements are lightweight and could be flat

packed for ease of delivery to ensure less vehicles used, therefore reducing carbon footprint.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced waste/waste treatment and improved process control?

- A vigorous design, QC and prototype process, eliminated any need for amends, thus no impact on utility consumption.
- All production done in the day, using natural lighting and no night work overtime carried out, therefore no incremental electricity consumption.
- Repurposed display unit updated in-store meant only manufacturing of printed components. Original display skeleton redressed and rebranded in store reusing 90% off the existing fixture.

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

- Flat pack delivery, compact, minimal and lightweight. Able to get high level of installs done in day due to compact packaging sizes and ability for merchandisers to place high volumes in their vehicles and quick implementation.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

- Already in its 2nd incarnation the recycled/repurposed unit is hardwearing and built for longevity, supported by its ease of updateability in-store.
- At end-of-life the whole display inc structure is 100% recyclable and includes a unique QR code to assist with dismantling the display into the correct recycling streams.

SILVER AWARD Permanent Display



arken POP International

Superdrug Cosmetics Rebalance

Superdrug



What our judges say:

Created a new display solution that reduced metal parts by 75% and the need to ship 1,600 displays across stores. A neat solution to reduce materials and total processes.

Q1. What was the sustainability rationale behind the project? (for example, was it as a result of a direct client brief, a challenge back to the client, or external input?)

We proposed a dual approach to uplifting and redesigning the Superdrug Cosmetics Aisle. A retrofit header design to update existing cosmetics fixture, extending the lifespan of the cosmetics carcasses that have already existed instore for 10 years. This approach prevented the need for over 16000 new carcasses across Superdrug stores. Where new carcasses were required (category expansion instore or additional brands) we successfully reduced the materials required for manufacture versus the original carcass design. Metal parts were reduced by 75% across all carcass sizes, reducing the overall weight of the carcass by 34% compared to the original carcass design.

Q2. What were the practices employed in the design stage of the project that reduced the environmental impact of the display?

At the beginning of the project we engaged our design/development teams to reduce the environmental impact of the 10 year old historic carcass design (a previous POPAI Sustainability winner) alongside creating an Fixture of the Future (FOF) update kit to elevate the instore experience of existing carcasses.

Q3. What materials were used and how the production process help reduce the environmental impact?

The retrofit Fixture of the Future Header installed in store to existing carcasses removes the need for 16000 new cosmetics carcasses. The installation of the aluminium header frame updates the existing fixture creating an exciting new cosmetics environment in the Superdrug cosmetics aisle. For any new carcasses (new brands and new stores) we successfully reduced metal usage by 74% reducing the weight of the carcass by 34% in total compared to the original carcass design in store. Materials chosen are built for longevity, durable and facilitated weight reduction,

reducing transport and easing installation. Materials included Aluminum, Steel, responsibly sourced MDF, energy efficient LEDs and ABS.

Q4. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

The project was processed through our internal Sustainability Design Matrix covering design, materials, processes, recyclability, delivery and installation and display end-of-life to ensure sustainability and environmental decision making. The new carcass design reduced metal material usage by 74%, reducing weight by 34% across all new carcass sizes. Retrofit FOF Header design facilitated the reuse of existing carcasses in store – removing the need for 16000 new carcasses throughout the Superdrug Estate. Engineering and design assured sheet metals were fully utilised minimising waste. Our manufacturing site sends zero waste to landfill – all waste is recycled or reused.

Q5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

In removing the need for 16000 new carcasses we reduced the transport requirements. Retrofit headers were designed and packaged to stack maximising transport efficiencies. Our logistics team and software ensured that transport of new carcasses and retrofit headers was maximized sending only full load vehicles.

Q6. What is the end-of-life plan for the unit and who is responsible for the end-of-life?

Our design facilitated the reuse of an existing 10 year old cosmetics carcass. The new carcass and header considered end-of-life from design stage, they contain minimal materials and are easy to dismantle in situ. The display features a unique QR code to facilitate recycling at display end-of-life.

Compliance & Sustainability Report

Published by POPAI UK & Ireland

Sponsored by



Compliance has often been a tricky concept to pin down in the retail industry. Navigating between different brands, retailers, display types, installation methods and assembly teams means that those responsible for compliance and the resources at their disposal for achieving it vary significantly.

In this report, we have looked more closely at what compliance means to brands and retailers. We have also explored how this is approached differently for temporary and permanent display and how compliance is measured and audited – if at all.

Following on from our previous reports into recycling of temporary and permanent displays, we turn our attention to whether sustainability could have a positive impact on compliance levels, helping to reduce waste and streamline processes.

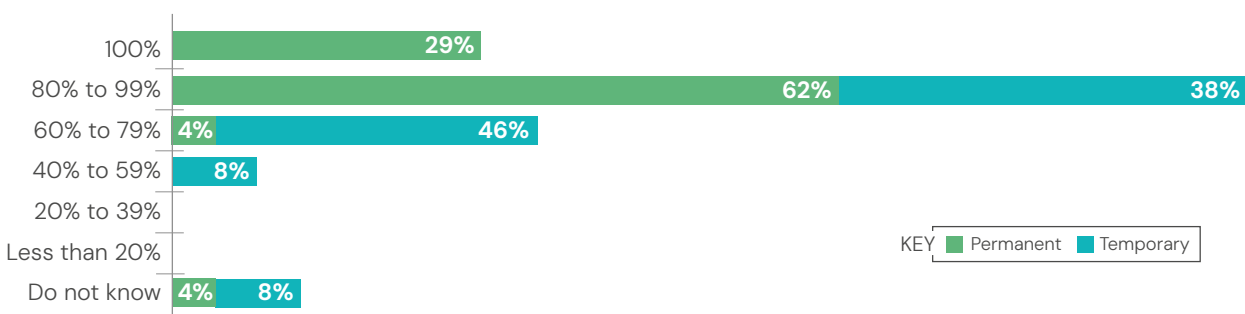
We spoke to key stakeholders from the retail industry to find out their opinions and to gather factual information about their assembly, installation, auditing and compliance methods. We also drew on previous POPAI research to discover more about where we were, and where we are now as an industry.

What is compliance?

1. Delivering to the correct stores and being placed on the shop floor.
2. Placing in the store on time.
3. Remaining in store for the agreed duration.
4. Placing in the correct location in-store.
5. Assembling the display correctly with no missing elements.
6. Making sure display is fully stocked.
7. Checking any interactive, digital or mechanical elements are fully functional.

Download the report now:
popai.co.uk/sustainability

Percentage placement success rate for **temporary** and **permanent** displays





Sustainability Content Hub

All the latest data, insights and knowledge related to sustainability and collated by POPAI

Presentations

POPAI UK & Ireland host a number of events a year that feature presentations related to sustainability presented by brands, retailers and agencies.

L'ORÉAL

Kellogg's

PRIMARK®

P&G

POPAI Reports

POPAI UK & Ireland publish a number insights and reports relating to sustainability each year. Some of our latest include:



POPAI Awards: Sustainability Winners

The Sustainability POPAI Award is a hallmark of excellence and in this gallery, you can view the case studies of all bronze, silver and gold Award-winning sustainability entries since 2013.



Other Documents & Useful Links

POPAI has collated a number of useful reports and third-party websites that are useful to those interested in sustainability within the retail sector.

Explore the POPAI Sustainability Content Hub: popai.co.uk/sustainability

POPai Sustainability Services

Recognising the global focus on sustainability

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

Sustainability Standard

Framework for environmental excellence

Sustainability Standard from POPai

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.

Sustain

Global eco-design indicator tool

Sustain® the global eco-design indicator tool

Measures 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.

Results include the **Sustain®** tool score, that is then split into 6 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 retailers and brands.

EcoSupport

Services for retailers and brands

EcoSupport

A tiered service for retailers and brands offering varied levels of support for your sustainability journey. From fundamental support, through to full bespoke service covering all your sustainability needs.

There are three levels of support. **Bronze** and **Silver** are a fixed annual cost, **Gold** is bespoke depending on your requirements.



POPai Sustainability Consultancy

Recognising the need for support across the industry POPai now provides a range of consultancy services in sustainability. Including sustainability audits in store, sustainable design criteria, metrics and analysis of environment performance and advice on procedures and practices, for both clients and suppliers.



Global eco-design indicator tool

Sustain[®] is a sustainability calculator developed by POPAI. It works to Life Cycle Assessment (LCA) principles, using globally verified 3rd party data. Sustain[®] provides environmental impact measurements for – CO₂e, embodied Water, Circularity, Recycled Content and End of Life.

Brands, retailers, and shoppers are becoming increasingly aware of the importance of measuring and addressing this environmental impact. Sustain[®] is currently used in 38 countries and is providing essential support to leading brand and retailers globally, when looking at their environmental impact of displays and other items.

Why use the Sustain[®] tool?

Sustain[®] is an indicator tool that works to Life Cycle Assessment (LCA) principles. It measures the environmental impact of the design supply chain, materials and processes, and end of life. It is recommended by leading brands and retailers.

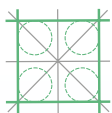
- Allows you to be consistent with your methodology for defining environmental impacts.
- Provides and reporting framework to clients to support their own environmental targets.
- Enables you to benchmark different iterations of the same items or comparisons with past or future versions.
- Sustain[®] is easy to use, intuitive and relevant.
- Sustain[®] identifies specific aspects of a project with the highest environmental impact and provides general recommendations for improvements.

Sustain[®] tool scope

The Sustain[®] tool generates scores for specific aspects of a project, identifying areas with the highest environmental impact and opportunities for improvements. It also measures carbon and water footprints, the amount of recycled material in a display, and end of life destinations.



“The Sustain[®] tool has helped us identify what good looks like in terms of the environmental impact of the units that brands are sending into our stores. It’s simple to use and we have already seen that it is beginning to change the thinking that goes into the designs of units.” – Instore Marketing Operations, Boots



Design

Measures environmental impact in materials and components used, analysing the complexity of the design's environmental impact.



Supply chain logistics

Measuring the weight and distance of each component, to understand the environmental impact of the supply chain logistics.



Materials, processes & packaging

Calculates the environmental impact by measuring recycled content, renewability, and recyclability in each component.



Delivery logistics

Analyses the efficiency of the logistics between supplier and customer, by measuring both distances and optimisation of vehicle load.



Recycled content

Measures and calculates, by percentage, the weight of both display and packaging materials.



End of life

Disassembly, recyclability, reusability and disposal, incineration and landfill.

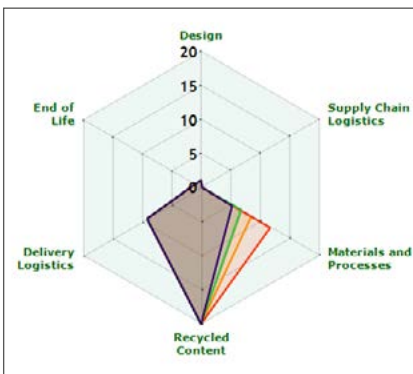


“The Sustain® tool is an essential part of Procter and Gamble’s commitment to reducing its impact on the environment. For outsourced print jobs it allows us to measure our environmental impact from display/POS and associated packaging and transport, relating to Co₂e, water, recycled content and planned end of life and other metrics.” – Global Display Director, Procter & Gamble

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.

Sustain® Version Score	37.877	37.966	39.676	42.916	37.876	36.436
Unique Reference	V5130615130648	V5130615130705	V5130615130945	V5130615131034	V5130615131091	V5130615131158
Sustain® Elements	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Design	1.000	1.000	1.000	1.000	1.000	1.000
Supply Chain Logistics	0.002	0.001	0.001	0.001	0.001	0.001
Materials and Processes	6.660	6.750	8.460	11.700	6.660	5.220
Recycled Content	20.000	20.000	20.000	20.000	20.000	20.000
Delivery Logistics	9.215	9.215	9.215	9.215	9.215	9.215
End of Life	1.000	1.000	1.000	1.000	1.000	1.000
Circularity	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Materials circularity (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Carbon Footprint	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Expected life of display (weeks)	1.000	1.000	1.000	1.000	1.000	1.000
Life cycle carbon (CO ₂ e), per display (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Total life cycle carbon (CO ₂ e), display, Total version quantity (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Display Carbon	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Carbon embedded (CO ₂ e), per display (kg)	1.797	0.857	2.613	100.760	1.189	0.917
Carbon (CO ₂ e) from transport, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Carbon (CO ₂ e) from electricity use, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Disposal of Display	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Amount of material recycled (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material landfilled (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material incinerated (% by weight)	0.000	0.000	0.000	0.000	0.000	0.000
Amount of material reused (% by weight)	100.000	100.000	100.000	100.000	100.000	100.000
Total carbon (CO ₂ e) from disposal, per display (kg)	0.000	0.000	0.000	0.000	0.000	0.000
Water Footprint of Materials	Version 1	Version 2	Version 3	Version 4	Version 5	Version 6
Water embodied in display materials (litres)	19.680	168.042	188.600	6,591.100	186.010	197.770
Water embodied in display materials (litres), Total version quantity.	19.680	168.042	188.600	6,591.100	186.010	197.770

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 in total	10+ countries
POPAI Members	£1099	£2198	£2858	£660 each	POA
Non-Members	£1499	£2998	£3898	£900 each	POA

[Discover more popai.co.uk/sustainability](https://www.popai.co.uk/sustainability)



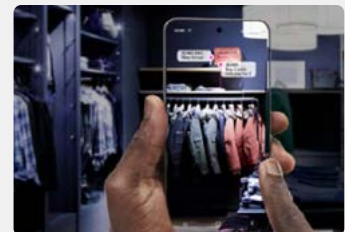
Global eco-design indicator tool

The Sustain® tool, powered by POPAI, is an indicator tool that measures the environmental impact of P-O-P from design to end of life.

It is trusted globally by more than 100 companies, with over 50 million displays produced for 450 brands.

Keep reading to find out how it has benefited brands, retailers and agencies to measure the environmental performance of their retail displays and point of sale.

point.
delivering value



How Point Group has used Sustain® to benefit its clients

Point Group is a marketing and procurement business established in South Africa in 2006. Over the past 17 years it has expanded into the Middle East and African regions and now operates across 26 countries with key clients including some of the largest FMCG companies.

"Sustain® provides us with a tool to measure and provide insights to our clients, to assist in the process of driving positive change"

Point Group has been using Sustain® since 2020 as a tool to measure and provide insights to their clients that assists in driving positive change.

Read the full case study to find out more.



How DS Smith has used Sustain® to elevate their POS sustainability credentials

Over the past 5 years, DS Smith has used Sustain® as a key part of its sustainability journey. At the beginning, it was used to compare the differences between display components and different board materials and later used to help reduce plastic within displays.

"Sustain® gives us a way to measure our products and elevates our POS sustainability credentials."

Today, Sustain® data is used within their own sustainability tool providing clients with valuable insights and is supporting the adoption of new innovative materials made from alternative fibres.

Read the full case study to find out more.



Sustainability Standard ✓

Framework for environmental excellence

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.

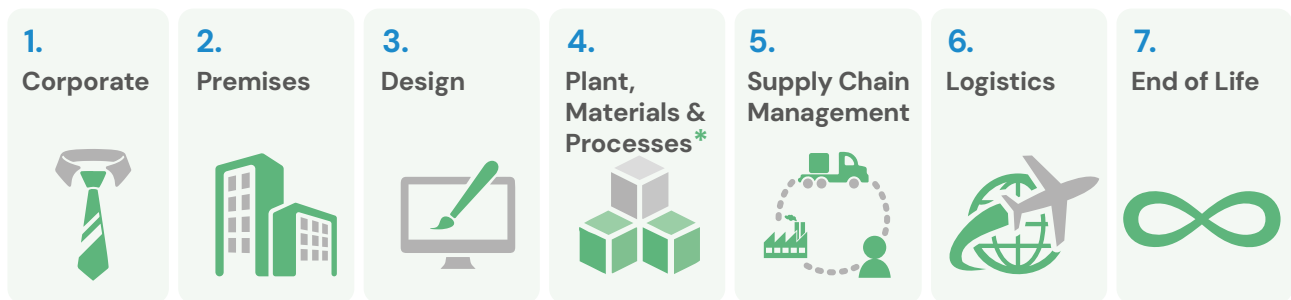
Based on a 7-stage process, the Sustainability Standard helps organisations understand how they may develop their internal systems and processes, how they may design displays in a more sustainable manner, and how to work with their value chain to improve their performance.

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.



"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. Furthermore, the Standard helps us to identify where we can improve on sustainability efforts and continue to provide high-quality retail and brand experiences with sustainability at the forefront." – COO at N2O

The 7 stages of the Sustainability Standard



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

Why become 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 an environmental 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.

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.

What are the benefits to my company?



- An industry relevant framework for environmental and sustainable development.
- Internal understanding of both your commitment and how it will be achieved.
- Public recognition of your commitment to a better future for the planet.

array
WILLSON
& BROWN

“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.” – Client Sustainability Lead EMEA

What does it cost?

	Annual licence
POPai Members	£749
Non-Members	£1199

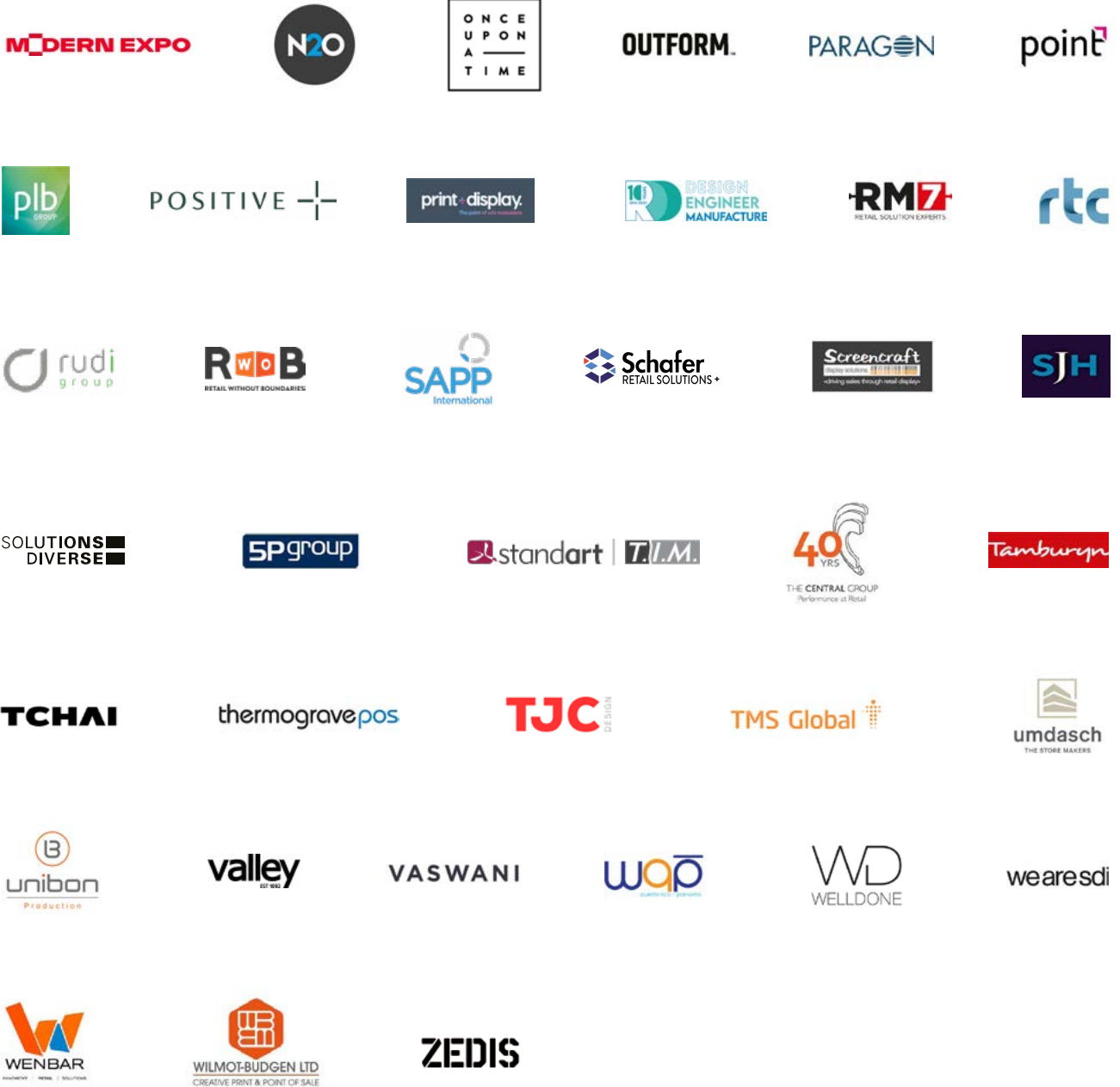
[Discover more popai.co.uk/sustainability](https://www.popai.co.uk/sustainability)



Accurate as of 31st May 2024.



Licence Holders



Accurate as of 31st May 2024.

Companies working towards or achieved The Sustainability Standard from POPAI

Accredited

arken
creators of award winning p-op

array
WILLSON
& BROWN

 DS
Smith

hh global®


Metalfacture®



 **Schafer**
RETAIL SOLUTIONS +

SEL Shop
Equipment
Limited

tag.

Working Towards

iSi
GLOBAL

man

SOLUTIONS
DIVERSE


DELTA GROUP
EMPOWERING IMAGINATION



Sustainability Training

Navigating the ever-evolving landscape of sustainability in retail can be complex, but our training courses are tailor-made for professionals in the retail display industry.

Our training courses and workshops are designed to bridge knowledge gaps, provide you with valuable practical insights, and equip you to remain at the forefront of sustainability developments.

Sustainability Essentials for P-O-P & Print

A half-day, introductory session exploring sustainability within P-O-P and print led by industry experts. This introductory workshop is ideal for new starters in the industry or those taking their first steps into the world of sustainable retail display and point of sale.

Price: £195 (members) / £295 (non-members)

Sustainability Masterclass

An engaging one-day workshop to explore in-depth the key aspects of sustainability within the context of P-O-P, print and retail display.

Gain the knowledge and insights needed to navigate the complex world of sustainability, empowering you to make a positive impact, differentiate your projects, and meet the expectations of an increasingly environmentally conscious world.

Topics covered include sustainability perceptions, the evolving landscape, shopper attitudes, legislation, greenwashing, measurement, the 6 key principles of sustainable P-O-P and print.

Price: £395 (members) / £495 (non-members)

Bespoke In-house Training

A tailor-made offering for your in-house team delivered on your premises to upskill and inspire your team in everything sustainability.

Full & half-day courses can be delivered and designed to meet your exact needs.



Find out more about our training courses:

www.popai.co.uk/training |  **+44 (0)1455 613 651** |  **sustainability@popai.co.uk**



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