

A sustainable future in-store

The Green debate is no longer an emerging issue. But whilst there is clearly a desire by many to be 'Greener', there is undoubtedly a need to raise awareness of key sustainability issues, both from a retailer, brand and supplier perspective.

It's a global challenge, but one which offers significant opportunities for knowledge-sharing to deliver meaningful solutions. Led by chair Michael Farley – who gave a keynote sustainability presentation at this year's In-Store Show – detailed work is already being undertaken by POPAI Australia & New Zealand, in partnership with Deloitte. This has led to the creation of a Sustainability Committee, with over 50 top brands involved.

POPAI's UK Technical Working Group is equally committed to sustainable development across the entire PoP lifecycle, with a view to developing self-imposed KPIs over the next 18 months. Members at POPAI's July meeting will be invited to sign up to reducing their environmental impact, and receive an outline Environmental Best Practice Guide, developed in conjunction with Envirowise, aimed at giving essential advice on 'green' purchasing, materials and recycling. Plans are also underway for conducting educational sessions, and the launch of an environmental Kitemark for the industry.

● Martin Kingdon, Director General, POPAI UK & Ireland welcomes your views. Contact martin@popai.co.uk or info@popai.co.uk, visit www.popai.com or contact the POPAI office on 01455 554848.

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