



ENVIRONMENT POLICY

POP AI Australia & New Zealand is committed to sustainable development within the Marketing at Retail Industry which will promote good environmental practices thereby reducing pollution and landfill.

POP AI Australia & New Zealand intends to identify successful and cost-effective practices within the Point of Purchase (POP) industry in order to expand and improve upon those activities and encourage all members to adopt similar practices.

In Australia we are aware that sustainability is an emerging issue with the lack of water, energy and other resources having a profound effect on the way our members approach their businesses. It has a great impact on the way they source materials, develop manufacturing and packaging processes, and deliver their products. This document marks a starting point for our industry to assist us in developing responses to this important issue jointly with our members. It is important that we know how our members are handling this issue.

This initiative will provide industry decision-makers with insight and strategies to improve their environmental performance to meet the consumer demand for more environmentally responsible products. It is also a good opportunity for business innovation and better design to use less resources, recyclable materials and lower costs, resulting in a more competitive solution.

A sustainable point of purchase display will be defined as one that can be produced, distributed, used and recovered with the minimum of environmental impact.

POP AI Australia & New Zealand wants to take the lead in the point of purchase advertising industry by adopting new environmentally sound practices and convincing our members to follow. We are aware that it will be difficult to implement change and reach targets but see this initiative as an ongoing project which will govern all decisions, choices and practices undertaken by POP AI Australia & New Zealand.

To achieve these aims POPAI Australia & New Zealand proposes to undertake the following activities:

- Form a “Sustainable Committee” with committee members being selected based on their sustainability experience
- Encourage its members to adopt good environmental practices;
- Identify environmental risks within the industry and suggest guidelines to reduce pollution;
- Promote the responsible use of natural resources, water and power in order to minimise the environmental impacts of members’ manufacturing and transport processes;
- Promote recycling and the use of sustainable resources wherever feasible within the industry;
- Set objectives and implement plans to monitor environmental performances of its members;
- Continually strive to improve members’ environmental practices through training, educational seminars and gaining access to research;
- Initiate a competition within educational institutions for design students to produce the most sustainable point of purchase displays; and
- Regularly monitor and report on the positive environmental performance of its members.

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Chairman – Sustainability Committee

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