

Governance

Presented by:

David Evans

Managing Director, SPOS

Chair POPAI Sustainability Committee

POPAI Governance Committee Team Leader

"We are living on this planet as if we had another one to go to"

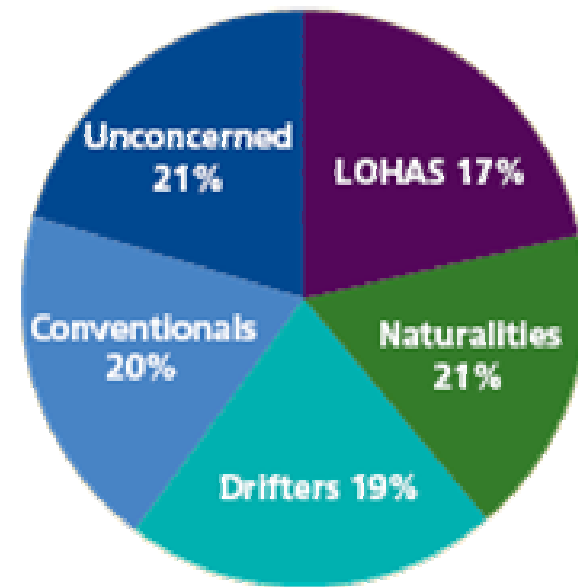


**“We must continue to
change to stay ahead”**



So What do consumers think?

- **LOHAS:** 'Green buyers', dedicated to environment
- **Naturalites:** Natural/organic consumers with strong preference for healthy food/beverage products
- **Drifters:** Have good intentions, but other factors (price, trends) influence purchase decisions
- **Conventionals:** Do not have green attitudes but practice environmental behaviors such as recycling



THE PLAN

POPAI Australia and New Zealand will identify **successful and cost-effective** sustainable practices within the point of Purchase (POP) industry in order to expand and improve those activities and encourage all members to adopt similar practices

THE BACKGROUND

We had realised that the leading retailers had already begun the journey to improve their stores sustainability

We realised that our industry needed to respond with a **collective approach to benefit all the stakeholders**

THE VISION

This initiative will provide industry decision makers with insight and strategies to improve their sustainability and environmental performance to meet the consumer demand for more environmentally responsible products

A single green puzzle piece is centered on a white background. The piece is rectangular with a tab on the right side and a blank on the bottom side. The word "Governance" is written in white, bold, sans-serif font in the center of the piece.

Governance



Governance

Research



Governance

Research

**Tool
Development**



Governance

Research

**Tool
Development**

**Marketing and
Communications**

Outcomes

Encourage POPAI's members to adopt good environmental practices



Outcomes

Encourage POPAI's members to adopt good environmental practices

Identify environmental risks opportunities within the industry and suggest guidelines to reduce pollution



Outcomes

Encourage POPAI's members to adopt good environmental practices

Identify environmental risks opportunities within the industry and suggest guidelines to reduce pollution



Promote the responsible use of resources, water and power to minimise the environmental impacts of members' manufacturing and transport processes

Outcomes

Promote/educate recycling and the use of sustainable resources wherever feasible within the industry



Outcomes

Promote/educate recycling and the use of sustainable resources wherever feasible within the industry

Set objectives and implement plans to monitor environmental performance of its members



Outcomes

Promote/educate recycling and the use of sustainable resources wherever feasible within the industry

Set objectives and implement plans to monitor environmental performance of its members

Continually strive to improve members' environmental practices through training, educational seminars and gaining access to research



Outcomes

Initiate a competition within educational institutions for design students to produce the most sustainable POP displays



Outcomes

Initiate a competition within educational institutions for design students to produce the most sustainable POP displays

Report on the environmental performance of its members



Progress to date

- **Formed project steering committee**
- **Working globally with POPAI network**
- **Website now contains sustainability material – updated regularly**
- **Developed awards for environmental performance – commencing this year**
- **Developed an industry newsletter**
- **Conducting an industry survey**