

The Future's So Bright Green Sustainability Conference

POPAI
THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND

POP AI Sustainability Committee

Debbie Schubert & David Evans



PEPSICO
AUSTRALIA



creative merchandising ideas



POPAI

SUSTAINABILITY

POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

A U S T R A L I A & N E W Z E A L A N D



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Sustainability in Retail

The Future is so **Bright
Green**

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“Consumers and communities
reward companies that
are concerned and responsible.”

“Caring for Our
Communities
and Our
Planet”



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Guidelines for Tackling Sustainability



Australian Government
**Department of the Environment,
Water, Heritage and the Arts**

Deloitte.

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STEP 2: Link Sustainability Stakeholders

Government



Australian Government
Department of the Environment,
Water, Heritage and the Arts

Brands



Retailers



Woolworths
the fresh food people



Educators
– Universities



Governance
Influences

Deloitte.



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STEP 3: Set-up Teams



Governance

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STEP 3: Set-up Teams



Governance

Research

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STEP 3: Set-up Teams

Governance

Research

**Tool
Development**

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STEP 3: Set-up Teams

Governance

Research

**Tool
Development**

**Marketing and
Communications**



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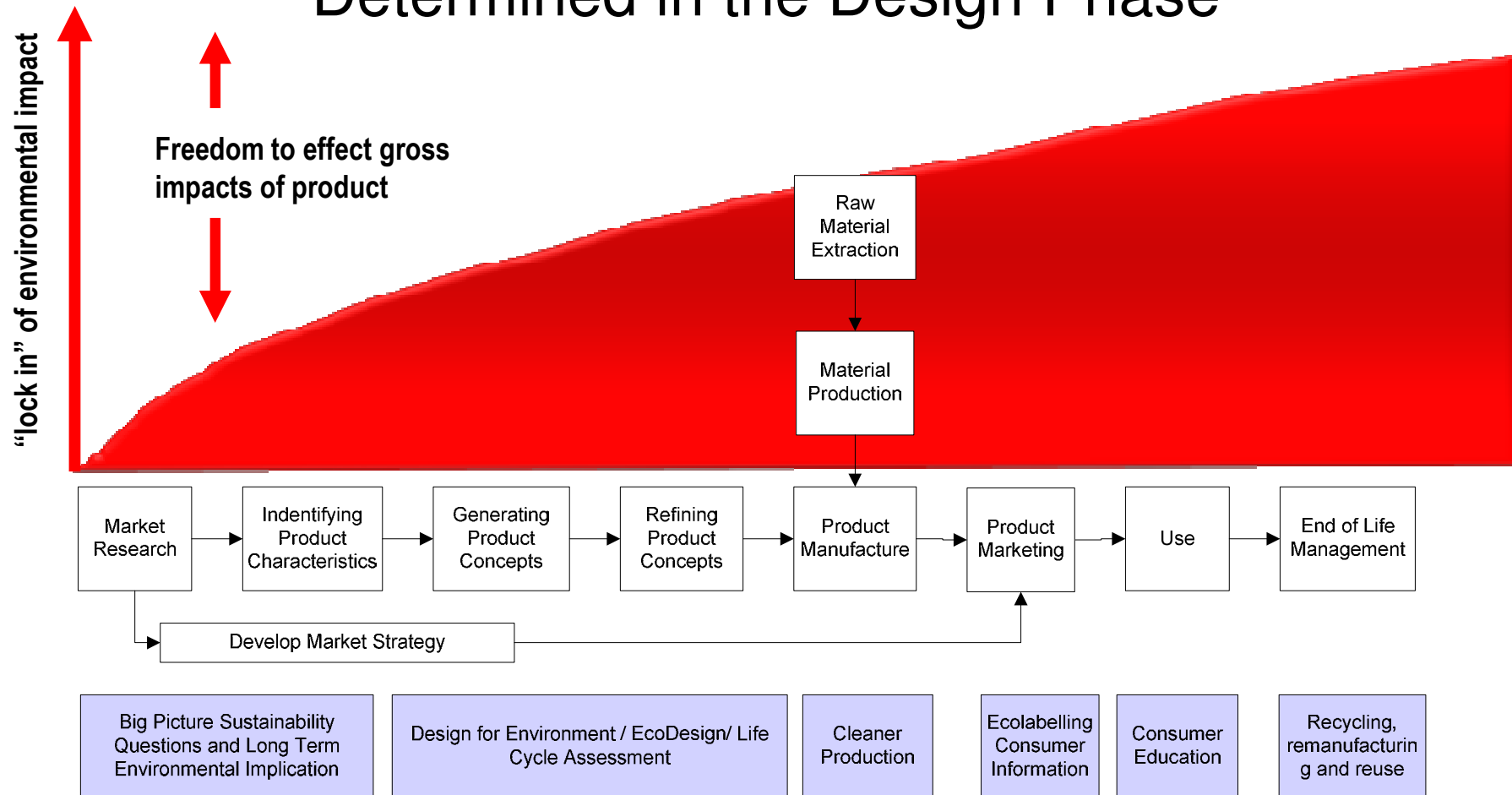
Progress to date

- We have established an on-line self reporting module for all POPAI members
- Developed user guide for materials and substrates
- Developed sustainability case studies
- Links to other valuable resources on sustainability

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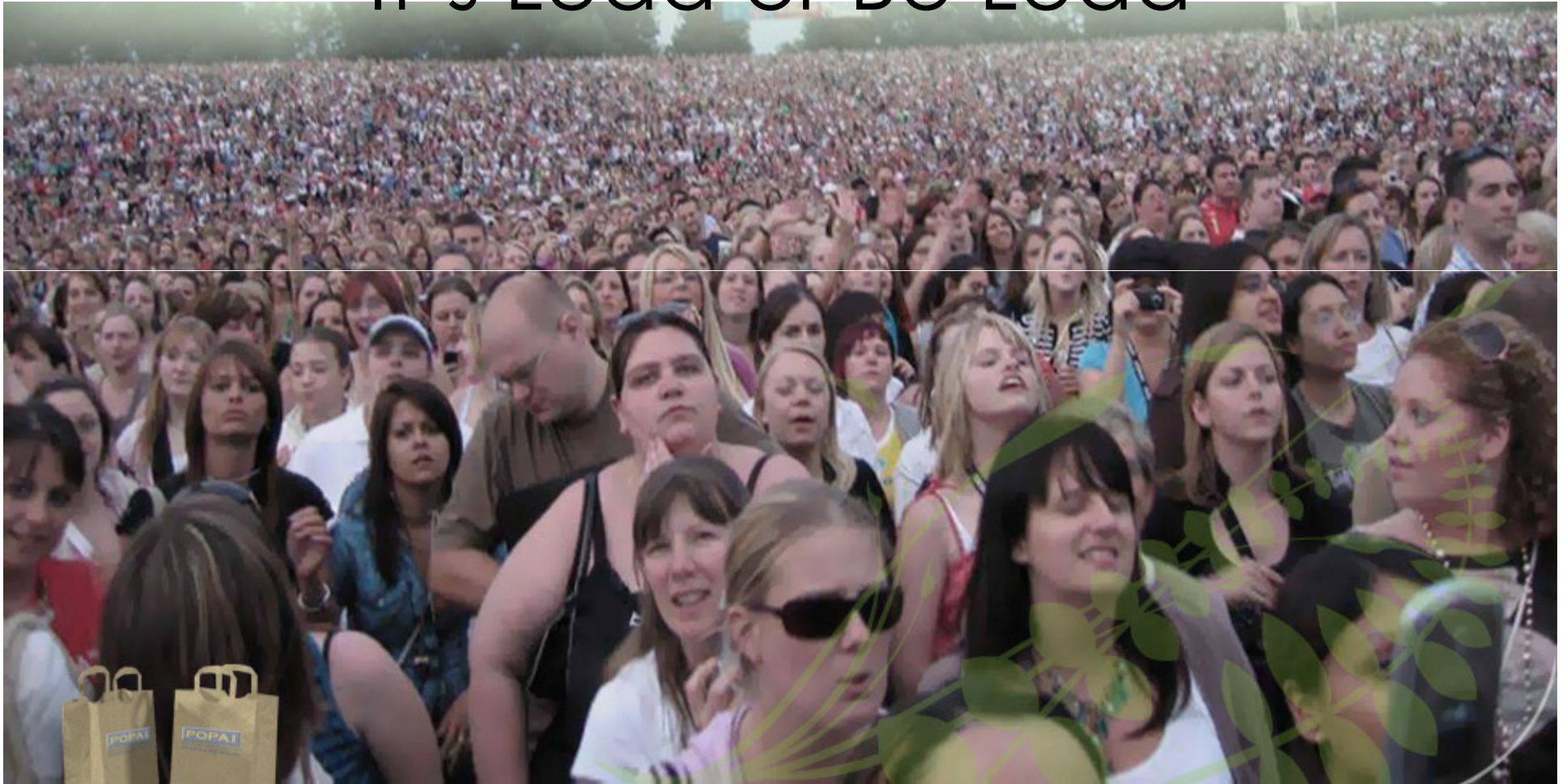
70-80% of the Total Product Life Cycle Costs are Determined in the Design Phase




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It's Lead or Be Lead



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A wide-angle photograph of a large body of water, likely a lake or reservoir, with a rocky shoreline in the foreground. In the middle ground, a group of about 20-30 people are swimming in the water. The water is a clear, light blue-green color. In the background, there are low, hazy mountains under a cloudy sky. In the bottom right corner, a young man is standing on the rocky shore, looking towards the water. The overall scene is a peaceful outdoor setting.

"Only when the tide goes out, can you see who's swimming naked."

Warren Buffett
Berkshire Hathaway