



Event Summary

# POP AI Impact25 Sustainability Summit.

June 2025



“Repurposing  
is the best  
thing you can  
ever do in  
sustainability.”

Wayne Hemingway



**This powerful quote set the tone for a packed day of insight, inspiration and honest discussion at POPAI's Impact25 Sustainability Summit.**

Held in June 2025, the event gathered leading voices from across retail, design, manufacturing and sustainability to explore how we can drive meaningful change on environmental impact in store and beyond.

# Themes That Stood Out.



## Circularity, Repurposing & Reuse

From Currys' repurposing of store fixtures at their Asset Recovery Centre to the bold, community-led Charity Supermarket and Dreamland activations shared by Wayne Hemingway, one message was clear. Retail sustainability must go beyond material selection. Full store refits using upcycled materials are possible and could be scalable where supported by smarter logistics.



## Short Termism vs the Long View

One speaker touched on the challenge of quarterly performance culture. Retailers and suppliers alike should be urging a shift towards building for longevity, designing for disassembly and viewing sustainability as a long term investment rather than a cost.



## Tech for Impact

Retailer & supplier's showcase revealed how motion sensors, QR codes in place of screens and energy efficient display components are not just good for the planet. They are also driving smarter retail operations.



# Materials and Innovation Highlights.



**Cocoa Fibre**

**Mars** is developing paper fibre from repurposed cocoa waste as a usable material for temporary FSDUs, turning by-products into practical retail solutions.



**Circular Correx**

**Pyramid** is creating circular correx solutions by incorporating de-inking technology for easier graphic recycling and reuse.



**Smart Lighting**

**Integrity Lighting** is delivering significant lifecycle cost and carbon savings through the use of higher-quality, energy-efficient LED lighting.



**Recycled Sheets**

**3A Composites** has re-ranged its offering to include increased recycled content and launched lightweight Sintrex PET sheets for more sustainable material choices.



**Bio Plastics**

**Brett Martin** has introduced a Bio Range of plastic sheet products derived from renewable feedstock, achieving up to a 97% carbon saving.

# Key Takeaways for Brands & Retailers.

- 1. Sustainability means profit, purpose and people**  
Sustainability KPIs must sit alongside commercial ones. They are not in conflict but part of a balanced strategy.
- 2. Reuse is retail's sleeping giant**  
If Currys can embed repurposing across stores, others can too. Full store refits using reclaimed materials are not only possible but can deliver significant cost savings and reduce environmental impact linked to virgin materials, manufacturing and transport. Prioritising asset recovery, refurbishment and reuse can unlock value quickly.
- 3. There is no one path to accreditation**  
With more than 50 accreditations in circulation, companies often feel overwhelmed in the direction to take and are often steered by client requirements. POPAI could use its Sustainability Standard to simplify the process and support brands, retailers and suppliers alike. Guidance is widely available from POPAI and industry colleagues to support the ease of submissions.
- 4. Demand drives progress**  
Specifiers and designers have the power to accelerate innovation. When clients ask for sustainable materials or circular build principles, suppliers respond. Many material and process innovations already exist but need brands willing to take the first step.
- 5. Education, mindset shifts and collaboration matter**  
From internal teams to installation partners, collaboration across materials producers, manufacturers, logistics and recyclers is essential. Reframing sustainability as both essential and exciting will drive more momentum across the industry.

# Final Thought.

This year's Summit proved that change is already happening. Not just in test cases but increasingly at scale. If we prioritise reuse, challenge short term thinking and work collaboratively, sustainability becomes business as usual in retail environments.

At 100% Group, we support brands with practical solutions that make retail displays and experiences more sustainable from day one. From reuse-first installation and maintenance programmes to recovery schemes and circular reporting, we help clients reduce waste, extend the life of their displays and demonstrate real environmental impact through data.

**Let's keep the conversation going.**

**Interested in how we can help you deliver more sustainable in store displays? Get in touch**



Can we rethink retail for the better?  
**UNDOUBTEDLY!**

Will your next campaign benefit  
from our vast experience and  
centrally managed solutions?  
**100%**

Ready to bring your vision to life?  
Let's discuss your next project and  
embark on the journey together!

To discuss your next project,  
contact our team:

