

# Knowledge Transfer Partnerships

## Case Study

### Phoenix Digital Arts and De Montfort University

*“Both the KTP and office at DMU have been an excellent resource and support during the project, without which the KTP would not have been a success. DMU’s efforts are to be commended and we look forward to working with DMU in the future.”*

**Phil Day, Business Manager**

#### Background

POPAI is a not-for-profit trade association which exists to promote excellence in areas of retail marketing communication, raising the standards of business practice and providing its membership with information.

#### Objective

To establish an industry standard for environmental performance in the development of point of purchase advertising, and support its implementation in POPAI member organisations.

#### Company benefits

One of the most important benefits to POPAI is the creation of a new revenue stream which will fund further work in the area of sustainability. Other benefits include:

- Sustainability standards set - which are higher than existing environmental industry standards
- Blue chip company members of POPAI Sustainability Standard (PSS) now becoming ambassadors
- Auditing process created and implemented to POPAI members
- Increased breadth of knowledge which will enable POPAI to better develop the industry for which it serves
- Academic research disseminated into wider sustainability

*“The KTP is a fantastic model for collaboration with industry. The tried and tested process and methodology ensure that the progress is monitored on a regular basis and that deliverables are monitored and met.”*

**Richard Chipps, Academic Lead and Supervisor**



#### Associate benefits

Post project, Jennifer Wilson was employed as Sustainability Manager at POPAI, responsible for managing the continued implementation of the POPAI Sustainability Standard.

Jennifer also achieved:

- Diploma in Management
- Improved skill set - Event Management, Presentations, E-course training course and business writing skills
- Developed auditing skills using ISO 14001
- Massive commercial exposure

#### University benefits

- Academic has been invited to present at the University of Technology in Delft on Retail Sustainability
- Two research papers have been written and presented
- Research on the project is being developed into an FP7 European funding bid
- Materials from the project have been embedded into a sustainable design Masters module at DMU

#### Partnership outcomes

The partnership continues to collaborate on developing an accredited, sector specific training course. The course will be run by both POPAI and De Montfort University.

#### Get in touch

For more information about how we can help your business, call (0116) 250 6211 and speak to a member of the Knowledge Exchange Team, alternatively visit [dmu.ac.uk/ktp](http://dmu.ac.uk/ktp)

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