partnership
succeeding through innovation

Case Study: Point of Purchase Advertising International (POPAI) 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) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit dmu.ac.uk/ntp

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