

# Sustainability & Compliance in Retail

## Call for Sponsors



Previous industry studies have identified that thousands of display items fail to get placed in stores each year. But how big is the issue now and what happens to these displays? Historically these studies have focused on identifying the scale of the issue without considering the implications on the environment.

### So what are the sustainability issues resulting from non-compliance?

Using a combination of high level interviews with brands, retailers (both head office and at store level) and installation specialists, in-store investigations and desk research, we will establish the size of today's non-compliance issues, their impact on the environment and provide recommendations for the industry to improve its performance.

## Project Objectives

- Understand brand and retailer beliefs of levels of display compliance for temporary, semi-permanent and permanent displays in a range of sectors.
- Compare these beliefs versus reality of how big the problem is, and the factors which cause it.
- Identify actions currently being taken by the industry to mitigate compliance issues.
- Estimate the amount of display material that does not reach its destination and compare these results with previous research.
- Measure the impact on the environment of non-compliance in terms of carbon or other impacts created by the production of surplus displays and their transportation.
- Investigate what happens to displays that do not reach shop floors, their eventual path to disposal and the financial and environmental impact of this.
- Identify the compliance and environmental implications of prefilled displays compared to flat packed or fully assembled units.
- Understand supply chain relative to compliance.
- Investigate the use of technology, such as RFID to help minimise compliance issues.
- Highlight the opportunities to increase compliance and reduce the environmental impact of non-compliance.

## Project Output

The full report will be issued free to all members. All non-members will receive a summary, with the results being presented at a POPAI event. The summary report will also be issued to trade press and be circulated and promoted through the SHOP!/POPAI International Network.

## Timings

We are looking to commence the project in February 2023, with the report being available six months after this.

## Project Sponsorship: Opportunities & Benefits

POPAI UK & Ireland are actively seeking project sponsorship opportunities from key industry businesses who want to showcase their commitment to sustainability within the retail display industry.

### Sponsorship benefits include:

- Unsurpassed recognition of your commitment to the UK & Ireland's research project into understanding the environmental impact of display non compliance and how to reduce its impact.
- Showcasing to your clients that you are taking sustainability leadership within the retail display industry.
- Raising awareness of the importance of environmental transparency in our industry.
- Creating positive PR for your company's reputation by boosting your brands visibility in supporting sustainable commitments.

### On top of all 'usual' POPAI marketing promotional activity, sponsors can also take note of the following:

- Logo on all published project reports featured in insight reports.
- Logo on all social media marketing communications to promote research.
- Company tagged in all social media posts from POPAI to promote research (based on tags supplied).
- Logo on all email marketing campaigns to promote research (to POPAI database members and non-members) and hyperlink to your company website.
- Logo on project page on POPAI website to promote research and hyperlink to your company website.
- Logo on POPAI events presenting findings of research.
- Exclusive access to the detailed report, one month before general release.

## Sponsorship cost

POPAI is looking for 5 companies to sponsor the study, the cost being £10,000 per sponsorship.



For more information about the project or discuss sponsorship, contact **Martin Kingdon**, *Insights & Sustainability Director*, on:

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