

# UK & Ireland

## Retail Recycling Research

### Permanent Display and Fixtures

## Call for Sponsors - POPAI is seeking sponsors for this vital project.

Global brands and retailers produce thousands of tonnes of display campaigns each year. But what happens once an in-store campaign has finished? And what happens at end of life?

POPAI and SteveLister.com are collaborating on the second phase of this ground-breaking project to determine the current realities and challenges of end of life for permanent display and fixtures in UK and Ireland.

Using a combination of desk research, senior level interviews and store level investigation, we will establish the industry benchmark and provide recommendations for the industry to improve its performance.

## Project Objectives

- Establish the perception vs reality of recycling permanent display and fixtures from the back of stores, shopping malls and regional distribution centres across UK & Ireland.
- Understand the prevalence of collection, reuse and/or refurbishment.
- Gather insight into any barriers to re-use, recycling or recyclability of permanent display and fixtures and why they exist.
- Establish a transparent lifecycle view of in-store marketing from design, manufacture, installation and end-of-life.
- Highlight the opportunities to increase recycling or reuse and decrease landfill rates.
- Make recommendation on initial design requirements to enhancements and increase sustainable credentials of in-store marketing, use of sustainable materials, increase recyclability, reuse and end-of-life opportunities.
- Collate the findings of the permanent display study with those from the temporary display recycling study.

## 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 the POPAI event. The summary report will also be issued to trade press.

## 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 the end of life of permanent display and fixtures.
- 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 opportunities available from £10,000**



For more information about the project or discuss sponsorship, contact us on:

 **+44 (0)1455 613 651**

 **sustainability@popai.co.uk**

 **www.popai.co.uk/Sustainability**