

# ActInPak

**COST Action FP1405**

Active and intelligent fibre-based packaging – innovation and market introduction

## WG<sub>4</sub> Meeting(s)

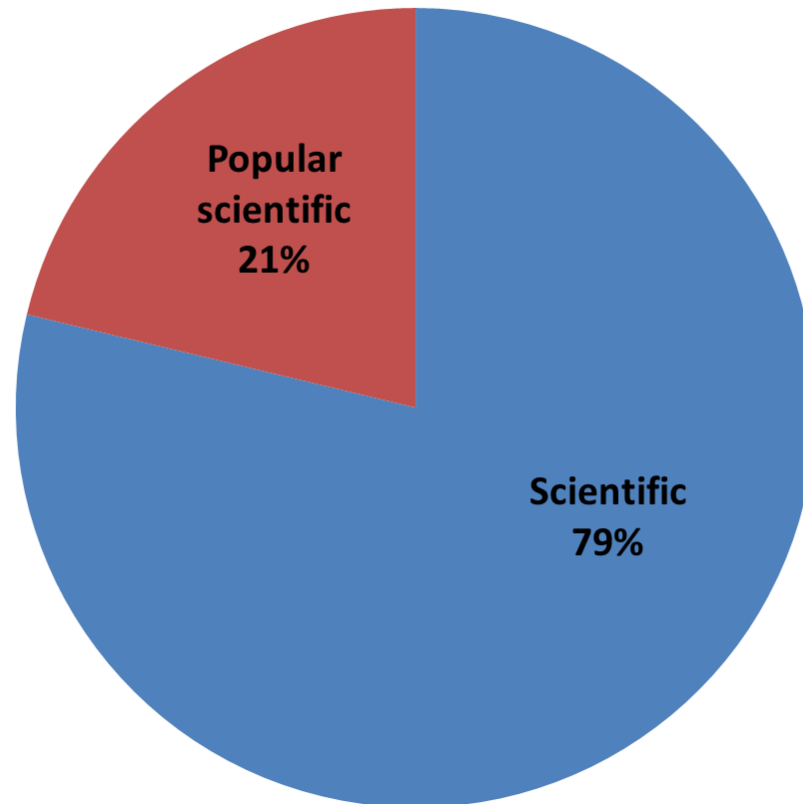
**David Ravnjak**

# WG4 meeting, Bled 22.11.2016

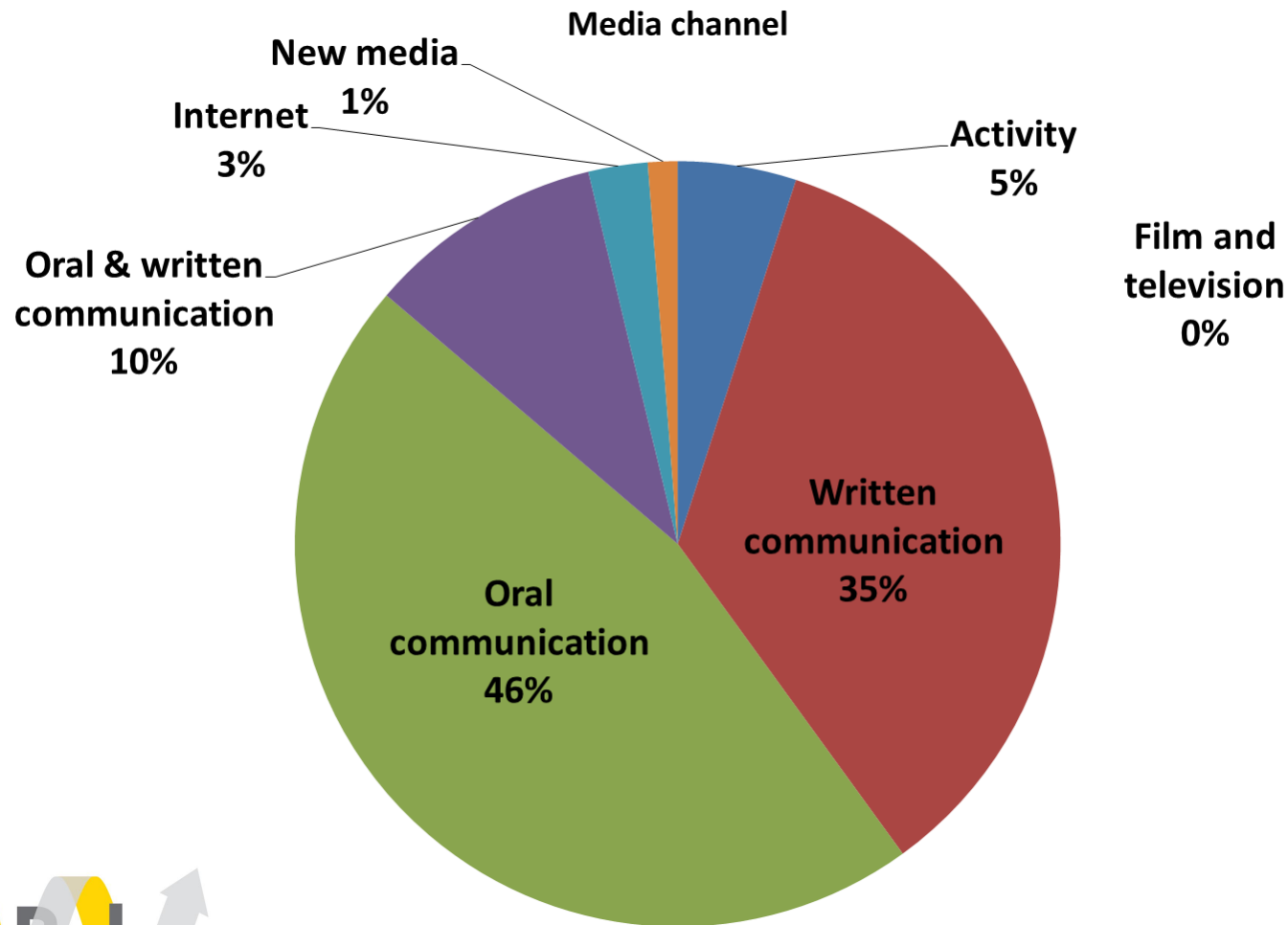
- Overview of dissemination activities
  - Almost 80 % in scientific field, 20% in popular scientific
  - Media channels: only 5 % activities, 4 % new media (internet etc.) 90 % in oral and/or written communication
  - 50 % presentations in conferences 25 % articles in peer-reviewed journals

# WG<sub>4</sub> – Knowledge transfer

## Dissemination

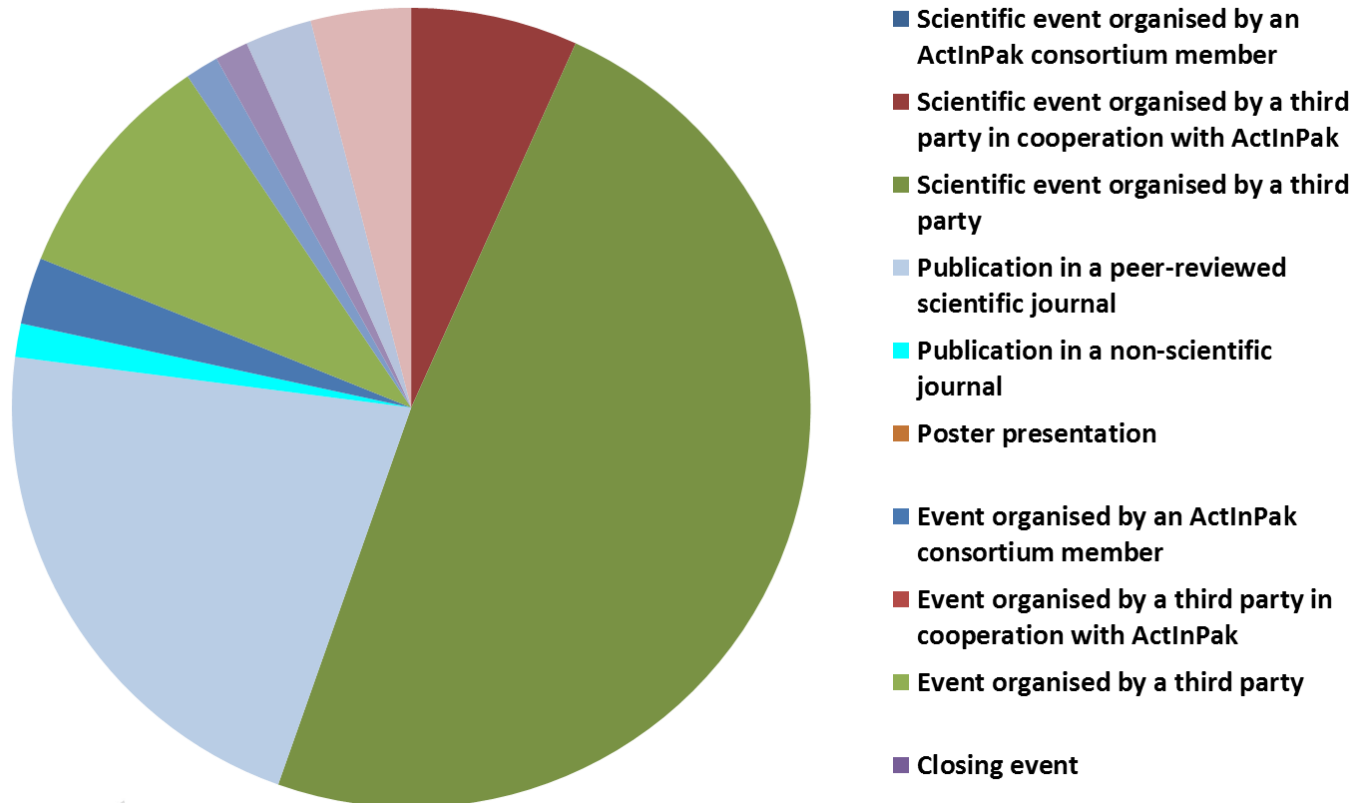


# WG4 – Knowledge transfer



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Category



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- Two ways of dissemination:
  - Scientific (currently well covered)
  - Popular scientific (to be improved) towards:
    - Industry understanding
    - Customers
    - Common public
- Language can represent a barrier – basic presentations of the action should be translated if necessary.

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- How to approach the public:
  - Contact organisations on national level:
    - Consumer organisations
    - Technical associations
  - Provide them with (standardized) information package (folder) about active and intelligent packaging
  - Try to establish national databases of companies, groups etc. potentially interested in AI packaging



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- To do's:
  - Prepare the information folder (online, ready to print):
    - General PPT presentation of the Action, with selected examples what is AI packaging
    - Leaflet
    - Poster
  - Ask the participants to report the future events connected to the AI packaging



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- To do's:
  - Post the planned activities to LinkedIn Group
  - Extend the post with the feedback on LinkedIn Group after the activity (maybe with a weblink)
  - Try to establish a calendar of activities
  - Use the reported activities in the newsletter
  - Create a comic figure to promote the AI packaging?
  - Prepare for Austrian Packaging Day 2018