
Active and Intelligent Packaging: from Laboratory to Market

COST Action FP1405 Training School

24-27 September 2018, Grenoble, France

Host: Dr. Julien Bras, Grenoble INP – Pagora/LGP2, 460 rue de la Papeterie, 38420 St Martin d'Hères, FRANCE

Early Career Investigators and PhD students are invited to join the Training School on Business Development for Active and Intelligent Packaging. During this Training School, the focus will be on the end of the Value Chain to end ActInPak's joint search 'how to fill the gap between science and industry'. The Trainees learn how to develop and advertise concepts, to better understand how to create a viable business case and what boundary conditions are important when creating innovations for the market.

Trainees will be asked to bring their own concept (product/material/idea) to the Training School. During registration, the Trainees are requested to submit the topic they want to focus on during the workshop. However, it is also possible to work with the ActInPak demonstrators (<http://www.actinpak.eu/wp-content/uploads/2016/09/ActInPak-Demonstrators.pdf>).

Pre-registration:

Visit the dedicated event's page on our website <http://www.actinpak.eu/training-schools/> and fill in your details **before 1st of June 2018**.

Do not forget to upload an abstract of your research so the relevance between your work and the Training School can be assessed.

Selection criteria (only applied when there are more pre-registrations than available bursaries):

1. PhD students
2. Topic of research focus for the training school
3. Maximum 1 participant per institute

Reimbursement:

We will send more information on the reimbursement, itinerary, and suggestions for accommodation once the selection procedure is finalised.

Program (trainers to be confirmed):

DAY1 - Market understanding and society expectation

	Time	Event	Location
Monday, September 24 th 2018	10.30 – 11.00	Training School introduction	Grenoble INP Pagora,
	11.00 – 12.30	Marketing for dummies	
	12.30 – 14.00	Lunch	
	14.00 – 15.30	International- intercultural approach of packaging Market expectation How to measure market expectation in packaging	The Restaurant Table Ronde
	18.30 – 19.30	City Tour with Guide	
	19.30 -	Dinner – Grenoble	

DAY 2 - How to design new packaging and to scale up its production?

	Time	Event	Location
Tuesday, September 25 th , 2018	9.00 – 10.30	Out of the box exercise - demonstrator contest presentation - designer discussion/round table	Grenoble INP Pagora
	10.30 – 12.30	- Business case and business plan: 1 st approaches - - Moving from an idea to the production - Eco conception & sustainability	
	12.30 – 13.30	Lunch	
	13.30 – 18.30	Marketing plan of packaging demonstrator or their own project	
	19.30	Dinner – on your own	

DAY 3 - How to fill the gap between science and industry?

	Time	Event	Location
Wednesday, September 26 th 2018	9.00 – 10.30	Innovation Management in industry Intellectual Properties Technology transfer : an example in France	Grenoble INP Pagora
	10.30 – 12.30	How to sell your R&D solution to a company – How to do business development How to launch a start-up	
	12.30 – 13.30	Lunch	
	13.30 – 18.30	Business plan of packaging demonstrator or their own project	The Restaurant le téléphérique
	19.30	Dinner - Bastille	



Day 4: Final packaging

Time	Event	Location
9.00 – 12.00	PhD in industry/ PhD as post-doc – some feedback	Grenoble INP Pagora
13.30-18.00	Demonstrator or own packaging presentation : panel discussion (feedback from experts and industrials)	
18.00		