

TAKE HOME MESSAGES

OUTCOMES
FROM OUR
CONFERENCES



VENUE DATE

3	AVEIRO PORTUGAL	September 2015
4	MUNICH GERMANY	April 2016
5	BLED SLOVENIA	November 2016
6	TZUBA ISRAEL	November 2017
7	RIGA LATVIA	June 2018

AVEIRO, PORTUGAL

September, 2015

INVITED EXPERTS

Robert Witik (Nestle)

Active and intelligent fibre-based packaging: Outlook from a brand owners perspective

Fatima Pocas (Escola Superior de Biotecnologia Universidade Católica Portuguesa)

Safety aspects related to paper use for food contact materials and packages

Natalie Lavoine (University of Tokyo)

Active and Intelligent food-packaging in Japan: An overview

FOR SOCIETY

- A&I pack are beneficial for consumer
- A&I limits over-pack and save high value material: the food
- A&I are present since decades in other place in the world for fresh and safe products
- A&I can favor interconnectivity: your packaging has a message for you.

FOR INDUSTRY

- More communication towards consumers is expected
- You should consider the whole supply chain benefit
- A&I could help in anti-counterfeiting
- A&I pack is not only for food
- Retailer should be able to show packaging will be better otherwise you will not pay for that. ("It is really good Mister Consumer")
- The more packages is primary, the more benefit it is. The primary pack is the pack they need. We need that fibre-based become primary pack.
- Consumers: they don't really know what they want since they have it. We should show they can have it and they need it. We need to engage the new generation

FOR RESEARCH

- How to insert NFC technology in a costly effective way?
- Work on second shelf life solution
- Legislation should be keep in mind: no need to
- We are all consumers: if you will never buy this packaging, forget it

MUNICH, GERMANY

April, 2016

INVITED EXPERTS

Simo Siitonen (Stora Enso)
Market

Sara Limbo (University of Milan)
Food safety and food contact legislation

Steve Brabbs (DuPont)
Challenges in implementation

FOR SOCIETY

- Society and even packaging industry is still not enough informed about beneficial aspect of A&I packaging. Most of them don't know what it is and what for it is.
- A&I packaging are beneficial for consumer but not only for them, it is beneficial in whole value chain.
- There is the primary shelf life but also the secondary shelf life should be considered and could be very useful for consumer.
- A&I packaging limits over-pack and save high value material: the food
- Packaging can be fun (functional inks, lighting, augmented reality).

FOR INDUSTRY

- 47 companies are involved but still not enough during meetings: how to improve?
- Barrier is key for fibre-based systems to compete plastic in active packaging!
- How can we convince consumer about cost increase?
- A&I packaging are sometimes used but not identified.
- We should not be so strict with definitions. As soon as value added is provided to packaging, it could be considered as an intelligent packaging
- The data that companies can collect via smartphone app will allow paying more for packaging.

FOR RESEARCH

- ActInPak is a multidisciplinary actions: food scientist, chemist, paper processing, plastic processing, packaging, printing - we should remind basics before any discussions.
- Technology description should be precise when we discussed together.
- We need to collaborate more between food scientist and materials scientist.

BLED, SLOVENIA

November, 2016

INVITED EXPERTS

Andrew Manly (AIPIA, Netherlands)

Market introduction of active and intelligent packaging by AIPIA members

Tal Ben-Shalom (Melodea, Israel)

Nano Crystalline Cellulose (NCC), Bio-building blocks for tomorrow's materials

FOR SOCIETY

- Society and even packaging industry is still not enough informed about A&I packaging. We need to reach out to them on different levels (general public, industry, etc)

FOR INDUSTRY

- How can we more involve the industrial partners?
- Industry seems to prefer fleshed out technologies, so we should talk to integrator of bits and pieces to prepare the right level of readiness. However, it is unknown to the research partners who the integrator of bits and pieces, and thus the best partner for us to talk to is.

FOR RESEARCH

- Social scientists views are welcome to grab the whole picture and get more involved with society.

TZUBA, ISRAEL

November, 2017

INVITED EXPERTS

Shira Rosen (Strauss Group, Israel)
Potential of Active and Intelligent Packaging for users

Eduardo Aires (Art Director Whitestudio, Portugal)
Materials versus Art

Ron Nabarro (Huaqiao university China, Detao Master Academy China,
Ageinnovation China, Ageculture Israel)
When you design your packages are seniors on your mind?

Liron Tzanhany (Food experience Designer & Strategist, Food Forma studio,
Lecturer at Holon institute of Technology (HIT))
Food concepts - between emotion and function

FOR SOCIETY

- There is a gap between research and industry but also between industry and consumers with a lack of awareness of what is AIP.
- Our society is changing with the increase of elderly people.
- It is not how old they are but how they are old.

FOR INDUSTRY

- You should adapt packaging to generation: millennials want sustainable vs baby boomers want easy opening.
- Organic and local food are not necessarily interested in AIP.
- Packaging design to "creating wonder out of basic".
- The decision comes now from friend recommendation, they should share your product with others but be careful with viral.
- Baby boomers are a new generation and spent 48% of their budget in non-essential with about 7trillions\$ /year.

FOR RESEARCH

- A scale of packaging consumer perception is under construction and will be expanded.
- Information is important : communication.
- You should propose a nonexclusive design vs inclusive design.
- Industry designer are part of the packaging equation.

RIGA, LATVIA

June, 2018

INVITED EXPERTS

Jori Ringman (CEPI, Belgium)

Active and intelligent? The paper industry looks in the mirror

Olga Munroe (The Retail Institute and Andy Lima, Leeds Beckett University)

Active & Intelligent ackaging for future connected consumer

FOR SOCIETY

- Can we join forces with the digitalisation?
- Smartphone and internet changed the way we act immensely.
- 35% of in-store purchases are influenced by media, for example because people orientate online, or because they buy online. So how are packaging lining up with this?
- Means of production & changes in society need to come together.

FOR INDUSTRY

- Clearer, non-interpretable, communication of the benefits of active and intelligent features
- Any print is space on packaging, which costs money, so it can be a barrier to include enough info on the A&I characteristics.

FOR RESEARCH

- Dissemination of scientific results is important, but communication of the results outside the scientific network is maybe even more important to create awareness and understanding.
- It is important to integrate trends in research activities; only 30% of research will be successful



COST FP1405 ActInPak aims to identify and overcome the key technical, social, economic and legislative barriers to a successful deployment of renewable fibre-based functional packaging solutions such as active and intelligent packaging. Currently, 43 countries are involved in the network, with participants representing 209 academic institutions, 35 technical centers, and 83 industrial partners.

For more information, please visit the ActInPak website: www.actinpak.eu

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

www.cost.eu



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