



RIGA MEETING, 5-6 JUNE 2018

ROADMAPPING WORKSHOP

COST FP1405

ACTIVE AND INTELLIGENT FIBRE-BASED PACKAGING – INNOVATION AND MARKET INTRODUCTION

6 june 2018



COST is supported by
the EU Framework Programme
Horizon 2020

GOAL OF THE WORKSHOP



Develop roadmaps for bringing
Active & Intelligent packaging
to the market

→ *Building on the work of
previous WG meetings*

ROADMAPS?



WHERE ARE WE NOW?

ROADMAPS?

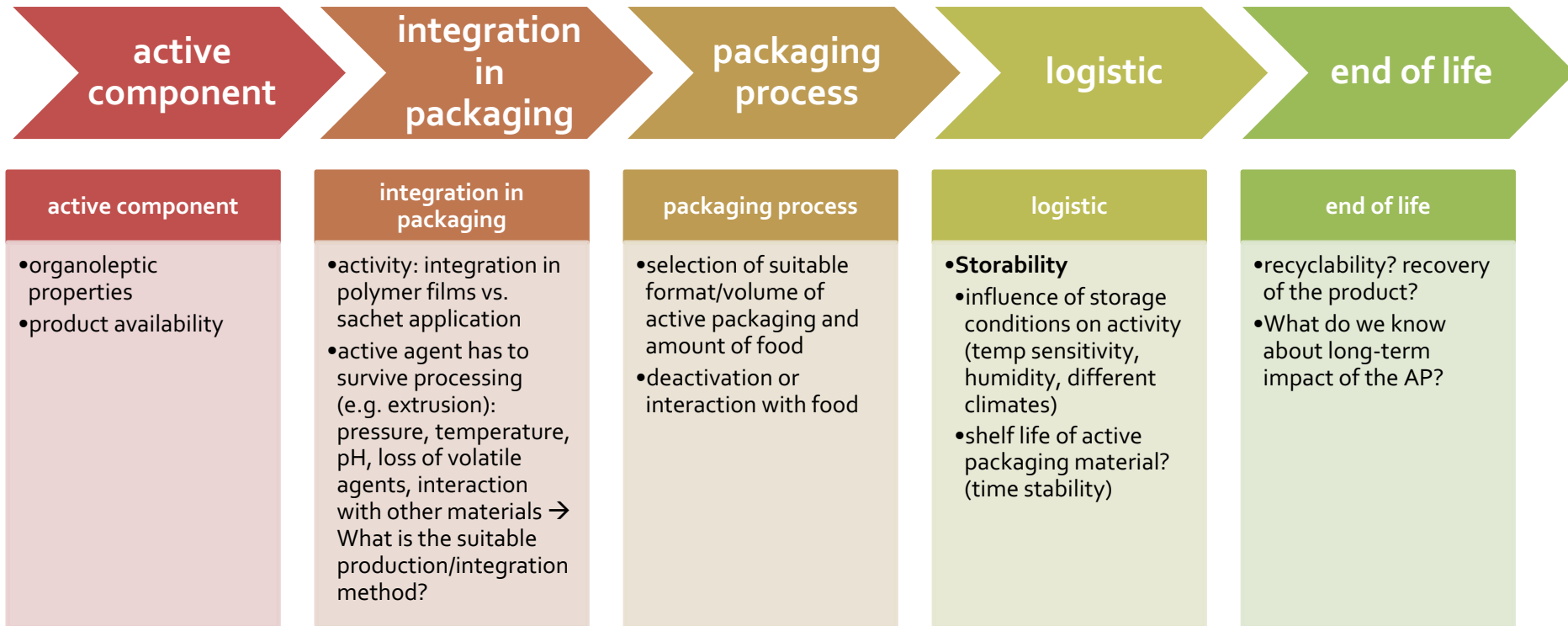


ROADMAPS?

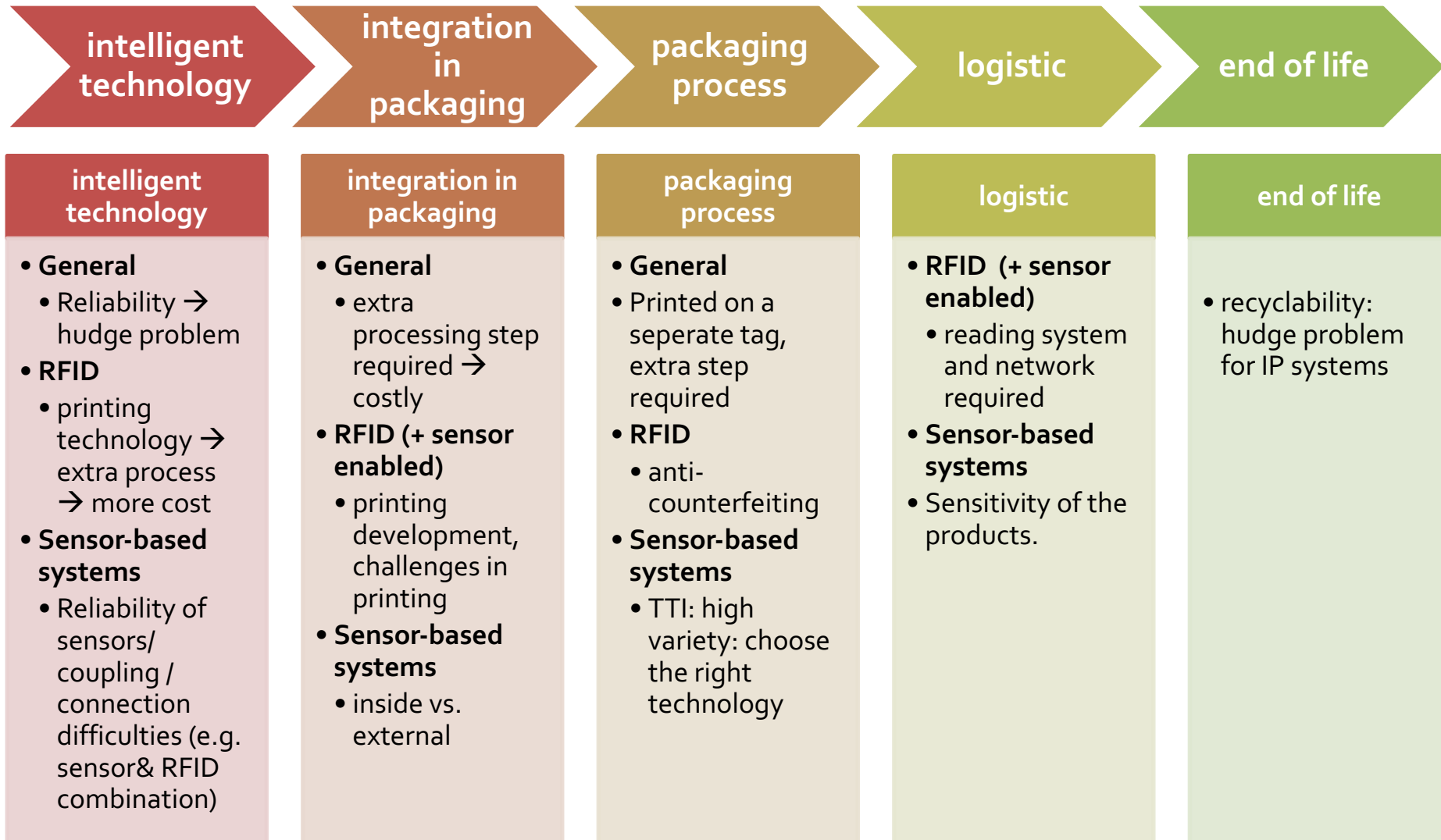


HOW DO WE GET THERE?

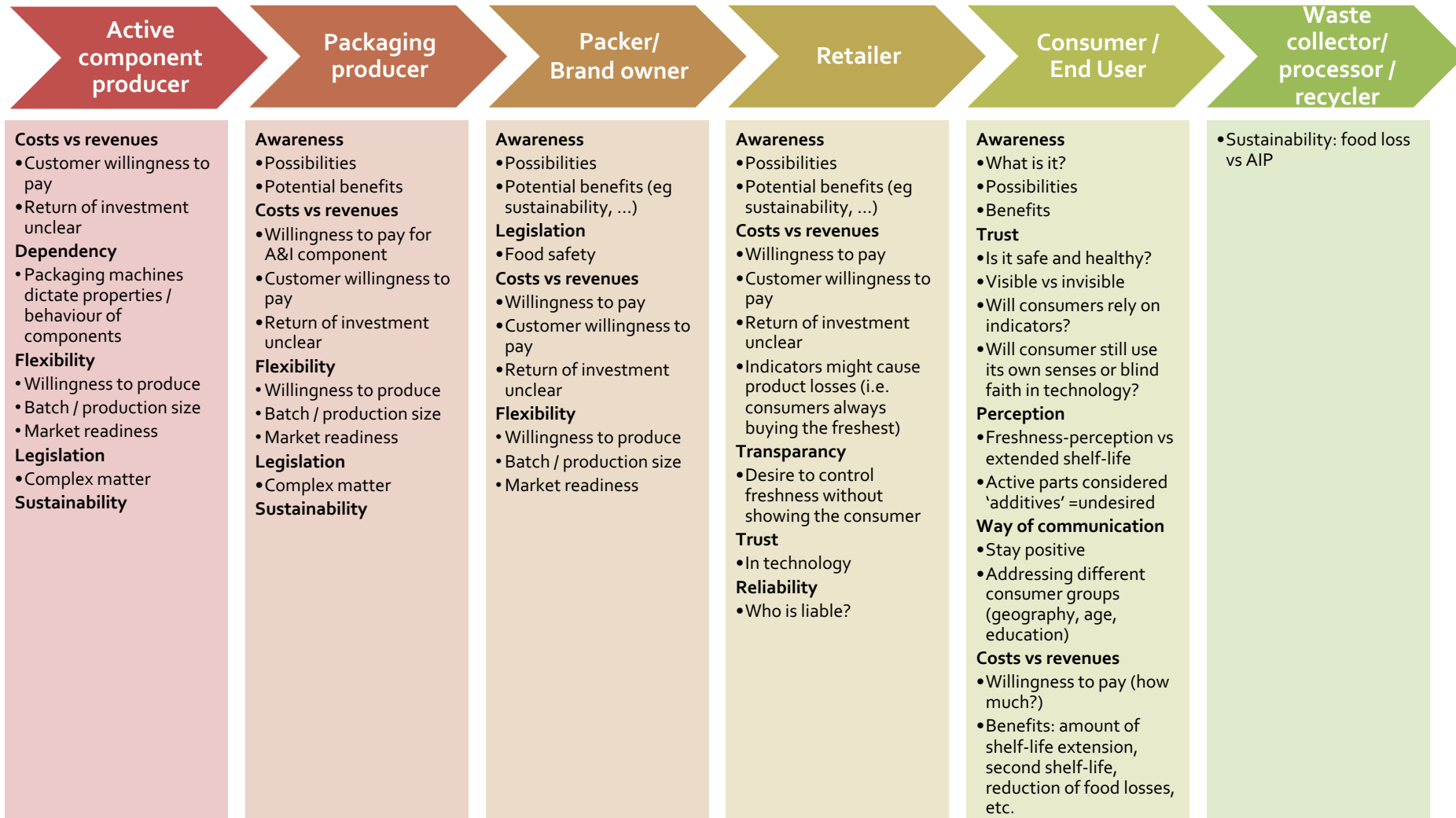
TECHNICAL CHALLENGES - ACTIVE



TECHNICAL CHALLENGES - INTELLIGENT



SOCIO-ECONOMIC CHALLENGES



CREATIVE PROCESS



	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	Why do I need to do or change something? e.g. food scarcity, foodborne illnesses, huge product losses, etc.			
Solutions	What should I do, and when? e.g. reduce food waste, real-time communication about quality and safety, etc.			
Enabling Technologies	How can I do it? e.g. antimicrobial packaging, TTI's, NFC technology, etc.			
Resources	What resources or capabilities do I need to do that? e.g. Production facility, test panel, microbiology knowledge, €, etc.			

CREATIVE PROCESS



	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	2. Summarize key drivers, constraints & assumptions			1. Clarify vision & objectives
Solutions		4. Use roadmap structure to map road forward		
Enabling Technologies	3. Summarize current situation			
Resources			5. Highlight key risks, enablers, barriers, decision points & knowledge gaps	

EXAMPLE: CONSUMER ACCEPTANCE

	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers				1. Clarify vision & objectives
Solutions				
Enabling Technologies				
Resources				

EXAMPLE: CONSUMER ACCEPTANCE



	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	2. Summarize key drivers, constraints & assumptions			Active & Intelligent packaging is appreciated and used by all consumers
Solutions				Consumers trust AIP is safe, reliable and useful
Enabling Technologies				
Resources				

EXAMPLE: CONSUMER ACCEPTANCE

	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	<ul style="list-style-type: none">- Consumers don't know what AIP is and what its benefits are- Lack of trust in safety & reliability of AIP- Too long shelf life ≠ fresh			Active & Intelligent packaging is appreciated and used by all consumers
Solutions	3. Summarize current situation			Consumers trust AIP is safe, reliable and useful
Enabling Technologies				
Resources				

EXAMPLE: CONSUMER ACCEPTANCE



	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	<ul style="list-style-type: none"> - Consumers don't know what AIP is and what its benefits are - Lack of trust in safety & reliability of AIP - Too long shelf life ≠ fresh 			Active & Intelligent packaging is appreciated and used by all consumers
Solutions	<ul style="list-style-type: none"> - Research how to communicate with consumers effectively - Inform consumers about AIP + benefits - Tryout campaigns (cashback) 			Consumers trust AIP is safe, reliable and useful
Enabling Technologies	<ul style="list-style-type: none"> - Information flyers/leaflets/videos/articles - Communication space on packaging - AIP technologies 			
Resources	<ul style="list-style-type: none"> - Social scientists - Channels to communicate with consumers - Marketing budget - Designers - Accepting legislation 			

4. Use roadmap structure to map road forward

EXAMPLE: CONSUMER ACCEPTANCE

	Short-term (Now - 2019)	Mid-term (2020 - 2022)	Long-term (2023 - 2025)	Visionary
Market Drivers	<ul style="list-style-type: none"> - Consumers don't know what AIP is and what its benefits are - Lack of trust in safety & reliability of AIP - Too long shelf life ≠ fresh 			Active & Intelligent packaging is appreciated and used by all consumers
Solutions	<ul style="list-style-type: none"> - Research how to communicate with consumers effectively - Inform consumers about AIP + benefits - Tryout campaigns (cashback) 	<ul style="list-style-type: none"> - Launch new AIP as supporting technology - Inform consumers about AIP + benefits - Tryout campaigns (cashback) 	<ul style="list-style-type: none"> - Evaluate consumer readiness for launching AIP as primary technology - Launch new AIP as primary technology (if market is ready) 	Consumers trust AIP is safe, reliable and useful
Enabling Technologies	←	<ul style="list-style-type: none"> - Information flyers/leaflets/ videos/articles - Communication space on packaging - AIP technologies 	→	
Resources	←	<ul style="list-style-type: none"> - Social scientists - Channels to communicate with consumers - Marketing budget - Designers - Accepting legislation 	→	

5. Highlight key risks, enablers, barriers, decision points & knowledge gaps

AND NOW...



It is your turn!

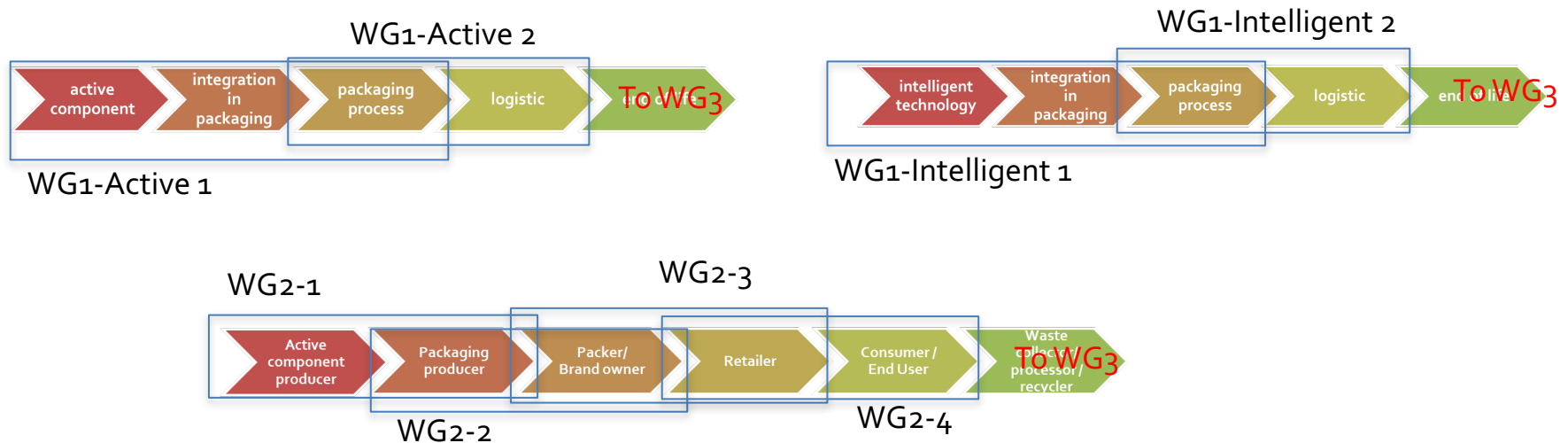
Rotating system



- Roadmap-subjects divided into smaller topics (see next page)
- 10 groups of 5-6 people
- 20 minutes per round, 6 rounds

10:00 – 10:25	Round 1
10:25 – 10:50	Round 2
10:50 – 11:15	Round 3
<i>11:15 – 11:45</i>	<i>Break</i>
11:45 – 12:10	Round 4
12:10 – 12:35	Round 5
12:35 – 13:00	Round 6

Rotating system, different topics



WG3-1: technical aspects ??

WG3-2: societal aspects ??

WG4-1: communication towards science ??

WG4-2: communication towards industry / consumers ??

Rotating system, setup

- Setup, subdivision of topics (prev. slide) is ok
- Most groups have 2 WG1, 2 WG2, and 1 WG3 and WG4

subject / group	1	2	3	4	5	6	7	8	9	10
WG1 - Intelligent 1	round 1		round 6		round 5		round 4		round 3	
WG1 - Intelligent 2		round 1		round 6		round 5		round 4		round 3
WG1 - Active 1	round 2		round 1		round 6		round 5		round 4	
WG1 - Active 2		round 2		round 1		round 6		round 5		round 4
WG2 - 1	round 3		round 2		round 1		round 6		round 5	
WG2 - 2		round 3		round 2		round 1		round 6		round 5
WG2 - 3	round 4		round 3		round 2		round 1		round 6	
WG2 - 4		round 4		round 3		round 2		round 1		round 6
WG3-1	round 5		round 4		round 3		round 2		round 1	
WG3-2		round 5		round 4		round 3		round 2		round 1
WG4-1	round 6		round 5		round 4		round 3		round 2	
WG4-2		round 6		round 5		round 4		round 3		round 2



ACKNOWLEDGEMENT

This work is based upon work from COST Action FP1405 ActInPak, supported by COST (European Cooperation in Science and Technology)

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