

THE FUTURE OF SUSTAINABLE PACKAGING DESIGN

Towards a Permanent Observatory of Packaging Innovation

Thursday, **November 7th 2019**

09:30 – 13:00

Ravezzi 2 South Hall - Ecomondo, Rimini

Organized by: **Ecomondo Scientific Technical Committee, Italian Cluster *Made in Italy*,
Advanced Design Unit of the Department of Architecture - University of Bologna**

BEACON CONFERENCE

Plastic exit, global e-commerce, automation of retailing supply chain, are only the most evident **drivers of innovation** that are revolutionizing the world of packaging. In this revolution, the design of packaging, containers and logistic processes, the new materials and the energy saving, play important integrated roles for a territory such as Emilia Romagna - the European Packaging Valley - one of the areas most involved in this sector at an international level. There are many actors involved in packaging from different fields, but the ecosystem is quite fragmented. With this conference – organized by the **Advanced Design Unit of the Department of Architecture, University of Bologna** - we want to map current practices and possible “futures” of different realities, as a response to the legislative guidelines and changes in the ecosystem taking place at global level.

At the same time we want to launch an **International Symposium**, in which we want to give an overview of the innovations taking place overall and bring to the scientific and technological-productive community an observatory of sustainable packaging, that is crucial to accelerate the innovation processes and the knowledge dissemination, and to consolidate the network.

Section Chair

Flaviano Celaschi, Italian Cluster Made in Italy

Program

9.30 -09.45 Introduction to the Panel

Flaviano Celaschi, vice-president, Italian Cluster Made in Italy

9.45- 10.05 CONAI for eco-design: new tools for companies

Simona Fontana, Head of the Study Centre and Prevention Area, CONAI

10.05- 10.25 Measuring Sustainable Performance in Organizations: Mapping current practices in Italian Firms

Mariolina Longo, Matteo Mura, Sara Zanni, Department of Management - University of Bologna

10.25-10.45 How packaging can meet sustainability requirements of the future?

Michele Mastrobuono, Director of Environment, Tetra Pak Italia

10.45-11.05 Making plastic packaging disappear, naturally

Juno Wilson, Project & Business Manager, Notpla Limited

11.05-11.25 Cisco Connected Goods experience: how to engage users in a useful and sustainable goods life-cycle

Angelo Fienga, Business Architect and Global Collaboration Technology Strategy, Cisco System

11.25- 11.45 Product sustainability: stimulus and strategic premise for packaging sustainability

Claudio Dall'Agata, Managing Director, Bestack

11.45- 12.00 Conclusion and presentation of the International Symposium and the Next Observatory Program

Clara Giardina, Research Fellow, Advanced Design Unit - University of Bologna

12.00- 13.00 Round table with guests

Speakers

Italian Cluster Made in Italy

Bio

Flaviano Celaschi, vice- president

Professional in design driven innovation in companies, various organization, public administrations. He's Chair of the Creative and Cultural Industry ClustER in Emilia Romagna region in Italy, and he's vice-president of National Cluster Made in Italy. Dean of the Industrial design courses in University of Bologna. Full Professor of Industrial Design at University of Bologna (Italy); architect; designer; consultant to businesses and public bodies. He works on design driven innovation and on tools and practices for the development of innovation within the organizations (companies, universities, research centers, public administrations)

Conai

Abstract

CONAI for eco-design: new tools for companies

The Italian packaging consortium that deals with guaranteeing at national level the achievement of the objectives of recycling and recovery of packaging, has always supported companies with initiatives and projects to further increase the sustainability of packaging. In Ecomondo CONAI intends to launch the new Ecodesign TOOL that will be available to the consortium companies: EcoD TOOL. The tool, after an initial analysis, will suggest what prevention activities could be apply in reference to the different phases of the life cycle of the packaging and will allow to evaluate different solutions. The tool is based on a LCA analysis of the packaging and returns the environmental impacts calculated according to 4 indicators: GWP, GER, H2O and the new CONAI Circular Indicator.

Bio

Simona Fontana, Head of the Study Center / Prevention Area

After consulting activity related to public utilities, she joined CONAI in 2008 and since 2014 she has been responsible for the Study Center - Prevention Area. She works on data analysis about recycling and recovery of packaging waste and coordinates initiatives aimed at manufacturers and end users for eco-design of packaging.

Department of Management, University of Bologna

Abstract

Measuring Sustainable Performance in Organizations:

Mapping current practices in Italian Firms

We will present the results of the "Sustainability Measurement and Management Laboratory (SuMM Lab)", a research project funded by five large Italian companies with the aim to develop the largest Italian observatory of business sustainability practices. By using secondary data, the SuMM Lab has currently mapped 4,000 companies belonging to all Italian regions. The presentation will provide an outline of the current sustainability landscape of Italian companies and will also focus on sustainability and circular economy practices related to packaging. The SuMM Lab represents an original dataset that supports innovative benchmarking analyses on several industrial sectors and could also be used to support the development of more targeted sustainability policies across Italy.

Bio

Matteo Mura, PhD, is Associate Professor of Performance Measurement Systems at the Department of Management of the University of Bologna and Visiting Fellow at the Cranfield School of Management (UK). He is the Director of the MBA in Green Energy and Sustainable Businesses at the Bologna Business School. His research focuses on circular economy, sustainability transition and business performance measurement systems.

Mariolina Longo, is Associate Professor at the Department of Management of the University of Bologna, and teaches Business Management at the School of Engineering and Architecture. Her research focuses on sustainability transition, performance management systems, and intellectual capital.

Sara Zanni, PhD, is a Post-doc Fellow at the Department of Management of the University of Bologna. Her research focuses on Life Cycle Assessment methodologies, circular economy and sustainability transition.

Tetra Pak Italia

Abstract

How packaging can meet sustainability requirements of the future?

Tetra Pak's strategy for the coming years is based on:

- Increase sustainable use of renewable resources
- Reduce the impacts related to the transformation of materials into packaging
- Manage the post-consumer phase in terms of circular economy

With 8,700 packaging machines operating worldwide, 189 billion packs sold and 2018 turnover of 11.2 billion euros, Tetra Pak is the world's largest packaging company, with 20 years of published sustainability reports and investments, only for caps and sustainable straws, for 80 million euros in the three-year period 2019-2021.

Bio

Michele Mastrobuono, Director of Environment

Degree in Geological Sciences and a master's degree in Neurolinguistic Programming.

After many years of work experience at Alitalia and Confcommercio, in 2000 he took over as Director of Environment and External Relations at Tetra Pak Italy.

Member of the BoD of Comieco and former Member of CONAI and CIAL BoDs.

Notpla Limited

Abstract

Making plastic packaging disappear, naturally.

Our world is currently under tremendous environmental stress. Our land and waterways are being choked by excessive waste, and our very existence is being threatened by the effects of climate change. At Notpla, we are tackling both these challenges through an innovative solution. We are a team of chemists and engineers, designers and entrepreneurs at the forefront of creating a new, sustainable future. We have created a viable, sustainable packaging made from seaweed – our truly biodegradable (it is even edible!) and low carbon solution to the plastic problem. We are ensuring that the packaging we use for one moment in time doesn't last generations into the future.

Bio

Juno Wilson, Project & Business Manager

Juno is passionate about making our society and environment a better place to live in.

Having started his career in health, Juno pivoted to the world of business to be able to have a greater, more scalable impact on the world. Since then, he has studied, lived and worked in China, Australia and Europe, with an aim to integrate and build upon the learnings from each culture. His previous experiences include the commercialisation of startups with a particular focus on the med-tech sector, as well as market entry strategies for multinational corporations. At Notpla, he is leading the development of two new products, with one being a biodegradable coating that can be applied to paper to give it grease-proofing and water-resistant qualities, perfect for the take-away food industry. The other is a biodegradable film for use as a flexible packaging for both food and non-food items. He looks forward to seeing these products being used in every household in the near future.

Cisco System

Abstract

Cisco Connected Goods experience: how to engage users in a useful and sustainable goods life-cycle

Our planet is running out of stuff, even as it's overrun with "trash." Companies and consumers are increasingly aware that we cannot continue with the current take-make-dispose economic model and are pushing for a transition to a new circular economy that redefines growth with a

focus on society-wide benefits. In June, Cisco launched our Connected Goods for Circularity Showcase demonstrating how Cisco solutions can be used to create data assets, scale circular value chains and engage customers. The event applied Cisco Design Thinking methodologies to actively engage participants and collect feedback. It featured fully staged, interactive demonstrations of six phases of connection, return and "next-life" tracking.

Bio

Angelo Fienga, Business Architect and Global Collaboration Technology Strategy,

Angelo Fienga works as Architect for Cross-Architecture solutions in the WW Collaboration Sales and Strategy team, looking after the design and evolution of complex solutions for enterprises and service providers based on Cisco technical architectures.

In his current role, Angelo is spearheading the strategy for cross-architectures solutions, working at the effective integration of highly disruptive technologies such as Artificial Intelligence, IoT, Drones and Unified Communications, being a founding member of several innovative initiatives such as the Cisco Connected Goods for Circular Economy.

In his 20+ year career he developed extensive technical and business development leadership skills in both Fortune 500 companies and start-ups. Angelo owns a M.Sc. in Electronic Engineering and a Master in Data Science both achieved at the University La Sapienza in Rome. Angelo also achieved Design Thinking and Data Science certifications in Cisco. He is married with two children.

Bestack

Abstract

Product sustainability: stimulus and strategic premise for packaging sustainability

At the beginning the environmental sustainability was first of all a new content for innovative communication and not a real factor for changing production processes. Today the paradigm is reversed and the weight of conditioning factors has changed. Therefore, also with regard to environmental sustainability, the consistency is required between processes and communication. So today developing sustainability projects means starting from the processes and, in the case of packaging, from innovation and new functions and services for the contained product where the sustainability commitment must be the reduction of environmental impacts on the entire supply chain. This means, for perishable products, to orient development towards an innovation that, through packaging, could preserve the product over time. If it happens, as in the case of corrugated cardboard active packaging, the benefits on the supply chain, as well as environmental, could reach millions of euros.

Bio

Claudio Dall'Agata, Managing Director Consorzio Bestack

Claudio Dall'Agata is the grandson of cooperators and farmers in Romagna region and the son of two high school teachers, graduated in Economics and specialized in business strategy for the agri-food sector, he has a great passion for teaching. Marketing Manager of the

Agricultural Consortium of Forlì-Cesena and Rimini and then consultant in Agroter and Program area. For the University of Bologna he was Adjunct Professor of "Perishable Supply Chain Management" and he is Senior Coordinator of Basement in the Campus of Forlì. Since 2003 he is dealing with packaging and became GIFCO's Marketing Manager of and since 2007 Consortium Bestack's CEO. With a passion for theatre thanks to Raffaella he discovered the Marche region.

Advanced Design Unit, Department of Architecture - University of Bologna

Bio

Clara Giardina, Research Fellow

Research Fellow and Adjunct Professor at University of Bologna, the focus of her research is smart, innovative and sustainable Packaging Design. Designer Freelance with a special focus on eco-design, design thinking and education as means to create social innovation and sustainable behaviours. Toy designer for Assogiocattoli, she runs design workshops with a design thinking approach. Senior Educator and Tutor - with Paco Collaborative for Opificio Golinelli and Unindustria Bologna - she helps bringing Design Approach in middle school, in order to develop entrepreneurial thinking. She is part of ilVespaio, a professional network that works on eco-design and sustainability topics.