

INTERNATIONAL
SYMPOSIUM

6th December 2019

09:00 - 18:00

Fondazione Golinelli - Opificio
Via Paolo Nanni Costa 14, Bologna

SAVE
THE
DATE

THE FUTURE OF PACKAGING DESIGN
TOWARDS A SMART AND SUSTAINABLE ERA



An event by



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DEPARTMENT OF ARCHITECTURE



Hosted by





FUTURE DESIGN PACKAGING

THE FUTURE OF PACKAGING DESIGN TOWARDS A SMART AND SUSTAINABLE ERA

How does the Packaging sector is changing? How are the buying, using and recycling habits around packaged products switching? How is the industry evolving towards sustainable packaging? What role does technology play in these changes?

Located in the heart of the Packaging Valley, with this Symposium the **Advanced Design Unit of the Department of Architecture - University of Bologna** wants to map current practices and possible futures, well known paths but also emerging, transversal and relevant issues, in response to the legislative guidelines and ecosystem changes taking place globally.

During the day the results of an in-depth **research** on packaging innovations at a global level and the **drivers** that are pushing this sector into the future, will be presented to the scientific and economic community. In addition, there will be the opportunity to listen to **relevant international guest cases**, and to know what they have done and what they are going to do in order to change the world of packaging. Furthermore, space will also be given to the excellences of the Emilia Romagna Region, **the European packaging Valley**.

At the time we elaborated **300 case studies** from over **50 national and international Detectors**: new materials, circular processes, the growing role of automation and robotic, new ways to use digitisation, the e-commerce revolution, new consumer awareness, are some examples of what we are dealing with.

The Symposium will be the opportunity to launch the establishment of a **Permanent Observatory on Innovative and Sustainable Packaging** based at the University of Bologna, which is essential to accelerate the processes of innovation, the dissemination of knowledge, and to consolidate the network.

Scientific Committee

Flaviano Celaschi

Università di Bologna

Clara Gardina

Università di Bologna

Silvia Barbero

Politecnico di Torino

Erik Ciravegna

Pontificia Universidad Catolica de Chile

Franco Fassio

Università di Scienze Gastronomiche di Pollenzo

PROGRAM

8.45

Registration

9.15 **Welcome Remarks**

Antonio Danieli, General Director - **Fondazione Golinelli**
Flaviano Celaschi, Full Professor in Industrial Design - **Università di Bologna**

9.30 **Reasearch Report: The Future of Packaging Design**

Clara Giardina, Reasearch Fellow - **Università di Bologna**

10.00

Partnering for a Sustainable Future: How connected packaging is driving sustainability and circularity in the consumer products industry

Simon Jones, SVP Sales Europe & Asia - **EVERYTHNG**

10.30

The state of corporate innovation in packaging

Tommaso Maschera, Ventures Associate - **Plug and Play**

Compostable Flexible Packaging

Yuval Ben Yehuda, Sales Manager - **TIPA**

11.00

Coffee break

11.30

Reuse as a Service. How reusable and returnable packaging helps making eCommerce circular

Christof Trowitz - Business Development - **RePack**

12.00

Smart-Powered Reusable Packaging

Petr Báča, Founder & CEO - **MIWA Minimum Waste**

12.30

Innovation in packaging solutions for the transition towards a Cradle to Cradle Circular Economy

Agustín Correa L., Research, Development and Innovation Lead - **TriCiclos**

13.00 – 14.00

Lunch Buffet

14.00

Introduction to Afternoon Session

The Good Packaging: a systemic and ethical approach to innovation by Design

Erik Ciravegna, Adjunct Professor School of Design - **Pontificia Universidad Católica de Chile**

14.20

Packaging Valley Case studies

- **Hooro** - Saverio Ermanno Lorè, CEO and R&D Manager
- **Aliplast** (Hera group) - Carlo Andriolo, CEO
- **Amadori** - Giorgia Mainardi - Innovation
- **Barilla** - Giacomo Canali, Research Development and Quality Packaging Research and Sustainability Manager
- **Coop Italia**- Chiara Faenza, Head of Innovation Sustainability and Values
- **Pelliconi** - Matteo Mingardi, Innovation Manager
- **Protesa s.p.a. (Sacmi Group)** - Roberto Saponelli, R&D and Research Funding Manage

17.30 **Greetings and Conclusions**

More Informatin on

<https://eventi.unibo.it/futuredesignpack-2019>

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