

INNOVAZIONE CIRCOLARE DI UN SISTEMA PRODOTTO-SERVIZIO NEL PACKAGING: IL CASO CPR SYSTEM

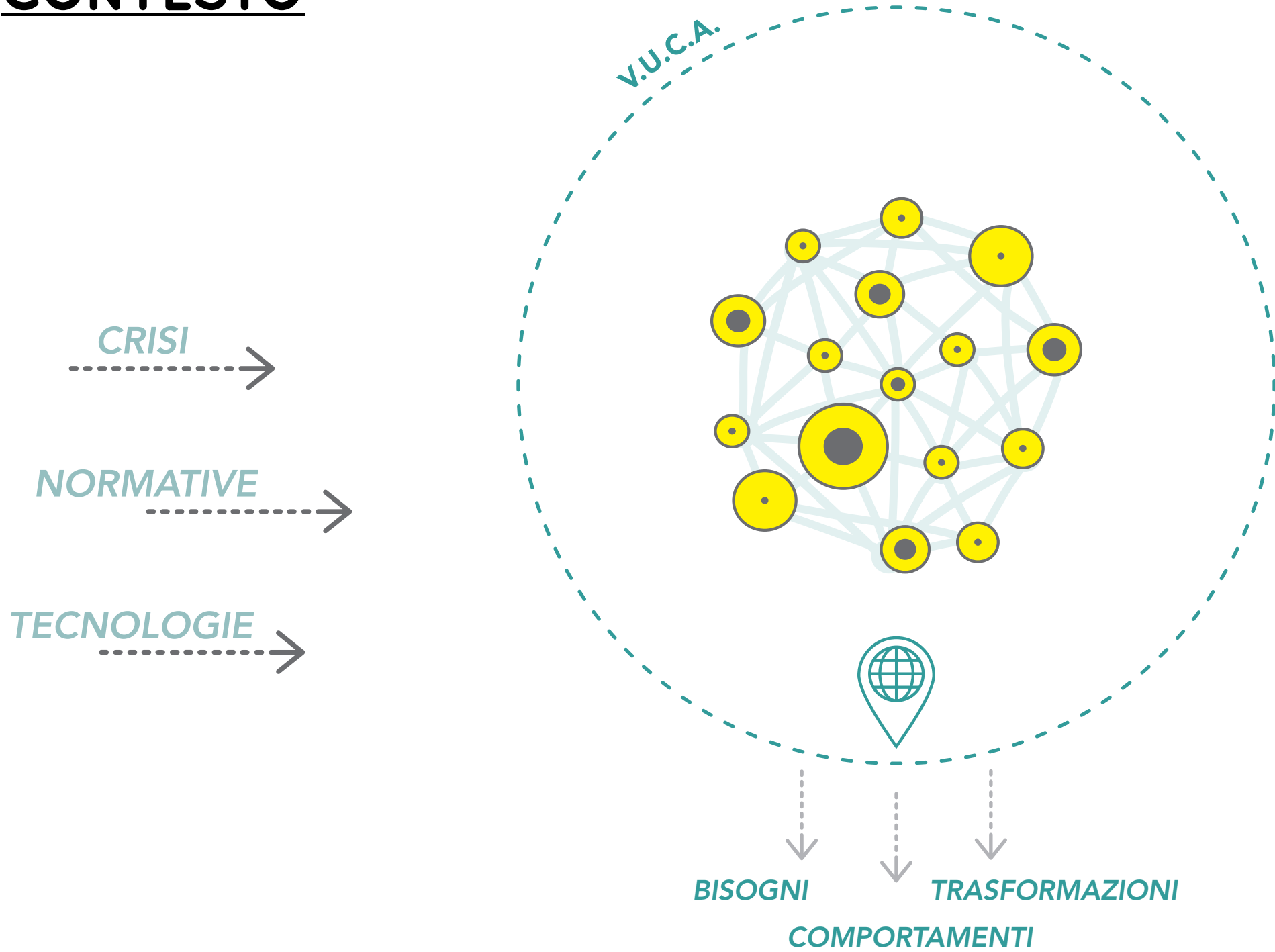
Clara Giardina

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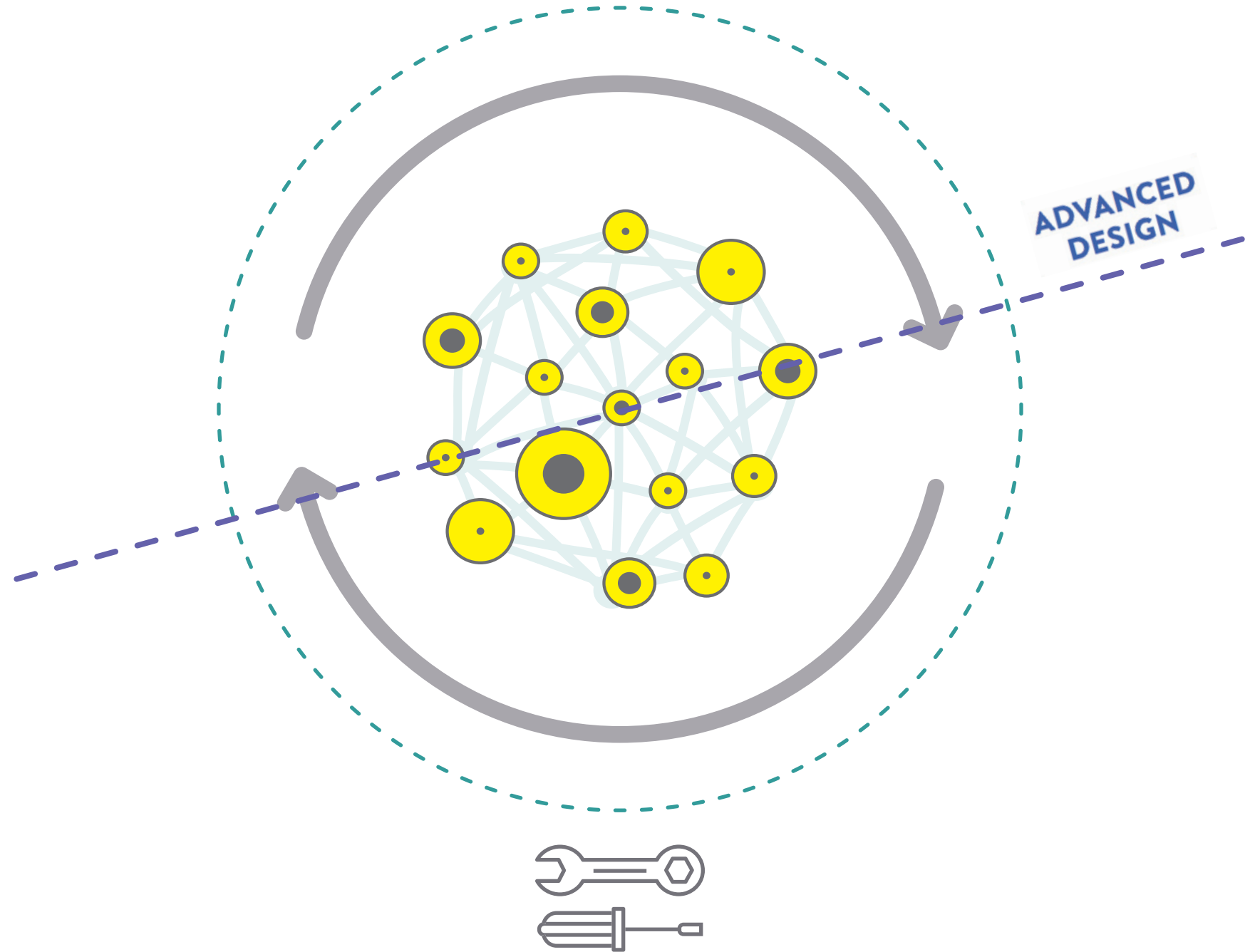
clara.giardina@unibo.it

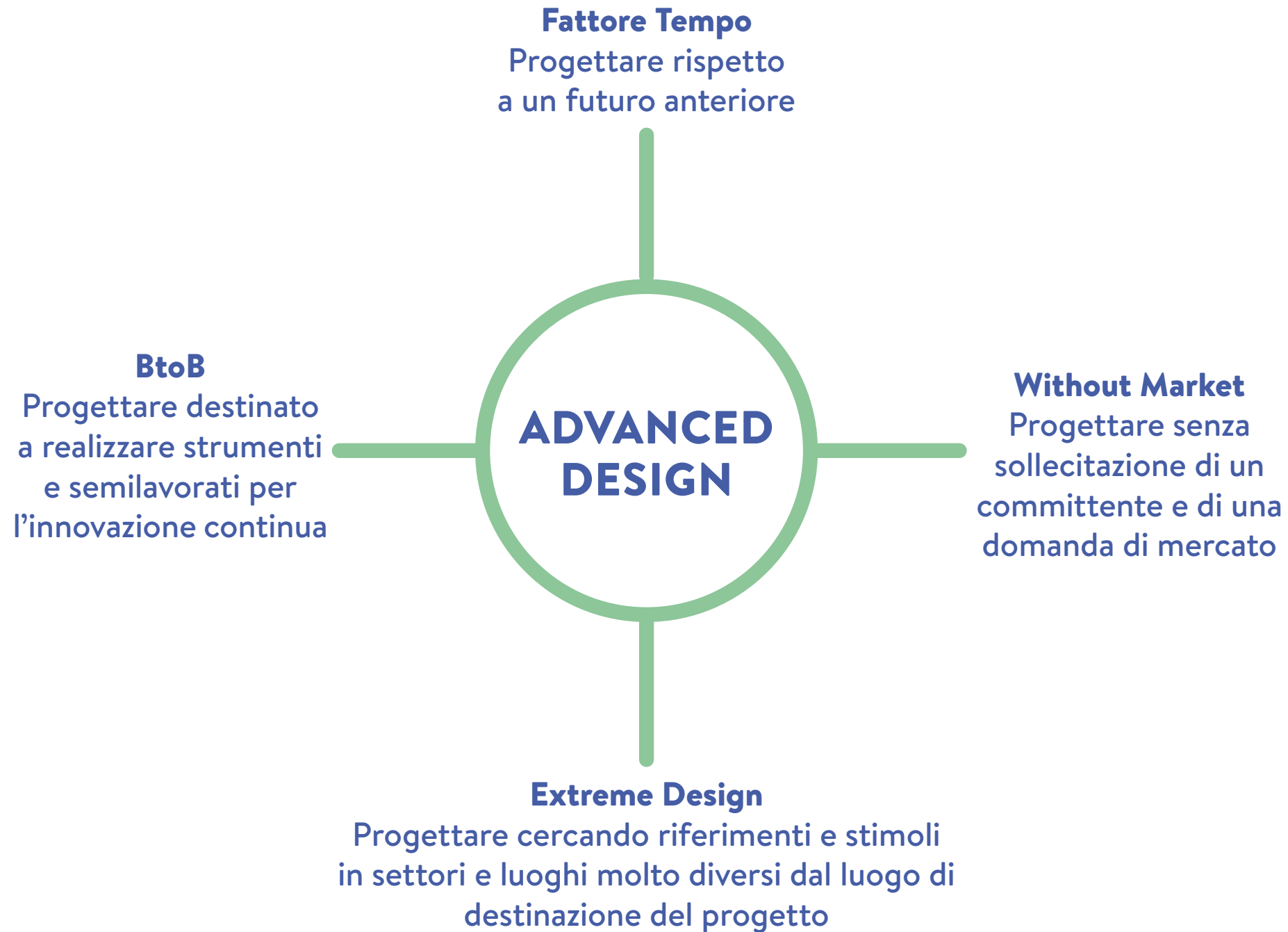


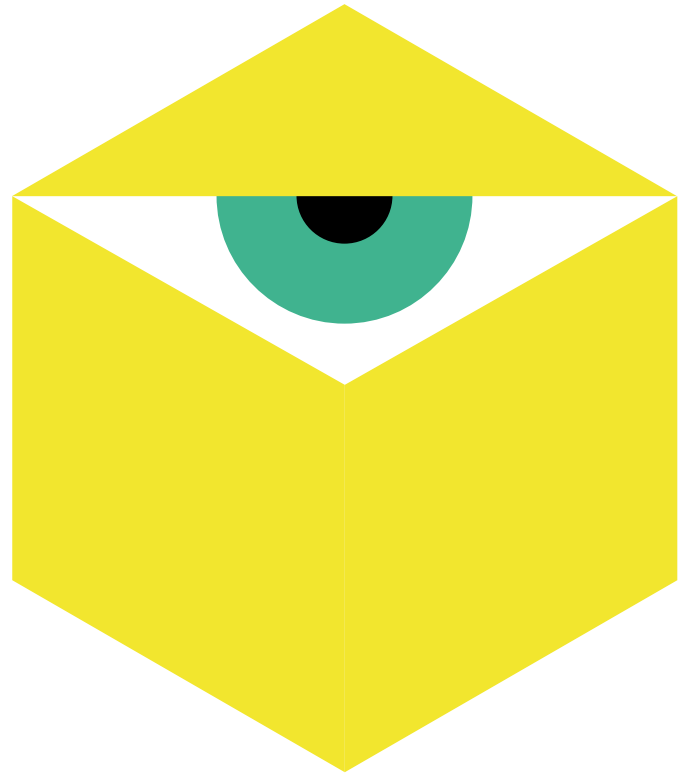
CONTESTO



CONTESTO





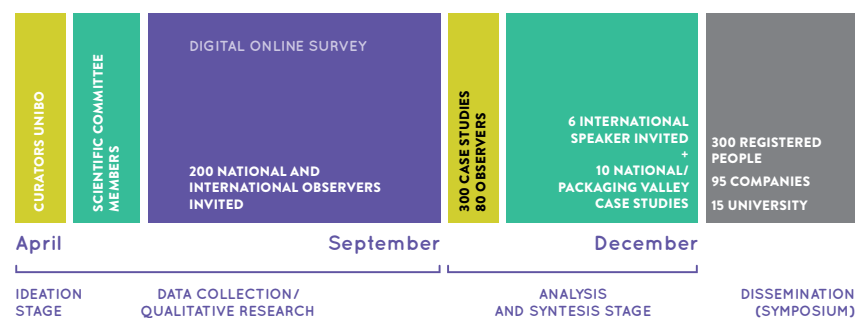


osservatorio
innovazione
packaging

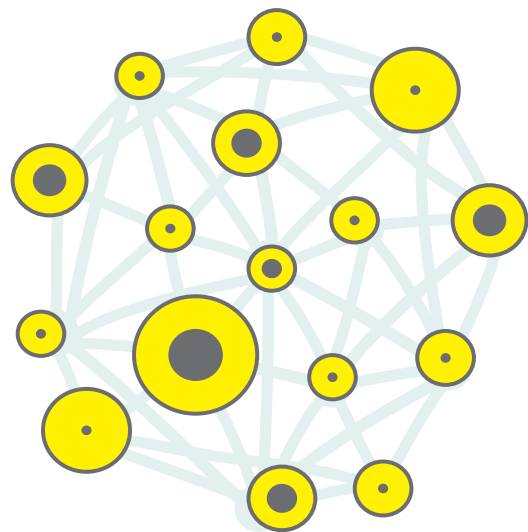
SIMPOSIO FUTURE DESIGN PACK

> Simposio [The Future of Packaging Design. Towards a smart and sustainable era](#)

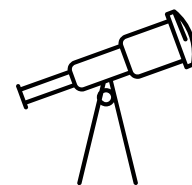
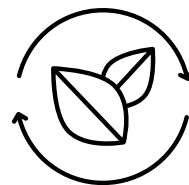
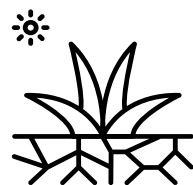
> 80 segnalatori, + 300 casi, 6 esperti globali, 8 rappresentanti della Packaging Valley.



ORIENTARE ALLA TRANSIZIONE



AZIENDE
SISTEMA PACKAGING

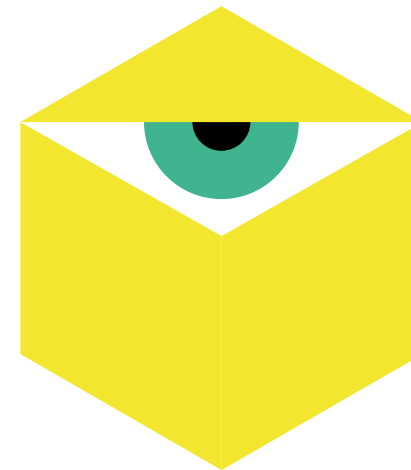


RESILIENTI
SOSTENIBILI
ORIENTATE AL FUTURO



PEOPLE-PLANET
APPROACH

È un progetto ADU-UNIBO che **racconta, interpreta e agisce** sul fenomeno del packaging come espressione della complessità contemporanea, al fine di **innescare innovazione.**



**osservatorio
innovazione
packaging**

COSA FA: IL PROCESSO



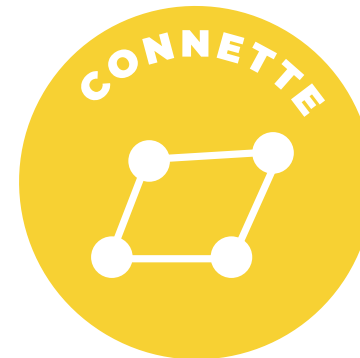
Monitora il settore e archivia **casi studio** significativi. Raccoglie **trend e insight** del settore (pubblicazioni tecnico-scientifiche e di diffusione, podcast, video, libri).



Osserva, legge in modo trasversale e interpreta **dati quali-quantitativi**, in una prospettiva multidisciplinare orientata dal Design. Realizza **studi e ricerche** per settori specifici su fenomeni che portano all'innovazione.

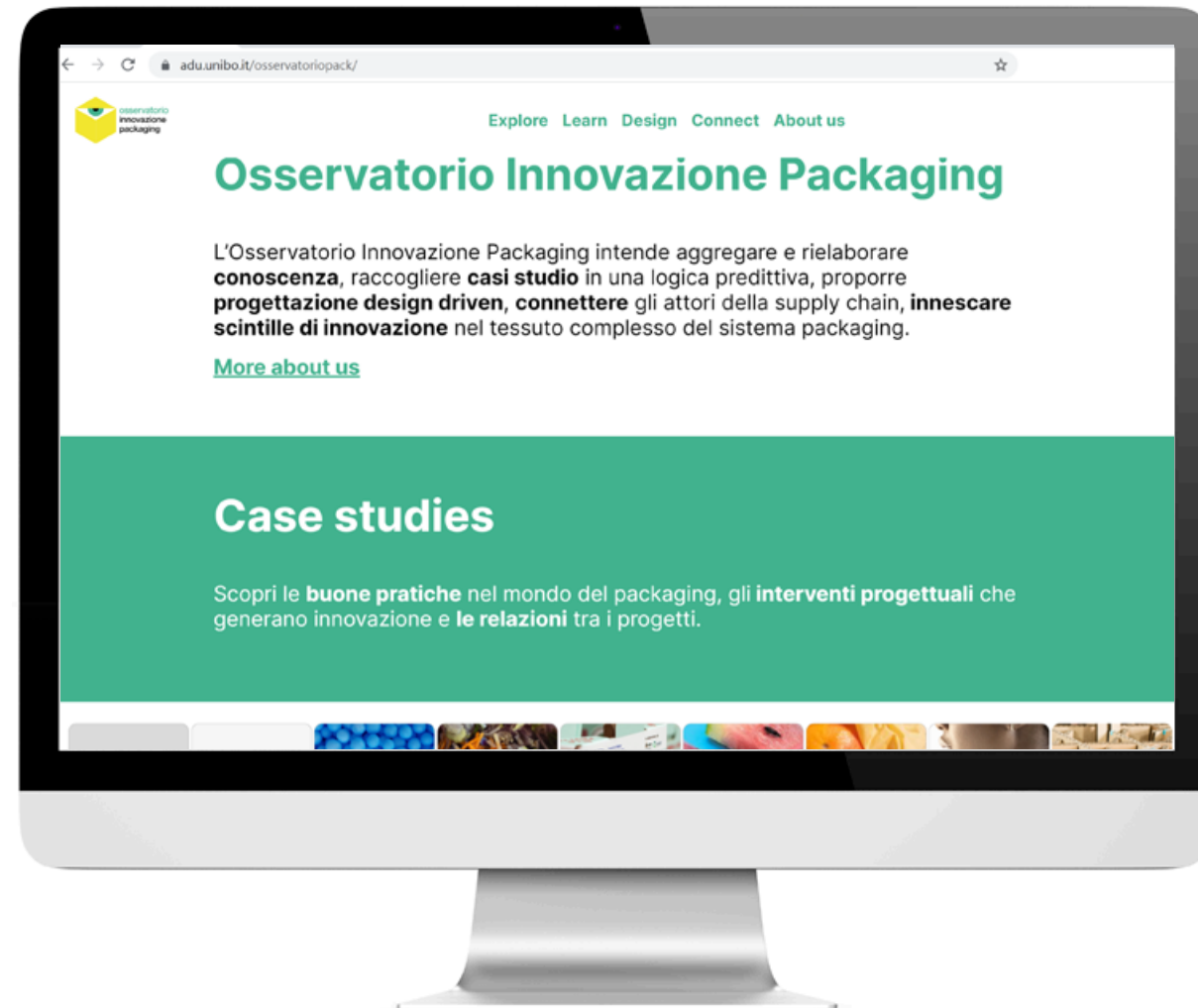


Semplifica la complessità e la comunica attraverso **value stories**, narrazioni che raccontano a diversi livelli i fenomeni osservati.



Facilita la relazione tra i diversi attori in una logica di sistema integrato per creare una **rete intersettoriale di stakeholder**.

ADU.UNIBO.IT/OSSERVATORIOPACK





+500 CASI
+350 AZIENDE
+100 PERSONE

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[Linkedin www.linkedin.com/company/osservatorio-innovazione-packaging](https://www.linkedin.com/company/osservatorio-innovazione-packaging)

EXPLORE: IL DATABASE



Stacy's Rise Project

Staying true to its roots as a brand founded by women, Stacy's is committed to empowering and supporting women entrepreneurs on their paths to establishing a successful business. To further the mission, Stacy's launched the Rise Project, a program dedicated to helping women grow their businesses through funding, mentoring and community. To date, Stacy's has invested more than \$450,000 in #HelpWomenRise. The 'Female Founder Finder' bags display artwork created by illustrator Libby VanderPloeg and a QR code that, when scanned, can direct you to businesses founded by women.



country: Stati Uniti d'America
organizations: Frito-Lay PepsiCo
type of project: Commercialized Solution
year: 2020

type of intervention: Accessibility, Brand Storytelling, Environmental / Social Causes communication, No Gender/Stereotype, Track and Trace System

commodities sector:

EXPLORE: LA SCHEDA


Descrizione del progetto

Immagini del progetto

Tag (dati quali-quantitativi) che definiscono e catalogano scientificamente il progetto (es. settore, materiali, stato di avanzamento, mercato di riferimento).
In particolare i “**Type of intervention**” (55 categorie) evidenziano quali interventi progettuali definiscono l’innovazione del caso studio.

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country organizations type of project year

Stat Unit d'America Frito-Lay PepsiCo Commercialized Solution 2020

type of intervention

Accessibility Brand Storytelling Environmental / Social Causes communication No Gender/Stereotype Track and Trace System

commodities sector

Food

materials

Plastics


tags

B2C Communication Ethics Flexible Primary packaging Smart technologies

link

www.stacysrises.com

Video



0:00 / 0:15

La piattaforma ospita **articoli, podcast, report, libri, video e documenti** selezionati sull'innovazione nel settore del packaging. Fornisce **ricerche** sugli agenti di innovazione e approfondimenti per le aziende associate. Riporta gli **eventi** del settore del packaging in tutto il mondo. Offre servizi di **progettazione ibrida** che mescolano le competenze di ricercatori, studenti e aziende (Talent Lab e Progetti competitivi).

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Reset Format Thematic fields

Research

Diventa **Member** dell'Osservatorio Innovazione Packaging con la tua azienda, ente o associazione, per accedere a **Ricerche Cross-Driver** sugli agenti di innovazione, e **Ricerche In-depth** per approfondimenti verticali.

RESEARCH PROJECT SURVEY REPORT

FUTURE DESIGN PACKAGING

THE FUTURE OF PACKAGING DESIGN TOWARDS A SMART AND SUSTAINABLE ERA

Cross-Driver Research Sample In-depth

Events

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Tutti i fenomeni di innovazione partono dall'osservazione informata, minuziosa ed attenta della realtà. Questa **osservazione**, insieme al **dialogo tra intelligenze diverse** e alla **migrazione di soluzioni** tra settori, sono alla base dell'**innovazione** e della creazione di valore.

Le diverse discipline che si incontrano nel Sistema Packaging possono essere tenute insieme dalle **Culture del Progetto**. Il **Design** è infatti un *sapere mediatore* tra saperi, è capace di semplificare la complessità, di supportare la creazione di una cultura sostenibile, di orchestrare le relazioni nella filiera.

L'**Osservatorio Innovazione Packaging** mette a disposizione le proprie competenze offrendo servizi di **Progettazione Ibrida** tra ricerca, studenti, aziende:

- >> attraverso **Talent Lab**
- >> con la partecipazione a **Progetti Competitivi**.

Entra a far parte dell'Osservatorio e **scopri come collaborare** per progettare innovazione design driven.

Upcoming events	
28 - 10 - 2021	Ecomondo: Citizens Matter
01 - 12 - 2021	World Bio Market Meetup
19 - 01 - 2022	ADF&PCD e PLD Paris 2022
16 - 02 - 2022	European Food & Beverage Plastic
10 - 03 - 2022	Cosmoprof Worldwide Bologna
03 - 05 - 2022	GreenPlast
24 - 05 - 2022	Packaging Première shaping luxury

TYPE OF INTERVENTION: SUSTAINABILITY

The screenshot displays the 'unibo.it' website's 'Explore' section, which is a digital gallery of sustainable packaging interventions. The page features a navigation bar with tabs for 'type of intervention', 'sector', 'material', and 'tags'. The 'tags' tab is currently selected, showing a list of categories including 3D Printing, AI Artificial Intelligence, Automations, B2B, B2C, Communication, Distribution, Ethics, Flexible, Functionality, Laws and regulations, Logistics, machine learning, Materials, Primary packaging, Production process, robotics, Secondary packaging, Sensors, Smart technologies, Sustainability (highlighted), and Tertiary packaging. A search bar is located on the right side of the navigation bar.

The main content area is a grid of 60 individual project cards, each representing a different sustainable packaging solution. Each card includes a title, a small image of the product or packaging, and a brief description. The projects are organized into rows and columns, with each card containing a title, a small image of the product or packaging, and a brief description. The projects include:

- SPICE
- SoluBAG - Biodegradable bag
- Oohol
- Perso
- Mushroom Packaging
- Return Refill Repeat
- Attivo!
- Bio Renew Bottle
- BackBo - Sustainable hub
- Coca-Cola Paper bottle
- Papira
- EstaThé Glass Bottle
- Algae Ink
- VC Plus
- APEPAK - Allmetary casing
- Biodegrapak
- Amazon Frustration
- Bag-in-Box
- By Humankind - Refillable package
- Algramò 2.0
- RePack - Reuse shippers
- Blitz Tray
- Olay - Refillable Pods
- Solero No Wrappers
- Biomade
- Coffim
- Dual
- Upalet
- StreamOne
- Push Tab
- KeelClip
- Amp Cortex
- This too shall pass - Rice Package
- Ecobag
- Srisangdao Rice
- Drink with Song
- Rinascimento
- Medhea - Antibacterial pack
- Ark Packaging
- Cronogard
- MEALS
- RR Donnelley - Bottle structure Pack
- Smurfit Kappa - New wine online pack
- Corona - Beer pack made straw waste
- Ley de Reciclaje
- ACE Green
- TriCiclos - Recycling
- Sbucciapack
- Abipack
- Hubert
- NatureFlex
- The Monotube
- ToTheWeb Display
- Dove Refillable
- The Body Shop - Refill stations
- Papacks - Refill caps
- Cryovac Mirabella
- Meet Lia
- Tracky Food - food traceability platform
- Styropor Cycled
- Cryovac Darfresh Range
- Dimmidisi - Un Sacco Green
- Cryovac Optidure
- Give the Planet a Break
- Nutshell coolers
- Bee's Wrap - Food wrapper
- Single-dose pouch for wine
- Notpla Paper
- VVY Brasil - Refillable spray
- Everist - Waterless Shampoo Concentrate
- Notpla Coating
- The Stamp Egg Packaging
- This is Circular - Circular delivery service
- Nestlé - Don't waste campaign
- Melinda - GOOD
- Pringles - Recyclable paper tube
- Paper Tube
- Just Water - Plant based bottle
- Eco Piping Bag
- Provenance - Sustainable communication
- Unilever - Paper-based detergent bottle
- Smurfit Kappa - Paper-based child-lock for laundry
- Refill 50
- CleanFlake

TYPE OF INTERVENTION: CIRCULAR PROCESS

unibo.it Clara Giardina

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type of intervention: **Circular Process** | sector: | material: | tags: | search: []

Accessibility | Active Packaging | Augmented Reality | Biobased Material | Biodegradable Material | Brand Storytelling | Carbon Footprint Reduction | Child-Resistant Security | **Circular Process** | Compostable Material | Customer Engagement | Customer Experience | Customization | Deposit and Return | Dosing/Pouring System | E-Commerce Packaging Solution | Edible Material | Energy Consumption Reduction | Environmental / Social Causes communication | Expiration Monitoring | Facilitated recycling | Information Accessibility | Internet of Things | Labeling - Date | Labeling - Environmental | Labeling - Ingredient | Labeling - Nutrition | Low Impact Inks and Printing Techniques | Marking | Material Reduction | Monomateriality | No Gender/ Stereotype | Opening System | Optimised Assembly Operations | Optimised Production Processes | Optimised Relationship in Packaging Levels | Optimised Shape/Component | Optimised Transport and/or Storage Operations | Promotion of Local Identity | Recycle and Reward | Recycled Material | Reduction of Size | Refill System | Resizable Solutions | Reusability | Scrap Reduction | Smart Delivery | Smart Packaging | Targeted Filling System | Temperature Monitoring | Track and Trace System | Usability | Virtual Reality | Waste Reduction | Water Footprint Reduction

SPICE			BEAUTY KITCHEN EFFECTIVE-NATURAL-SUSTAINABLE			ALGAE INK								
Amp Cortex	This too shall pass - Rice Package	Srisangdao Rice	Rinascimento	Ark Packaging	Corona - Beer pack made straw waste	Ley de Reciclaje	TriCielos - Recycling	Palpa Twist	Abipack	The Monotube	The Body Shop - Refill stations	Papacks - Refill caps	Smurfit Kappa - Spring effect box	
Styropor Cycled	Dimmidisi - Un Sacco Green	Bee's Wrap - Food wrapper	Single-dose pouch for wine	Notpia Paper	YVY Brasil - Refillable spray	Notpia Coating	This is Circular - Circular delivery service	Melinda - GOOD	Paper Tube	Unilever - Paper-based detergent bottle	From plastic bottle to LEGO brick	Henkel - Recyclable black plastic pack	Lactips - Milk protein pellets	
Recyda - Value chain for recyclability	Wash-off SmartCircle	LOLIstraw	Wasted - Plastic-free habits	PIP 360	Monomateriale per il Caffè Goglio	Green Box project	KartaPack	YOPP PHA Pellets	Full Cycle - Waste bioplastic	Purecycle - Recycling process	OWP	Nestlé - Blockchain platform	YES! Snack in recyclable paper	
Klix Eco Cup	Caviro Extra	OceanSound Plastic	Beach Plastic Shampoo	Deil - Recycled ocean plastic for laptop packaging	PepsiCo - Biobased packaging	Agraloop	Bakergoodchild - Potato starch polywrap	PG Tips - Biodegradable tea bags	Rent the Runway - Reusable Bag	CircularPack	Nazena - Upcycling solution for fashion	TOMbag - Reusable garbage bag	Ecoblister	
Junker App	Nuova vita alle vaschette	Suono Positivo	Oceaniq	Evian - Label-free bottle	No Compromise	Smile for Good toothpaste	L'oréal - Paper-based tube	Res Urbis	AgriMax - Bio waste valorization	USABLE Packaging	Biodegradable paper pill box	Prolific	DabbaDrop - Delivery Box	

TYPE OF INTERVENTION: CIRCULAR PROCESS



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type of intervention sector material tags 🔍 search

Accessibility Active Packaging Augmented Reality Biobased Material Biodegradable Material Brand Storytelling Carbon Footprint Reduction Child-Resistant Security Circular Process Compostable Material

Customer Engagement Customer Experience Customization Deposit and Return Dosing/Pouring System E-Commerce Packaging Solution Edible Material Energy Consumption Reduction

Environmental / Social Causes communication Expiration Monitoring Facilitated recycling Information Accessibility Internet of Things Labelling - Date Labelling - Environmental Labelling - Ingredient Labelling - Nutrition

Low Impact Inks and Printing Techniques Marking Material Reduction Monomateriality No Gender/Stereotype Opening System Optimised Assembly Operations Optimised Production Processes

Optimised Relationship in Packaging Levels Optimised Shape/Component Optimised Transport and/or Storage Operations Promotion of Local identity Recycle and Reward Recycled Material Reduction of Size Refill System

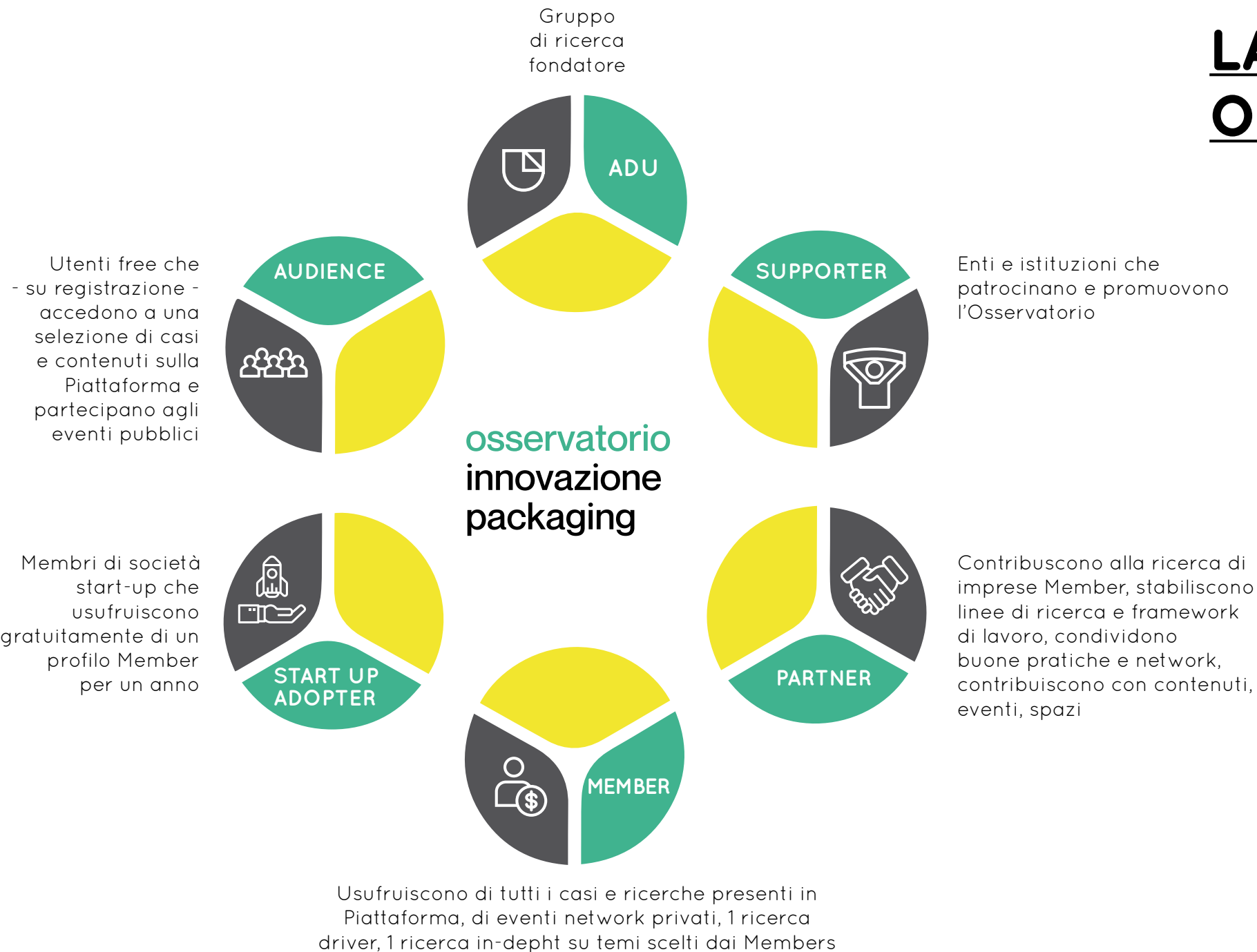
Resizable Solutions Reusability Scrap Reduction Smart Delivery Smart Packaging Tamper Evident System Temperature Monitoring Track and Trace System Usability Virtual Reality Waste Reduction

Water Footprint Reduction

PACKAGING MACRO TRENDS



LA STRUTTURA ORGANIZZATIVA



Project Coordinators

Flaviano Celaschi, ADU Unibo
Clara Giardina, ADU Unibo

Scientific Committee

Laura Badalucco, Università IUAV di Venezia
Silvia Barbero, Politecnico di Torino
Erik Ciravegna, Pontificia Universidad Católica de Chile
Ladeja Godina Košir, Circular Change
Paola Fabbri, Università di Bologna
Franco Fassio, Università Scienze Gastronomiche Pollenzo
Matteo Mura, Università di Bologna

Founders



Members



Supporters



Comune di
Cesena



PACKAGING
PREMIÈRE
SHAPING LUXURY

In progress



GRAZIE

Clara Giardina

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