

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

Clara Giardina

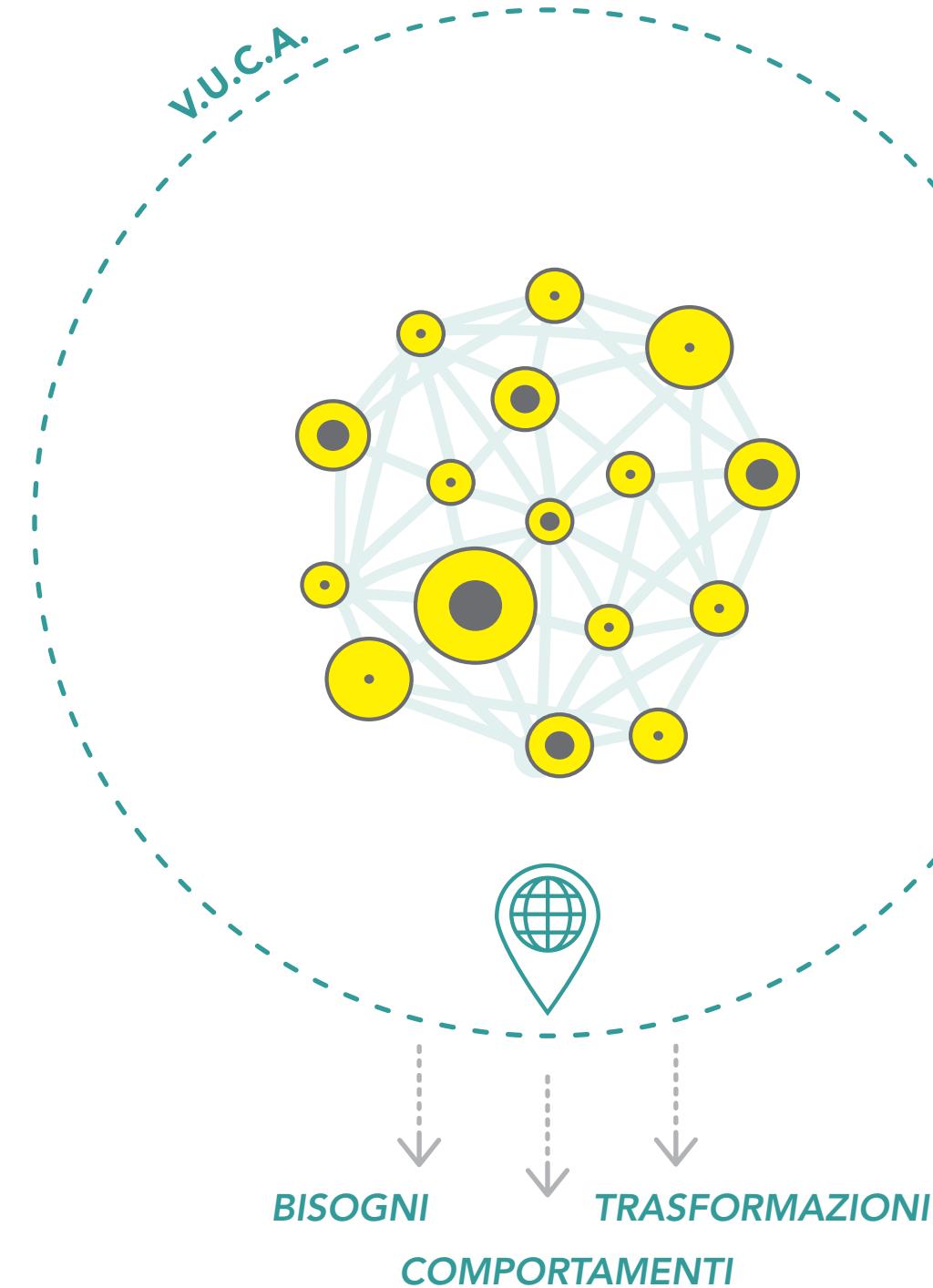
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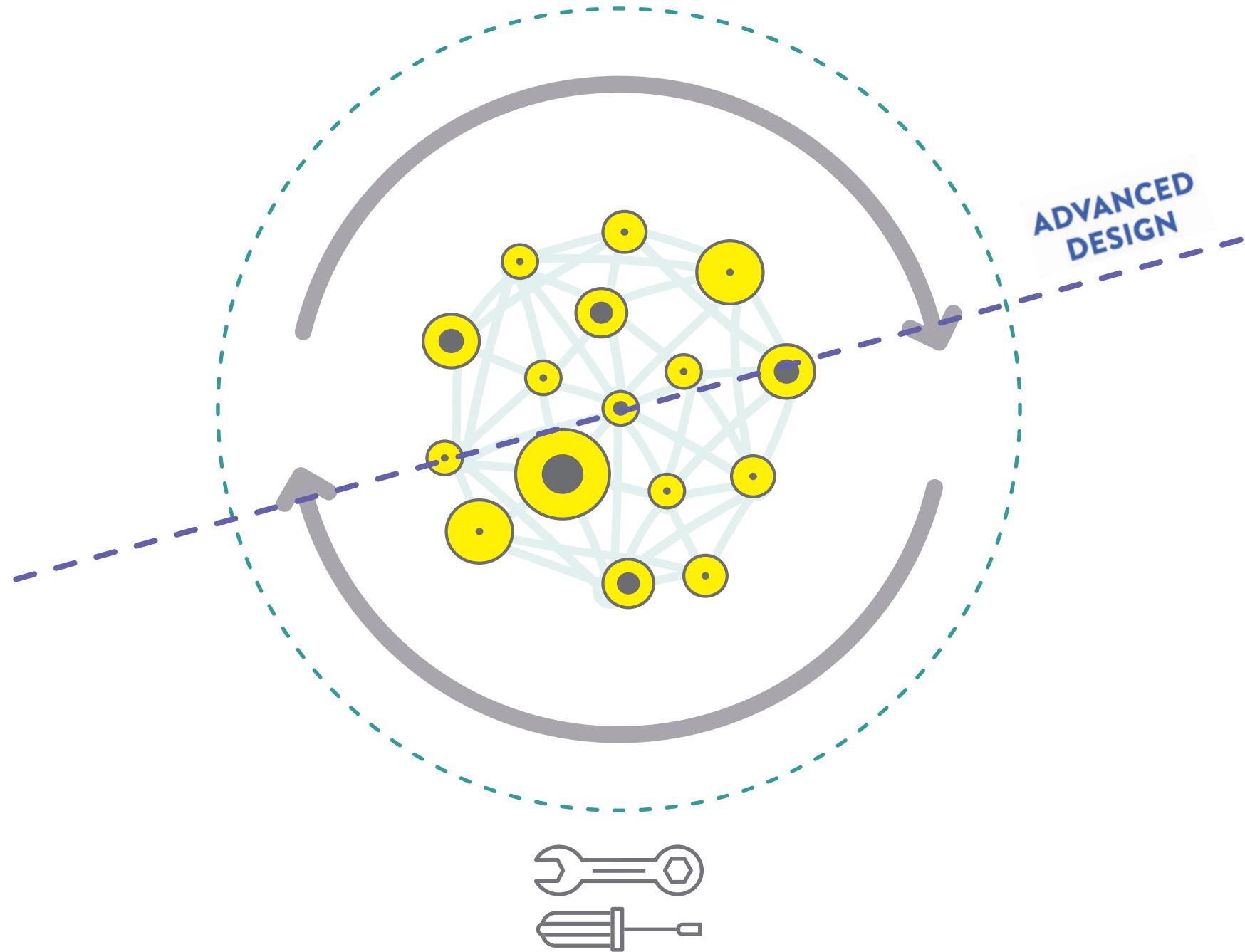


CONTESTO

CRISI →
NORMATIVE →
TECNOLOGIE →



CONTESTO





BtoB
Progettare destinato
a realizzare strumenti
e semilavorati per
l'innovazione continua

ADVANCED DESIGN

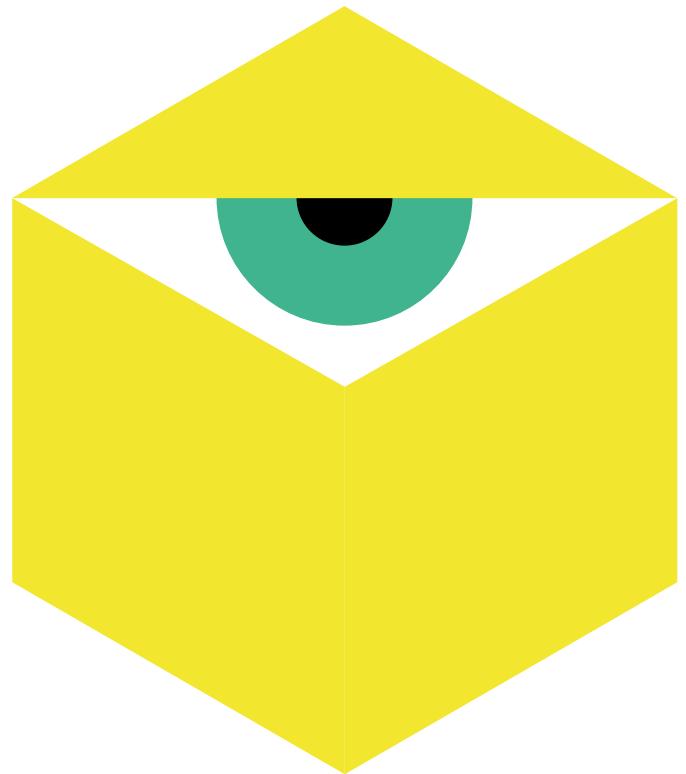
Fattore Tempo
Progettare rispetto
a un futuro anteriore

Without Market
Progettare senza
sollecitazione di un
committente e di una
domanda di mercato

Extreme Design

Progettare cercando riferimenti e stimoli
in settori e luoghi molto diversi dal luogo di
destinazione del progetto

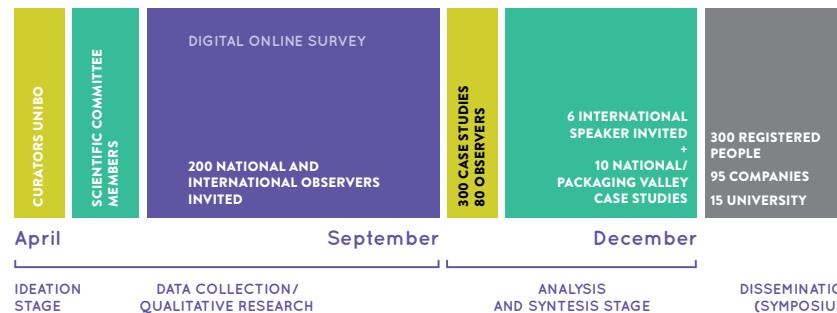




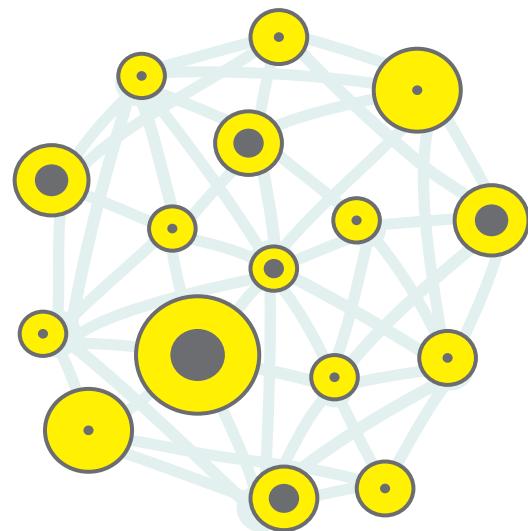
osservatorio
innovazione
packaging

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.



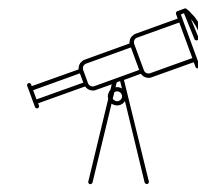
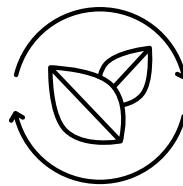
ORIENTARE ALLA TRANSIZIONE



AZIENDE
SISTEMA PACKAGING

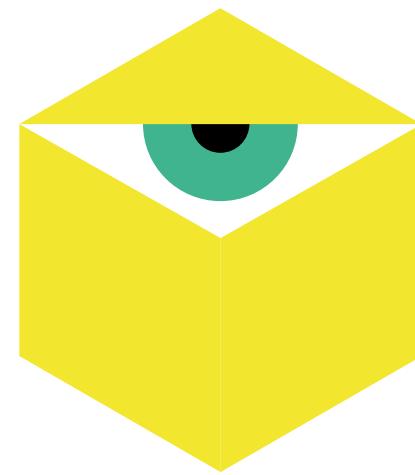


RESILIENTI
SOSTENIBILI
ORIENTATE AL FUTURO



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



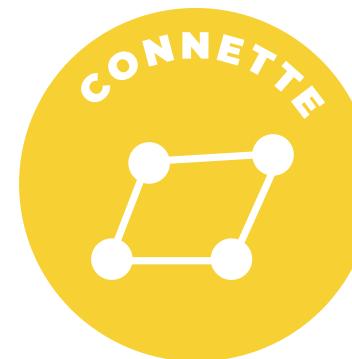
Monitora il settore e archivia **casi studio** significativi. Raccoglie **trend e insight** del settore (pubblicazioni tecnico-scientifiche e di diffusione, podcast, video, libri).



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.

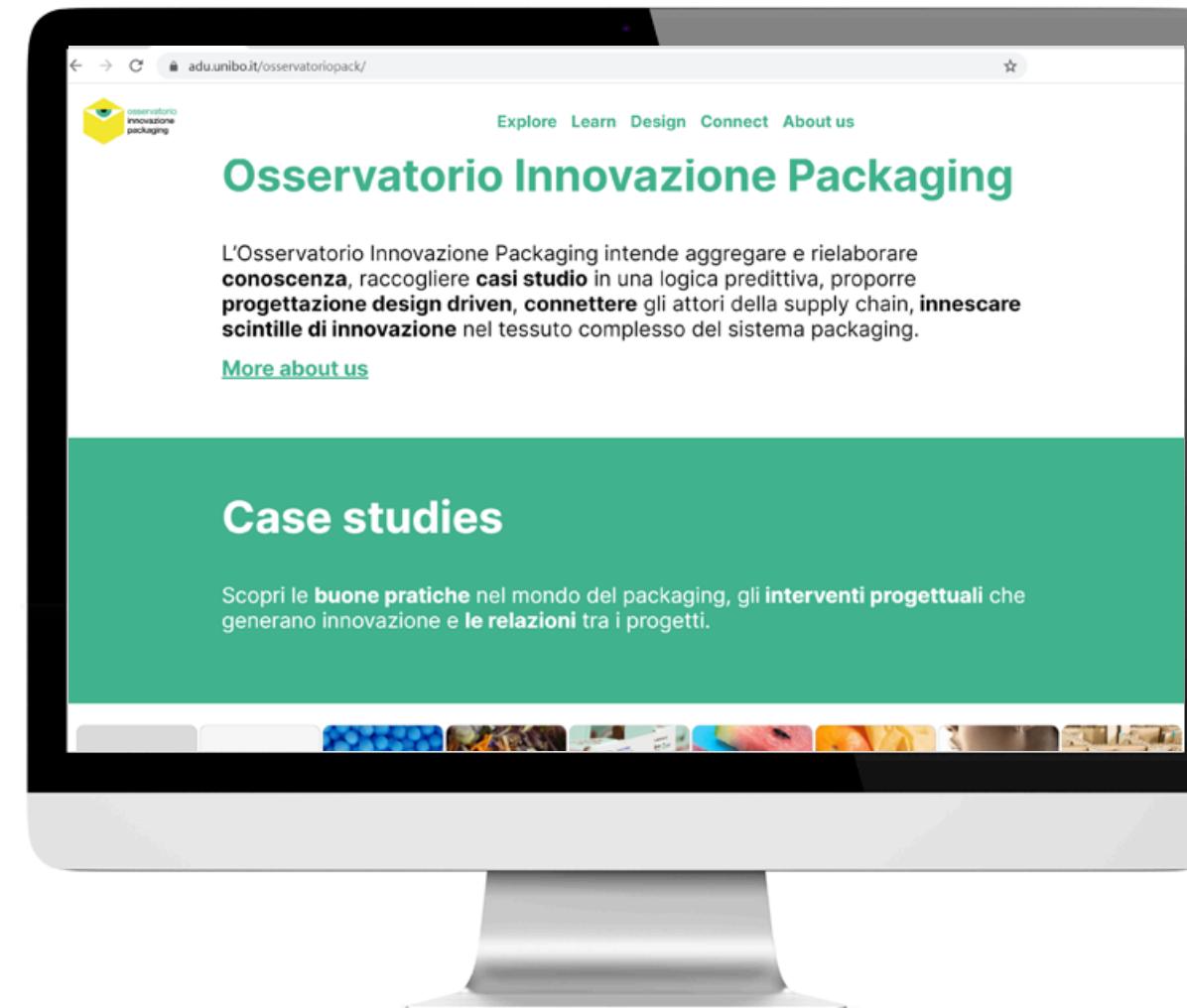


Semplifica la complessità e la comunica attraverso **value stories**, narrazioni che raccontano a diversi livelli i fenomeni osservati.



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

ADU.UNIBO.IT/OSSERATORIOPACK

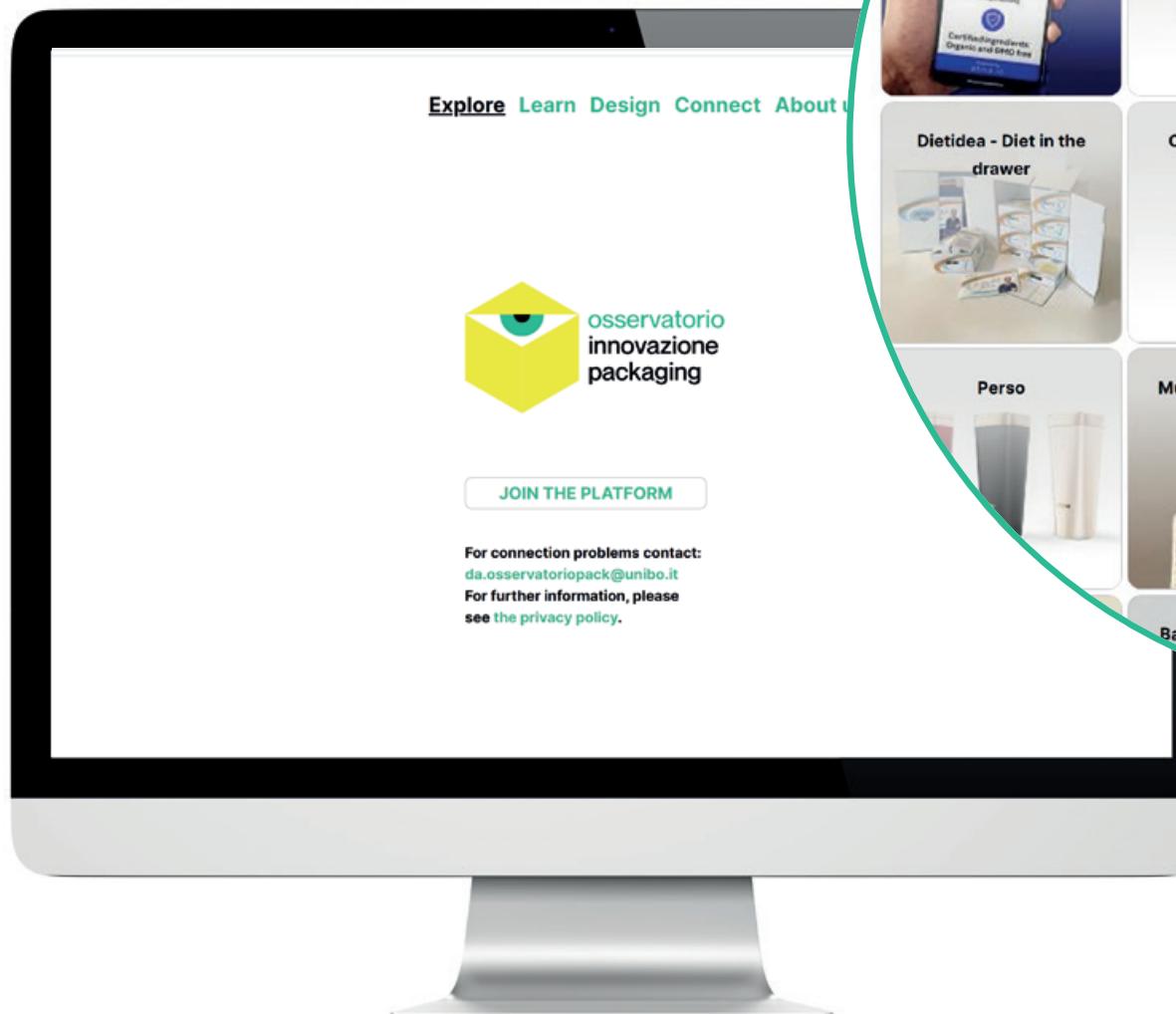




**+500 CASI
+350 AZIENDE
+100 PERSONE**

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EXPLORE: IL DATABASE



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Avery Dennison - Electronic identifier

Dietidea - Diet in the drawer

Perso

Mushroom

BackBo -

SPICE

Stacy's Rise Project

SoluBAG -

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.

Stacy's Rise Project

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

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

commodities sector Food

materials Plastic

tags B2C, Communication, Ethics, Flexible, Primary packaging, Smart technologies

link www.stacysnacks.com

Video



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

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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

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

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Events

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2021

Ecomondo: C

osservatorio innovazione packaging

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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.

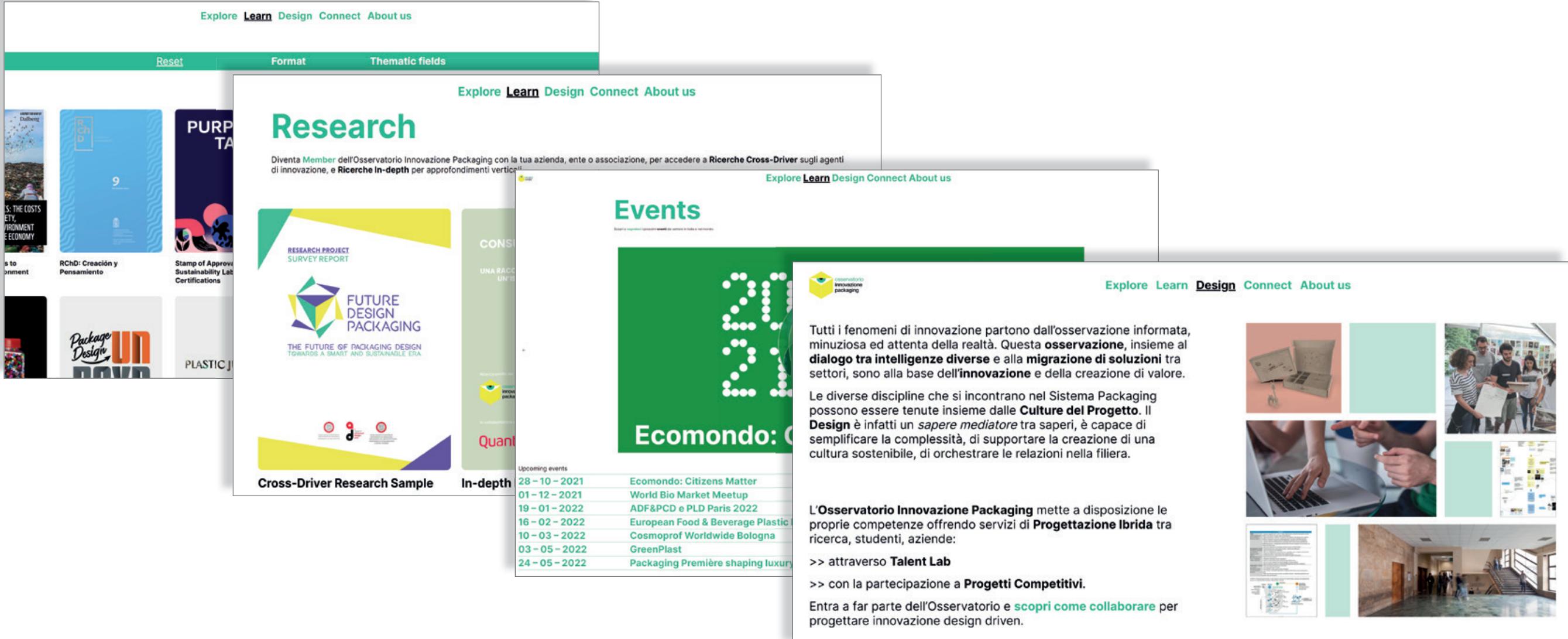
Le diverse discipline che si incontrano nel Sistema Packaging possono essere tenute insieme dalle **Culture del Progetto**. Il **Design** è infatti un *sapere mediatore* tra saperi, è capace di semplificare la complessità, di supportare la creazione di una cultura sostenibile, di orchestrare le relazioni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

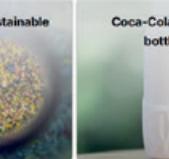
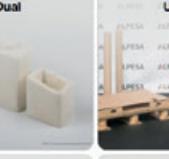
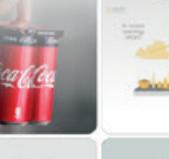
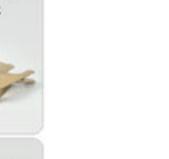
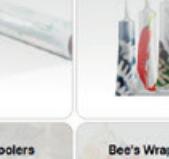
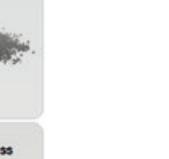
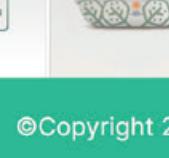
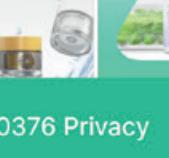
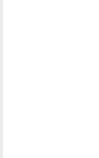
Entra a far parte dell'Osservatorio e **scopri come collaborare** per progettare innovazione design driven.



TYPE OF INTERVENTION: SUSTAINABILITY

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type of intervention	sector	material	tags																		
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	Tertiary packaging
 SPICE																					
																					
																					
																					
																					
																					

TYPE OF INTERVENTION: CIRCULAR PROCESS

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type of intervention sector material tags

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 Packaging Tamper Evident System Temperature Monitoring Track and Trace System Usability Virtual Reality Waste Reduction Water Footprint Reduction

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

Biodegradable

Renewable materials

Compostable
materials

Plastic
free
frozen

Circularity

Reusability

Mono-materiality

Zero waste

Food-waste

Sustainable candy

On-the-go

Anti-bacterial
packaging

Lightness

Ready-to-eat
Functionality

Hygiene and security

Post pandemic scenarios

Inclusion

Accessibility

Ethics

Transparency

Eco-friendly inks

Loyalty
Visibility

Sustainability

Sustainable
labels

Metaverse

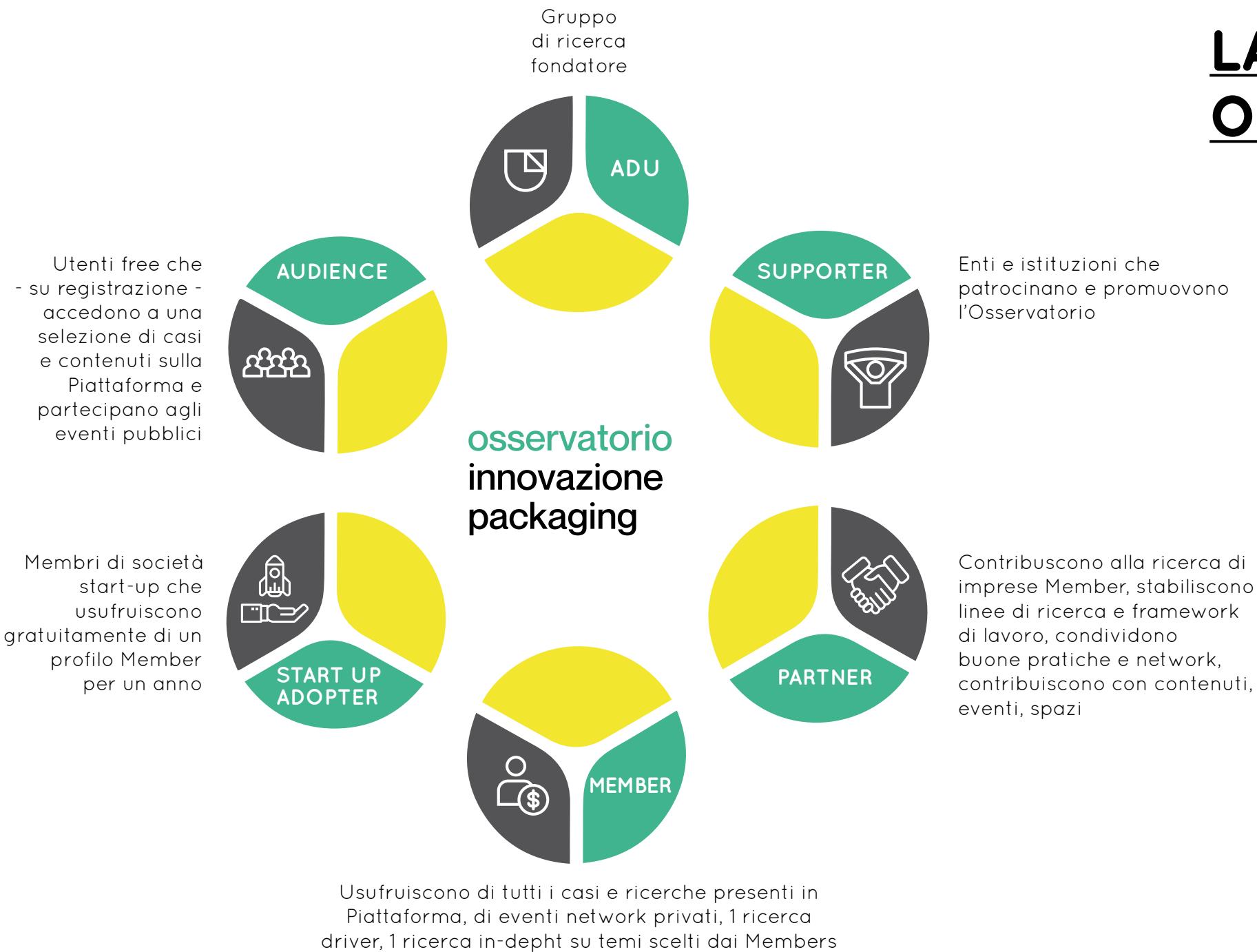
AR/VR Technologies

Digital Printing

Phygital

Digital Technologies
Smart packaging

LA STRUTTURA ORGANIZZATIVA



Project Coordinators

Flaviano Celaschi, ADU Unibo
Clara Giardina, ADU Unibo

Founders



Members



Supporters



Comune di
Cesena



PACKAGING
PREMIÈRE
SHAPING LUXURY

In progress



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

GRAZIE

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