

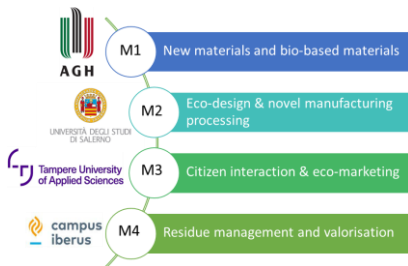
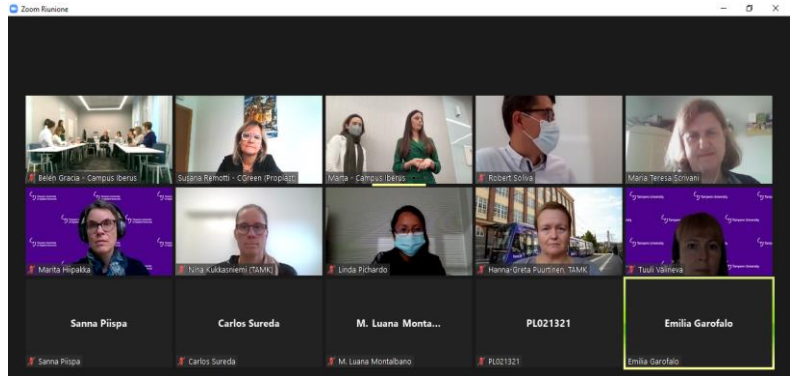
PRESS RELEASE N. 2 – 2021

**4rd TRANSNATIONAL MEETING ON-LINE
14TH AND 15TH OCTOBER 2021**

On 14th and 15th October 2021, **PackAll project** partners attended the 4rd transnational meeting on-line.

PackAlliance project partners participation was on-line, because of the COVID-19 situation that already exists, and in presence in Cracow – Poland.

As always, PackAlliance partners invited to join the meeting them to the Project Officer assigned by the EACEA, Mrs. Eleonora Cavallero.



In this transnational meeting, the partners talked about the training programme that has started on October 4th.

To the ongoing module, “New materials and bio-based materials, participate more than 60 applicants, very active during the lessons.

The dates of the next modules are:



Academic calendar

2021							2022																						
October							November							December							January								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
					1	2	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8		
3	4	5	6	7	8	9	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15		
10	11	12	13	14	15	16	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22		
17	18	19	20	21	22	23	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	23	24	25	26	27	28	29
24	25	26	27	28	29	30															30	31							
31																													
February							March							April							May								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
							1	2	3	4	5							1	2	3	4	5	6	7					
6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14		
13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21		
20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28		
27	28	27	28	29	30	31							24	25	26	27	28	29	30	29	30	31							

- Module 1**
04/10/2021
07/11/2021
- Module 2**
08/11/2021
12/12/2021
- Module 3**
13/12/2021
06/02/2022
- Module 4**
07/02/2022
13/03/2022
- CHAINS**
21/03/2022
29/05/2022

Four videos, about each module explaining the training courses, are on-line on [YouTube](https://www.youtube.com).

PACKALL WORKSHOPS

“CIRCULAR ECONOMY - WHAT IT IS AND WHETHER IT IS INEVITABLE TELLS EKO GURU PROF. JOANNA KULCZYCKA”- POLAND.

On October 4th, 2021, Professor Joanna Kulczycka (**AGH University** – PackAll partner) gave an interview on the circular economy on **ECOGURU**. She spoke about the importance of circular economy that will allow us to reduce the amount of resources used in favour of the use of secondary raw materials, renewable materials or the introduction of other business models. Therefore, it will force us to new technological solutions as well as new organizational solutions. In addition, circular economy is an economy with great local potential; it is all activities that create short supply chains.

She also emphasized the importance of reliable education of society and enterprises in this field. Manufacturers should move away from the model in which we design a product in order to use it and discard it, or rather develop products that can be reused or easily processed. The product should be ecological already at the stage of creation, taking into account the impact on the environment throughout the life cycle, also in the use and processing phase, i.e. holistic approach. The good example of this kind of the education activity is Erasmus + PackAlliance project: European alliance for innovation training & collaboration towards future packaging.

More information in Polish can be found on the following [link](#).

WORKSHOP: CITIZEN AND CONSUMER ENGAGEMENT (FINLAND)

In the PackAll workshop organized by Tampere University of Applied Sciences on 24th September 2021, representatives from plastic packaging companies and different stakeholders discussed what kind of success stories as well as potential challenges and pitfalls they have had in respect to communication of plastics and plastic packaging with consumers and citizens. The workshop was also an opportunity for networking. The workshop was held online and targeted to any interested stakeholders.

The workshop included two presentations on the topic: [Fortum](#) representative spoke about the development of the recycled Circo brand from a consumer perspective, and [VTT](#) representative enlightened the responsible and ethical consumer and citizen communication for plastic packaging. In addition, TAMK lecturers reminded the audience of the upcoming PackAll pilot teaching module “Citizen and Consumer Engagement”. Participants then took part in facilitated workshop groups where they discussed about their experiences about success stories and possible challenges and pitfalls directed in communication and engagement of consumers and citizens.

<https://www.packall.eu/citizen-and-consumer-engagement-workshop/>

<https://www.tuni.fi/fi/ajankohtaista/citizen-and-consumer-engagement-tyopaja>