



R8.6 European contest for the best innovative ideas



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Pack Alliance | European alliance for innovation
training & collaboration towards future packaging

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1. Introduction

The Work Package 8 is dedicated to ensuring implementation of effective dissemination and promotion measures in order to guaranty the PackAlliance project visibility, and to reach the maximum number of people at local, regional, national and European level.

In this sense, June 6th 2022 it was celebrated the European contest for the best innovative ideas meeting with the main objective of selecting the best works done during the CHAINS.

PackAlliance programme included a challenge-based collaborative practical module (CHAINS) where a limited number of students carried out the last collaborative module in another foreign country in an immersive face-to-face experience. Because of COVID-19 the face-to face programme was to be substituted by a on-line version of the CHAINS. In this practical module students teams has to answer one question developing one project in collaboration in collaboration with the company of each country (Ecoember from Spain, Pyroll from Finland, Proplast from Italy, and Synthos from Poland).

2. Event Description

As it has been said in the Introduction, the objective of this event is to select the best works done by the different students teams during the chain. In order to do the selection one jury has been selected and presentations of the students of their works have been done during the event.

2.1 Event Agenda

In the next figure it is shown the agenda of the event where it can be seem that each students team presented its work after a short presentation of the Campus Iberus coordinator. There are two teams from Italy and Poland, and one team from Spain and Finland. After the presentations the Jury presented its decision with the bests works done during the CHAINS.

CHAINS Prize event

CEST

		15:10 – 16:00	Awards winners – Prof. <u>Loredana Incarnato</u> (UNISA)
14:00 – 14:10	Judges' presentation – Eva <u>Gallego</u> (Campus <u>Iberus</u>)		
14:10 – 14:20	Team FI – presentation		
14:20 – 14:30	Team IT 1 – presentation		
14:30 – 14:40	Team IT 2 – presentation		
14:40 – 14:50	Team PO 1 – presentation		
14:50 – 15:00	Team PO 2 – presentation		
15:00 – 15:10	Team SP – presentation		

2.2 Jury composition

The Jury of the prize was composed as follows:

- Prof. Danuta Ciechańska (Synthos)
- Miguel Angel Rodriguez Lopez (Ecoembes)
- Prof. Murat Colak (AGH)
- Prof. Ulla Häggblom (TAMK)
- Prof. Loredana Incarnato (UNISA)
- Sanna Piispa (Pyroll)
- Prof. Robert Soliva Fortuny (Campus Iberus)

Associated Partner

- Davide Pollon (COREPLA) On behalf of Proplast

2.3 Jury evaluation template

Previously to the event the Jury composed an evaluation template in order to have a criteria to a right evaluation of the different works. This is the template that was prepared by the Jury:

Performance		Excellent (10 points)	Good (5 points)	Insufficient (-1 point)
Presentation				
Duration		The maximum duration shall be 15 minutes and the minimum duration shall be 8 minutes.	The duration is 20 minutes maximum or 5 minutes minimum.	The duration is more than 20 minutes or less than 5 minutes.
Idea explanation		It is done with clarity using language for all audiences. The idea is fully explained.	It is carried out in an understandable way and using appropriate language. The idea is adequately outlined.	What is said is not understood and/or uses language that is too technical or too common. The idea is poorly or not at all explained.
Discourse / organisation of the information		Transmission of information in an organised way. (Example: Objective > Work > Result)	Although poorly organised, it manages to convey the necessary information.	It fails to convey information, and when it does, it does so inconsistently.
Challenge resolution	Idea development	Clarity in presenting the initial objectives and what has been achieved with the proposed idea. Develop and explain the idea, answering the questions: what was done? And how was it done?	It presents the initial objectives and those that have been achieved. It develops the proposed idea, but forgets to answer what was done or how.	Although it presents the initial objectives, it does not do the same with those that have been achieved. It does not answer what was achieved or how.
	Target	It clearly identifies the end-user, their characteristics and the potential users and their characteristics.	It identifies the end-user as well as potential users.	It does not identify the end-user or potential users.
	Strengths and weaknesses	Strengths/benefits/opportunities and weaknesses/threats have been identified and the most relevant are clearly explained and forward-looking.	Identify some of the strengths and/or weaknesses, explaining the most relevant ones briefly.	It identifies one or none of the strengths and/or weaknesses, without addressing the most relevant ones.
	Prototype	The developed idea is clearly represented in a visual form: prototype, sequence of use...	The developed idea is visibly represented.	The developed idea is not well represented.
Innovative thinking		Shows mastery of the subject, making clear the innovative component of the idea.	Knows the subject and is able to outline the innovative component of the idea.	Demonstrates his lack of knowledge of the subject by not being able to recognise the innovative component of the idea.
Video				
Performance (Tone of voice, supporting material, etc.)		The overall presentation is enjoyable, dynamic and easy to follow. It captures and maintains the interest of the audience and the jury. The presentation has an attractive and balanced format between text and images.	Captures and maintains the interest of the audience and the jury. The presentation is saturated with text or images.	The speech does not capture the interest of the audience and/or the jury. The presentation does not have an attractive format.
Video				
Duration		The maximum duration shall be 3 minutes and the minimum duration shall be 1 minute.	The duration is a maximum of 4 minutes and a minimum of 45 seconds.	The duration is more than 4 minutes and less than 45 seconds.
Idea explanation		It is done with clarity using a language for all audiences. The idea is fully explained: initial and/or achieved objectives, strengths and weaknesses, end-user, sequence of use, innovative keys of the idea...	It is done in a structured way and in a common language. The idea is known and most of its elements, objectives achieved, key points, form of use and innovative rationale are explained.	The idea is not explained in a complementary way, the initial and achieved objectives, the strengths and/or weaknesses, as well as the implementation of the idea and the innovative keys are not known.
Dynamism		The overall video is enjoyable, dynamic and easy to follow. It captures and maintains the interest of the public and has an attractive format.	It doesn't capture nor maintain the interest of the public or doesn't have an attractive format.	It doesn't capture nor maintain the interest of the public and doesn't have an attractive format.
Discourse / organisation of the information		Transmission of information in an organised way. (Example: Objective > Work > Result)	Information is conveyed in a scattered but understandable way.	There are no clear sections of the information displayed.

2.4 Jury evaluation rubric

Also previously, to the event the Jury composed an evaluation rubric. This is the rubric that was prepared by the Jury:

Performance Criteria		Excellent (10 points)	Good (5 points)	Insufficient (0 points)
Presentation				
Duration		The maximum duration shall be 15 minutes and the minimum duration shall be 8 minutes.	The duration is 20 minutes maximum or 5 minutes minimum.	The duration is more than 20 minutes or less than 5 minutes.
Idea explanation		It is done with clarity using language for all audiences. The idea is fully explained.	It is carried out in an understandable way and using appropriate language. The idea is adequately outlined.	What is said is not understood and/or uses language that is too technical or too common. The idea is poorly or not at all explained.
Discourse / organisation of the information		Transmission of information in an organised way. (Example: Objective > Work > Result)	Although poorly organised, it manages to convey the necessary information.	It fails to convey information, and when it does, it does so inconsistently.
Challenge resolution	Idea development	Clarity in presenting the initial objectives and what has been achieved with the proposed idea. Develop and explain the idea, answering the questions: what was done? And how was it done?	It presents the initial objectives and those that have been achieved. It develops the proposed idea, but forgets to answer what was done or how.	Although it presents the initial objectives, it does not do the same with those that have been achieved. It does not answer what was achieved or how.
	Target	It clearly identifies the end-user, their characteristics and the potential users and their characteristics.	It identifies the end-user as well as potential users.	It does not identify the end-user or potential users.
	Strengths and weaknesses	Strengths/benefits/opportunities and weaknesses/threats have been identified and the most relevant are clearly explained and forward-looking.	Identify some of the strengths and/or weaknesses, explaining the most relevant ones briefly.	It identifies one or none of the strengths and/or weaknesses, without addressing the most relevant ones.
	Prototype	The developed idea is clearly represented in a visual form: prototype, sequence of use...	The developed idea is visibly represented.	The developed idea is not well represented.

Innovative thinking	Shows mastery of the subject, making clear the innovative component of the idea.	Knows the subject and is able to outline the innovative component of the idea.	Demonstrates his lack of knowledge of the subject by not being able to recognise the innovative component of the idea.
Performance (Tone of voice, supporting material, etc.)	The overall presentation is enjoyable, dynamic and easy to follow. It captures and maintains the interest of the audience and the jury. The presentation has an attractive and balanced format between text and images.	Captures and maintains the interest of the audience and the jury. The presentation is saturated with text or images.	The speech does not capture the interest of the audience and/or the jury. The presentation does not have an attractive format.
Video			
Duration	The maximum duration shall be 3 minutes and the minimum duration shall be 1 minute.	The duration is a maximum of 4 minutes and a minimum of 45 seconds.	The duration is more than 4 minutes and less than 45 seconds.
Idea explanation	It is done with clarity using a language for all audiences. The idea is fully explained: initial and/or achieved objectives, strengths and weaknesses, end-user, sequence of use, innovative keys of the idea...	It is done in a structured way and in a common language. The idea is known and most of its elements, objectives achieved, key points, form of use and innovative rationale are explained.	The idea is not explained in a complementary way, the initial and achieved objectives, the strengths and/or weaknesses, as well as the implementation of the idea and the innovative keys are not known.
Dynamism	The overall video is enjoyable, dynamic and easy to follow. It captures and maintains the interest of the public and has an attractive format.	It doesn't capture nor maintain the interest of the public or doesn't have an attractive format.	It doesn't capture nor maintain the interest of the public and doesn't have an attractive format.
Discourse / organisation of the information	Transmission of information in an organised way. (Example: Objective > Work > Result)	Information is conveyed in a scattered but understandable way.	There are no clear sections of the information displayed.

2.5 CHAINS presentations

Following the agenda, after Jury presentation, the students teams presented their works. Next, it is presented images from the different teams according the agenda.

Team FI

A presentation slide for Team FI. The left side features a grid of 24 light bulbs, with one bulb in the bottom row, fourth column glowing brightly. The right side has a dark grey background with white text. A vertical strip on the far right shows a video call interface with five participants.

CHALLENGE:
How to comply with SUP
directives' target of decreasing the
amount of single-use packaging?

Henna Nevala
Artem Yunakovskiy
Vesa Taitto
Soile Kallinen
Tiina Mustonen

Team IT1

A presentation slide for Team IT1. The background is a close-up image of dark brown coffee beans. The word "Recycaps" is written in large, white, serif font across the middle. On the right side, a list of names is displayed. In the bottom left corner, there is a small logo for "RECORDED WITH SCREENCAST.MATIC".

Recycaps

Alessandra Zanotti
Davide Villa
Leonardo Maniscalco
Marco Castelletti
Noemi Sorrentino
Sara Scarnicci
Valeria Allocca

RECORDED WITH
SCREENCAST.MATIC

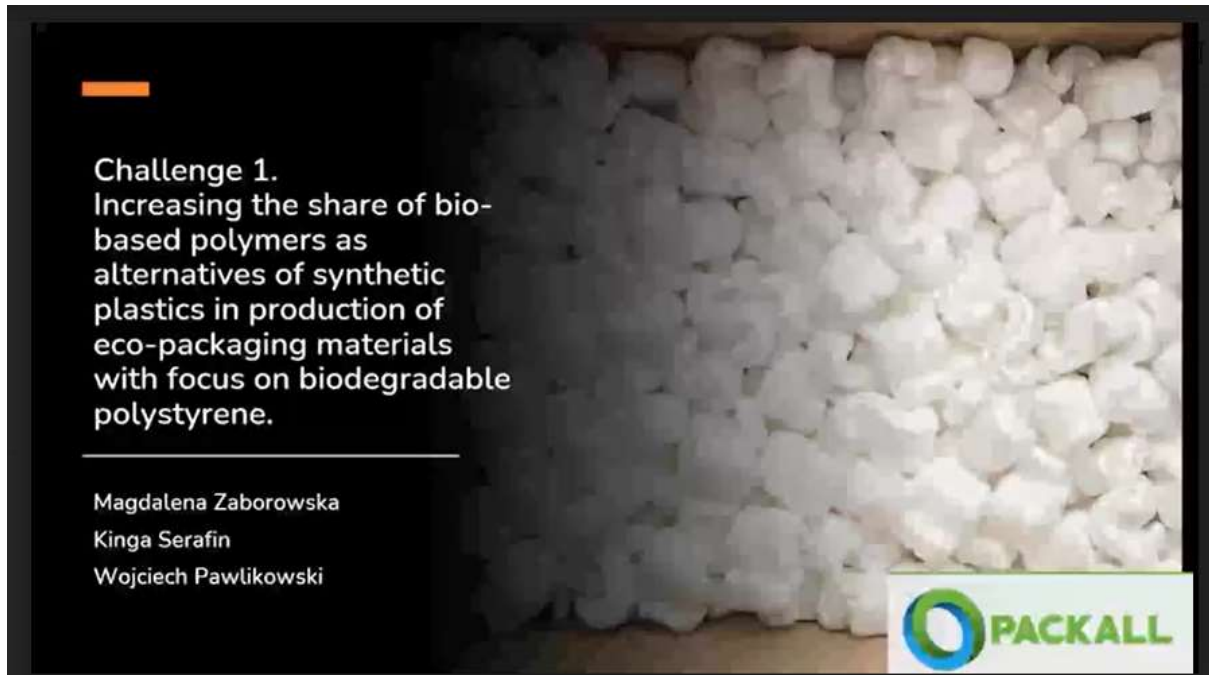
Team IT2



Team PO1




Team PO2



Challenge 1.
Increasing the share of bio-based polymers as alternatives of synthetic plastics in production of eco-packaging materials with focus on biodegradable polystyrene.

Magdalena Zaborowska
Kinga Serafin
Wojciech Pawlikowski



TEAM SP



 **PACKALL**

 **ecoembes**  **campus iberus**

INFOPACK WASTE

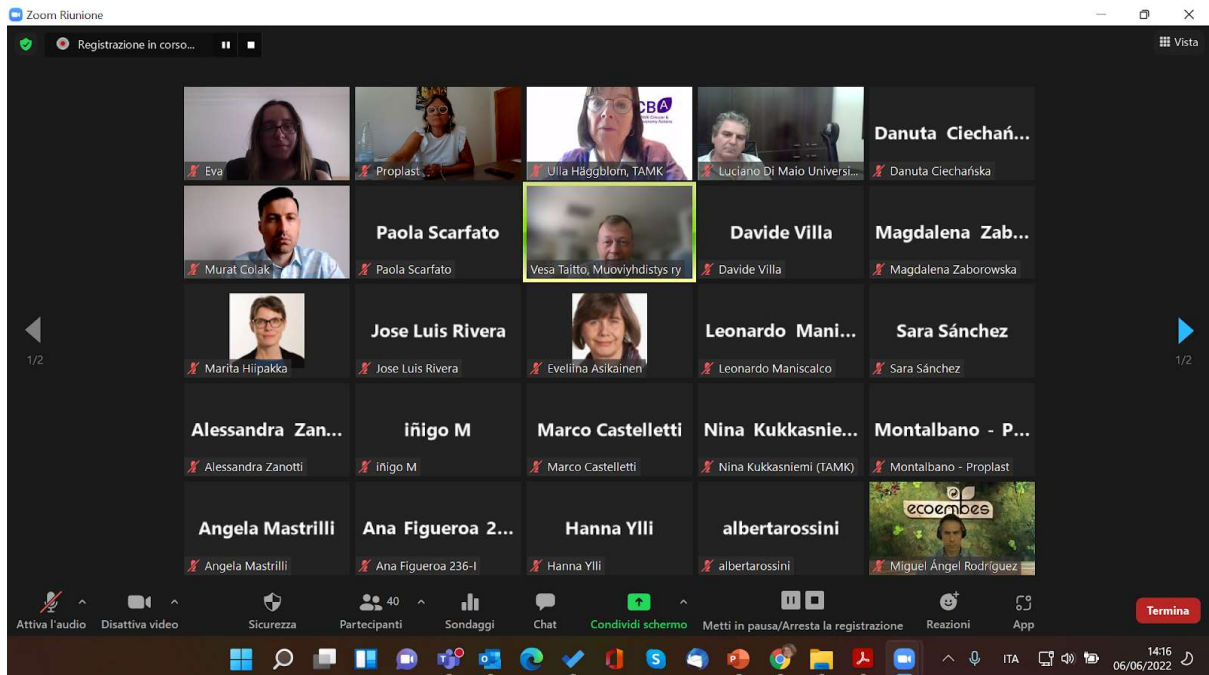
SPANISH CHAINS
SPECIALIST IN THE
CIRCULAR ECONOMY OF
PLASTIC PACKAGING



Infopack Waste app interface showing: **INFOPACK waste**, an illustration of plastic bottles and a recycling symbol, the text "Ayuda a reducir el impacto medioambiental del packaging en tus compras", and "Desliza para continuar".

- Ana María Figueras
- Asier Gamallo
- Iñigo Merino
- Miriam Monreal
- Jose Luis Rivera
- Sara Sánchez
- Mónica Zapata

Assistants to the event



2.6 Jury evaluation

After presentation, Jury done evaluation following criteria presented before:

Team FI-1	Score/Partner	Team IT-1	Score/Partner	Team IT-2	Score/Partner
Campus Iberus	125	Campus Iberus	115	Campus Iberus	125
ECOEMBES	105	ECOEMBES	115	ECOEMBES	115
AGH	74	AGH	115	AGH	100
Synthos	120	Synthos	120	Synthos	120
TAMK	110	TAMK	110	TAMK	110
Pyroll	115	Pyroll	80	Pyroll	100
PROPLAST	125	PROPLAST	110	PROPLAST	120
UNISA	120	UNISA	115	UNISA	125

Team PO-1	Score/Partner	Team PO-2	Score/Partner	Team SP-1	Score/Partner
Campus Iberus	115	Campus Iberus	104	Campus Iberus	105
ECOEMBES	100	ECOEMBES	83	ECOEMBES	105
AGH	120	AGH	74	AGH	79
Synthos	120	Synthos	120	Synthos	120

TAMK	79	TAMK	68	TAMK	90
Pyroll	21	Pyroll	20	Pyroll	80
PROPLAST	115	PROPLAST	110	PROPLAST	105
UNISA	79	UNISA	74	UNISA	110

TEAM	SCORE	Max. score	CHAIN evaluation score (Moodle)
FI-1	111,75	/130	9
IT-1	110	/130	8
IT-2	114,375	/130	9
PO-1	93,625	/130	7
PO-2	81,625	/130	6
SP-1	99,25	/130	8

So, the final winner was the IT2 team

3. Conclusions

June 6th 2022 was celebrated the European contest for the best innovative ideas meeting with the main objective of selecting the best works done during the CHAINS. After presentations, and following Jury criteria, best works were chosen.

4. Glossary of terms, abbreviations and acronyms

Abbreviation / Acronym / Term	Description
CE	Circular Economy
CHAINS	CHALLENGES INNOVATION teams. Collaborative teams of students of the PackAlliance postgraduate programme to work on a specific industry challenge
EACEA	Education, Audiovisual and Culture Executive Agency
HEI	Higher Education Institution
PackAlliance Hubs	Physical places where the academia-industry collaboration

	within the project will take place
WP	Work Package

Partner shortname	
P1-Campus Iberus	Partner 1 - Campus Iberus (Spain)
P2-Ecoembes	Partner 2 - Ecoembes (Spain)
P3-AGH	Partner 3 - AGH University of Science and Technology (Poland)
P4-Synthos	Partner 4 - Synthos Group (Poland)
P5-TAMK	Partner 5 - TAMK Tampere University of Applied Sciences (Finland)
P6-Pyroll	Partner 6 - Pyroll Group (Finland)
P7-Proplast	Partner 7 - Consorzio per la promozione della cultura plastica - Proplast (Italy)
P8-UNISA	Partner 8 - Univeristà degli Studi di Salerno (Italy)



List of Annexes

If necessary.

PROJECT INFO

Grant Agreement	612212-EPP-1-2019-1-ES-EPPKA2-KA
Programme	Erasmus+
Key Action	Cooperation for innovation and the exchange of good practices
Action Type	Knowledge Alliances for higher education
Project Title	PackAlliance: European alliance for innovation training & collaboration towards future packaging
Project starting date	01/01/2020
Project end date	31/12/2022
Project duration	3 years

This project has received funding from the European Union

PROJECT CONSORTIUM



The information and views set out in this report are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person action on their behalf may be held responsible for the use which may be made of the information contained therein.



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