

R8.7 – European-wide Dissemination Events



Document status			
Version	Date	Author	Description
V0.1	30/09/2021	Susana Remotti (P7-Proplast)	Draft
V1.0	8/11/2021	Susana Remotti (P7-Proplast)	Final (Reviewed by UNISA and Campus Iberus)
Reviewed	YES / NO		
Dissemination Level	<input checked="" type="checkbox"/> PU Public <input type="checkbox"/> PP Restricted to other programme participants (including Commission Services and project reviewers) <input type="checkbox"/> CO Confidential, only for members of the consortium (including EACEA and Commission Services and project reviewers)		

Cite As:

Name and Surname of Deliverable's writers and coordinators, Partner's name involved and possible collaborators.

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<https://www.packall.eu/outcomes/>

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1. Introduction

The Work Package 8 is dedicated to ensure 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.

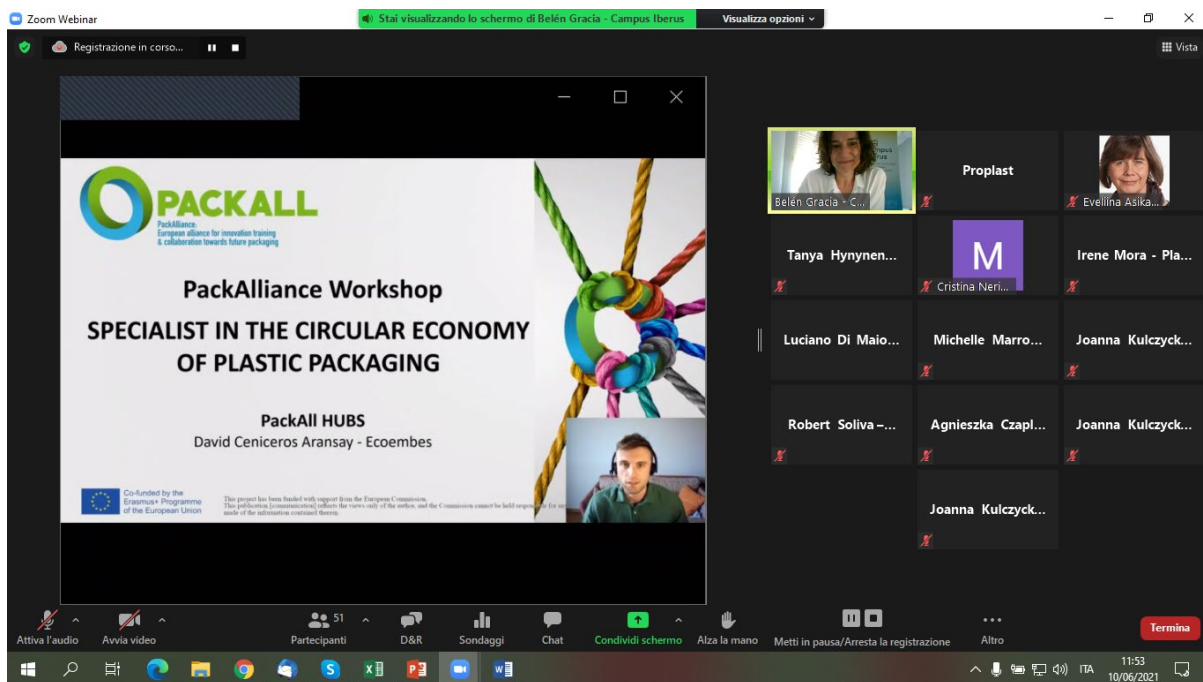
In regards to present the global achievements of the project, the organization of two European-wide Dissemination events (Sub-task 8.2.3) have been foresee in the project.

These two multiplier events at European level must be organized, one in Spain at the middle of the project duration and another one in Brussels at final phase of the project (final event). Academic and industrial stakeholders, policy-makers, public administrations and other stakeholders and interested parties will be invited to these events.

Due to the Covid-19 situation, PackAll partners decided to organize an on-line first multiplayer event, giving more possibilities to the participants to attend the dissemination event.

2. Event description

PackAll partners fixed the European-wide midterm event on June 10th, 2021. The event was aimed to inform and disseminate the project outputs and the training programme “SPECIALIST IN THE CIRCULAR ECONOMY OF PLASTIC PACKAGING”.



2.1 The numbers of the event

Several dissemination and promotion actions have been undertaken, for instance, the participants have been invited through mailings, website posts, LinkedIn and Twitter. More than 1000 e-mails have been sent to the partners' contacts list and to PackAll mailing list, inviting them to join the workshop.

Therefore, posts on partner's website, PackAll LinkedIn and Twitter, and different partners' social media have been promoted.

Mailing	Linkedin	Facebook	Twitter	Youtube
1181	3500	1066	3153	35

Number of registrations: 73 attendees (7 partners)

Number of participants: 47 attendees (8 partners)

PACKALL ONLINE WORKSHOP – 10 JUNE 2021



PackAll online workshop – 10 June 2021

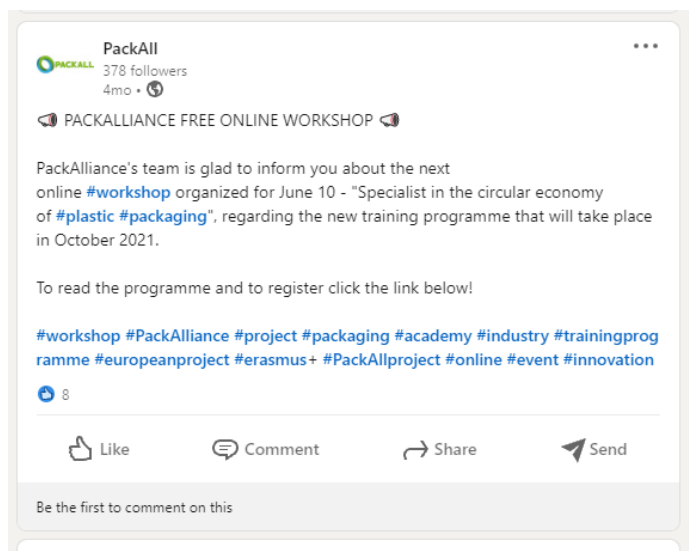
PackAlliance team is glad to inform you about the next online workshop organized for June 10 – “Specialist in the circular economy of plastic packaging”, regarding the new training programme that will take place in October 2021.

PROGRAMME:

10.00 – 10.10 Project presentation – **Beién Gracia**, Campus Iberus
 10.10 – 10.25 New materials and bio-based materials by Biotechnika, Poland – **PhD Krzysztof Makowski** (R&D Department director / Chief biotechnologist, Bioeconomy development in Poland – Biotechnika case study)
 10.25 – 10.35 Module n. 1 presentation – **Prof. Joanna Kulczycka** (AGH University of Science and Technology) and **Prof. Agnieszka Cholewa-Wójcik** (Cracow University of Economics)
 10.35 – 10.50 Eco-design and Novel manufacturing processing by Gualapack Spa, Italy – **Michelle Marrone** (Technical PM, Sustainability PL Gualapack Spa)
 10.50 – 11.00 Module n. 2 presentation – **Prof. Luciano Di Maio** (Ph.D Università di Salerno)
 11.00 – 11.15 Residue management and valorisation by Plastics Europe, Spain – **Irene Mora** (Sustainability and Environment Manager, Plastics Europe)
 11.15 – 11.25 Module n. 3 presentation – **Prof. Dr. Cristina Nerín** (Full Professor of Analytical Chemistry – Universidad de Zaragoza)
 11.25 – 11.40 Citizen and Consumer engagement by Ekokumppanit Oy, Finland – **Tanja Hynynen** (Project Expert, Ekokumppanit Oy)
 11.40 – 11.50 Module n. 4 presentation – **Eveliina Asikainen** (PhD, Senior Lecturer, TAMK)
 11.50 – 12.00 PackAll HUBS – Ecoembes
 12.00 – 12.15 How to participate to the PackAll Course – **Robert Soliva**, Campus Iberus

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PACKALLIANCE WORKSHOP RECORDING – JUNE 10TH, 2021



PackAlliance workshop recording – June 10th, 2021

PackAlliance informs you that it's possible to watch the recording of the workshop held on June 10th, 2021.

Watch the video on Youtube



PackAll partners produced four videos in order to explain and promote the modules of training course. These videos have been uploaded on YouTube channel before the Midterm event in order to involve participants to participate to the Midterm workshop.

<https://www.youtube.com/channel/UCgibuW81Gs-Oh8OzvE0fu2w/featured>

2.2 The agenda

The agenda of the workshop was prepared thinking on the dissemination of the course that will start on October 2021.

PROGRAMME:

- h. 10.00 – 10.10 Project presentation – **Belén Gracia, Campus Iberus***
- h. 10.10 – 10.25 New materials and bio-based materials by Biotechnika, Poland – **PhD Krzysztof Makowski (R&D Department director / Chief biotechnologist, Bioeconomy development in Poland – Biotechnika case study)***
- h. 10.25 – 10.35 Module n.1 presentation – **Prof. Joanna Kulczycka (AGH University of Science and Technology) and Prof. Agnieszka Cholewa-Wójcik (Cracow University of Economics)***
- h. 10.35 – 10.50 Eco-design and Novel manufacturing processing by Gualapack Spa, Italy – **Michelle Marrone (Technical PM, Sustainability PL Gualapack Spa)***
- h. 10.50 – 11.00 Module n. 2 presentation – **Prof. Luciano Di Maio (Ph.D Università di Salerno)***
- h. 11.00 – 11.15 Residue management and valorisation by Plastics Europe, Spain – **Irene Mora (Sustainability and Environment Manager, Plastics Europe)***
- h. 11.15 – 11.25 Module n. 3 presentation – **Prof. Dr. Cristina Nerín (Full Professor of Analytical Chemistry – Universidad de Zaragoza)***
- h. 11.25 – 11.40 Citizen and Consumer engagement by Ekokumppanit Oy, Finland – **Tanja Hynynen (Project Expert, Ekokumppanit Oy)***
- h. 11.40 – 11.50 Module n. 4 presentation – **Eveliina Asikainen (PhD, Senior Lecturer, TAMK)***
- h. 11.50 – 12.00 PackAll HUBS – **Ecoembes***
- h. 12.00 – 12.15 How to participate to the PackAll Course – **Robert Soliva, Campus Iberus***

2.3 Midterm Workshop development

In order to identify the participants target group attending the event, the coordinator conducted a short survey at the beginning of it. The only two questions were:

- Which country are you from?
- In which of these areas do your academic or professional background fit best?

Zoom Webinar

Stai visualizzando lo schermo di Robert Soliva - Campus Iberus

Visualizza opzioni

Registrazione in corso...

Co-funded by the European Union

Programme structure

SPECIALIST IN THE CIRCULAR ECONOMY OF PLASTIC PACKAGING

M1

New materials and bio-based materials

M2

Eco-design & novel manufacturing processing

M3

Residue management and valorisation

M4

Citizen and consumer engagement

M5

Challenge-based collaborative practice (CHAINS)

AGH

synthos
chemical innovations

UNIVERSITÀ DEGLI STUDI DI SALERNO

proplast

Temple University of Applied Sciences

pyroll

campus iberus

ecoombes

Robert Soliva - ...

Belén Gracia - C...

Irene Mora - Pla...

Agnieszka Czapl...

Proplast

Evelina Asika...

Cristina Neri...

Michelle Marro...

Luciano Di Maio...

Joanna Kulczyk...

Attiva l'audio

Avvia video

Partecipanti 46

D&R

Sondaggi

Chat

Condividi schermo

Alza la mano

Metti in pausa/Arresta la registrazione

Altro

Termina

Zoom Webinar

Registrazione in corso...

PackAlliance Workshop

SPECIALIST IN THE CIRCULAR ECONOMY OF PLASTIC PACKAGING

How to participate?

Robert Soliva-Fortuny – University of Lleida (Campus Iberus)

Beñen Gracia - C...

M

Cristina Neri...

Luciano Di Maio...

Agnieszka Czapi...

Co-funded by the European Union

This project has been funded with support from the European Commission. The publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

3. Conclusions

Regarding the organization of the event, the feedback forms received from the participants indicate that the majority of them have been satisfied.

As a whole, the strengths of the event have been:

- organization management
- live video recording, giving the possibility to see the registration on PackAll YouTube channel
- good info regarding packaging
- possibility to participate to a packaging training course free
- topics and training course program

The participants have pointed out as relevant weakness of the event, for instance, the Covid-19 situation, which did not allow participation in presence; the limited time for discussions and some technical problems.

The recommendations of the participants were very interesting because they have suggested the PackAll partners to organize an event as a workshop, with more interaction, rather than a seminar, with only information. In order to have an interactive workshop, the proposal was to organize an open workshop.

These inputs have given to the PackAll partners the drive to do better the next European-wide PackAlliance Final Event.

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 - Università degli Studi di Salerno (Italy)

5. Annex III - Event report Midterm workshop

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



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Co-funded by the
Erasmus+ Programme
of the European Union