

R8.9 - Local/national-wide dissemination events



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1. Introduction

Work Package 8 is dedicated to set up comprehensive dissemination and public engagement strategies that guaranty the PackAlliance project visibility, and to reach the maximum number of people at local, regional, national and European level.

These strategies will be aimed at:

- Raising awareness of the project activities and its outcomes within and outside the participating organisations;
- Engaging stakeholders & target groups into the project activities;
- Extending the impact of the project after its finalisation; and
- Spreading the exploitation of the project results beyond the project.

As described in the project description of work, each 'HEI-industry' couple of national partners was committed to organise local events in their countries along the project duration in order to present the PackAlliance Hubs and attract stakeholders for participation. At least four local events had to be organised, one per each participating country (Spain, Poland, Italy and Finland). The events were expected with the idea of hosting the participation of invited contributors, including representatives of plastics-related businesses, HEIs & research centres, public authorities/decision-makers and other stakeholders and interested parties.

This report contains a description of the 4 events, 1 per country, held within the last months of the project. As mentioned in the description of work, events were held in each one of the national languages (Finnish, Italian, Polish and Spanish). Although the information provided in this report is summarized in English, important is to state that contents and presentations in each hub event were in the national language of the country of venue.

2. 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)

3. Description of events organised by each country hub

3.1. Finland

Author:	Marita Hiipakka																		
Event Title:	PackAlliance loppuseminaari: Muovipakkausten osaaminen pakettiin																		
Event Date:	23.11.2022																		
Event Venue:	Paidia, Nokia Arena, Tampere Finland																		
Type of Event:	Seminar																		
Short description of the event																			
The purpose of the PackAlliance final event was to finalise and disseminate the PackAlliance project. The seminar consisted of the keynote speeches from the area of future education and presenting of the PackAlliance outcomes and sustainability.																			
Organizer(s):	TAMK and Pyroll Packaging Group																		
Agenda:	<p><i>The seminar was chaired by Tuuli Välineva, TAMK</i></p> <table> <tr> <td>12:30</td><td>Arrival</td></tr> <tr> <td>12:50</td><td>Opening of the seminar <i>Ari Sivula, Vice President, TAMK</i></td></tr> <tr> <td>13:00</td><td>Anticipation of Skills and Education Needs in Finnish National Agency for Education <i>Maria Clavert, Senior Advisor, Education, Finnish National Agency for Education</i></td></tr> <tr> <td>13:30</td><td>Microcredentials <i>Hanna Teräs, Principal Lecturer, TAMK</i></td></tr> <tr> <td>13:50</td><td>Break</td></tr> <tr> <td>14:00</td><td>Flexible Competence Development with Digital Badges <i>Sanna Ruhalahhti, Principal Lecturer, TAMK</i></td></tr> <tr> <td>14:20</td><td>PackAlliance – Summary of the Project <i>Marita Hiipakka, Senior Lecturer, TAMK</i></td></tr> <tr> <td>14:35</td><td>"Circular Economy Specialist in the Packaging Value Chain" – A New Continuing Education Programme at TAMK <i>Nina Kukkasniemi, Senior Lecturer, TAMK</i></td></tr> <tr> <td>14:50</td><td>Closing words <i>Eveliina Asikainen, Senior Lecturer, TAMK</i></td></tr> </table>	12:30	Arrival	12:50	Opening of the seminar <i>Ari Sivula, Vice President, TAMK</i>	13:00	Anticipation of Skills and Education Needs in Finnish National Agency for Education <i>Maria Clavert, Senior Advisor, Education, Finnish National Agency for Education</i>	13:30	Microcredentials <i>Hanna Teräs, Principal Lecturer, TAMK</i>	13:50	Break	14:00	Flexible Competence Development with Digital Badges <i>Sanna Ruhalahhti, Principal Lecturer, TAMK</i>	14:20	PackAlliance – Summary of the Project <i>Marita Hiipakka, Senior Lecturer, TAMK</i>	14:35	"Circular Economy Specialist in the Packaging Value Chain" – A New Continuing Education Programme at TAMK <i>Nina Kukkasniemi, Senior Lecturer, TAMK</i>	14:50	Closing words <i>Eveliina Asikainen, Senior Lecturer, TAMK</i>
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14:50	Closing words <i>Eveliina Asikainen, Senior Lecturer, TAMK</i>																		

Number of participants:	16
Links to further information:	https://www.tuni.fi/fi/ajankohtaista/muovipakkausalan-osaaminen-pakettiin-packalliance-hankkeen-loppuseminaari-paidiassa
Other remarks:	
N/A	

EVENT ORGANIZATION: main details and problems faced	
Invitation was sent to participants on:	TUNI Events www-page, TUNI Intra, TUNI and Pyroll social media channels, PackAlliance web pages (en and fi)
Information/training materials were sent to participants on:	N/A
Number of invited participants:	N/A
Etc..	
Problems encountered during the preparation phase of the event	
No problems encountered.	

EVENT IMPLEMENTATION: organizer(s) comments and final documentation					
How satisfied are you with: (note: only 3 responses)					
	Completely satisfied	Satisfied	Moderately satisfied	Dissatisfied	Completely dissatisfied
Event management	66%				33%
Event programme	66%	33%			
Venue and accommodation	N/A				
Presentations' topics	66%				
Participation in discussions	N/A				

a. Please provide your agreement with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I received will be immediately useful to me	66%	33%			
This event largely covered the topics I expected	N/A				
Interactions with the other participants were encouraged	N/A				
My expectations for this event have been met or exceeded	N/A				
The materials distributed are useful and informative	N/A				
The discussions were relevant for the participants	N/A				
The working methods were suitable for the topics and participants	N/A				
Overall organisation was professional	N/A				
Time management has always been optimal	N/A				
Communication between organizers and participants was professional	N/A				
I would recommend this kind of event to my colleagues	N/A				

Strengths and weaknesses of the event. *(Please include the main comments received)*

Event strengths	The programme was a well build entity
Event weaknesses	
Suggestions for improvements	
Other comments	

3.2. Italy

Author:	Susana Remotti, Loredana Incarnato
Event Title:	PackAll National event
Event Date:	24-25/11/2022
Event Venue:	Naples, Italy
Type of Event:	Congress
Short description of the event	
<p>The event has been organised in close collaboration with the University of Salerno, Proplast, the National Research Council, the University of Naples Federico II and the Regional Competence Centre for Technology and GIFLEX, the National Association of Flexible Packaging Processing Companies. The congress unites the academic and research worlds with the industrial world of the entire packaging chain, from raw material producers to end users.</p>	
Organizer(s):	Proplast and UNISA
Agenda:	<i>link to the agenda</i>
Number of participants:	118 participants
Links to further information:	<i>https://www.linkedin.com/showcase/packall/?viewAsMember=true</i>
Other remarks:	
<p>Proplast and UNISA have decided to participate as organizers to the 4th International Congress "Advances in the Packaging Industry - Sustainability: Products and Processes" in Napoli, Italy on November 24th and 25th, 2022. During the Congress they presented the PackAlliance project results.</p>	



**4th International Congress
Advances in the
Packaging Industry
"Sustainability:
Products and Processes"**

**NAPOLI, Italy
November 24-25, 2022
Museo Donnaregina**

Congress Chairs
Domenico Acierno
(CRdC Tecnologie President)
Alberto Palaveri
(Giflex President)

The Congress was a relevant and valuable opportunity to conclude the PackAlliance project activities and disseminate the Postgraduate Program, the outcomes of the CHAIN's work and the PackAlliance Hubs were presented among plastics-related businesses, HEIs, research centers, public authorities / decision makers and other stakeholders.

The promotion of the PackAlliance project has been included in the Congress program:



POSTER PRESENTATIONS

- 12) Active edible coatings reinforced with micronized bacterial cellulose
Annachiara Pirozzi^a, Silvia Bianco^a, Emanuela Maresca^b, Martina Aulitto^b, Giovanna Ferrari^{ac}, Patrizia Contursi^b, Francesco Donsi^a
^aUniversity of Salerno, Dept. of Industrial Engineering, Italy
^bUniversity of Naples Federico II, Dept. of Biology, Italy
^cProdAl Scarl, c/o University of Salerno, Italy
- 13) Blown films based on pbs/pvoh blends: processability and properties
Francesco Palmieri, Antonio Barbato, Annalisa Apicella, Loredana Incarnato
University of Salerno, Dept. of Industrial Engineering, Italy
- 14) PackAlliance Project | European Alliance for innovation training & collaboration towards future packaging
Susana Remotti^a, Maria Luana Montalbano^a, Maria Teresa Scrivani^a, Loredana Incarnato^b, Emilia Garofalo^b, Luciano Di Maio^b, Paola Scarfato^b
^aProplast, Alessandria, Italy
^bUniversity of Salerno, Department of Industrial Engineering, Fisciano, Italy

EVENT ORGANIZATION: main details and problems faced	
Invitation was sent to participants on:	<i>PackAll newsletter, LinkedIn, Twitter and mailing</i>
Information/training materials were sent to participants on:	YouTube, Twitter, Instagram, Facebook and by mailing
Number of invited participants:	More than 7000 contacts
Etc..	
Problems encountered during the preparation phase of the event	

EVENT IMPLEMENTATION: organizer(s) comments and final documentation
Organizer(s) comments on project implementation and impact <p>The components of the congress' Scientific Committee, as reported in the following, are both academic and industry experts covering a wide range of topics relevant to innovations and future challenges in packaging technology.</p> <p>CONFERENCE SCIENTIFIC COMMITTEE</p> <p>Giovanna Buonocore (CNR, Italy)</p> <p>Andrea Cassinari (Giflex, Italy)</p> <p>Raffaele D'Aniello (Seda Italy S.p.A.)</p> <p>Almerinda Di Benedetto (University of Naples Federico II, Italy)</p> <p>Luciano Di Maio (University of Salerno, Italy)</p> <p>Valeria Di Sarli (CNR-STEMS, Italy)</p> <p>Jean Paul Duquet (FPE - Flexible Packaging Europe, Germany)</p> <p>Alessandra Fazio (Nestlé, Italy)</p> <p>Loredana Incarnato (University of Salerno, Italy)</p> <p>Giuseppe Mensitieri (University of Naples Federico II, Italy)</p> <p>Maria Rosaria Milana (National Institute of Health, Italy)</p> <p>Cristina Nerín (University of Zaragoza, Spain)</p> <p>Fabrizio Sarghini (University of Naples Federico II, Italy)</p> <p>Ciro Sinagra (Laminazione Sottile, Italy)</p> <p>Giorgia Spigno (Catholic University of Sacred Heart of Milan, Italy)</p> <p>Marta Zaccone (Proplast, Italy)</p>

The conference programme included presentations from the scientific and industrial world on classic and/or most relevant topics at the moment. All flexible packaging materials were considered, with particular emphasis on those of organic origin and/or compostable or recyclable at the end of their life. Significant attention was also given to new technologies and/or new applications and a “space” was dedicated for newcomers and innovative start-ups.

Just to give some statistical data on the participants at the conference: 80% were Italian and 20% from other countries. The presentations were taken by academic (50%), research centers (23%) and industrial world representatives (27%).

Documentation relative to the event

INTERNATIONAL CONGRESS API

ADVANCES IN THE PACKAGING INDUSTRY “SUSTAINABILITY: PRODUCTS AND PROCESSES



International Congress API – Advances in the Packaging Industry “Sustainability: Products and Processes”

The fourth edition of the International Congress API – Advances in the Packaging Industry “Sustainability: Products and Processes” that will take place in Naples, on 24 and 25 November 2022.

The Congress is organized by Giflex – Gruppo Imballaggio Flessibile (Flexible Packaging Group), a national association of flexible packaging manufacturers for food, pharmaceutical, chemical and other industrial applications, and CRdC Tecnologie Scarl (Centro Regionale di Competenza), a consortium for research and technology transfer, whose members include several academic institutions in the Campania region, such as the University of Naples “Federico II”.

The event will focus the attention on the technical and scientific advances of flexible packaging for different industrial sectors, including food, pharmaceutical, chemical and many others. The planned Congress days will be mainly divided into two thematic sessions, related to Products and Processes.

Proplast, together with other companies and academic research organizations, will be part of the scientific committee of the event. And since this is a very relevant and valuable event Proplast is very proud to have the opportunity to present the PackAlliance project results during in the poster session, to promote the Posgraduate Programme and the PackAlliance Hubs amongst plastics-related businesses, HEIs, research centres, public authorities / decision makers and other stakeholders.

EVALUATION OF THE EVENT ON THE BASIS OF PARTICIPANTS' FEEDBACK

a) How satisfied are you with:

	Completely satisfied	Satisfied	Moderately satisfied	Dissatisfied	Completely dissatisfied
Event management	100%				
Event programme	80%	20%			
Venue and accommodation	100%				
Presentations topics	90%	10%			
Participation in discussions	40%	60%			

b) Please provide your agreement with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N.A:
The information I received will be immediately useful to me	100%					
This event largely covered the topics I expected	90%	10%				
Interactions with the other participants were encouraged	80%	20%				
My expectations for this event have been met or exceeded	90%	10%				
The materials distributed are useful and informative	90%	10%				
The discussions were relevant for the participants	70%	30%				
The working methods were suitable for the topics and participants	70%	20%	10%			
Overall organisation was professional	100%					
Time management has always been optimal	100%					
Communication between organizers and participants was professional	100%					
I would recommend this kind of event to my colleagues	100%					

Strengths and weaknesses of the event. *(Please include the main comments received)*

Event strengths	Professors, Researchers and Representatives of the industrial world took part at the conference, covering a wide range of topics relevant to innovations, eco-sustainability and future challenges in packaging technology.
Event weaknesses	
Suggestions for improvements	
Other comments	

3.3. Poland

Author:	Agnieszka Czaplicka, Aleksandra Tomczyk
Event Title:	Plastics for circular packaging
Event Date:	29.11.2022
Event Venue:	Online event part of "Circular economy – rational use of raw materials" conference
Type of Event:	workshop
Short description of the event	
<p>The purpose of the event was to conclude the PackAlliance project. The first part of the event was devoted to the Synthos strategy for transitioning to a green economy, and the panel was comprised of experts who discussed the economic, technological, and social aspects of introducing biomaterials packaging. The second section addressed the project's conclusion, PackAlliance. Principal assumptions and conclusions, the outcomes of the CHAIN's work, and the networking potential of the HUB were presented.</p>	
Organizer(s):	AGH and Synthos
Agenda:	<p><i>moderator - prof. Danuta Ciechanska, PackAlliance Synthos S.A., Dr. Robert Uberman, PackAlliance AGH</i></p> <ul style="list-style-type: none"> - 10:05 – 10:15 Synthos – We are heading in the green direction: Aleksandra Tomczyk SYNTHOS S.A. - 10:15 – 11:15 Discussion Panel: Circular plastic packaging - challenges, opportunities, benefits: Paweł Baryluk – President of the Management Board, Silk Road Certification Witold Chemperek – Vice President of the Management Board, Polish Recycling Corporation Marta Krawczyk – Management Board Representative for IMS/Project Specialist, ReKpol Organizacja Odzysku Opakowań S.A. dr Marta Raźniewska – SIMBIO project, University of Lodz Dr. Eng. Joanna Witczak – Poznań University of Economics and Business Wojciech Pawlikowski – President of the Management Board of Noweko Sp. z o. o. - 11:15 – 11:25 PackAlliance European Alliance – Main Objectives and Results of the Project – Agnieszka Czaplicka AGH - 11:25 - 11:45 "Challenges in the PackAlliance program - CHAINS" - Challenge: 'Increasing the share of biopolymers as alternatives to plastics in the production of eco-packaging' - Magdalena Zaborowska, Kinga Serafin, Wojciech Pawlikowski,

	<ul style="list-style-type: none"> - Challenge: "Development of the biodegradable packaging market in terms of the green transformation of enterprises in Poland" - Aleksandra Bilkiewicz-Kubarek, Ewa Starzyk, Magdalena Turowska - 11:45 – 12:00 Collaboration of stakeholders in PackAlliance HUB - summary of dr Robert Uberman
Number of participants:	55
Links to further information:	http://konferencja-pan.pl/wp-content/uploads/2017/04/Program-Konferencji-Raclawice-28-30.11.2022-1.pdf
Other remarks:	
N/A	

EVENT ORGANIZATION: main details and problems faced	
Invitation was sent to participants on:	e-mails/AGH/Faculty web page/internal communication chanel
Information/training materials were sent to participants on:	e-mails
Number of invited participants:	Around 500
Etc..	
Problems encountered during the preparation phase of the event	
N/A	

EVENT IMPLEMENTATION: organizer(s) comments and final documentation

How satisfied are you with:

	Completely satisfied	Satisfied	Moderately satisfied	Dissatisfied	Completely dissatisfied
Event management	48%	43%	10%		
Event programme	43%	38%	19%		

Venue and accomodation	52%	19%	29%		
Presentations topics	52%	24%	19%	5%	
Participation in discussions	48%	24%	14%	10%	5%

b. Please provide your agreement with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I received will be immediately useful to me	67%	29%	5%	0%	0%
This event largely covered the topics I expected	33%	48%	14%	0%	5%
Interactions with the other participants were encouraged	33%	43%	10%	14%	0%
My expectations for this event have been met or exceeded	38%	43%	10%	5%	0%
The materials distributed are useful and informative	33%	43%	24%	0%	0%
The discussions were relevant for the participants	43%	48%	10%	0%	0%
The working methods were suitable for the topics and participants	43%	43%	10%	5%	0%
Overall organisation was professional	43%	33%	14%	5%	5%
Time management has always been optimal	67%	29%	5%	0%	0%
Communication between organizers and participants was professional	33%	48%	14%	0%	5%
I would recommend this kind of event to my colleagues	33%	43%	10%	14%	0%

Strengths and weaknesses of the event. *(Please include the main comments received)*

Event strengths	<ul style="list-style-type: none"> The very high level of speakers and participants, Important topic
Event weaknesses	<ul style="list-style-type: none"> Lack of introduction to biopolymer Absence of a representative on recycling audits
Suggestions for improvements	<ul style="list-style-type: none"> Organization of the next event in the next year
Other comments	

3.4. Spain

Author:	Campus Iberus, Cristina Nerin
Event Title:	PackAll National Dissemination
Event Date:	21-24 November 2022
Event Venue:	CONGRESO NACIONAL DE MEDIO AMBIENTE NATIONAL CONFERENCE ON THE ENVIRONMENT (Madrid, Spain)
Type of Event:	Participation in the conference and publication
Short description of the event	
A workshop was organised to discuss about the whole training course including CHAINs and the possibility to continue with the PackAll Hubs.	
Organizer(s):	CONAMA
Agenda:	http://www.conama2022.org/web/generico.php?idpaginas=&lang=es&menu=257&id=7637&op=view
Number of participants:	>300
Links to further information:	http://www.conama2022.org/web/es/programa
Other remarks:	
<ul style="list-style-type: none"> • The PackAlliance course was explained in detail. • ECOEMBES as partner of the PackAlliance had a stand in the Conference. • The abstract and a full explanation of the course, the objectives, the modules and the main topics and achievements were the subject of the publication. • Attached is the publication and the series of photos taken during the CONAMA celebration 	

EVENT ORGANIZATION: main details and problems faced	
Invitation was sent to participants on:	Official congress website: https://2022.conama.org/
Information/training materials were sent to participants on:	Official congress website
Number of invited participants:	N/A
Problems encountered during the preparation phase of the event	
No problems encountered.	

EVENT IMPLEMENTATION: organizer(s) comments and final documentation
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Evaluation of satisfaction of attendants. The event was held at the stand of Ecoembes in the CONAMA conference. Due to the characteristics of the event, no satisfaction questionnaire could be circulated to the participants.

Strengths and weaknesses of the event. *(Please include the main comments received)*

Event strengths	Researchers and industrial stakeholders participated in the conference, covering a wide range of topics relevant to sustainability and environmental issues of packaging.
Event weaknesses	None.
Suggestions for improvements	Dissemination of the event prior to its celebration should be improved.
Other comments	

4. Concluding remarks

The following four events were organized locally, attracting the interest of stakeholders involved in the circularity of plastic packaging:

- Finland:
Title: PackAlliance loppuseminaari: Muovipakkausten osaaminen pakettiin
Type of event: Seminar
Date: 23.11.2022
Venue: Paidia, Nokia Arena, Tampere
- Italy:
Title: PackAll National Event
Type of event: Conference
Date: 24/25.11.2022
Venue: Naples
- Poland:
Title: Plastics for circular packaging
Type of event: Workshop (part of “Circular economy – rational use of raw materials” conference)
Date: 29.11.2022
Venue: online event
- Spain:
Title: PackAll National Dissemination
Type of event: Workshop (part of CONAMA (Congreso Nacional del Medio Ambiente)
Date: 21/24.11.2022
Venue: Madrid

The four events have been organized in due time, one per each participating country, hence accomplishing the minimum number of local events committed in the project application. These events have allowed promoting both the Postgraduate Programme and the PackAlliance Hubs amongst plastics-related businesses, HEIs, research centres, public authorities and decision makers, as well as to any stakeholder related to the circularity of plastic packaging. The events have served as a basis for attracting companies and universities in order to encourage them to participate in the hubs and to provide continuity to the project.

List of Annexes

Annexes are not published with this report for confidentiality reason but can be made available upon request.

Annexes to the Finnish event.

Documentation relative to the event
Annex 1 Event Agenda Annex 2 Presentations Annex 3 Survey Screenshots

Annexes to the Italian event.

Documentation relative to the event
API conference programme Screenshots and images

Annexes to the Polish event.

Documentation relative to the event
<ul style="list-style-type: none">• Final event agenda• Participants list• Presentations• Survey• List of participants who have signed up• Screenshots

Annexes to the Spanish event.

Documentation relative to the event
<ul style="list-style-type: none">• Publication of at the CONAMA conference• Screenshots

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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