



THE FUTURE OF SUSTAINABLE PACKAGING DESIGN

Towards a Permanent Observatory of Packaging Innovation

BEACON PANEL

7th November 2019

09:30 - 13:00

Sala Ravezzi 2 Hall Sud
Via Emilia, 155 - Rimini

ECOMONDO
THE GREEN TECHNOLOGY EXPO



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DEPARTMENT OF ARCHITECTURE



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Organized by:

Ecomondo Scientific Technical
Committee,
Italian Cluster Made in Italy,
Advanced Design Unit of the
Department of Architecture -
University of Bologna

Plastic exit, global e-commerce, automation of retailing supply chain, are only the most evident **drivers of innovation** that are revolutionizing the world of packaging.

In this revolution, the design of packaging, containers and logistic processes, the new materials and the energy saving, play important integrated roles for a territory such as Emilia Romagna - the **European Packaging Valley** - one of the areas most involved in this sector at an international level. There are many actors involved in packaging from different fields, but the ecosystem is quite fragmented.

With this conference – organized by the **Advanced Design Unit of the Department of Architecture, University of Bologna** - we want to map current practices and possible “futures” of different realities, as a response to the legislative guidelines and changes in the ecosystem taking place at global level.

At the same time we want to launch an **International Symposium**, in which we want to give an overview of the innovations taking place overall and bring to the scientific and technologicalproductive community an observatory of sustainable packaging, that is crucial to accelerate the innovation processes and the knowledge dissemination, and to consolidate the network.



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PROGRAM

9.30

Italian Cluster Made in Italy

Introduction to the Panel

Flaviano Celaschi, vice-president Italian Cluster Made in Italy

9.45- 12.00

CONAI

CONAI for eco-design: new tools for companies

Simona Fontana, Head of the Study Centre and Prevention Area

Department of Management, University of Bologna

Measuring Sustainable Performance in Organizations:

Mapping current practices in Italian Firms

Mariolina Longo, Matteo Mura, Sara Zanni

Tetra Pak Italia

How packaging can meet sustainability requirements of the future?

Michele Mastrobuono, Director of Environment

Notpla Limited

Making plastic packaging disappear, naturally

Juno Wilson, Project & Business Manager

Cisco System

Cisco Connected Goods experience:

how to engage users in a useful and sustainable goods life-cycle

Angelo Fienga, Business Architect and Global Collaboration Technology Strategy

Bestack

Product sustainability: stimulus and strategic premise for packaging sustainability

Claudio Dall'Agata, Managing Director

Advanced Design Unit, University of Bologna

Conclusion and presentation of the International Symposium

and the Next Observatory Program

Clara Giardina, Research Fellow

12.00- 13.00

Round table with guests