FUTURE DESIGN PACKAGING

THE FUTURE OF PACKAGING DESIGN TOWARDS A SMART AND SUSTAINABLE ERA
1. THE PREMISES, THE CONTEXT AND THE RESEARCH OBJECTIVES

2. THE RESEARCH PROCESS: A GLIMPSE AT A CHANGING WORLD

3. SURVEY OF MAIN DRIVERS FOR PACKAGING SECTOR

4. NEXT STEPS OF FUTURE DESIGN PACKAGING
1. THE PREMISES, THE CONTEXT AND THE RESEARCH OBJECTIVES
THE PREMISES AND THE GLOBAL CONTEXT

1) Unsustainable use of resources

2) Rapid changes at a regulatory level

3) Rapid evolution of enabling technology and digital production/distribution processes

4) Increasing people's engagement for environmental issues
HOW THIS RESEARCH WAS CARRIED ON

- We explored the packaging industry along the entire value chain.

- Secondly, we considered DESIGN as a whole: PROCESS, PRODUCT and SERVICE.

Observation of the Product-Service-System
DESIGN AS A MEDIATOR*

1) Design as a tool capable of redesigning packaging according to circularity criteria

2) Design as a tool to support an innovative packaging industry (functionalization of Packaging through the integration of digital technologies)

3) Design as a communication mean for a widespread sustainable culture

RESEARCH OBJECTIVES

- Exploring the extended role of Design in the Packaging Industry
- Exploring the extended role of packaging in our life
- Offering a first interpretation of the data collected, identifying Main Drivers
- Creating a Permanent Observatory on Packaging Design, “a network of specialised networks”
2. THE RESEARCH PROCESS: A GLIMPSE AT A CHANGING WORLD
MULTIDIMENSIONAL FACTORS for the case studies selection

- Marketed products and research projects
- Relation with design-led drivers
- Type of organization and geographical location
- Quality and quantity of the information available
- Economic impact of solutions
- Type of project reported:
  > disciplinary areas
  > tools and methods adopted
LIMITS AND SHORTCOMING

NOT a ranking or a taxonomy that distinguishes excellence and non excellence.

A GLIMPSE AT A CHANGING WORLD

The creation of a permanent and structured Observatory will overcome the limits of the research
THE DATA COLLECTION

April

IDEATION STAGE

SCIENTIFIC COMMITTEE MEMBERS

CURATORS UNIBO

DATA COLLECTION+
QUALITATIVE RESEARCH

200 NATIONAL AND INTERNATIONAL OBSERVERS INVITED

September

DIGITAL ONLINE SURVEY

December

ANALYSIS AND SYNTESES STAGE

DISSEMINATION (SYMPOSIUM)
THE ANALYSIS AND SYNTHESIS

April
IDEATION STAGE

Scientific Committee Members

Digital Online Survey
200 National and International Observers Invited

300 Case Studies
80 Observers

September
DATA COLLECTION+
QUALITATIVE RESEARCH

December
6 International Speakers Invited
+ 10 National/Packaging Valley Case Studies

ANALYSIS AND SYNTESIS STAGE

DISSEMINATION (SYMPOSIUM)

Future Design Packaging
80 OBSERVERS

10 University
17 Companies
5 Design Firms
5 Consortia/Institutions
20+ Freelance/ Designer
325 CASE STUDIES (by October 1st 2019)

CASE STUDIES DEVELOPED BY

- 83.5% B2B and B2C Companies / NGOs / start-ups
- 11% Universities or Research Institutes
- 3.5% Authorities / Public Institutions / Consortia
- 2% Design Firms

80% 2016-2019
20% 2001-2016
GEOGRAFICAL DISTRIBUTION OF CASE STUDIES

- 110 Europe (excl. Italy)
- 108 Italy (40 only from Emilia Romagna)
- 84 USA
- 7 Chile
- 6 China
- 5 Indonesia
- 4 Brazil
- 1 Greece
MAIN AREAS OF CASE STUDIES

55 % ECO MATERIALS
21.5 % SHAPE AND FUNCTIONALITY
15.5 % SMART SOLUTIONS
8 % AUTOMATION AND LOGISTIC

SPECIFIC FEATURES OF CASE STUDIES

- 40.7 % WASTE REDUCTION
- 32.4 % RENEWABLE/BIOBASED MATERIALS
- 29.6 % RECYCLING PROCESS
- 21.6 % CIRCULAR PROCESS
- 21.5 % LOGISTIC EFFICIENCY/ PRODUCTION EFFICIENCY
- 21.03 % REUSABILITY
- 17.6 % PACKAGE FEATURES/SIZING
- 17.3 % INTELLIGENT/ACTIVE PACKAGING
- 13 % CONSUMER ENGAGEMENT
- 11.4 % CARBON FOOTPRINT
- 10.8 % E-COMMERCE / OMNICHANNEL
- 7.4 % TRACK AND TRACE
- 6.5 USABILITY/ACCESSIBILITY
- 4.3% AUGMENTED/VIRTUAL REALITY
3. SURVEY OF MAIN DRIVERS FOR PACKAGING SECTOR
1. (NEW) MATERIALS ARE GOLD

PILLARS

Attention to **Materials Origin** and **Waste issue**

- BIODEGRADABLE/COMPOSTABLE/EDIBLE MATERIALS
- (PLASTICS/) MATERIAL REDUCTION

Focus on **Overall Environmental Impact**

- RENEWABLE SOURCES
- CARBON, WATER OR ENERGY FOOTPRINT REDUCTION
- INCREASED DATA TRANSPARENCY
DESIGN ALERT #1

The design of packaging materials should take into account infrastructural and ecosystem aspects.

> CAN THIS MATERIAL BE RECYCLED WITH THE EXISTING INFRASTRUCTURES?
> WHAT IS THE ENVIRONMENTAL IMPACT OF THE OVERALL PRODUCTION PROCESS?
2. CLOSING THE LOOP

PILLARS

Shared Participation in closing the circle
> CONSUMERS HAVE AN ACTIVE ROLE TO PLAY
> CIRCULARITY IS BASED ON COLLABORATION AMONG ACTORS IN THE SUPPLY CHAIN

Traceability for Circularity
> PACKAGING TRACKING ALONG THE SUPPLY CHAIN HELPS TO CREATE CIRCULAR PROCESSES
DESIGN ALERT #2

The packaging circular design should take into account gains and pains of all the players in the process.

> WHAT HAPPENS TO THE PLAYER WHO COME AFTER?
> HOW CAN OTHER ACTORS SUPPORT MY JOB IN A CIRCULAR APPROACH?
3. SHAKING THE VALUE CHAIN

PILLARS

Digital Revolution, Ecommerce and Start-up ecosystem have intertwined the value chain (value web or value network)

> CONSUMER ENGAGEMENT EVEN BEFORE PRODUCTION (PROJECT CUSTOMIZATION)
> DISTRIBUTION AND SHARING AS NEW ASSETS
**DESIGN ALERT #3**

Packaging, as a vector in the value-network, should become chameleonic (adaptable, customizable, refillable).

> HOW WILL MY PACKAGED PRODUCT BE DISTRIBUTED?
> HOW CONSUMERS, RETAILERS AND MANUFACTURERS COULD IMPROVE THE FLOW IN THE VALUE NETWORK?
4. LOGISTIC THINKING

PILLARS

New and old players of value network needs to focus to **logistics as new competition element**

> OPTIMIZATION OF THE RELATION AMONG PRIMARY, SECONDARY AND/OR TERTIARY PACKAGING
> OPTIMIZATION OF STORE AND SHELF REPLENISHMENT
> FOCUS ON THE LAST MILE
DESIGN ALERT #4

Packaging should be designed to maintain or improve logistics efficiency.

> MY PACKAGING WILL BE MOVED BY A ROBOT? (IS IT "DRONE-ABLE"?)
> IS IT MY PACKAGING EFFICIENT IN ALL CHANNELS?
5. TALKING PACKAGE

PILLARS

Digital / AR-VR technologies, IoT, Smart labels transform the **package in a digital item**

> GREATER TRANSPARENCY, SECURITY AND SAFETY, RELIABILITY
> CONSUMER ENGAGEMENT ON THE PRODUCT EXPERIENCE
DESIGN ALERT #5

Packaging should be designed as “digitally native”

> WHAT DO I WANT TO MONITOR THROUGH PACKAGING?
> WHAT KIND OF EXPERIENCE WILL MY PACKAGING BE ABLE TO PROVIDE?
6. PACKAGING AS A CHANNEL

PILLARS

Packaging is **one of the channels** in omnichannel panorama

> MARKETING/BRANDING CHANNEL
> INFORMATION CHANNEL THROUGH LABELLING
> CULTURAL CHANNEL FOR ENVIRONMENTAL OR SOCIAL ISSUES
DESIGN ALERT #6

Packaging should be designed as a powerful mass-medium

> WHAT KIND OF MESSAGES I WANT TO SUPPORT AS A COMPANY?
> HOW I ENSURE ALL THE PRODUCT INFO ARE EASILY ACCESSIBLE TO EVERYBODY?
# MAIN DRIVERS # DESIGN ALERT

1. (New) Materials are gold
   The design of packaging materials should take into account infrastructural and ecosystem aspects.

2. Closing the loop
   The packaging circular design should take into account gains and pains of all players in the process.

3. Shaking the value chain
   The packaging, as a vector in this value-network, has to become chameleonic (adaptable, customizable, refillable).

4. Logistic Thinking
   Packaging should be designed to maintain or improve logistics efficiency.

5. Talking Package
   Packaging should be designed as “digitally native”

6. Packaging as a Channel
   Packaging should be designed as a powerful mass-medium
4. NEXT STEPS OF FUTURE DESIGN PACKAGING
THE DISSEMINATION STAGE

- **April**
  - Curators UNIBO
  - Scientific Committee Members
  - Ideation Stage
  - 200 National and International Observers Invited

- **September**
  - Digital Online Survey
  - Data Collection/Qualitative Research
  - 300 Case Studies
  - 80 Observers

- **December**
  - Analysis and Synthesis Stage
  - 6 International Speaker Invited
  - 10 National/Package Valley Case Studies
  - Event Website + Subsequent Publication
  - Today:
    - 300 Registered People
    - 95 Companies
    - 14 University

- **TODAY:**
  - 300 online survey
  - Digital Online Survey

**THE DISSEMINATION STAGE**

**FUTURE DESIGN PACKAGING**
NEXT STEPS OF THE RESEARCH PROJECT

We want to continue the census of innovative case studies on a global scale and turn the information into in-depth analysis sheets.
THE CREATION OF A PERMANENT OBSERVATORY ON PACKAGING DESIGN

“A network of specialised networks”

We want to generate and offer analytical and targeted contents to those who want to be part of the observatory
WHAT WILL THE OBSERVATORY OFFER TO ME?

Free Contents & Tools
> LIGHT RESEARCH REPORTS
> PERIODIC UPDATES (BLOG) AND MEETINGS (EVENTS)

Premium Products & Services
> ANALYTICS AND FULL RESEARCH REPORTS
> CUSTOMIZED RESEARCH STUDIES
> WORKSHOPS AND KEYNOTES
CALL TO ACTION:  
THE OBSERVATORY IS YOU

Would you like to collaborate in the creation of the Permanent Observatory on Packaging Design?

Go to the desk and fill the form! We will contact you to understand how to tailor your collaboration.

futuredesignpack@gmail.com
THANK YOU

“COMING TOGETHER IS THE BEGINNING. KEEPING TOGETHER IS PROGRESS. WORKING TOGETHER IS SUCCESS.”

HENRY FORD

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