





External Evaluation Report

Suspack Project

Project co-funded by the European Union – 2021-1-IT02-KA210-ADU-000034070



Usability expert, UX designer, researcher in EU-funded projects.

Currently she is the Project Implementation Manager of H2020 Trick project and of HE Autotwin project.

She is also project manager in two other H2020 projects.

In her career, she covered the role of Project Coordinator of Erasmus+ project, Quality Manager of an Artemis/Ecsel project, and she took part in **more than 25 EU-funded projects.**

She is a **Human-Centred Technology** enthusiast and **Circular Economy and Co-Creation** lover.



EER- External Evaluation Report Structure

How to read this document



This report includes the following sections:

- Introduction
- Methodology
- Relevance to objectives
- Efficiency in providing inputs
- Effectiveness in achieving planned intellectual outputs and project purpose
- Usability of the delivered training materials
- Impact & Lesson learned



Introduction

Project objectives, main activities,
expected outcomes



OBJECTIVES

SUSPACK aimed to:

- promote the exchange of ideas and the transfer of useful research and information on the durability, acceptability, and usage experience of packaging, between Finland and Italy;
- make consumers aware of what sustainable packaging means, fighting the misconceptions that still exist on the topic of sustainability by directing their daily habits towards "green" consumption.



ACTIVITIES

Implementation of an educational course, for a total of twenty Finnish and Italian consumers, to provide information and improve knowledge on the topic of sustainability of fresh and takeaway food packaging, from the environmental, consumer, and business perspective.





1. To implement **info/training sessions** on sustainability in the packaging industry and best practices on innovative and sustainable packaging solutions;
2. To hold info/training sessions with **experts** in the field, also involving **companies**; and
3. To enable consumers to develop **knowledge** and **skills** on sustainability & takeaway/delivery food.

Methodology

Evaluation materials and criteria



The EER was developed by analysing information provided to the evaluator by:

- Project handbook
- Project website
- Public training materials (available on the project website)
- Exchange of information with ADOC Project Manager



1 Relevance

Measuring the consistency and validity of the project activities and outputs against the initially proposed objectives.



2 Efficiency

Measuring the relationship between employed resources and project achievements



3 Effectiveness

Measuring the success rate of project results and outputs against the initially proposed objectives.



4 Usability

Measuring the effectiveness, efficiency and satisfaction with which specific users achieve specific goals, in particular environments.



5 Impact

Examining the changes produced by the project.

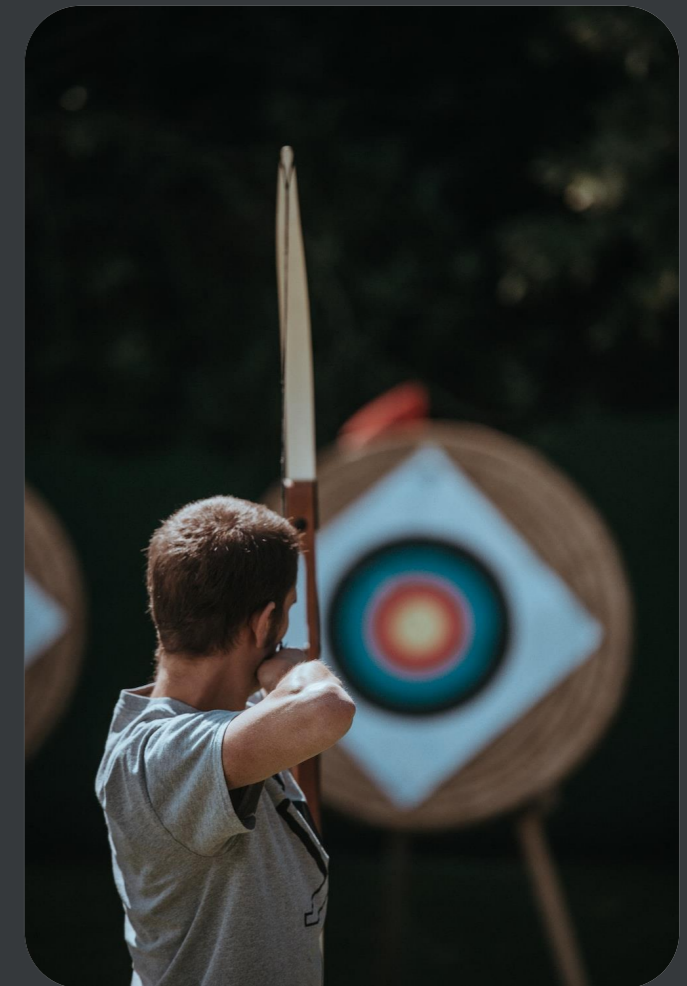
The changes could be positive or negative, direct or indirect, intended or not intended.



1 Relevance

RELEVANCE

- Based on the review of the available documentation, it can be concluded that the contribution of the SUSPACK project to the initially foreseen objectives is high, with all major outputs being achieved and the appropriate target groups addressed.
- The project outputs are aligned with the initially proposed aims and objectives, and the implementation of the project clearly addressed the training needs of the beneficiaries.



2 Efficiency



EFFICIENCY

- The planned outputs were delivered, while the overall costs of the project were within the planned budget.
- In terms of timeliness, activities and deliverables respected the project deadlines.
- However, a project extension was implemented (from M10 to M13). The reason was not related to a substantial catch-up with the activities, but to avoid to manage the final event in August.

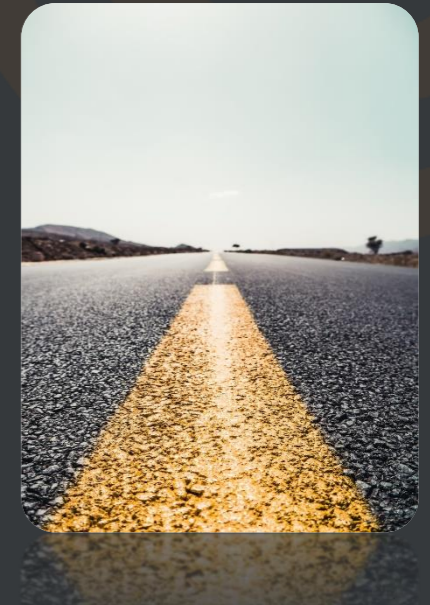


3 Effectiveness



EFFECTIVENESS

Effectiveness is evaluated on the project objectives and its effects on the learner's knowledge, skills and performance, according to the training objectives.



SUSPACK OBJECTIVE	TRAINING EFFECTIVENESS
<p>To promote the exchange of ideas and the transfer of useful research and information on the durability, acceptability, and usage experience of packaging, between Finland and Italy.</p>	<p>Finns highly valued renewable materials, as well as actions towards reduction of food waste. Italians really valued biodegradability and eco-labels. In both groups, the perceived importance for renewable raw materials decreased along the training, as the importance for low carbon footprint increased.</p>
<p>To make consumers aware of what sustainable packaging means, fighting the misconceptions that still exist on the topic of sustainability by directing their daily habits toward "green" consumption.</p>	<p>Many of the participants stated that the training changed their perception of plastics and the environmental significance of food waste.</p>

4 Usability

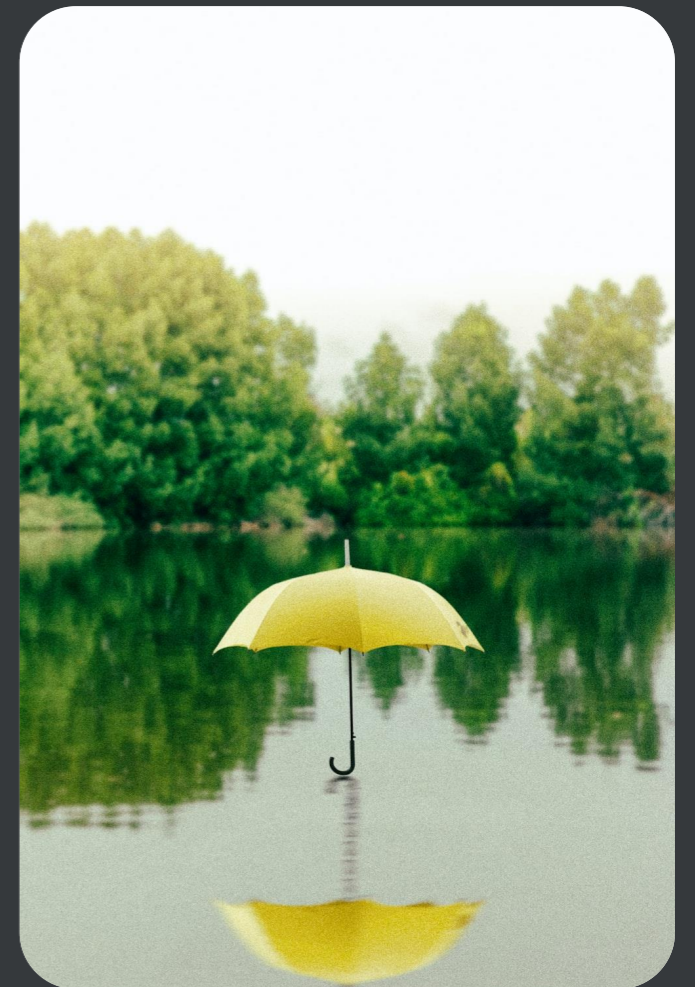
USABILITY

Renewability and recyclability are difficult concepts for consumers.

SUSPACK partners were able to make such complex concepts easy to understand for everyone. They were capable to provide for their audience the self-trust necessary to understand the project topics.

In fact, during survey activities, even if some participants declared they were worried about the technicality of the subject, at the end they found the training easy to follow.

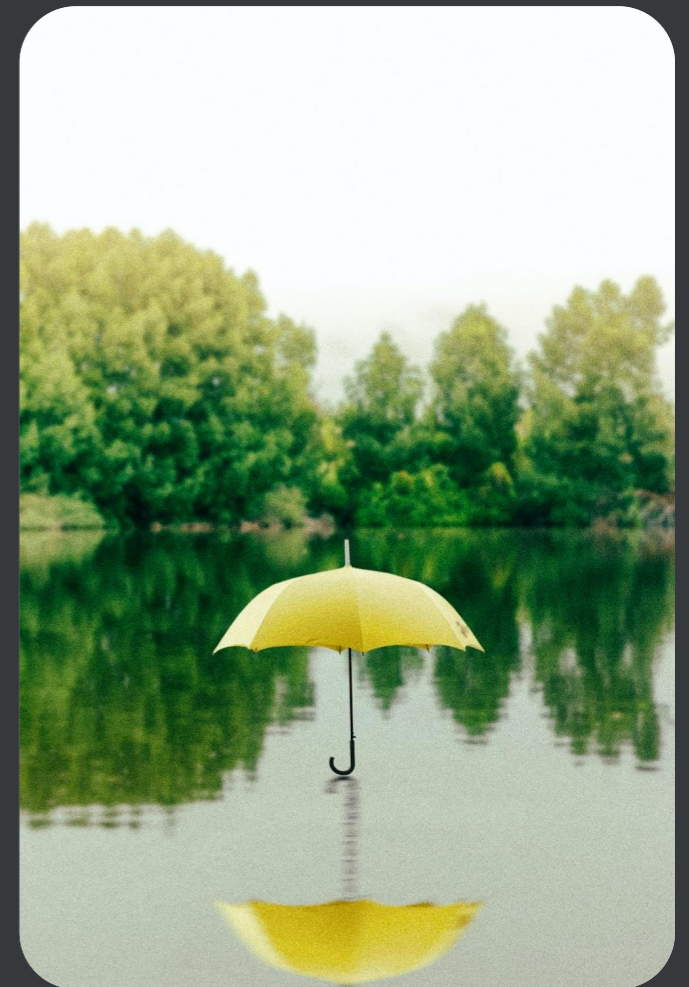
The usability of the training was confirmed also by the improved ability of the trainees to open their mind with new perspectives about packaging, enabling them, for the future, to pay attention to their behaviour.



USABILITY

However, the format of the handbook is not consistent everywhere, which affects its usability.

The use of boxes like «Topics for discussion and reflection», «key takeaways», «examples» and «Learning tasks» is the right way to introduce the chapters and to make the final wrap up, but the design process of the handbook has not taken them into account properly, and this affects its usability



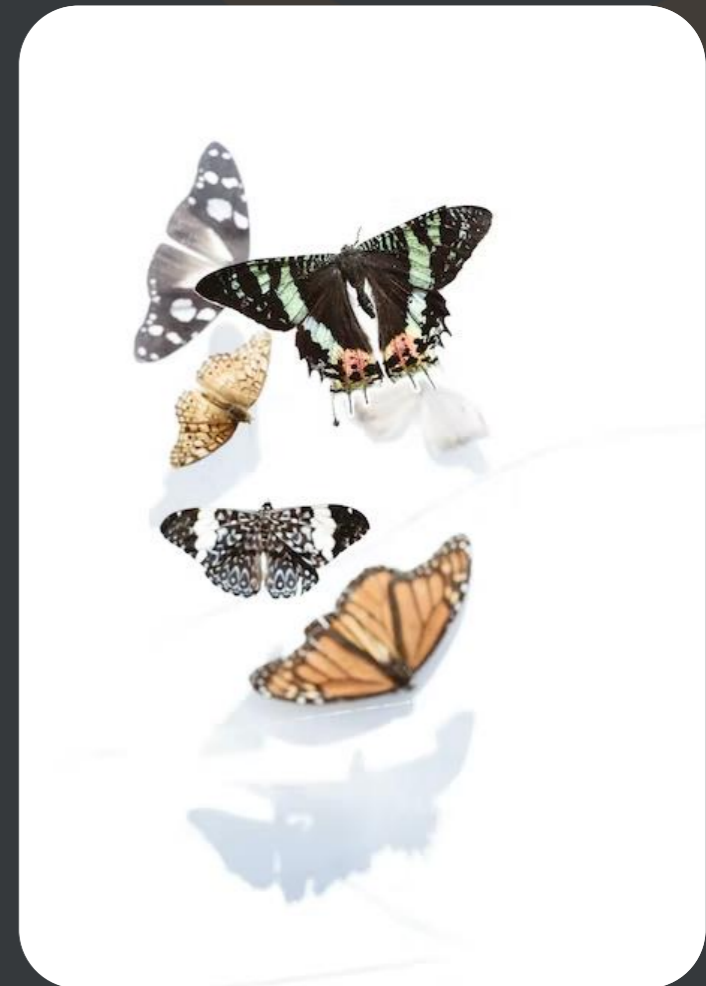
5 Impact and Lesson Learned

IMPACT

It can be concluded that the planned outcomes were achieved, and project activities contributed to achieving the expected impacts on the beneficiaries.

The impacts include:

1. Increased awareness in everyday life about what choices to make among different packaging options, involving fresh supermarket food and delivery;
2. Increased awareness of the benefits to the entire ecosystem of small everyday gestures, such as paying attention to the sustainability of packaging;
3. Knowledge of the real sustainability of takeaway and delivery packaging and knowledge of the information needed to identify a truly sustainable product without being misled;
4. Knowledge of new technologies to create more environmentally sustainable packaging solutions; and
5. Increased ability for cooperation and knowledge transfer, among involved organizations.



Recommendations for Impact Multipliers

The development of new sustainability labels requires a lot of communication and cooperation between the retail and food industry.

RECOMMANDATION

The content of the handbook is very valuable, and it should be used for a **Policy Brief** to be sent to project and EC stakeholders, included in Newsletters, or used in posts/articles for social media, like LinkedIn or Medium.



Sustainability labels should make everyday life easier for consumers and support sorting and recycling.

RECOMMANDATION

Sustainability without traceability loses effectiveness. Traceability supports product storytelling, while helping consumers.



From the handbook, it is possible to identify 4 training modules:

- *S1: Packaging of fresh food*
- *S2: Packaging of takeaway food*
- *S3: Sustainable food packaging*
- *S4 Future food packaging*

RECOMMANDATION

The related open-source material available on the project website does not reflect such an organization and this affects the exploitation.

It would be preferable to include into the website the suggested training program, linking each module to the related materials. In this way the training could be easily replicated.



My 2 Cents



Ideas, concepts, stories

What comes to mind when we think of something sustainable?



Sustainability

Concepts in pills





Satisfy the needs of the present generation without compromising those of the future one.

Transforming our world: the 2030 UN Agenda for the Sustainable Development.





The three dimensions of sustainability:

1. Environmental sustainability
2. Social sustainability
3. Economic sustainability





WASTE RECYCLE AND REUSE





RENEWABLE ENERGY SOURCES



SUSTAINABLE MOBILITY



CIRCULAR ECONOMY



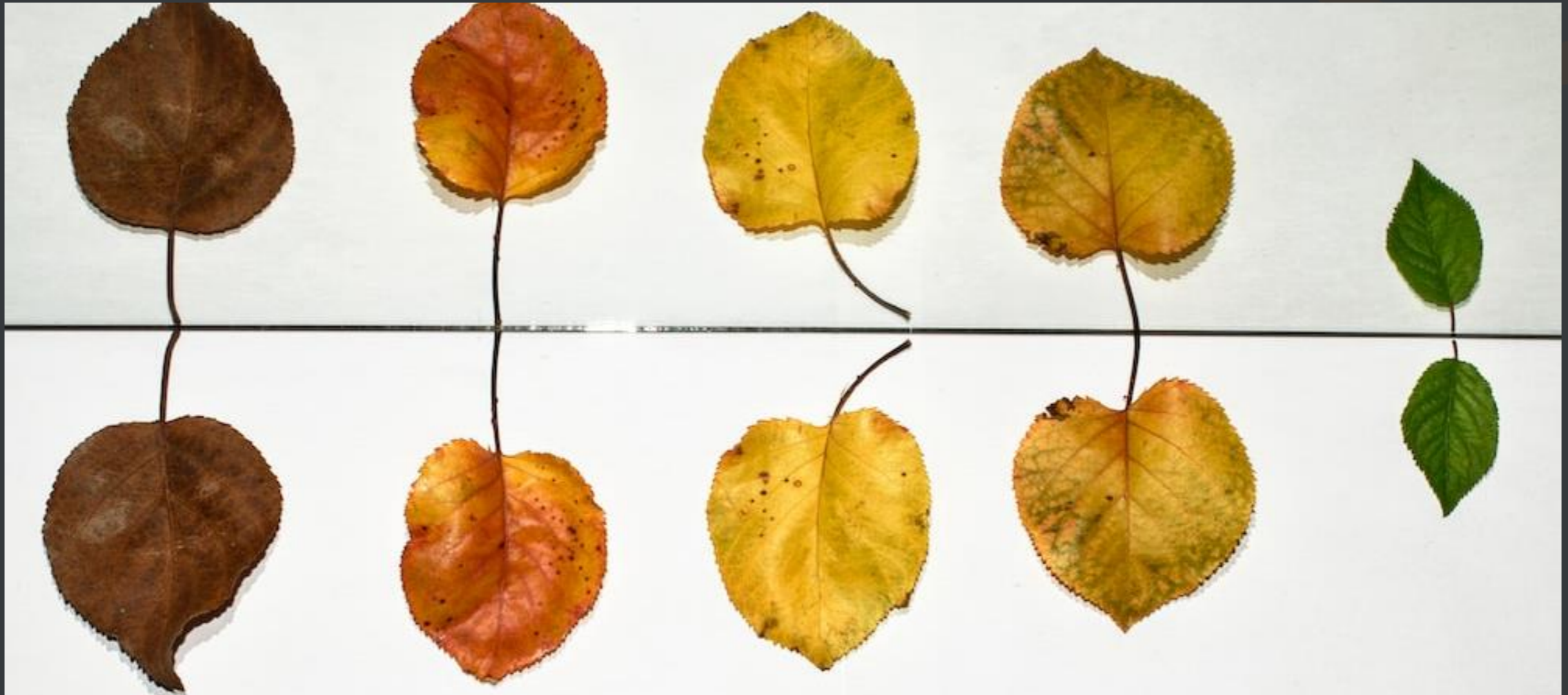
Circular Economy

Concepts in pills





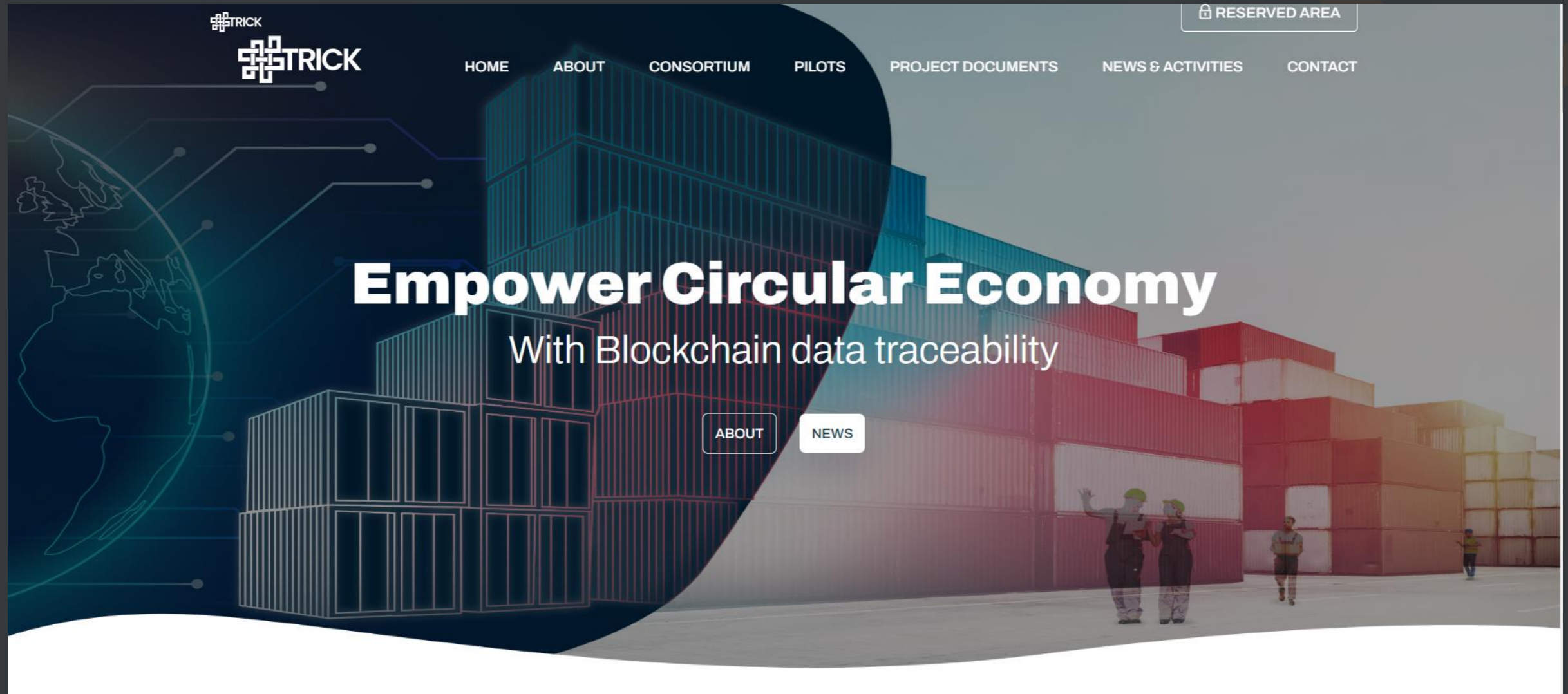
The circular economy works by making the raw materials and products last as long as possible, within the production cycles



The quantity of resources necessary for human activities must be found within the existing and available ones, that is by transforming the goods that have reached the end of their useful life.



The European Community, through research funding, wants to implement the industrial conversion process in a sustainable business model, ensuring that the EU "end-of waste" protocol and the "cradle-to-cradle" approach are adopted.



In the circular economy, right from the start, we think of separating, we conceive something so that it can be rebuilt, so that it is part of a flow.

«The priority is the collection of data on the origin of recycled materials. If recycled materials are mixed with others of unknown origin, it will not be possible to guarantee the value of the circular product, in terms of environmental sustainability, health protection and social safeguard».





The circular economy is a system in which all activities, starting from extraction and production, are organized so that someone's waste becomes someone else's resource.



The so-called waste is a great resource in the wrong place, lacking someone's imagination to be recycled for the benefit of all.

What does the design of a new food packaging material involve?

1. Sustainability and circularity by design
2. Ability to store food safely, without affecting quality and freshness
3. Respond to customer needs
4. Enable agile logistics
5. Minimize waste



Stories

«Don't tell me how good you make it; tell me how good it makes me when I use it...». Leo Burnett





«In food and in the act of eating, the changes that take place in values and lifestyles are reflected more immediately than elsewhere».

Giampaolo Fabris, sociologist





The packaging is not only an integral part of the product, but it is a brand ambassador. The consumer will be able to identify the distinctive signs, of a specific brand, at first glance.





Before buying it, the product must be chosen among many with similar characteristics. Packaging is often what makes the difference!

Marketing has given packaging a decisive role in the customer's decision-making process. Let's imagine a supermarket full of anonymous packages: no colors, designs, information or photos of the product. It's hard to imagine such a thing nowadays.

Emotions are closely linked to memories, and packaging that makes us feel emotions remains more impressed than those that don't.

Emotions are different: some brands may want to evoke a sense of nostalgia, others joy, others ambition, for example.



<https://packhelp.it/design-creativi-per-packaging-alimentare/>

The use of emotional design in packaging makes users very vulnerable to greenwashing.

We need a return to rationality.

Too often, consumers do not understand the links between their purchasing decisions and the environmental consequences of those decisions.





Great designing is not easy!

Companies want something that can be produced economically

The dealer wants something attractive to his customers.

The buyer has various demands: at the store he focuses his attention on price, appearance and prestige; at home the same person will pay more attention to functionality and ease of use.

Your gaze always ends up on the most interesting box or label!



How do you feel when you buy something that has been produced responsibly and sustainably?

The perception of the benefits of sustainable packaging has a significant influence on purchase intentions.

This perception contains emotional and rational evaluations.



Stories

THE END

Attractive things work
better...

When you wash and wax your car, it
drives better, doesn't it?
Or at list feels like it does.

- Donald Norman





Caterina Calefato | UX Architect & Project Manager

Biella – ITALY | caterina.calefato@futurae.tech

www.futurae.tech

