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Co-funded by
the European Union

Project Number:
2021-1-IT02-KA210-ADU-000034070

SusPack training

Session 5: Summary and Evaluation



Welcome to SusPack training

14.- 21.3. Pre-survey

19.4. (FIN), 20.4. (ITA) time: 18-20, Session 1: Packaging of fresh food

26.4. (FIN), 27.4. (ITA) time: 18-20, Session 2: Packaging of takeaway food

3.5. (FIN) time: 17-21, (ITA) time: 16-20, Session 3: Sustainable food packaging

10.5. (FIN) time: 17-21, (ITA) time: 16-20, Session 4: Future food packaging

10. -12.5. Post-survey open online

17.5. (FIN) , 18.5. (ITA) time: 18-20, Summary and evaluation of learnings



SusPack (<https://www.sus-pack.eu/>)

AIMS:

- project activities aim to promote sustainable consumption habits
- and build a positive attitude towards sustainable fresh food and takeaway packaging
- by improving consumers' knowledge about the level of sustainability of food and take-away packaging

ORGANIZERS:

- ADOC – National Association for Defense and Consumer Orientation
- Package Testing & Research (PTR) consultancy and research agency
- MARTHA association specialized in home economics



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SusPack training

Session 5: Results of the Post-survey





Research data

Data was collected through individual evaluations of 10 Finnish and 10 Italian SusPack participants.

- Of the Finnish participants, 100 % were female. The average age of the Finnish participants was 44 years, ranging from 31 to 65 years, and 90% ordered takeaway at least once a month.
- Of the Italian participants, 80 % were female. The average age of the Italian participants was 35 years, ranging from 22 to 52 years, and 60% ordered takeaway at least once a month.

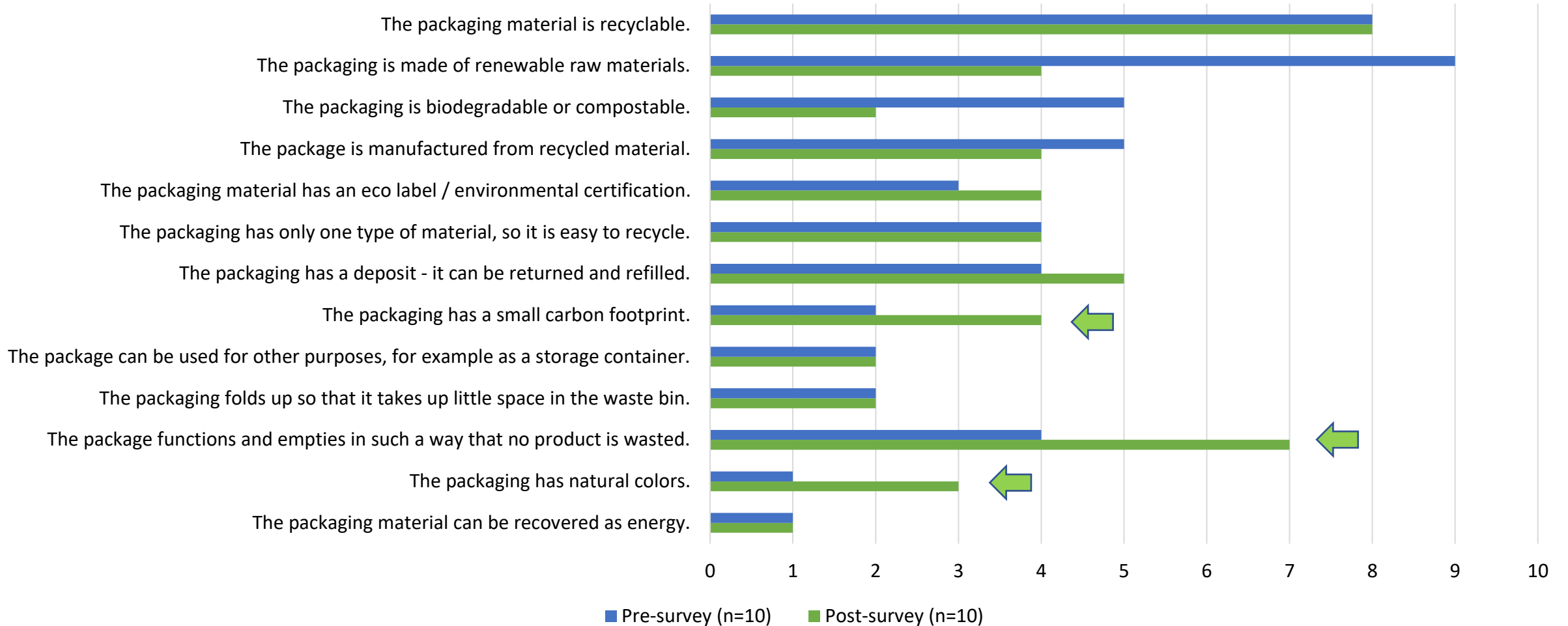
Photo by [Toa Heftiba](#) on [Unsplash](#)



Sustainability of packaging

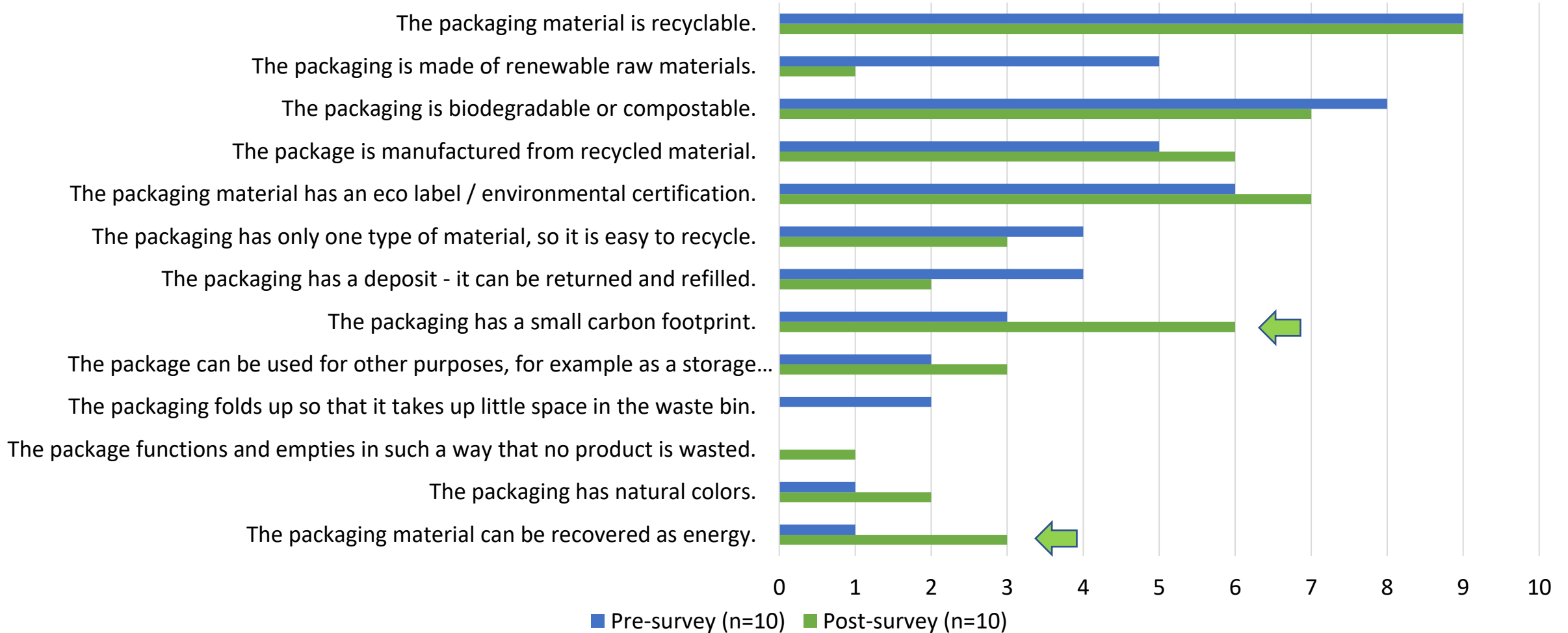
Small carbon footprint, decreased food waste and natural colours gained importance among Finns

Top 5 characteristics of sustainable packaging by Finnish participants



Small carbon footprint and energy recovery gained importance among Italians

Top 5 characteristics of sustainable packaging by Italian participants



Evaluation of packaging materials for fresh food

Photo by [Raghavendra Mithare](#) on [Unsplash](#)

Evaluated materials for fresh food in SusPack training (<https://www.sus-pack.eu/>)



PP



rPET



PLA (plant-based)



Wood-based plastic



Bagasse



Paper



Paperboard



Formed fibre



Carton+bioPE



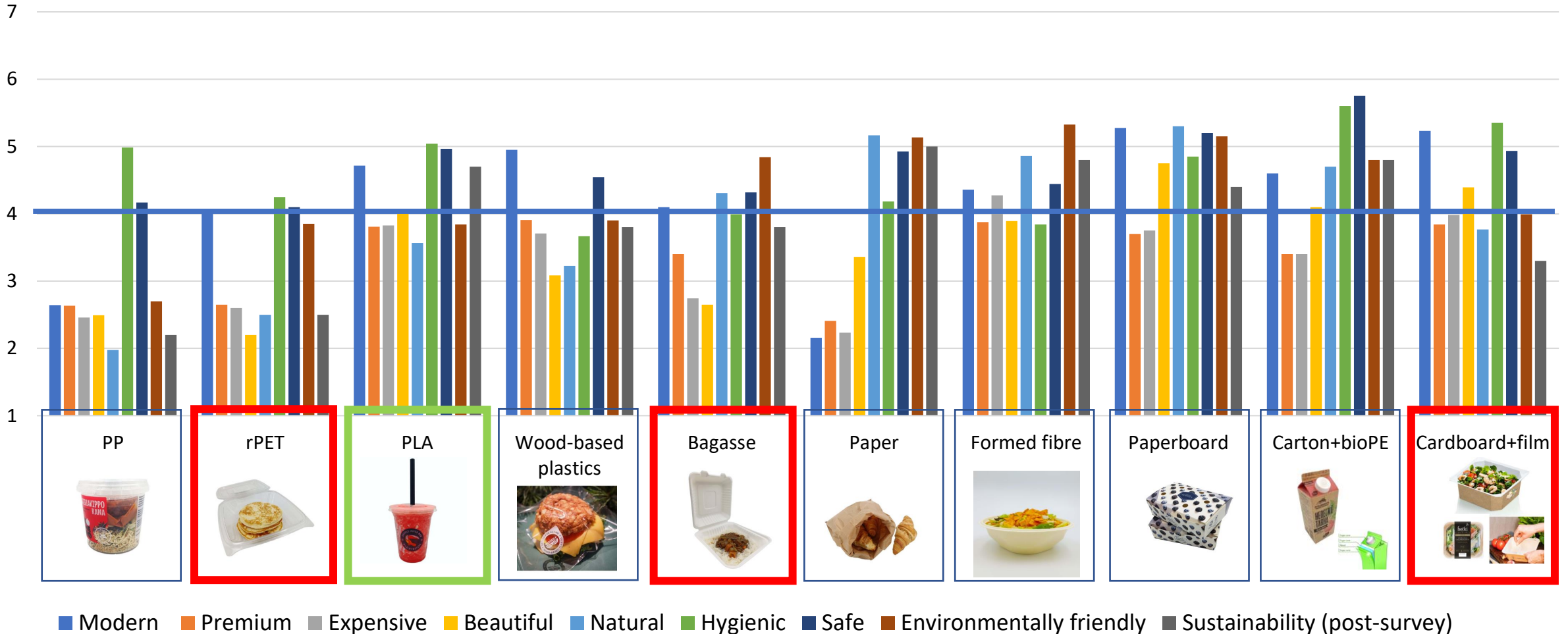
Cardboard+film

Evaluated attributes (7-point scale):

- Old-fashioned - Modern
- Everyday - Premium
- Inexpensive - Expensive
- Ordinary - Beautiful
- Unnatural - Natural
- Unhygienic - Hygienic
- Unsafe - Safe
- Environmentally harmful - Environmentally friendly

rPET, Bagasse and Cardboard + film were rated lower in sustainability, while PLA was rated higher

Material perceptions, scale 1-7, SusPack training 2022, n=20



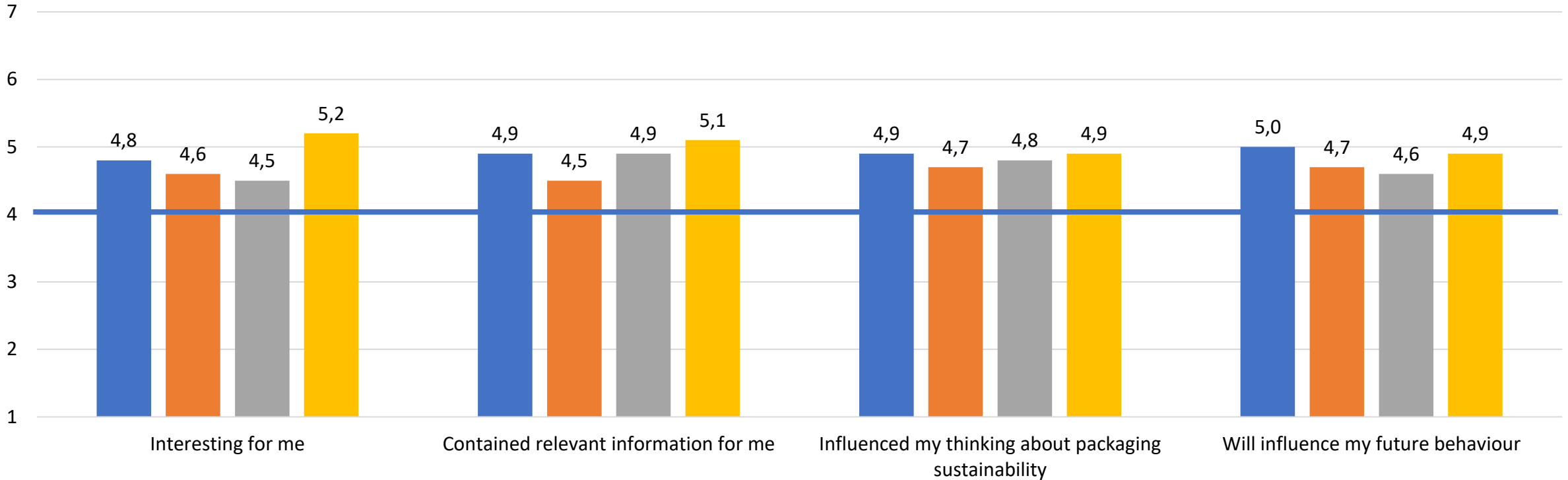
■ Modern ■ Premium ■ Expensive ■ Beautiful ■ Natural ■ Hygienic ■ Safe ■ Environmentally friendly ■ Sustainability (post-survey)

Evaluation of sessions

Photo by [Raghavendra Mithare](#) on [Unsplash](#)

Sessions 1 and 4 were found the most interesting

Material perceptions, scale 1-7, SusPack training 2022, n=20



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

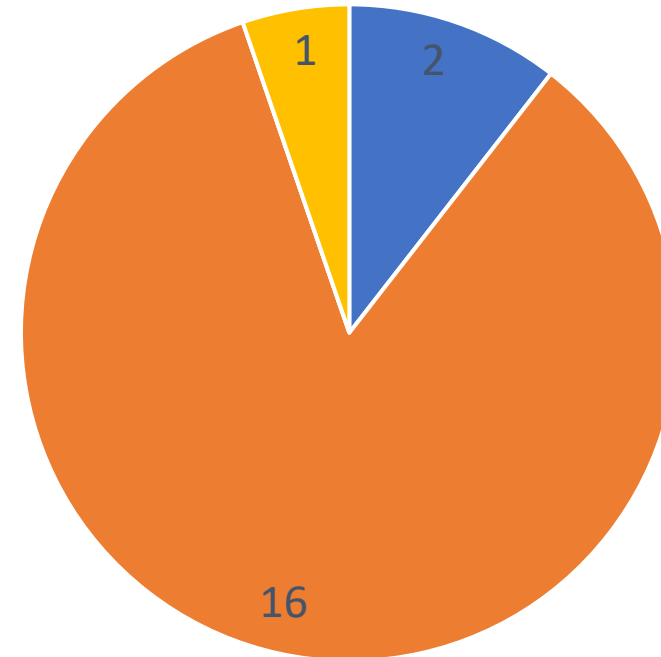
Majority of the participants preferred the 2-hour sessions

A 4-hour session is still a 4-hour session even though you add breaks between speakers. It is a way too long a session to listen with interest to many speakers, after a workday. I expected the sessions to be more easygoing.

The 4-hour sessions were absolutely exhausting after working for 8 hours.

The second 4 hours went nicely with the pauses!

Preferred length of sessions (n=19)



- All sessions were too long
- I preferred the 2-hour sessions
- I preferred the 4-hour sessions
- All sessions were optimal length



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