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Co-funded by
the European Union

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

SusPack training

Session 1: Packaging of fresh food



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 1: Results of the Pre-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.

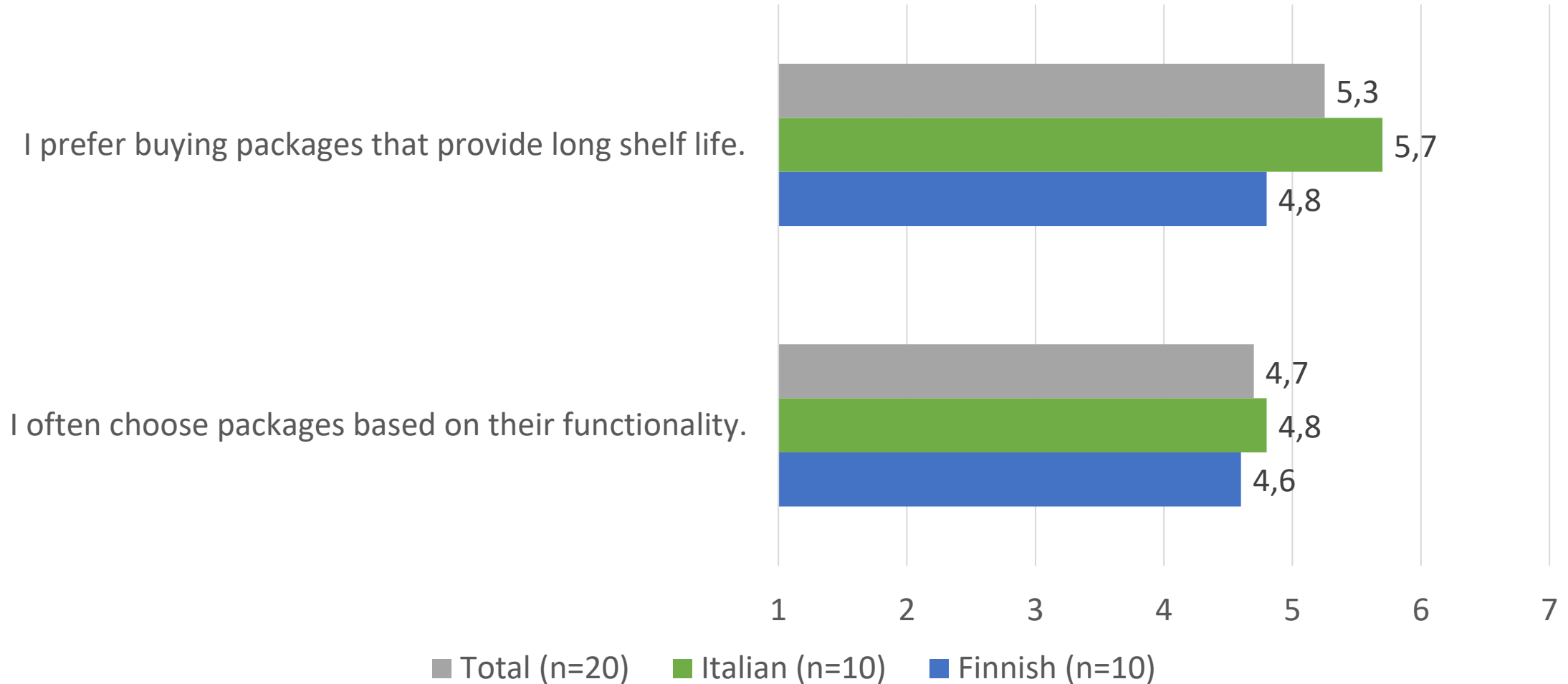


Value of packaging



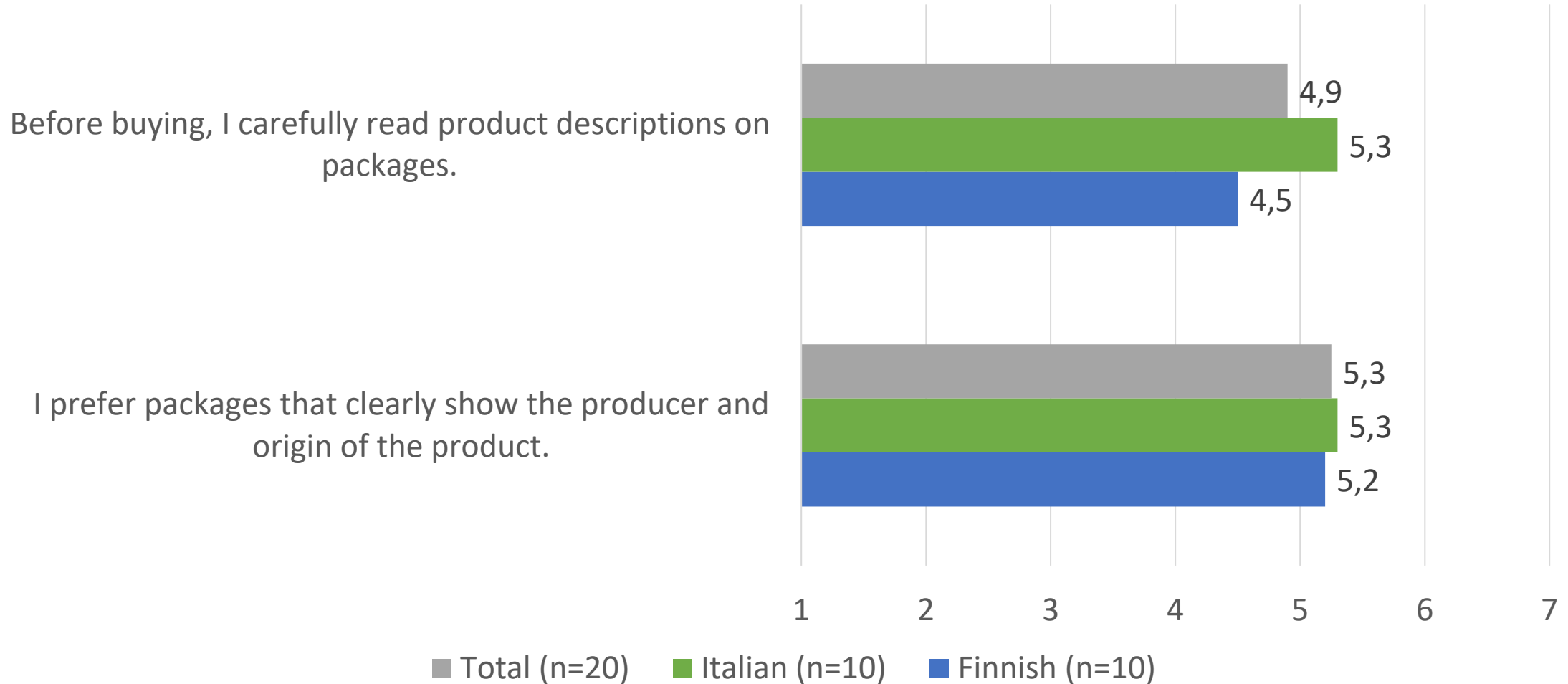
Functional value

(1=not at all; 7=very much)

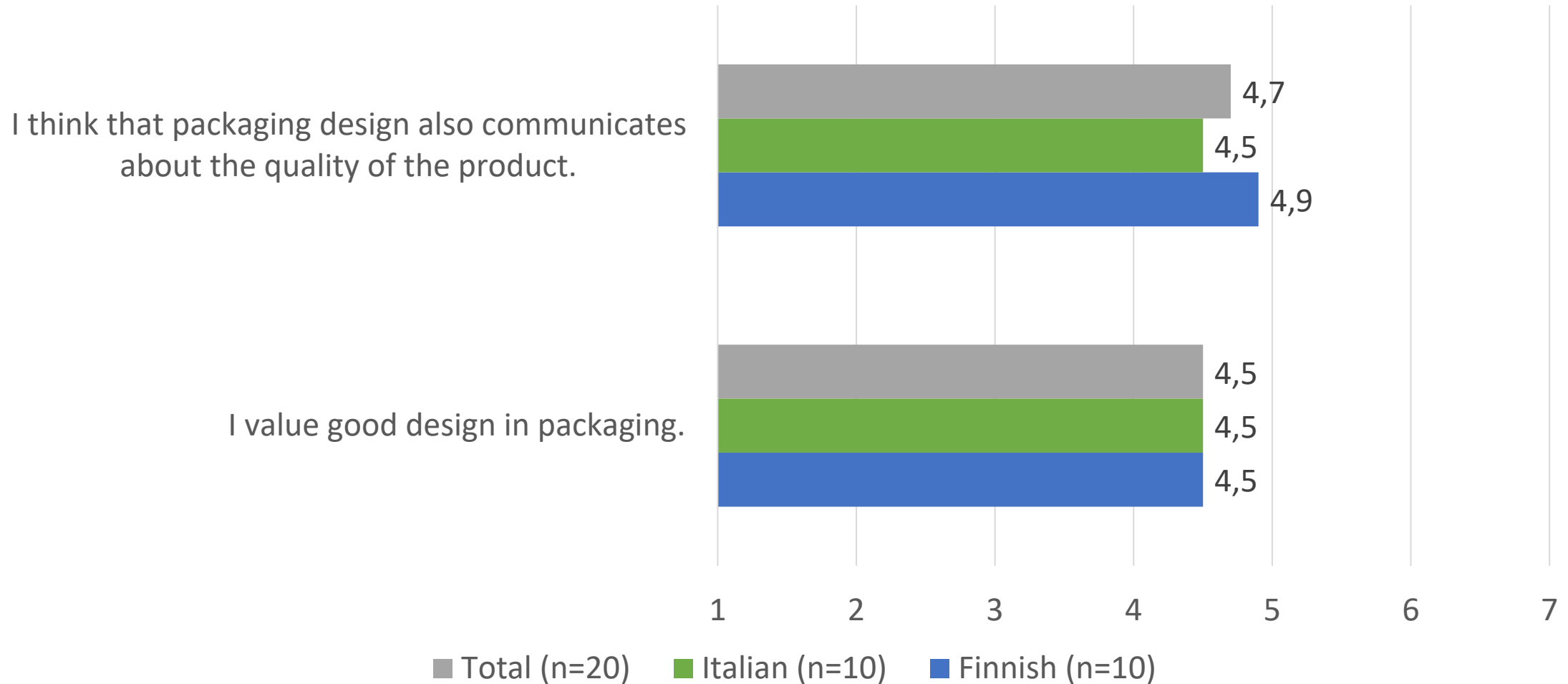


Informational value

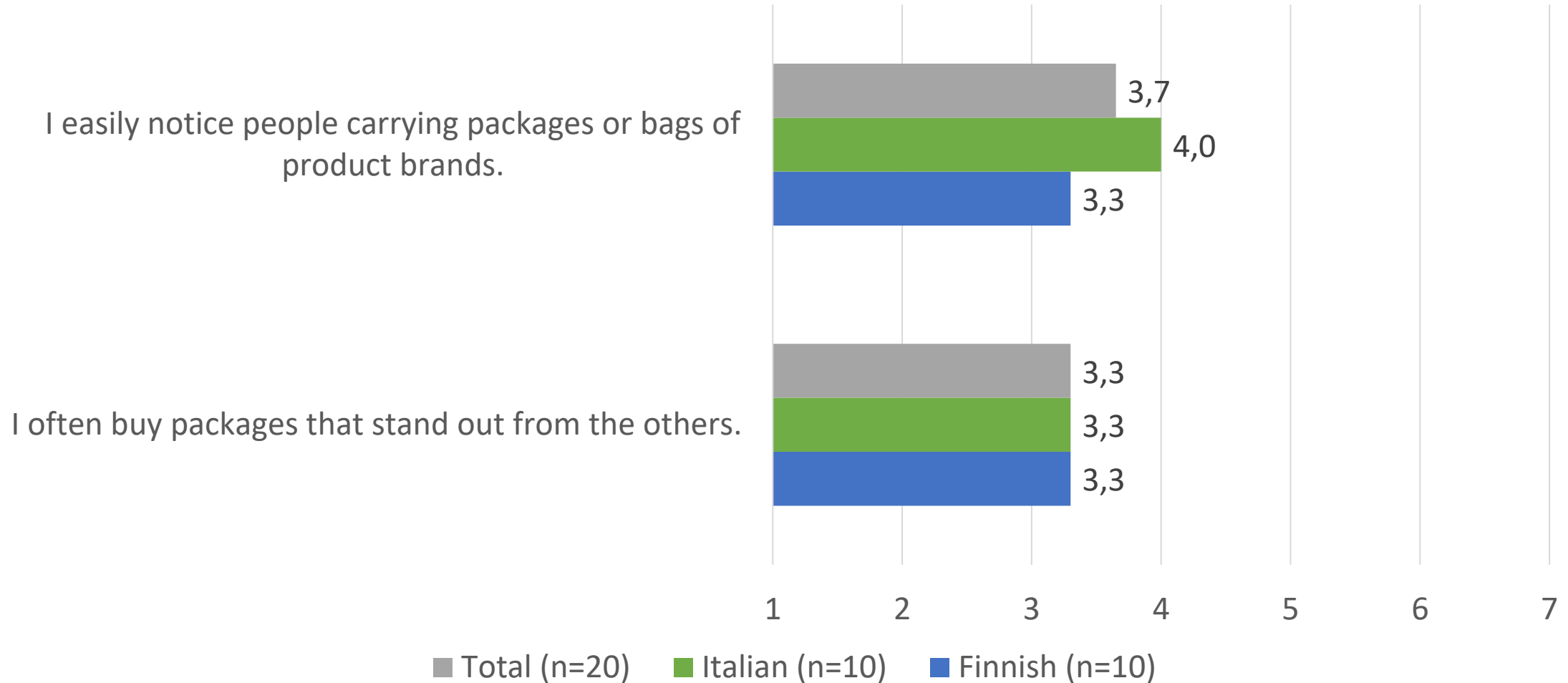
(1=not at all; 7=very much)



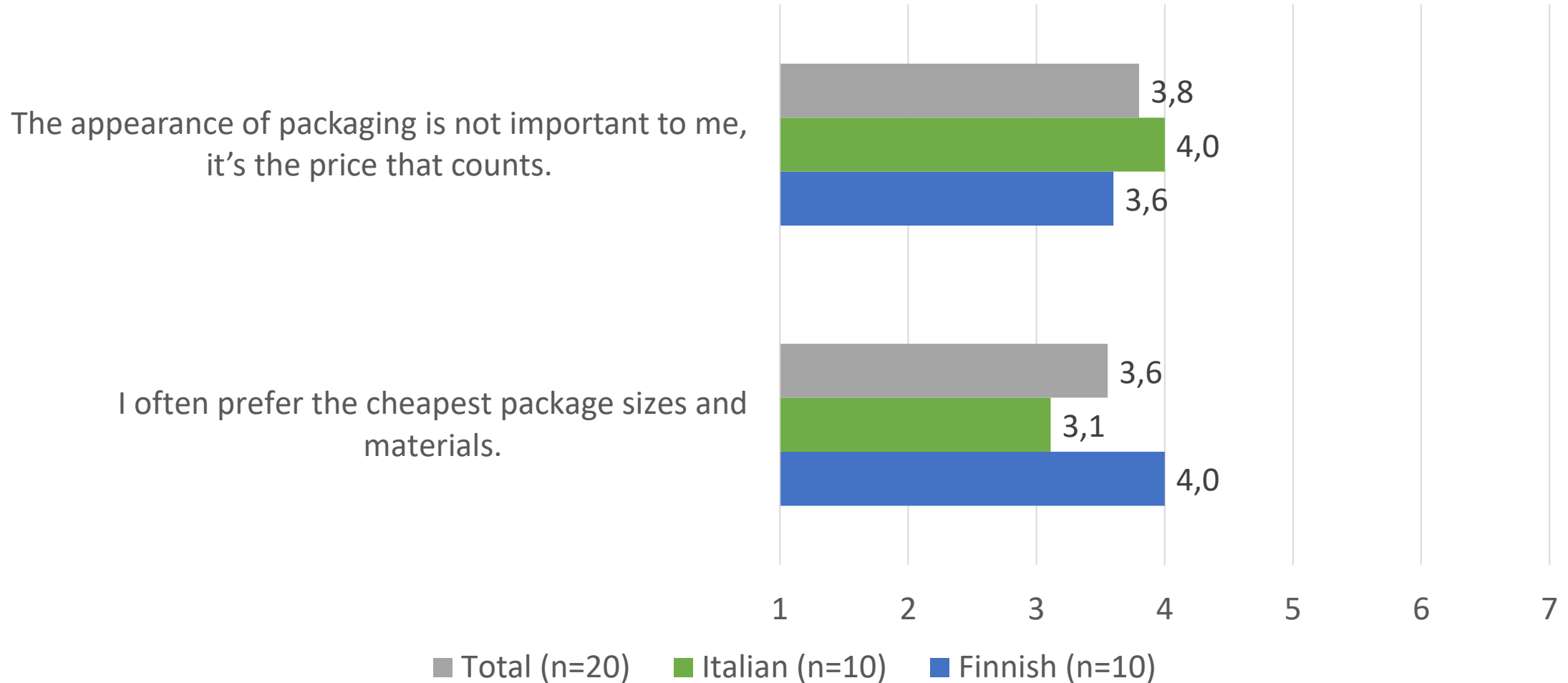
Design/aesthetic value (1=not at all; 7=very much)



Symbolic/status value (1=not at all; 7=very much)



Price value (1=not at all; 7=very much)



Environmental value (1=not at all; 7=very much)

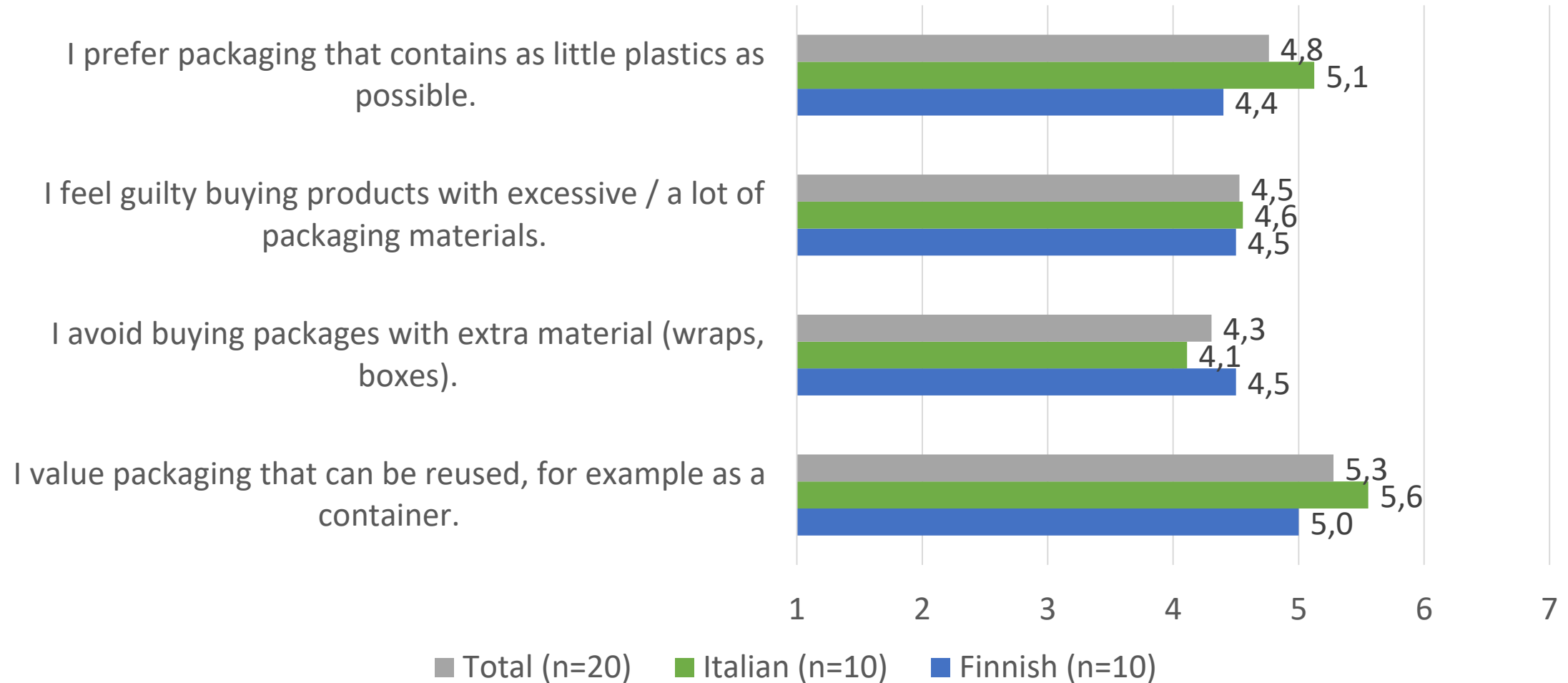
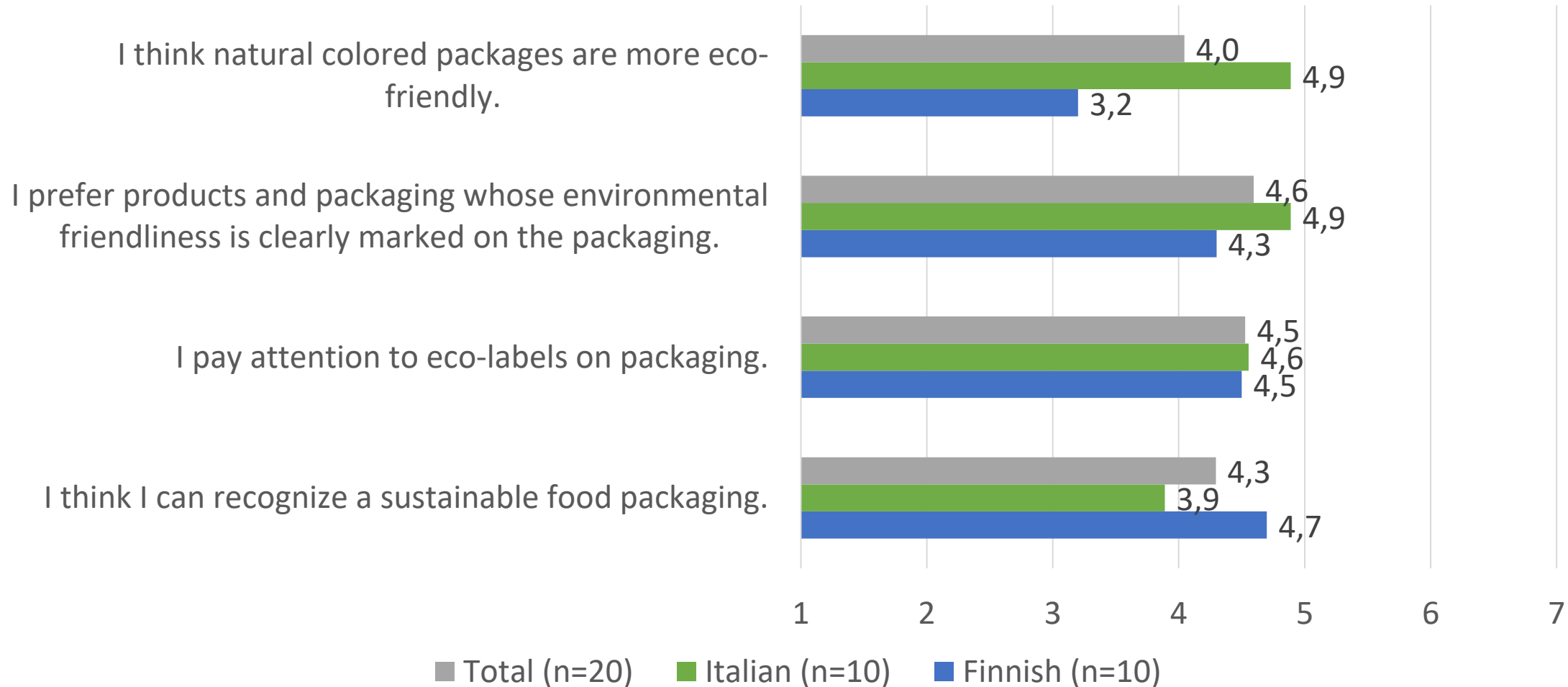


Photo by [Toa Heftiba](#) on [Unsplash](#)



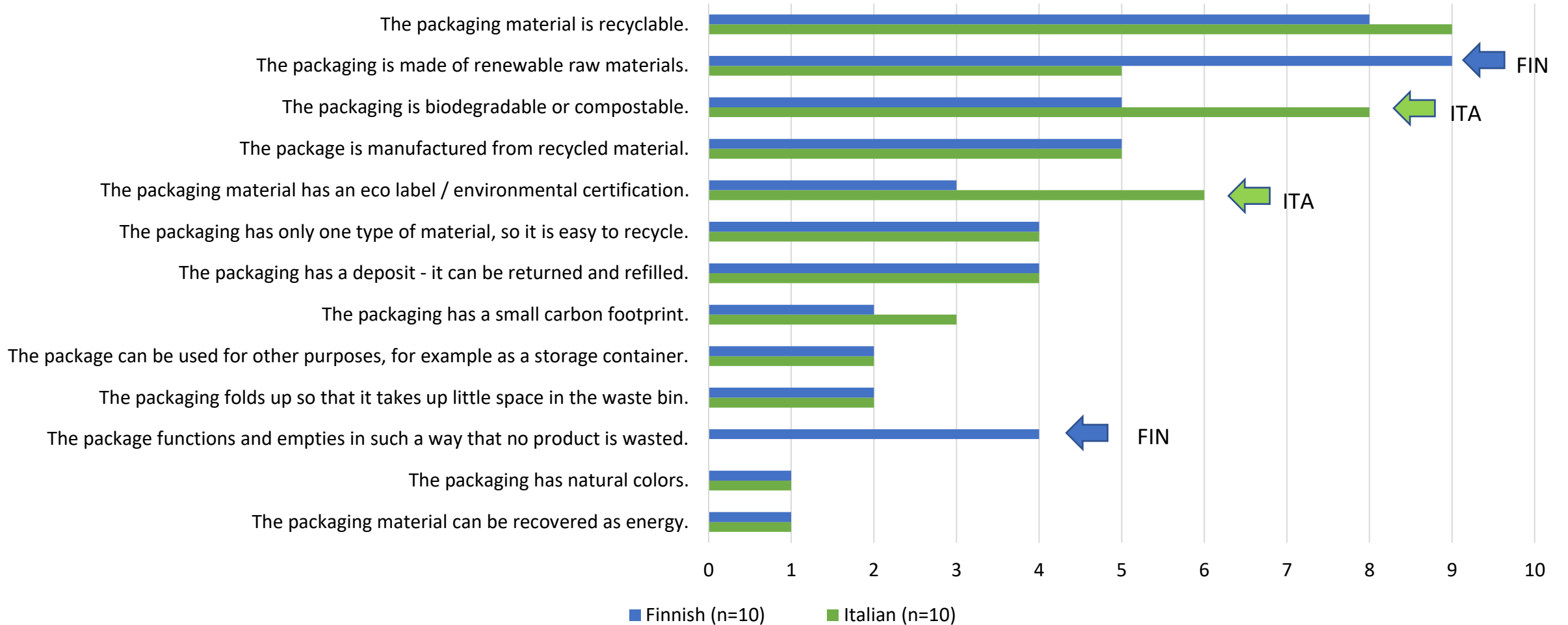
Sustainability of packaging

Sustainable packaging (1=not at all; 7=very much)



Finns emphasised renewable materials and decreased food waste, Italians biodegradability and eco labels

Top 5 characteristics of sustainable packaging



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



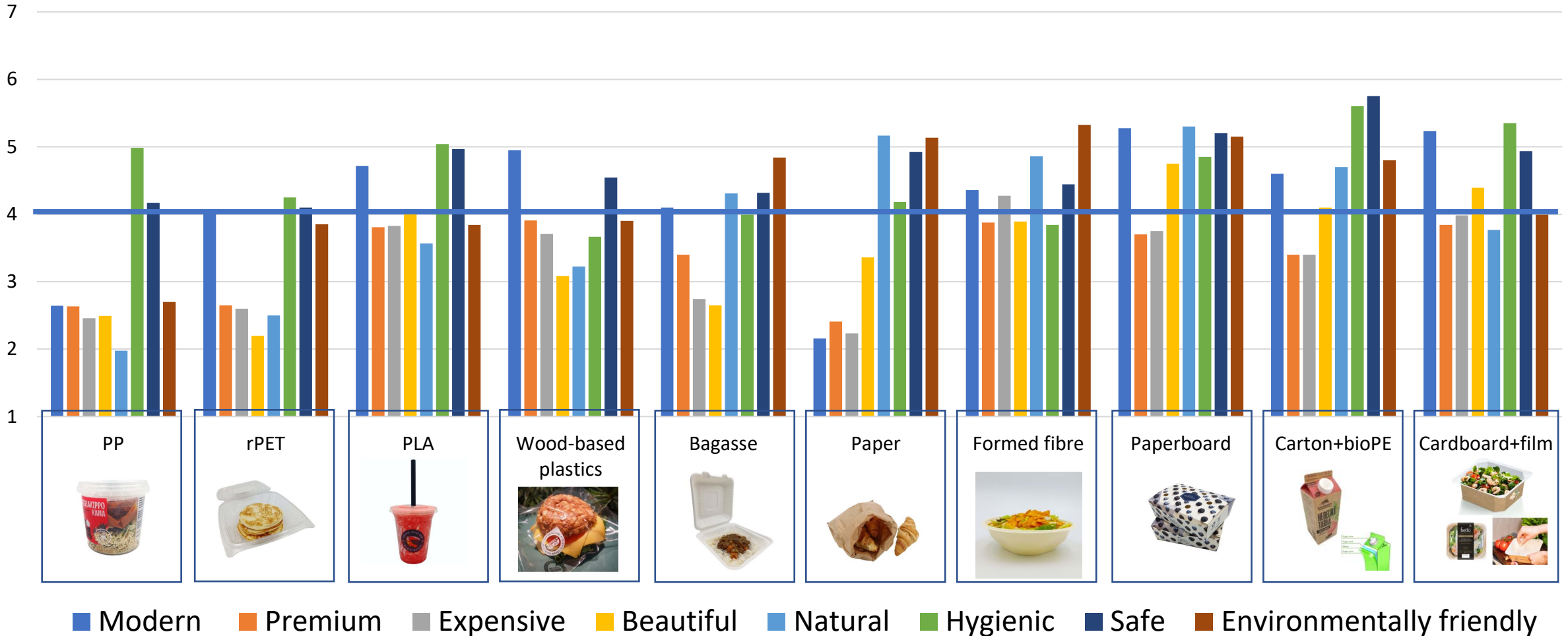
Cardboard+film

Evaluated attributes (7-point scale):

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

Plant-/fibre-based materials were perceived as more modern, natural, safe and environmentally friendly

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





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