



**IMPACT**

# The Packaging Industry

1<sup>st</sup> Online article

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The Covid-19 pandemic has rapidly transformed consumer behavior in several ways. Among these, a dramatic boost in online shopping across all categories, and a generalized shift in consumer attitudes towards sustainable packaging.

As vastly shown in different studies<sup>1</sup>, when the pandemic stroke, there was a global shut down of physical commerce which exacerbated the expansion of e-commerce towards delivery rates never seen before, bringing customers closer to new firms and types of products.

Despite cross-country differences, the crisis has enhanced dynamism and expanded the scope of e-commerce. It has introduced new firms, new consumer segments (e.g. elderly) and new products (e.g. groceries). E-commerce transactions in many countries have partly shifted from luxury goods and services towards everyday necessities from the convenience and safety of the customer's home. This has translated into a global expenditure of 910.000 million euros during that 2020 period, as shown in the Salesforce *Holiday Shopping Report*.

However, this has not been the sole shift in consumption patterns. Consumers are starting to be more concerned on acquiring sustainable products, which has translated into increased awareness on the matter of sustainable packaging<sup>2</sup>. Consumers now show willingness to pay more for products that are environmentally friendly, also leaning to acquire greener packaging with such products.

Consumption shifts have required companies to improve sustainable business practices, with changes in their procedures such as the establishment of circular economy. By doing so, companies can grow, improve their trade mark and become more competitive in the market<sup>3</sup>. Henceforth, both physical business and those that operate through online platforms will need to adapt themselves and adopt long-term sustainable practices<sup>4</sup>.

## Why IMPACK?

IMPACT comes as an innovative and ambitious project that aims to find a sustainable design that promotes the use of environmentally friendly materials. For such, IMPACT brings together organizations and SMEs that have expertise in developing training and eLearning

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<sup>1</sup> E.g. See the Salesforce Holiday Shopping Report <https://www.salesforce.com/resources/research-reports/retail-holiday-insights/>

Or UNCTAD <https://unctad.org/news/global-e-commerce-jumps-267-trillion-covid-19-boosts-online-sales>

<sup>2</sup> McKinsey & Company (2020). <https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/sustainability-in-packaging-inside-the-minds-of-us-consumers>

<sup>3</sup> Accenture (2019). <https://newsroom.accenture.com/news/more-than-half-of-consumers-would-pay-more-for-sustainable-products-designed-to-be-reused-or-recycled-accenture-survey-finds.htm>

<sup>4</sup> OECD (2020). <https://www.oecd.org/coronavirus/policy-responses/e-commerce-in-the-time-of-covid-19-3a2b78e8/>



programs. The main goal is to develop and offer a professional training programme that addresses innovative and personalized sustainable packaging design.

### **What are the expected results of the project?**

As previously mentioned, IMPACK aims to create a sustainable packaging design. For such, expected specific results include:

1. The creation of an upskilling VET training programme that will promote education through innovation, personalization and sustainability in Packaging by using interactive educational resources.
2. Raise awareness on new ways to create a culture of innovative design on sustainable packaging.
3. Develop a design with the training programme that involves innovation, is adapted to the e-commerce, a ship-ready design and adapted to consumer's current concerns and preferences.
4. Create a community of practice for VET providers through a virtual academy in which there is collaboration exchange of good practices and the project's outcomes are furtherly developed.

### **Last updates to the project activities:**

*The project consortium is constituted by six partners from different countries: Cyprus, Germany, Greece, Italy and Spain. They met for the first time during a kick-off meeting that took place in Genova on the 15<sup>th</sup> and 16<sup>th</sup> of March, 2022. They discussed all the activities of the project with a special focus on the research that will help them define the idea on sustainable packaging. They also divided the tasks regarding the dissemination activities, and quality assurance as well as established the next steps for the coming months.*

*Detailed description of the project and its activities are published on the project's website:*

*<https://impack.erasmusplus.space/>*



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