



# PACKALL

PackAlliance:  
European alliance for innovation training  
& collaboration towards future packaging

Linking **Academy** to **Industry**.

## Training program: modules

- New materials and biomaterials
- Eco-design & novel manufacturing processing
  - Residue management and valorisation
  - **Citizen and Consumer Engagement**



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# **Course Consumer Engagement time schedule and evaluation**

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Tasks before starting the course:

- Task 1A - I as a consumer poll (P)
- Task 1B – Mind map (P)

# Consumer engagement course schedule (3cr)

## Week 1

### Orientation Consumer and consumer behaviour

Contact learning days:  
(dates)

Individual pre-tasks:

- **Task 1 I as a consumer poll & mind map**

During contact day:

- Lecture on consumer behaviour
- **Task 2 Getting to know future consumers (P)**

Individual homework:

- **Start to write learning log (continuous) Task 0A (P, C)**

## Week 2

### Communication and engagement

Contact learning days:  
(Dates)

Individual pre tasks:

- **Task 3 How does plastic packaging engage you to circularity? DL (date) (G, C)**

During contact day:

- Lecture: Consumer communication and engagement in circularity
- **Task 4 Group discussion: Engagement to circularity DL (date) (P)**

Individual homework:

- **Write your learning log weekly post (continuous) Task 0A (P, C)**

## Week 3

### Value creation and circularity

Contact learning days:  
(Dates)

Individual pre tasks:

- **Task 5 Circularity at different steps of value chain (G, C)**

During contact day:

- Lecture Value creation and circularity
- Consumer focus throughout the value chain discussion
- Instructions to innovation project + brainstorming session

Individual homework:

- **Bonus Task 6 DL (date)**
- **Write your learning log Task 0A (P, C)**

## Weeks 4 & 5

### Consumer engagement innovation project

#### Task 7 (G)

Contact learning days:  
(Dates)

Active group working outside contact days is expected.

During the contact days:

- (Date) Mid-term check of the group's plastic packaging engagement concept idea
- (Date) Pitching of the group's final solution + feedback

Individual homework:

- **Task 0B Video podcast reflection + Survey DL (Date) (P, C)**

P = Evaluation of task pass/fail (max 3p)

G = Task graded (0-5 p / 0-10 p)

C = Compulsory

Note – No exam at the end! Evaluation is based on completed tasks.

Individual tasks: 0 (P,C), 1(P), 3(G,C), 5(G,C), (6), Group tasks: 2 (P), 4(P), 7(G, C)



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# Course evaluation

- Course accounts for 3 credits and is evaluated with grade from 1 to 5
- Total points of the course add up to 35 p as follows:
  - Task 0 (P) 6 p Learning log + video podcast COMPULSORY
  - Task 1 (P) 3 p
  - Task 2 (P) 3 p
  - Task 3 (G) 0-5 p How does plastic packaging engage you to circularity COMPULSORY
  - Task 4 (P) 3 p
  - Task 5 (G) 0-5 p Circularity at different steps of value chain COMPULSORY
  - Task 6 (P) 3 p Bonus task
  - Task 7 (G) 0-10 p Consumer engagement innovation project, COMPULSORY

P = Evaluation of task pass/fail

G = Task graded from 0 points to max points

Table shows the points needed for different grades. In the graded tasks (G) the principles of the evaluation matrix are used.

	Grade
17 p	1
22 p	2
26 p	3
30 p	4
34 p	5





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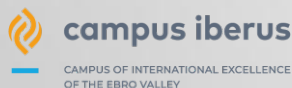
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## Linking Academy to Industry.



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