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# PACKATHON

Duurzaam Verpakken 2021

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## Who 'SUP's' with us?

Your hot, ordered meal delivered without packaging? Enjoying your coffee-to-go without contributing to the litter problem? Would you use reusable cutlery to eat your out-of-home salad? Help us in the search for the most sustainable solution for the out-of-home sector.

The Sustainable Packaging Packathon challenges you to come up with innovative and circular packaging concepts, whereby less or even no disposable plastics need to be used. Many companies are currently working hard to comply with the Single Use Plastics (SUP) directive, which comes into force this summer (on 3 July). With this directive, the European Union wants to reduce the share of disposable plastics in litter and in the sea (plastic soup) and collect and recycle more plastic.

The quantity of disposable cups and food containers must be reduced demonstrably by 2026. The EU member states must also ensure more reuse and better recycling of these products. For this reason, companies have to work hard to develop sustainable and circular alternatives.

During the Packathon 2021 you can help them with this. We challenge you to come up with solutions that look beyond the packaging and materials used. How, for example, can new business models be used to arrive at sustainable solutions? And how do you make it clear to consumers that these changes lead to less litter? Can you also raise consumer awareness?

Do you dare to look beyond the packaging, the material and even reusable concepts?

Then sign up for the [Packathon 2021!](#)

*Please note that the language of the Packathon will be mainly Dutch, but we will translate the assignment and also offer some expert sessions in English, so you can still participate.*

## What will we do?

The Packathon is a two-day design competition for students regarding sustainable packaging. Under the motto "Who SUP's with me?" you will work on the Single Use Plastic challenge in a multidisciplinary team with students from other colleges and universities. The Packathon will be held on Wednesday 31 March and Thursday 1 April during an online event. For two days, you will work intensively together to explore the problem, generate ideas and arrive at a concept proposal.

During the Packathon, coaches are present to guide the process. Experts will be available to answer questions and there will be inspiring presentations that can take your ideas and concepts further.

We will conclude the Packathon with a pitch round, for which we will invite various companies from the out-of-home sector to look and listen to your final concept. Who knows, your idea might be picked up and your new packaging might become this year's circular solution!



## Programme

### DAY 1: 31 March 2021

- 9.00-10.00 Check-in and welcome
- 10.00 -12.00 Start and analysis phase
  - Brief presentations of experts / researchers
- 12.00 – 13.00 Lunch break
- 13.00 - 15.00 Idea phase
  - Brief presentations of experts / researchers
- 15.00 – 17.00 Concept phase
- 17.00 – 18.00 Preparing final pitches

### DAY 2 - 1 April 2021

- 9.00 – 9.30 Welcome and warming up
- 9.30 – 11.30 Pitches
- 11.30 – 12.30 Jury deliberation
- 12.30 - 13.00 Announcement of winners and online awards ceremony

## Who can participate?

There is room for up to 100 students. We are looking for students who are intrinsically motivated to contribute to a sustainable world. Examples of studies: Industrial Design Engineering, Industrial Product Design, Engineering Design & Innovation, Mechanical Engineering, Logistics, Food, Dietetics, Technical Business Administration, Environmental Sciences, Biology, Communication, Psychology, Philosophy and Chemistry. The teams are composed of students from different fields of study, each contributing their own knowledge and skills.



## What to gain?

- Contribute to an urgent topic: litter and plastic soup!
- Showing your skills to a pool of companies looking for innovative solutions.
- Gain experience in working with a multidisciplinary team under high pressure.
- Gaining knowledge through the presentations of researchers and experts.
- The possibility that your final concept will be a success with a company and will be implemented in the future!
- ...And of course winning the prize for the best idea!

## Why?

The assignment for this Packathon was initiated by the Netherlands Institute for Sustainable Packaging (KIDV) and co-founded by the Dutch Ministry of Infrastructure and Water Management and Bunzl Foodservice.

KIDV has organised the Packathon since 2013, because we believe it is important to involve students in making the packaging chain more sustainable. The design competition gives the participating students insight into sustainable packaging, by working together on a complex packaging issue that requires sustainability.

The Ministry of Infrastructure and Water Management (IenW) is committed to a safe, accessible and liveable Netherlands. An important theme is the realisation of a circular economy. IenW translates directives from the EU into legislation within the Netherlands. The SUP directive currently demands a considerable reduction in the consumption of drinking cups and disposable packaging by 2026. IenW wants to explore possible alternatives to achieve this reduction.

Bunzl Foodservice is a supplier of packaging for restaurants, catering and on-the-move concepts, among others. Bunzl Foodservice receives questions from the out-of-home sector about possible alternative solutions for drinking cups and meal containers that contribute to the reduction of litter.

**Register? [www.kidv.nl/packathon-2021](http://www.kidv.nl/packathon-2021)**

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