



ResPa: Empowering Circular Packaging Through Consumer Engagement

The overall purpose of the ResPa project is to develop companies' innovation and green skills capabilities in packaging value chain by highlighting the role of the consumer in the context of circular economy.

The ResPa project is driving innovation and green skills across the packaging value chain by putting consumers at the heart of the circular economy. Our mission is clear: reduce packaging waste, boost recyclability, and meet sustainability goals at local, regional, and EU levels.

ResPa focuses on:

Recyclable & reusable packaging



Consumer behavior and post-purchase impact



Circular economy business models and strategies



Context & Need

Improve packaging materials' circularity



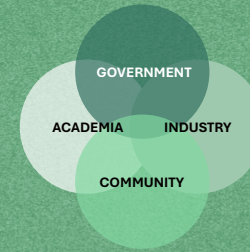
Reduce overpacking and packaging waste



Align with local, regional, and EU goals for reuse and recyclability



Approach



Quadruple Helix Model

Based on collaboration among industry, academia, government, and consumers.

Innovation & Capacity Building

Increase consumer involvement through innovation activities.

Living Lab Methodology

Use Living Labs for stakeholder collaboration and experimentation.

Expected Outcomes



Knowledge Sharing

Improved knowledge sharing and communication across the value chain.



CE Business Models

Development of new CE business models in collaboration with Higher Education (HE) and Vocational Education and Training (VET).



Training Framework

Creation of educational content and methodologies for a new training course.



Micro-Credentials

Implementation of micro-credentials (5 digital open badges) to build green skills.



Living Labs

Implementation of a new Living Labs methodologies.

RES PA

Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP
Proposal ID 101244066
Period: December 1st, 2025 – November 30th, 2028

Target Groups

.1

Potential students
for the training programme, e.g. professionals and future professionals from plastics companies

.2

Industry related sector
SMEs and companies from plastic and packaging industries, associations and Clusters of companies working in CE

.3

Consumers
the community (also including students) and the private sector)

.4

Higher education institutions and VET Centres
academic staff, teachers, trainers, VET Centres network, facilitators of workshops

.5

Public authorities responsible of HE and VET education

.6

Policymakers
and regional governments designing education and CE policies

Activities & Course

ResPa brings together research, education, and industry to advance circular economy practices in the packaging value chain. Through targeted **analyses, curriculum development, Living Labs, and micro-credentials**, the project creates an innovative competence-based training pathway for future **Responsible Packaging Experts**.

By strengthening green skills and fostering cross-sector collaboration, ResPa supports the transition toward more sustainable, circular packaging systems across Europe.



Find out more about our project
respa-project.eu

Consortium

Partners



Tampere University of Applied Sciences Ltd
FINLAND (Coordinator)



AVEP - Asociación Valenciana de Empresas del Plástico
SPAIN (Cluster - Association for Valencian companies)

Brobygrafiska

Brobygrafiska Higher Vocational Education
SWEDEN (Vocational education institution)



Ecoembes
SPAIN (non-profit organization)



Hm Hochschule München University of Applied Sciences
GERMANY



PLASTICS INNOVATION POLE
PROPLAST - Consorzio per la Promozione della Cultura Plastica
ITALY (Cluster)



Tampereen Kaupunki
FINLAND (vocational college)



UNIVERSITY OF TRENTO
Università degli Studi di Trento
ITALY

Associated Partners

Fulda University of Applied Sciences
GERMANY

UNISA University
ITALY

National Environmental Center –
Centrul National de Mediu
MOLDOVA

Pacoen GmbH
GERMANY

Albstadt-Sigmaringen University
GERMANY

Karlstads University
SWEDEN

Consumers' Union of Finland
(Kuluttajaliitto ry)
FINLAND

Get in touch:
respa-project.eu
info@respa-project.eu

@respa.project

/respa-project



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