



## Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP

# NEWSLETTER

1° edition | May 26

Welcome to the first ResPa project newsletter!

We are thrilled to share the first official update from ResPa, the European Erasmus+ project that places consumers at the heart of the responsible packaging challenge. From now on, this newsletter will keep you informed about the activities, results and stories emerging from the collaboration among our partners across Europe. Enjoy the read!

## The ResPa Project: consumers' role in responsible packaging



ResPa (Consumers' role in responsible packaging) is a European Erasmus+ project that started on 1st December 2025 and runs until 30th November 2028. Its central goal is to improve the circularity and sustainability of packaging materials, while strengthening companies' circular economy skills throughout the entire packaging supply chain.

The project stems from the concrete need to reduce over-packaging and waste, improve the recyclability and reuse of materials, and align with European objectives on circular economy. At the heart of this challenge lies an often-overlooked figure: the consumer.

ResPa aims to highlight their active role in the packaging value chain. To do so, the project adopts a multidisciplinary approach based on the Quadruple Helix model, which brings together industry, academia, public institutions and consumers, and draws on the Living Labs methodology to foster collaboration and experimentation among the different stakeholders.

Expected outcomes include new circular economy business models, an innovative training framework, digital micro-credentials (5 open badges) for green skills development, and improved knowledge-sharing tools across the supply chain.

### The Kick-off Meeting: here we go!

On 11<sup>th</sup> and 12<sup>th</sup> February 2026, the Kick-off Meeting of the ResPa project took place at Tampere University of Applied Sciences, in Finland. A significant milestone that marked the official launch of activities and collaboration among all consortium partners. The meeting was a valuable opportunity to align planned activities, share visions and objectives, and strengthen ties within the group. Partners worked together across several working groups, where they discussed the planned activities in depth, agreed on priorities and identified the most effective approaches for implementing the actions ahead. A concrete first step on an ambitious journey that the consortium is ready to take with great enthusiasm.



### Understanding consumers to truly change packaging

The circular economy is not built in a laboratory. It is built through the everyday choices people make, at the supermarket, at home, in the moment they decide what to keep and what to throw away. With this in mind, ResPa has launched a research activity to explore how consumers perceive packaging innovations and what they expect from the companies that produce them. At the core of this activity there are focus groups, sessions where participants do not fill in surveys, but instead engage in open dialogue, reflect together and share their direct experience. Focus groups are being held with consumers in Germany, Finland, Italy, Spain and Sweden, precisely because habits, expectations and market contexts vary enormously from country to country, and ResPa wants to account for that diversity. Because ultimately, the question that matters most to us is not "what would consumers ideally like to do?" but "what actually changes their behavior in practice?" Have you seen packaging innovations that have made this kind of difference in your market? Share your experience with us.

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