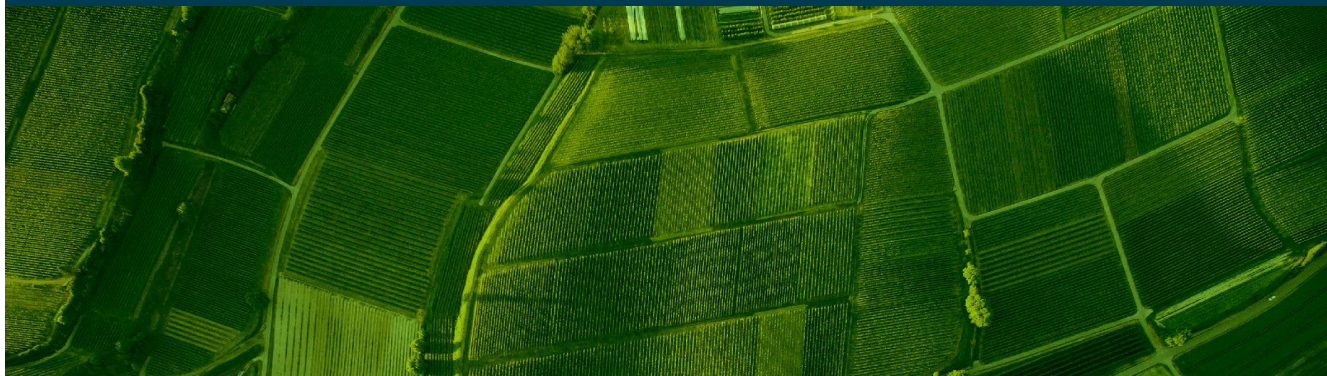


Practice Abstract No 16

Augmented Reality systems can help communicate information for packaging environmental sustainability



Description

Bee2Side is a 4.0 Augmented Reality label developed with the aim to create and communicate sustainability guidelines for food packaging; applied to smart packaging, Bee2Side is able to inform the consumer on the correct methods of food packaging disposal.

This innovative packaging solution was designed with the aim to connect digital contents developed by the food company and the physical world of the product. Contents (such as videos, social networks, 3D animations, images and so on) are displayed overlapping and in real time of on the packaging so useful information can be passed on to the consumer (in addition to the traditional information printed on the label). Bee2Side helps to launch unconventional, interactive and engaging communication campaigns.

The main Bee2Side target is a young consumer interested in having more information about the food and the supply chain but preferring to watch a video rather than read a text.

Bee2Side is an opportunity able to revolutionize communication with consumers because the information are presented in a completely new way and it is possible to gather data about consumer preferences and behavior. The environmental impact is mainly related to the improvement in waste separate collection but more in general to a greater consumer awareness.

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Stakeholders

Food industry

Country/Region

Italy

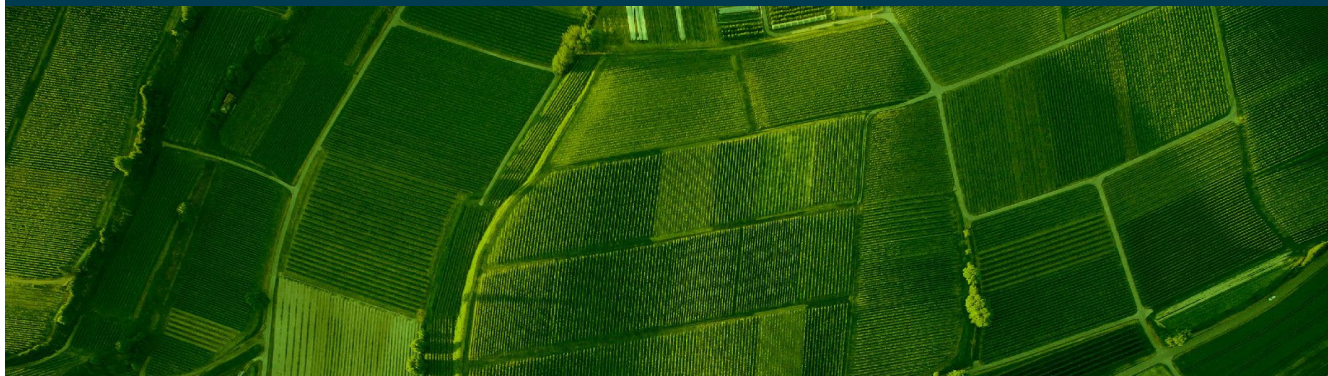
Keywords

Sustainable food packaging,
Augmented Reality,
Communication strategies,
Separate collection



Practice Abstract No 16

Augmented Reality systems can help communicate information for packaging environmental sustainability



Description

Bee2Side è una etichetta 4.0 in Realtà Aumentata sviluppata per creare e comunicare linee guida sulla sostenibilità per gli imballaggi alimentari; applicata allo smart packaging è in grado di spiegare al consumatore come smaltire correttamente i singoli imballaggi.

Questa soluzione innovativa è stata ideata con lo scopo di creare un ponte tra i contenuti digitali sviluppati e aggiornabili dall'impresa ed il mondo fisico del prodotto. Attraverso la visualizzazione, in sovrapposizione e in tempo reale, di contenuti e informazioni sulla confezione dei prodotti (video, social, animazioni 3D, immagini) si aggiungono informazioni a quelle già presenti sul packaging contribuendo a lanciare campagne di comunicazione non convenzionali, interattive e coinvolgenti. Target principale sono i giovani consumatori interessati ad avere più informazioni sull'alimento e la filiera ma che preferiscono guardare un video piuttosto che leggere un testo.

Bee2Side è un'opportunità in grado di rivoluzionare la comunicazione con i consumatori, poiché le informazioni possono essere presentate in un modo completamente innovativo ed è possibile al tempo stesso raccogliere dati sulle preferenze e sui comportamenti dei consumatori.

L'impatto ambientale è legato al miglioramento delle performance della raccolta differenziata ma più in generale ad una maggiore consapevolezza da parte del consumatore.

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About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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Disclaimer

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