

**At Marca by BolognaFiere, two conferences on Packaging with Nomisma and IED  
Sustainability and innovation in design during times of war and raw materials crises**

*Bologna, 12 April 2022* – Marca by BolognaFiere 2022 is notable for its heightened attention to the **packaging** sector, to which it has dedicated **two important conferences**, both hosted in the **Packaging Lab Area** (Hall 26, stand C134).

The programme begins at 4pm on **Tuesday 12 April** with an appointment on the topic of ***The role of sustainability in the light of new evolving scenarios. Sustainability in the context of the Ukraine conflict and the crisis in the raw materials market***, organised by **Nomisma**, in collaboration with **Spinlife**, as part of the Mass Consumer Goods Packaging Observatory.

Taking part in the debate will be **Silvia Zucconi**, Head of Market Intelligence at Nomisma, **Alessandro Manzardo**, founding partner of Spinlife, a spin-off of the University of Padua on strategic environmental management and sustainability management, **Massimiliano Sussarello**, National Category Manager of Grocery Near Food at Conad, **Stanislao Fabbrino**, President and CEO of Fruttage, **Guido Robustelli**, South-East Europe Sales Director of O-I, and **Francesco Priora**, Sustainability Director Iberia & South Europe at Tetra Pak.

This meeting will be followed at 2 pm on **Wednesday 13 April** by the round table on ***Innovation in packaging design. Technologies, branding and sustainability in the packaging supply chain***, organized by **IED - Istituto Europeo di Design** (European Design Institute) and linked to the “Innovation in packaging design” course at the Institute’s Postgraduate School.

**Product and process innovation** in the packaging supply chain will be analysed, from design to distribution, with a focus on sustainability and digitalisation.

The conference, which will be chaired by **Carlo Branzaglia**, Scientific Coordinator of IED’s Postgraduate School, will include talks by particularly authoritative speakers. **Fabrizio Bernasconi**, Founder and CEO of RBA Design, will talk about “Design as a tool for branding and project facilitation”, while **Antonio Iacchetti**, Scientific Consultant of I-label, will bring his own company experience, talking about “I-labels: intelligent labels for sustainable packaging”. **Fabrizio Volpe**, Sales Manager of SEDA Group, will focus on “Innovation and sustainability in the industrial production of packaging” and the contribution of **Fausto Merli**, Technical Product Manager of Oleificio Zucchi, will focus on “Packaging in the product value chain”.

At the end of the round table, ADI - the Association of Industrial Design will confer the “**ADI Packaging Design Award**”.

The conference **programme** can be found at this link:

<https://www.marca.bolognafiere.it/eventi/programma-eventi-2022/11604.html>

All of the information about the 2022 edition can be found at: [www.marca.bolognafiere.it](http://www.marca.bolognafiere.it).

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