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# D.T.2.3.3

## Food Packaging Design assessment tool-kit

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UNIVERSITY OF HOHENHEIM





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Project code: CE393  
Project acronym: I-CON  
Title: Improving Competences and skills through Food sector InNovations

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## Deliverable D. T2.3.3: Food Packaging Design assessment tool-kit

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Work package T2:  
Developing tools to improve competences in food sector

**Activity:**  
SME Good Practice case study findings

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Dissemination Level		
<b>PU</b>	Public	x
<b>PP</b>	Restricted to other programme participants	
<b>RE</b>	Restricted to a group specified by the consortium	
<b>CO</b>	Confidential, only for members of the consortium	

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## 1. Introduction

The objective of Task 2 of the I-CON project is to develop tools and techniques to improve competences and skills of food related SMEs through cross-sector related tools and techniques.

In the previous phases of the I-CON project, advanced tools and techniques were identified (D.T2.1.1: Analysis report of existing advanced tools and techniques.) and good practice cases studies were collected (D.T2.2.1: Good practice guidelines; D.T2.2.2: Regional good practice case reports and D.T2.2.3: Handbook tool) in order to provide support to the SMEs.

Based on the collected cases and existing tools, UNISEF elaborated the Deliverable D. T2.3.2: Food Packaging Design assessment tool-kit, an exploratory questionnaire for Food Sector's SMEs representatives, which will help I-CON facilitators to identify the gaps in some internal operational processes of Food sector SMEs developed in three relevant sections: 1. System of responsibilities, 2. Product sales, marketing and advertising 3. Packaging solutions.

Within the framework of Activity A.T2.3- Developing assessment tools, two other SME assessment tool-kits were prepared by BIZ-UP and Campden BRI Hungary:

Deliverable D.T2.3.1- Mechatronic assessment tool-kit (BIZ-UP)

Deliverable D.T2.3.2- Food safety and quality assessment tool-kit (Campden BRI Hungary).



## 2. Food Packaging Design assessment tool-kit

NO	=1	<b>Who / What / Notes</b>
Mostly NO	=2	
Mostly YES	=3	
YES	=4	

### 1. System of responsibilities

- Is there an organisational structure, which officially defines job functions and responsibilities of those staff, whose activities regard the following areas?

	1	2	3	4	
<input type="radio"/> Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Food safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Packaging design/development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Production management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Quality control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Executive decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____



	NO	=1	<b>Who / What / Notes</b>
	Mostly NO	=2	
	Mostly YES	=3	
	YES	=4	

- Is there an organisational structure, which unofficially defines job functions and responsibilities of those staff, whose activities regard the following areas?

	1	2	3	4	
<input type="radio"/> Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> food safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> packaging design/development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> production management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> quality control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
<input type="radio"/> executive decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____



	NO	=1	<b>Who / What / Notes</b>
	Mostly NO	=2	
	Mostly YES	=3	
	YES	=4	

- Are all involved employees aware of their responsibilities? 1 2 3 4  
○ ○ ○ ○ \_\_\_\_\_

**2. Product sales, marketing and advertising**

Does the Company

- run market surveys 1 2 3 4
  - on a regular basis ○ ○ ○ ○ \_\_\_\_\_
  - at random ○ ○ ○ ○ \_\_\_\_\_
- monitor consumer acceptance of its own line of products 1 2 3 4
  - on a regular basis ○ ○ ○ ○
  - at random ○ ○ ○ ○

How frequently? -----> \_\_\_\_\_

Which methods/tools? ----->  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- make use of Sensory Analysis 1 2 3 4  
○ ○ ○ ○ \_\_\_\_\_



	NO	=1	<b>Who / What / Notes</b>
	Mostly NO	=2	
	Mostly YES	=3	
	YES	=4	

• has knowledge of its needs to have better packaging for its product about:

	<b>1 2 3 4</b>	
	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ user demands and satisfaction	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ product appeal	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ product evocation	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ portioning	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ labelling regulations	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ eco-compatibility	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ food safety	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
○ logistics	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
• assign responsibility for packaging solutions to a specific person/dptmt	<b>1 2 3 4</b>	
	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	_____

**3. Packaging solutions**



	NO	=1	<b>Who / What / Notes</b>
	Mostly NO	=2	
	Mostly YES	=3	
	YES	=4	

Does the Company

- have an internal person/department in charge of Packaging solutions regarding:
 

	<b>1 2 3 4</b>	
○ decision (expense)	○ ○ ○ ○	_____
○ specification (brief)	○ ○ ○ ○	_____
○ production	○ ○ ○ ○	_____
○ quality control	○ ○ ○ ○	_____
○ performance monitoring	○ ○ ○ ○	_____
  
- carry out packaging design operations
 

	<b>1 2 3 4</b>	
○ in-house	○ ○ ○ ○	_____
○ outsourcing it	○ ○ ○ ○	_____



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### 3. I-CON project References

D.T 2.1.1: Analysis report of existing advanced tools and techniques.

D.T 2.2.1: Good practice guidelines

D.T 2.2.2: Regional good practice case reports

D.T 2.2.3: Handbook tool