

SWIM and Horizon 2020 Support Mechanism

Working for a Sustainable Mediterranean, Caring for our Future

Analysing Need & Challenges Sector Work

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Needs & Challenges

What are were current Needs & Challenges for the sector?

- Embrace sustainability is not a option anymore
- Understanding the most pressing issues you will have to deal with in the future is key
- Let's work on your own needs & challenges

Needs & Challenges

Understanding the reasons that drive the organisation, is essential to establish a sense and purpose to the whole process of product & business innovation. Three types of driving forces can be distinguished:

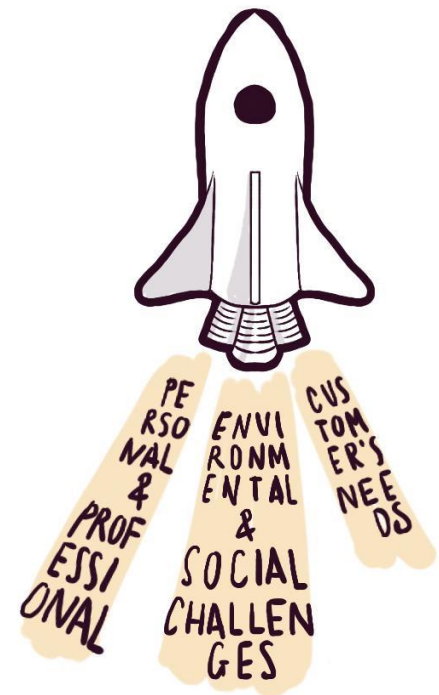
External forces

Social or environmental problems/challenges

Clients needs

Internal forces

Personal and professional motivations (team)



Identify needs and challenges

What are the challenges or problems you are addressing with your product's packaging system?

What are the needs from customers you aim to satisfy?

Next you will find 4 boxes that help you to think about environmental and social factors, market needs and expectations and finally, your own personal or motivational objective?

In other words why are you looking to ecodesign your packaging or moving towards a circular model?



What are the environmental challenges that your packaging system is facing now?



What are the social and legal challenges that your packaging system is facing now?



What are the customer needs that your packaging system is satisfying now?



What are company expectations or motivations to innovate / change your packaging system?

Source: <https://www.switchmed.eu/en/corners/start-up/Portlets/training-materials>

Looking at the future

What were the most important aspects that will be affecting your product packaging system in the coming years?

Reflect on the most relevant Political (P), Economic (E), Social (S), Technological (T), Environmental (E) and Legal (L) factors that may affect your product packaging system.

What about the future of your packaging?

After having identified the needs and challenges, it is the time to zoom out and look at the local, regional and global context around your business idea. Pay special attention to those aspects that may either boost or constrain the development or growth of your business.

Brainstorm: think about the conditions, changes and trends in the local, regional and global context that can affect your business in the future. These aspects can be grouped into the following categories: Political (P), Economic (E), Social (S), Technological (T), Environmental (E) and Legal (L).

Prioritise: select the most relevant aspects for your business (maximum five) and write them down in the following box.

Confront: it would be great if you could bring some insights on how would you confront these aspects!

WHAT?

P E S T E L

What are the aspects (political, economic, social technological, environmental and legal) of the context that affect your product - packaging system?

HOW IT WILL AFFECT MY PROJECT?

Can you bring some insights to confront the most relevant forces?

source: <https://www.switchmed.eu/en/corners/start-up/Portlets/training-materials>

Understanding the market

The first step when redesigning a product-service and its packaging is to answer two big questions:

Who is it for?

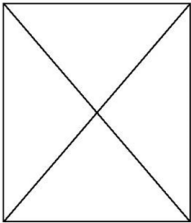
What is it for?

From the perspective of the consumer



CONSUMER

Photo



Who?

Segment?

**CONSUMER /
TARGET USER**

*Who is the
customer, which
segment?*

- Purchase dpt. Packer
- Final User



**FUNCTIONAL
NEEDS**

- Easy to fill / use
- Easy to seal
- Lightness
- Guarantee of the quality
- Avoiding damaging

**WISHES &
EMOTIONS**

What are the emotional needs (wishes..) that customer is looking to satisfy?

- Easy to apply
- The right dose
- Smooth feeling at touching
- Perception of quantity

**PERSONAL
VALUES**

*What are the
personal values of
the customer?
How does s/he
perceive the
brand?*

- Cheap purchase
- Good reputation
- Avoiding waste

From the perspective of the manufacturer



BRAND

PRODUCT / SERVICE OFFER

What type of product/service (performance) are we offering?

- Single use disposable squeezable tube container for food and cosmetics



EMOTIONAL RESPONSE

How do we respond to the emotional need of our customer?

- Good looking finishing
- Quality materials
- Caring for health
- Guilt reduction minimising waste



BRAND VALUES

What are the personal values of the customer? How does s/he perceive the brand?

- Cost efficient
- Good quality
- Avoiding waste



FUNCTIONAL RESPONSE

How do we respond to the functional need of our customer?

- Easy to handle and storing
- Sealing properties
- Efficiency in packaging / transporting
- Top quality inert material



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Thank you for your attention.

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