



Lahti University of Applied Sciences (Lahti UAS) from Finland is looking for a consortium to join.
We are interested in contributing to the Horizon 2020 topic
“A systems approach for reduction, recycling and reuse of food waste” WASTE-2-2014.

The department of the Packaging Design and Branding is part of the Institute of Design Lahti, Lahti UAS in Finland.

Our contribution to the consortium and the offering of our design practice could contain following:

- Conceptual design for sustainable user experience provided by packaging design or service design addend to packaging
- Graphical and structural design including packaging intelligence – safety and product interaction to help preventing food waste
- User-centred packaging design and information design related to packaging - information to help decrease food and material waste and to full-fill users expectations about more sustainable food consumption
- Conceptual packaging design from new more sustainable materials – to represent new materials and their functionality
- And to help developing new end uses for new packaging materials

In Packaging design, as a design practice, the whole life cycle of packaging, including materials, logistics and recycling, are considered. All this have an important role in sustainable packaging design. User centred design and user experience related to more sustainable packaging are emphasized.

We cooperate with companies with their conceptual or product design briefings, and we have experience working with research partners within consumer research and technical research and providing design material for them as a part of the research program. In addition in our design work we study the positive role of packaging - how to improve brand image/and product lifetime in more sustainable way.

Lahti UAS is an innovative partner in the RDI field. Our applied research activities aim at finding, developing and producing new and improved products, production systems, methods and services. We promote the regional competitiveness in close cooperation with the local employment sector. Our focus areas in education and RDI activities are Environment, Design and Welfare Service Development. Lahti region is renowned for design and practice-based innovation model. Environmental technology has been selected as a special focus area and health-enhancing physical activity as a potential growth industry in the region.

Lahti UAS operates actively in EU-funded projects. Since 2003 we have participated in nearly 200 EU funded projects, national and international. In 2013 Lahti UAS was the lead partner in 30 RDI-projects and partner in 25 projects. In 2013 the RDI portfolio was worth 13.5 MEUR.

Contact information:

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