



INVITATION to D4PACK Transnational Online Hackathon

Date: 22 April 2026

Format: Online, approximately 9 hours

Take Part in an International Professional Challenge - and Help Shape the Future of Sustainable Packaging!

Would you like to work on a real-world challenge in just one intensive day?
Are you interested in sustainability, digitalisation, and the future of the food industry?
Would you like to test yourself in an international team?

Then the **D4PACK Transnational Online Hackathon** is for you!

The D4PACK Transnational Online Hackathon is a dynamic, full-day collaborative event where *university students* and *young professionals* work together on digital and sustainable packaging solutions.

We invite *university students* and *young professionals* from across Central Europe to come together to and work on a pre-determined challenge and

- explore and use the **D4PACK decision-support tool**
- create engaging, transparent communication formats for consumers

The event is organized within the framework of the **D4PACK Interreg CE project**, which supports food SMEs in accelerating digitalization and sustainability in the packaging value chain.





Main challenge: Close the Loop on Packaging

Sustainable packaging is a puzzle. Food brands struggle to pick the best materials, and consumers struggle to understand what's actually "green." Your mission is to bridge that gap.

During the event, the teams will use the D4PACK decision making tool to analyse the impact of the adoption of a new sustainable packaging and create a beautiful, easy-to-understand digital story about the green transition the company is undertaking. How do you explain sustainability, compliance, and "end-of-life" (recycling/compost) to a regular person?

All solutions will focus on products from at least one of the following food sectors:

-  fruit and vegetables,
-  dairy products,
-  meat and meat-based products.

Teams are encouraged to think creatively possible outputs including digital mockups, interactive templates, simple visual dashboards, QR based concepts, or consumer facing storyboards.

The Teams:

- Teams will be created at the start of the Hackathon to make sure every group has a good mix of skills and backgrounds.
- Depending on the number of participants, each team will have around 4-5 members.
- The working language is English, so everyone can collaborate easily.
- Throughout the event, teams will receive continuous guidance and mentoring from the jury, helping them shape their ideas and move toward real solution

Why Participate?

-  **The strongest team will be selected for a guest speaker opportunity at the final event in Verona, Italy, covered by the consortium.**
Date: Tuesday, 27 October
-  Receive official recognition and a certificate from the D4PACK consortium.
-  Gain hands-on experience with a real decision-support tool.
-  Collaborate with peers from different countries.
-  Strengthen your presentation and problem-solving skills.
-  Develop creativity, strategic thinking, and communication skills in a real, professional context





Agenda

- 09:00 - 09:20 | Welcome & Opening Session
- 09:20 - 09:40 | Intro to the D4PACK Tool
- 09:40 - 10:00 | Challenge Briefing
- 10:00 - 10:20 | Team Formation & Icebreaker
- 10:20 - 12:00 | Work Session I - D4PACK Tool Analysis
- 12:00 - 12:30 | Lunch Break
- 12:30 - 12:40 | Inspirational talk: Power of a good communications strategy
- 12:40 - 14:30 | Work Session II - Digital Communication Concept
- 14:30 - 15:00 | Mentoring Carousel
- 15:00 - 16:30 | Work Session III - Finalisation & Pitch Preparation
- 16:30 - 17:15 | Final Pitches
- 17:15 - 17:30 | Awards & Closing Remarks

To send your application, fill the form here:

[Application Form](#)

Deadline: 31 March



For further information:

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Facilitating the introduction of advanced packaging materials -
Interreg Central Europe

[D4PACK LinkedIn](#)





The Jury:



Krzysztof Wójcik - Packaging ecology specialist at the Łukasiewicz - Łódź Institute of Technology, focusing on ecodesign, recycling, biodegradability, and renewable materials.

Łódź Institute of Technology is a leading Polish research institute specializing in sustainable packaging, materials innovation, and circular economy solutions for industry.



Ottavia Burello - Project sustainability specialist and eco-packaging designer. Passionate about tackling the growing technical, regulatory, and environmental challenges of the packaging sector.

Proma-Pack S.R.L. is the service company of UCIMA, supporting projects, innovation, and technical services for the Italian packaging machinery industry.



Prof. Ewelina Jamróz, PhD, DSc - Specialist in agricultural sciences with many years of research experience on active and intelligent bio-based materials such as biopolymer films, hydrogels and micro- and nanocapsules for food applications.

The Krakow University of Economics is a Polish academic institution focused on economics, management, quality sciences, and research supporting innovation and sustainability.



Attila Berczeli - Food safety and food technology expert with over 30 years of industry experience, specializing in food hygiene, auditing, and industry guidelines.

Campden BRI Hungary is a research and consultancy institute providing scientific, technical, and regulatory support to food industry companies.

