

THE BUCHAREST UNIVERSITY FOR ECONOMIC STUDIES
Council for Doctoral Studies Council
Business Administration Doctoral School

**STRATEGIC COMMUNICATION OF INNOVATION
IN THE FIELD OF SUSTAINABLE PLASTIC FOOD
PACKAGING**

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Bucharest, 2024

ABSTRACT

The doctoral thesis focuses on the strategic communication of innovation in sustainable plastic packaging for food. It analyzes the impact of European regulations, particularly Directive (EU) 2019/904, on single-use plastics. This is in the context of the European Union's policy implementation to reduce waste and promote reuse and recycling, intending to be a global leader in sustainability. The paper investigates the development directions of food packaging, identifies innovative technologies and measures that can transform the agri-food chain, and proposes an effective public communication model to promote these innovations. The research was based on a critical analysis of European legislation, case studies, direct interactions with firms in the industry, and the publication and debate of results in various academic and professional forums. The thesis proposes a multidirectional communication model for the industry, consumers, and administration to facilitate the adoption of sustainable packaging. It highlights the importance of collaboration between stakeholders, harmonization of legislation, and technological innovations to support the transition to sustainable packaging. The paper emphasizes that the success of these innovations depends on efficient and transparent communication between all involved parties, including in investor relations, to ensure financing and market acceptance. In conclusion, the thesis aims to contribute to understanding the challenges and opportunities related to sustainable plastic packaging in the food industry and to formulate strategic solutions for effectively communicating these innovations.

Keywords: *sustainable packaging, eco-innovation, disruptive innovation, rPET, circular economy, SUP Directive, consumer behavior, strategic communication, multidirectional model*

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