

Packathon™ 2025: mission accomplished

For the first time in France, all stakeholders committed to improving packaging and the industrial processes behind it, so they can become even more sustainable, came together in collaborative creativity groups for a day and a half in Dole (Jura, France), hosted by the Packaging Bachelor's program at the University of Franche-Comté.

From students to seasoned 3R (reduce/recycle/reuse) experts, 150 participants worked collectively on 8 forward-looking challenges.

Nearly 30 years on, our recycling bin is still overflowing... with opportunities

After two initial editions in 2021 and 2023 that were dedicated exclusively to machine manufacturers who are GEPPIA members, along with a few students from two schools, this third edition of the Packathon™ opened up much more widely.

Among the participants: packaged-goods producers and brand owners (BEL, Cerealina...), packaging manufacturers (Wipak, ASV, United Caps...), machine manufacturers (Sidel, Sleever, Synerlink...), professional associations (Package In Bourgogne Franche-Comté, the territorial partner of the event; Consigne & Réemploi; CNE...), an eco-organism (Léko), and many students representing 13 schools (designers, robotics students, and of course packaging technicians).



And why such an exceptionally representative gathering?

Partly because no similar initiative had ever been held in France. But also because technological and usage-related challenges have never been as numerous or as complex as they are today in a globalized market.

This reality has led the most forward-looking and engaged players in the packaging sector to understand that collective action is now a necessity if they want to remain competitive and attractive, both in their markets and to the young talents they need to recruit.

All together, they tackled eight technical challenges for 2030, some of which were proposed by Packathon™ sponsors (Sidel and Léko). The event once again highlighted that this sector is among the most proactive when it comes to sustainable development commitments.

After more than twelve hours of intensive teamwork, the twenty intergenerational groups pitched their solutions in an atmosphere filled with enthusiasm and contagious energy. We would be happy to share the topics they worked on, just let us know.

Contact



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About GEPPIA – main organizer of the Packathon™

GEPPIA (the Group of Equipment Manufacturers for Processing and Packaging in the food and non-food industries) works to support French manufacturers of processing and packaging machinery, as well as peripheral equipment, by creating opportunities for technical, economic, and commercial synergies.

All its projects are guided by the three pillars of its business³ approach: people, the environment, and shared profitability.

Today, GEPPIA brings together 150 members, including 80 French manufacturers of packaging machines and peripheral equipment, employing 9,000 people and generating around €1.8 billion in combined turnover (45% from exports), along with 70 international industrial suppliers of components and integrated services for OEMs (original equipment manufacturers).

About PIBFC – co-organizer of the Packathon™

Founded in 1990 (under the name CEPIEC), originally covering the Côte d'Or and Saône-et-Loire regions, the association became Burgundian in 2011 and extended to Franche-Comté in 2019. Its mission is to support any stakeholder seeking to improve their products and processes while remaining competitive.

The packaging sector in the Bourgogne Franche-Comté region represents around 15,000 jobs and about one thousand companies, according to a large survey conducted in 2024 ([3' video](#)).

The region is the second-largest in metropolitan France for packaging-related jobs within the non-food manufacturing industry (7.6%), just behind Normandy (7.9% – INSEE).

We protect the products you love and enable all forms of economic activity to exist, from the automotive sector to your refrigerator, and even vaccines.