Click Pool° Tip Window to CLOSE ☒

Pool° Tip #001

Adobe° Acrobat Standard Keyboard Shortcuts:
(these will help you to explore the infoposters)

SPACE >> Pan
CTRL + 0 >> Zoom In
CTRL + 1 >> Zoom Out
CTRL + Mouse Wheel >> Zoom

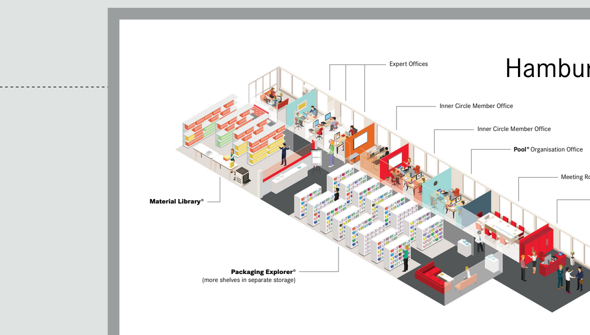
CTRL + L >> Full Screen
ESC >> Leave Full Screen
(Make sure you selected Zoom or Pan before entering Full Screen)

Foundation Mission Target #1:
Improve **Sustainability** in the Packaging Industry and beyond

In today's industries, there is still too much focus on making money and not enough on creating sustainable solutions for mankind and for our planet.

We will change that.

Inner Circle Founding Chairman
Sustainability
(Consumer Board Supplier)
+ Managing Chairman



Foundation Mission Target #2:
Technological Advance and **Innovation** in the Industry

To drive real innovation in packaging, the expertise and cooperation of many different players is required. One party alone can do nothing.

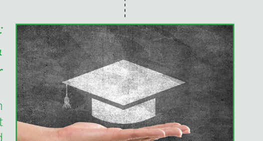
Cooperation partners need to come together and launch projects that drive real Technology Advancement.

Inner Circle Founding Chairman
Innovation
(Innovation Agency)
+ Managing Chairman

Foundation Mission Target #3:
Hands-on **Education** & Knowledge Transfer

Packaging is a niche industry in which people with many different backgrounds are working and educated personnel is rare.

More experts need to be educated and stakeholders require efficient and effective knowledge transfer to be able to take the right decisions.

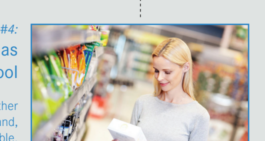


Inner Circle Founding Chairman
Education
(Folding Box Converter)
+ Managing Chairman

Foundation Mission Target #4:
Promotion as sustainable Branding Tool

Compared with advertising or other 'offensive' ways to build a brand, packaging is far more sustainable. It is required to protect the goods and with good ideas and a little enhancement it can be a great brand representative and storyteller.

Packaging as such needs to be promoted as the better marketing investment.



Inner Circle Founding Chairman
Promotion
(Packaging Magazine)
+ Managing Chairman

Executive Founding Chairman
Cooperation
(Neutral Person)

Foundation Mission Target #5:
Win-win **Cooperation** between Brand Owners, Suppliers and Retailers

In order to effectively drive innovation and technology advancement, a cooperation between the different parties must be rewarding for all sides and the interests of smaller parties must also be respected.

A neutral platform is required to enable and ensure fair modes of cooperation.

Inner Circle Chairman
Digitalisation
(Agency / Service Supplier)

Inner Circle Chairman
Prototyping
(Prototyping Studio)

Inner Circle Chairman
Flexible Packaging
(Flexible Packaging Supplier)

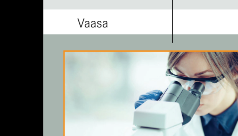
Inner Circle Chairman
Rigid Plastic Packaging
(Rigid Plastic Packaging Supplier)

Inner Circle Chairman
Printing Technology
(Printing Machine Manufacturer)

Inner Circle Chairman
Packaging Machinery
(Packaging Machine Manufacturer)

Inner Circle Member Companies appoint a Chairman who takes part in important decisions like next study topics, equipment to buy, new memberships, etc.

Vaasa



Representative
Laboratory

Expert
Material Tests

Expert
Packaging Tests

Expert
Food Technology

Expert
Nanomaterials (incl. MFC)

Expert
Active Packaging

Senior
Laboratory

Junior
Laboratory

Publications
Board Benchmarking Study

The Representative is the person leading the entity and who is responsible for its service portfolio. Point of Contact for service requests.

Representatives for an entity should also be experts in a related area.

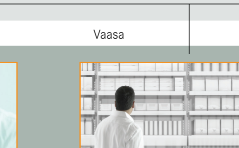
Elements with a coloured frame represent the Pool° externally.

Personnel with a white background is employed by a Member Organisation, but does (also) work for the Pool°.

Light grey personnel does (currently) not directly work for the Pool°.

Member Organisation entities connected to the Pool° can publish in its name.

Vaasa



Representative
Consumer Board

Expert
Board Consulting

Expert
Lightweighting

Senior
Consumer Board

Junior
Consumer Board

Personnel with a grey background is directly employed by the Pool° and usually also working in the Pool° HQ or other Pool° locations.

Pool° HQ

Representative
Sustainability

Expert
Sustainable Packaging

Expert
Packaging Waste and Recycling

Expert
Business Ethics

Expert
Helping Hands Programme*

Senior
Helping Hands Programme*

Helping Hand*

Helping Hand*

Helping Hand*

Helping Hand*

Industry Initiative
Sustainability Wheel©

Industry Initiative
"Save Fuel"

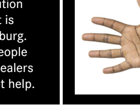
Helping Hands Programme*

Industry Initiative Sustainability Wheel°

With the Sustainability Wheel°, the Pool° works on creating (and later on refining and updating) an easy-to-use and commonly accepted tool that helps to evaluate and compare the ecological impact of packaging solutions.

Many African refugees without papers work in the distribution of marijuana – a trade that is currently tolerated in Hamburg. After Legalization, these people would turn into real drug dealers if the Foundation would not help.

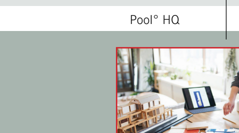
Jamaika Option



Many refugees, especially from Africa, do not have an education to speak of, but two healthy hands and the will to help. For a small salary and a free room in a Pool° flat, they help internally and work for external campaigns in the city.

Helping Hands Programme*

Pool° HQ



Representative
Material Library°

Expert
Innovation Scouting

Senior
Analysis & Archiving

Mommy Programme**

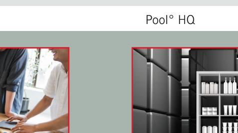
Junior
Material Library°

Websites & Apps
Library° blog

Industry Initiative "Save Fuel"

Ongoing research and trials to find the best process tools and communication equipment for maximum effectiveness and efficiency of innovation work by teams whose members are located in different places.

Pool° HQ



Representative
Packaging Explorer°

Expert
International Store Checks

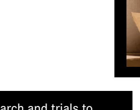
Senior
Analysis & Benchmarking

Mommy Programme**

Junior
Packaging Explorer°

Websites & Apps
Explorer° & travel blog

Mommy Programme**

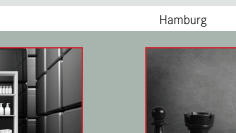


Lets mothers of young children change from an external Member Organization into the Foundation. There, they can work on research and other projects without many travel hours and critical timelines. The Pool° HQ also offers day care.

Promotion campaigns for real values and ethical behaviour in contrast to the hollow values and false illusions that Advertising preaches and creates. The idea – and also the challenge – is to be witty and satirical, not patronizing.

Counteradvertising "Operation Mindcrime"

Hamburg



Representative
Strategy & Research

Expert
Packaging Strategy

Expert
Packaging Wheel©

Expert
TrendLinks°

Expert
Knowledge Tree°

Mommy Programme**

Senior
Technical Research

Mommy Programme**

Senior
Brand Strategy

Junior
Packaging Strategy

Publications
Technical Research Studies

Publications
TrendLinks° Reports

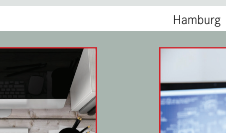
Publications
Packaging Wheel© Papers

Counteradvertising
"Operation Mindcrime"

Some Pool° entities sell their research and other publications for profit. Others offer them to a reduced price or free of charge because they expect to benefit from the publication from a Marketing perspective.

Pool° HQ

Hamburg



Representative
Holistic Packaging Design

Expert
Holistic Packaging Design

Expert
Packaging Enhancement

Expert
Ideation Techniques

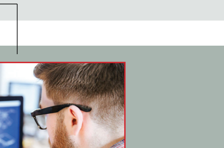
Senior
2D Brand Design

Senior
2D Brand Design

Junior
2D Brand Design

Junior
3D Brand Design

Hamburg



Representative
Innovation & Realisation

Expert
Production Realisation

Expert
Harmonisation Projects

Expert
Luxury Packaging

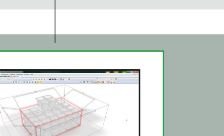
Senior
Packaging Development

Senior
Production Realisation

Junior
Innovation & Realisation

Junior
Innovation & Realisation

Vienna



Representative
Folding Boxes

Expert
Folding Box Capabilites

Expert
Folding Box Design

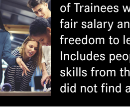
Expert
Printing and Finishing

Expert
Folding Box Optimisation

Senior
Folding Boxes

Junior
Folding Boxes

Trainee Programme***



The Pool° always keeps a number of Trainees who work for a low but fair salary and in turn have a lot of freedom to learn and experiment. Includes people who have useful skills from their education, but did not find a job in that industry.

Pool° HQ

Representative
Packaging Academy°

Expert
Packaging Trainings

Expert
Knowledge Transfer

Expert
Trainee Programme***

Senior
Trainee Programme***

Trainee***

Trainee***

Trainee***

Trainee***

Publications
Packaging Know-How

Trainee Programme***

Hannover

Representative
Finishing Effects

Expert
Coatings for Paper-based

Expert
Coatings for Flexibles

Expert
Coatings for Beverages

Expert
Food Safety

Senior
Coatings & Varnish

Junior
Coatings & Varnish

New experts are growing inside the Pool° Organisation or Member Companies.

Potsdam

Many location names are quasi fictional, but all together reflect a realistic near-future scenario.

Representative
Promotion

Expert
Packaging Lobbying

Expert
Online Publishing

Expert
Print Publishing

Senior
Publishing

Publications
Design & Innovation

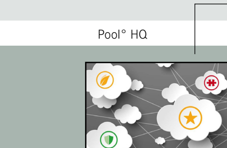
Publications
New Materials & Features

Websites & Apps
Packaging Wheel© Website

Websites & Apps
Packaging Wheel© App

Pool° HQ

Pool° HQ



Representative
Freelancer Coordination

Expert
Human Resources

Expert
Project Management

Expert
Project Management

Freelance Expert
Packaging Engineering

Freelance Expert
Food Packaging

Freelance Expert
2D Brand Design

Freelance Expert
3D Brand Design

Freelance Expert
POS Marketing

Freelance Senior
2D Brand Design

Full-time and part-time Freelancers are accredited, supported and managed in projects by the Pool°.

Pool° HQ

Representative
Cooperation

Expert
Packaging Innovation

Expert
Pool° Organisation

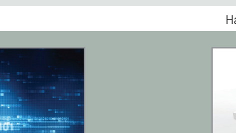
Expert
Fund Raising

Senior
Pool° Organisation

Junior
Pool° Organisation

The Cooperation branch is responsible for the organisation of Pool° facilities and staff and can start with minimum personnel. Later, additional functions and entities can be developed to support overall pool activities.

Hamburg



Representative
Digitalisation

Expert
Connected Packaging

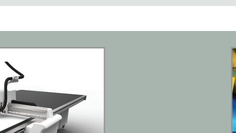
Expert
Augmented Reality

Expert
Digital Production

Senior
Digitalisation

Junior
Digitalisation

Hamburg



Representative
Prototyping

Expert
Packaging Prototyping

Expert
Structural CAD

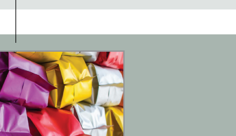
Senior
Packaging Prototyping

Junior
Packaging Prototyping

Senior
Structural CAD

Junior
Structural CAD

Vienna



Representative
Flexible Packaging

Expert
Flexible Packaging

Expert
Plastic Laminates

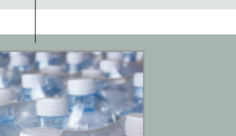
Expert
Labels

Expert
Flexibles Printing & Finishing

Senior
Flexible Packaging

Junior
Flexible Packaging

Bremen



Representative
Rigid Plastic Packaging

Expert
Rigid Plastics Capabilites

Expert
Plastic Materials

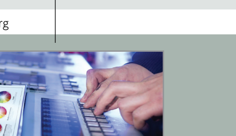
Expert
Rigid Plastics Design

Expert
Closures

Senior
Rigid Plastic Packaging

Junior
Rigid Plastic Packaging

Würzburg



Representative
Printing Technology

Expert
Conventional Printing

Expert
Digital Printing

Expert
Pre-Press Technology

Senior
Printing Technology

Junior
Printing Technology

Stuttgart

Representative
Packaging Machinery

Expert
Folding Box Machinery

Expert
Flexibles Machinery

Expert
Rigid Plastics Machinery

Senior
Packaging Machinery

Junior
Packaging Machinery

Nürnberg

Greater Circle Member Companies appoint no Chairman and do not take part in most Pool° decisions.

Greater Circle Representative
Foil Enhancement
(Foil Supplier)

Expert
Foil Application

Expert
Anti-Counterfeiting

Senior
Foil Enhancement

Junior
Foil Enhancement

The Pool°

Cooperation Platform and Alliance for the Packaging Industry

Salaries paid by the Pool° rise in a fair step-by-step system, but only up to the level of Representative. Work is paid by the hour, 'normal' time (7 hours / day, 5 days / week) as much as overtime.

Targeted Pool° Organisation Salaries 2020
Yearly salaries for full placements (7 hours / day, 5 days / week)

20.000,- €	Trainee R
40.000,- €	Junior R
60.000,- €	Senior RC
80.000,- €	Expert* RAC
100.000,- €	Representative RAC
100.000,- €	Chairman RAC
100.000,- €	Managing Chairman RAC
100.000,- €	Founding Chairman RAC

* - Expert or former higher position
R - Free Room in Pool° Flat
A - Subsidised Pool° Apartment
C - Access to Electric Car Pool°

Trainees become Juniors and Seniors become Experts who develop new Innovation Services

Trainee*** → **Sell ½ of time** → Junior **Packaging Strategy** → **Lead Projects** → Senior **Packaging Strategy** → **Expert Audit** → Expert **TrendLinks°** → **Dragon's Den Presentation** → Representative **Trend Research** / Expert **TrendLinks°**

Trainees are working for the Foundation while they are learning and finding a job that they like and they are good at. They are working a lot for the Explorer° and the Library°.

Once Trainees have proven their ability to 'sell' ½ of their time on real projects, they can become Juniors. As such, they can either work for a Partner Company or still for the Foundation.

Once Juniors are leading most of their own projects, they become Seniors. In the Foundation, Seniors can spend 20% of their time on research to become an Expert on a special or new topic.

The Expert's Pool° branch or entity Representatives and Chairmen are checking a Senior's Expert Know-How and ability to represent the Pool° in an Expert Audit including a presentation.

An Expert can try to convince the Inner Circle to create a new Pool° branch or Entity with a Dragon's Den presentation. The Service Business Model needs to be defined accordingly.

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