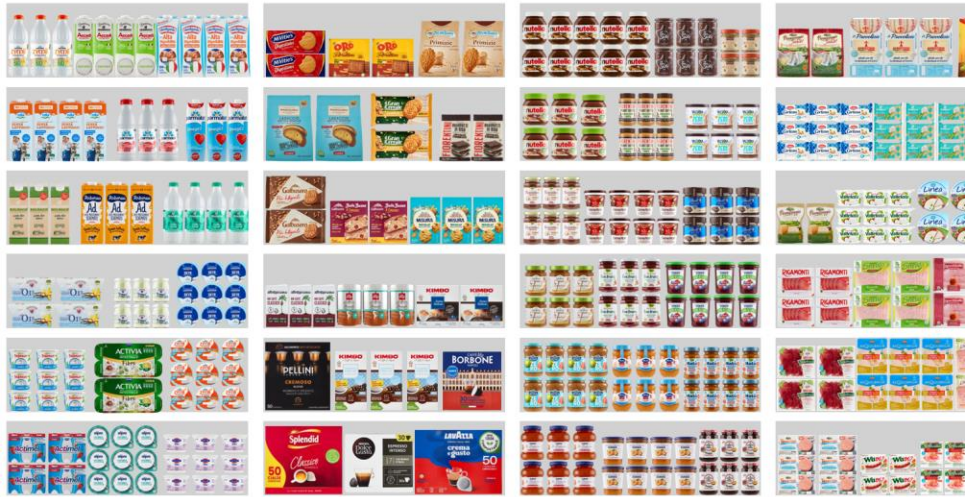


Welcome



English

ESG Virtual Shop

La sostenibilità sullo scaffale
Sustainability on the shelf

by CLAIM LAB

TUTTOFOOD
INTERNATIONAL
FOOD EXHIBITION **MILANO**

11 | 14 MAGGIO. 2026



Italiano

**Invite your clients
to visit**

ESG Virtual Shop
by CLAIM LAB

Project promoted by

TUTTOFOOD
INTERNATIONAL
FOOD EXHIBITION **MILANO**

in collaboration with
T-ool (by Parma
University)

**Invita i tuoi clienti
a visitare**

ESG Virtual Shop
by CLAIM LAB

Il progetto è promosso da

TUTTOFOOD
INTERNATIONAL
FOOD EXHIBITION **MILANO**

in collaborazione con
lo Spin off patrocinato T-ool
dell'Università di Parma

by
UNIPR
Parma University Technology Transfer

*Nell'ultimo anno le Direttive Europee in materia di **green claim** hanno accelerato la revisione dei packaging.*

*In questo contesto molte aziende hanno testato **nuovi claim** senza però un benchmark scientifico sull'efficacia comparata dei claim usati dai competitor.*

Over the past year, new **EU directives on green claims** have significantly accelerated the pace of packaging redesign across the industry.

In this rapidly evolving landscape, many companies have introduced new sustainability messaging; however, most still lack a **scientific benchmark** to objectively measure how their claims perform compared to those of their competitors.

Vuoi scoprire il **percepito** dei tuoi claim?

Puoi farlo coinvolgendo in un gioco i **Buyer** e i tuoi **Clients**?

Esponi il tuo prodotto nel nostro scaffale.

Eager to discover what customers think of your claims?

Be part of our gamification project by uploading your products in the ESG Virtual Shop and inviting Buyers and Clients to play with us!



Autorizzo l'analisi delle mie reazioni alle immagini dei prodotti ai soli fini di una ricerca di mercato sui temi della sostenibilità dei prodotti stessi

I hereby consent to the analysis of my responses to product images solely for the purpose of market research related to product sustainability

*I visitatori potranno simulare un acquisto digitale. Un innovativo sistema di **eye-tacking** e **face reading** fornirà in tempo reale l'impatto dei green claim riportati nei pack dei prodotti!*

OUTPUT



ATTENTION | Eye-tracking time



EMOTION | Face reading



ACTION | Purchase time



FINAL RANKING

ATTENTION | Eye-tracking time



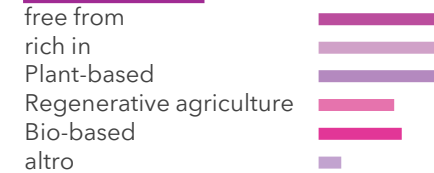
EMOTION | Face reading



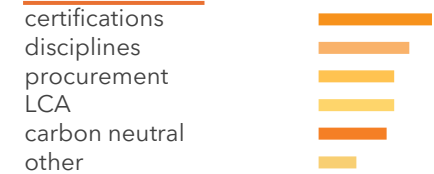
ACTION | Purchase time



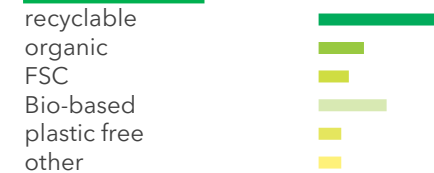
INGREDIENTS



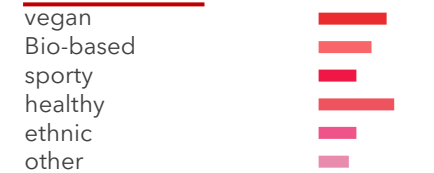
PROCESS



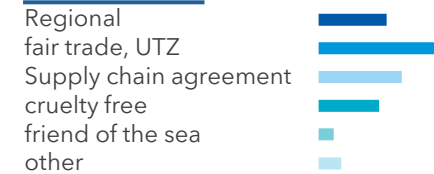
PACK



LIFESTYLE

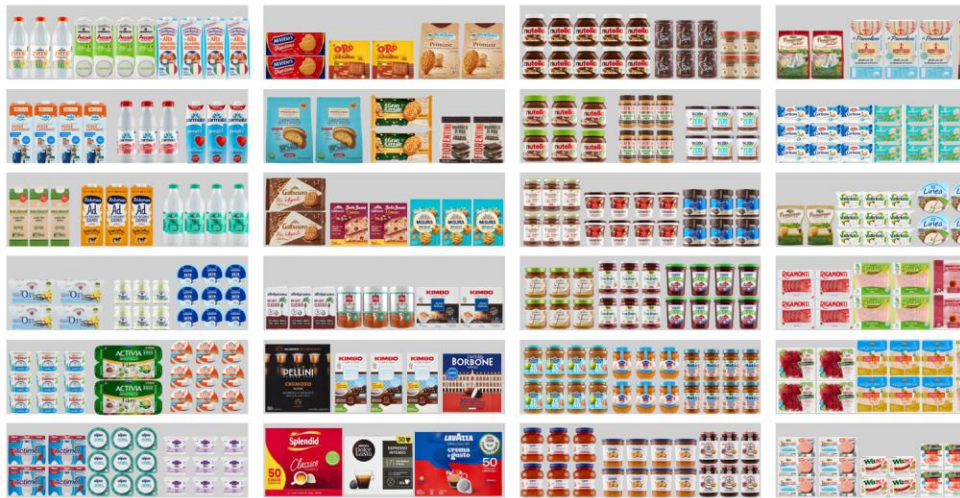


COMMUNITIES



TUTTOFOOD INTERNATIONAL FOOD EXHIBITION MILANO

11 | 14 MAGGIO. 2026



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Candidati

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