

epda <sup>20</sup>

AWARD

FUTURE PACKAGING

# THE TOPIC 2020

Climate change is dominating the news, we all know that we have to consume less and different. However, packaging is needed to protect goods, to communicate product information and brand values.

Packaging designers and producers are challenged! How to use natural resources more wisely in order to create packaging based on a minimum of material, which is re- or upcycable?

Let's go one step further and take "sustainable packaging" to the next level: There is a need for long(er)-lasting packaging ...

What if packaging is NOT thrown away when the product has been unpacked? What if the packaging is designed in a way that it has a double function or gets a new role in a second life? What if we prolong the packaging life-cycle to avoid production of new packaging or new products?

# THE BRIEF

## DESIGN A PACKAGING WITH A SECONDARY LIFE!

Design an innovative packaging concept for an existing pharma, non-food, food, cosmetics product with a FOCUS ON RE-USABILITY. You can use an existing brand (i.e. brand Henkel, product brand Persil) or you can create a brand/product name/logo yourself. You are totally free to choose your preferred (re- or upcycable) packaging material. Consider cost-sensitive production and delivery. Your product/packaging has to target the end user. Do not forget to convince your future consumer by well-targeted communication on the pack but also on other communication channels.

# BACKGROUND INFORMATION

Some ideas on how to start your research:

<https://www.originalrepack.com/>

<https://www.mintel.com/global-packaging-trends>

<https://www.weforum.org/agenda/2019/07/reusable-plastic-packaging/>

request study by Plan Agency from epda Secretariat: food & beverage – and sustainability  
every news about recent developments due to covid-19 is key

# JUDGING CRITERIA

## 1. Innovation and uniqueness level

Is the idea of the secondary life really new and does it give the consumer a real, additional value? To what extent does it meet the consumers' needs in today's reality of live in a society, which is experiencing an unexpected and far-reaching change (due to covid-19)?

## 2. Aesthetic and visual design values

How aesthetic, eye catching, appealing and outstanding is the visual design with regard to the first life AND the second life use?

## 3. Functionality and cost-effectiveness

Does your concept allow intelligent purchasing and consumption? Does the second life idea work out from a technical point of view? Is additional cost justifiable?

## 4. Communication values

Does the package communicate the product's benefits sufficiently and does it also reveal the secondary life benefits? Does the design concept explain HOW to re-use the packaging? To what extent does on-pack (and digital) communication impact consumer behaviour in order to create behavioural change?

## 5. Heuristic sustainability approach level

To what extent does the design concept meet expectations of a sustainable packaging (reduced waste of material, few component and mono-layer material, re- or upcycability)?

# PARTICIPANTS

The epda JUNIOR AWARD FUTURE PACKAGING 2020 targets young designers:

1. design students (legitimized via student card)
2. junior designers (up to 30 years old) – individual or employed

# REQUIREMENTS

All entries must be presented as template in digital format only and on a white background (download a template from [www.epda-design.com](http://www.epda-design.com))

1. Concept description: max. 500 words in English
2. 3D visuals of packaging and/or packaging concept
3. No logo or designer's name should appear on the template, but a title is a must for entry identification
4. Each entry should be presented in one PDF file
5. If several entries are submitted, each entry should be titled, numbered and sent as a separate PDF file

# ENTRY RULES

1. Entrants should register using the official form at: [www.epda-design.com](http://www.epda-design.com)
2. There is no entry fee.
3. The nominated winners should be prepared to deliver files for online publication.
4. Should the entry not meet the rules of epda AWARD FUTURE PACKAGING™, it will be disqualified
5. The entry deadline is 00:00 CET 30 June 2020

# COPYRIGHT & BUYOUT RIGHTS

All designs and creations of epda AWARD FUTURE PACKAGING™ competition are protected under copyright law: All rights and ownership to any concepts, designs and proposals, as well as all sketches and texts submitted, will remain the property of the respective designer. Use or reproduction of the submission material is prohibited unless permission has been secured from the copyright owner.

By submitting an entry / entries to the epda AWARD FUTURE PACKAGING™ the designer is granting permission to all parties involved to use the designs for publication and promotion purposes in all media under the condition that the creator(s) is/are named.

# PRIZES

1. JUNIOR GOLD AWARD
2. JUNIOR SILVER AWARD
3. JUNIOR BRONZE AWARD

The winners will receive a summary of the jury members' evaluation and detailed feedback as well as a digital certificate. All nominated and winning design concepts will be exhibited in an online Hall of Fame on the epda website and shared on epda SM channels.

# ENTRY SCHEDULE

Launch:  
20 April 2020

Deadline:  
30 June 2020

Nominee Announcement: September 2020

Winner Announcement: September 2020

# BEST PRACTICE EXAMPLES ..



# epda AWARD: VISION

epda encourages designers to look beyond

The award is committed to good design and functional packaging that improves the quality of people's lives. It recognises new product and packaging concepts that meet the needs of future generations at the same time considering the protection of the environment.

Let's get started! Good luck ))

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