



1. Who can participate

1.1. Entrants must be residents of either Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey, United Kingdom, Ukraine and aged over 18.

1.2. All students, design schools & non-professional packaging designers resident in a European country mentioned above are invited to compete.

1.3. Entrants can either participate in a group or as an individual.

1.4. We accept only one entry per candidate/ group.

1.5. Designers who are working already within the packaging industry cannot participate.

2. No purchase is necessary to participate in the SCA Packaging Design Challenge Campaign. To enter the Campaign you must have successfully registered on the dedicated contest pages of [SCA Packaging's website](#). A successful registration requires a valid email address, first name, last name, acceptance of "Terms and Conditions" document and confirmation by e-mail by SCA Packaging.

3. SCA Packaging Design Challenge brief:

3.1. Come up with a slick - fat free - packaging solution for an existing product that can be bought in retail/

3.2. Think Combine innovation & sustainability, whilst taking complexity out. You are free to take any product you can buy in retail today, and work according to the principle that there should be as much packaging as necessary, rather than as little as possible. And leave the lowest environmental footprint possible.

3.3. We encourage you to think beyond the package:

3.3.1. Select your product and prove you can create a better packaging for it.

3.3.2. Do not only look into the primary packaging but also look into the secondary packaging

3.3.3. Rethink the packaging, design it inside out.

3.3.4. Your packaging solution(s) should still be able to fulfil all functionalities such as transport, protection, bundling, display in-store and attracting the end-consumer.

3.3.5. Think also about the recycling & reuse of materials

4. Artwork submission of your concept:

4.1. All material needs to be in English.

4.2. Entrants will provide us with full contact details: full name, email, telephone number, address, & country, age and curriculum details (university or school and study programme).

4.3. Only the provided PowerPoint presentation “submission-form-design-challenge.ppt” can be used to submit the concept (see 6.1)

4.4. Video can be used to support the concept (see 6.2)

5. Deliverables

5.1. Deliverable 1:

Answer these 8 questions that will give us the motivation and technical background to your concept

5.1.1. For what reason have you selected your product and it's packaging

5.1.2. What do you consider to be the main shortcoming(s) of the packaging you have selected

5.1.3. How does your concept improve and/ or solve these issues?

5.1.4. What kind of materials did you apply in your future concept solution and why?

5.1.5. What are the benefits of your concept?

5.1.6. How is it more environmental friendly?

5.1.7. What is the estimated weight & size of your concept?

5.1.8. Anything else we need to know that will help us to judge your concept

5.2. Deliverable 2:

Pitch your idea and convince to the jury with your creative and conceptual work. Use the provided PowerPoint template “submission-form-design-challenge.ppt” to visualise your artwork and present it the jury.

6. Format:

For Deliverable 1 & 2 you have to make use of the provided template that can be supported by video.

6.1. PowerPoint template:

6.1.1. Save your concept as “submission-form-design-challenge-YOUR-PROJECT-NAME.ppt

6.1.2. Maximum 20 slides

6.1.3. Maximum 5 MB

6.2. Video's:

6.2.1. Maximum length of 3 minutes

6.2.2. Maximum size of 50 MB

6.2.3. File types allowed are: mp4/ avi/ flv/ mpg/ swf/ wmv

6.3. Youtube group: Participants can make use of the SCA Packaging Youtube channel www.youtube.com/scapackaging to upload their videos.

- 6.3.1. All uploaded videos will be screened and will be entered into the SCA Packaging Design Challenge only if compliant with the Terms and Conditions of the SCA Packaging Design Challenge.
- 6.3.2. All videos must be provided in the formats as specified under 6.2 and must each not exceed the file size of 50 MB. All submitted videos which do not meet these requirements will be automatically refused.
- 6.3.3. No claim can be formulated against the organizer or any of its affiliates by an entrant who was unable to upload a video due to a temporary technical problem with the contest web pages.
- 6.3.4. By uploading videos to the SCA Packaging website, and Youtube group, the participant automatically grants (or warrants that the owner of such a video expressly granted) SCA Packaging, SCA Packaging Affiliates and their designees a perpetual, royalty-free, irrevocable, non-exclusive right and license to use (including commercial use and exploitation), copy, sub-licence, reproduce, modify, adapt, publish, translate, publicly perform, display and distribute video content (including any ideas, concepts, know-how or techniques contained therein), and create derivative works from and incorporate video content (or any part thereof) into any form, medium, or technology now known or later developed throughout the world. In addition, the entrant warrants that it has the rights necessary to grant such license. All submitted videos must be new, original and unencumbered. Uploading of videos of pornographic, profane, sexist, defamatory, vulgar and racist nature are prohibited and SCA Packaging reserves the right to delete such videos from its site, the YouTube group & channel.

7. Selection process:

- 7.1. The SCA Packaging Design Challenge 2009 will run between November 2nd 2009 and April 2010. Submission will be closed by January 31st 2010. SCA Packaging reserves the right to change the submission deadline without prior notice.
- 7.2. Entrants need to register on [SCA Packaging's website](#) in order to receive a complete brief. The complete brief will be send to all registered participants as of November 2nd 2009..
- 7.3. After you have received your brief you will have time to research, explore and develop your proposal. Once the deadline for submission has passed, 31st of January 2010, the jury will start with a pre-selection process. In the pre-selection process, 5 candidates will be short listed and coached by professionals of SCA Packaging to further develop their design.



- 7.4. The 5 short-listed candidates will be contacted by SCA Packaging by phone or e-mail in week 8 of 2010.
- 7.5. In case SCA Packaging is unable to reach short-listed candidates latest by Sunday 14th of February 2010, SCA Packaging preserves the right to short-list other candidates as of Monday 15th of February 2010..
- 7.6. The names of the 5 short-listed candidates will be published on www.scapackaging.com on Monday 15th of February 2010, for a list of winners you can contact: packaging.marketing@sca.com
- 7.7. One representative for each of the 5 short-listed candidates will be invited for a one-day workshop during February and March 2010 to fine-tune and develop their concept with SCA Packaging professionals in one of SCA Packaging's facilities in Europe. The exact date and location will be agreed upon with the 5 short-listed candidates.
- 7.8. The winners will be chosen in April 2010 and announced at the final exhibition that will take place on Monday 26th of April in Brussels, Belgium.
- 7.9. The Public Prize might be awarded to the entry that receives the highest rate (most close to the highest possible rate "5") via the SCA Packaging Design Challenge website.
 - 7.9.1. Anyone can rate the concepts received by visiting the SCA Packaging Challenge website. All entries to the Challenge can receive public votes.
 - 7.9.2. Public voting starts on 15th of March 2010 and runs for a month, until 11th of April 2010..
 - 7.9.3. The winner of the Public Prize will be announced during the Design Challenge '08 Award Ceremony on 26th of April 2010. The winner will receive a sleek iPod touch.
 - 7.9.4. The rating is limited and controlled, as rating participants have to register prior to casting their votes.
 - 7.9.5. The Jury will interpret the public voting in its own freedom.
 - 7.9.6. The highest possible individual vote per project is "5". The winner will be the one that receives the highest average rating (based on the total number of votes) on his/her project.
8. SCA Packaging preserves the right to adjust the start and end dates of the Design Challenge without prior notice.
9. Jury

Your work will be assessed by well-established designers from the industry. Top designers from our biggest clients and the SCA Packaging Head of Design will review your work and challenge your concept. Names and profiles of the jury will be available on SCA Packaging's website as of Monday 2nd of November 2009.
10. Winners:
 - 10.1. First price will win € 3000 in cash and an internship of one month at the SCA Packaging Innovation Centre in Brussels or Design Centres across Europe. In case the winner will be a group, the group has to define a representative and SCA Packaging does not take the liability on what the representative does with the prize.

- 10.2. €1000 each for 2 – 5. In case the winner will be a group, the group has to define a representative and SCA Packaging does not take the liability on what the representative does with the prize.
 - 10.3. The prize money will be given to the winners at the event on 26th of April 2010.
 - 10.4. The duration, exact timing and location of the internship for the 1st prize winner will be agreed upon with the winner based on SCA Packaging's suggestions & needs. The internship will need to take place during 2010 or 2011 in the framework of the studies followed by the winner. When no agreement can be made upon the winner, his/her school and SCA Packaging regarding the duration and timing of the internship, SCA Packaging preserves the right to cancel the internship. In case the winner will be a group, the group has to define a representative who can do the internship.
 - 10.5. In case one of the 5 short-listed candidates participates as a group, only one person/ representative of the group will be invited to the one day workshop during February and March 2010 and to the award ceremony in Brussels on the 26th of April 2010 to receive the prize.
 - 10.6. It is an absolute condition one representative of each of the 5 short-listed candidates will be present on the award ceremony in Brussels on the 26th of April 2010.
 - 10.7. SCA Packaging will be responsible for booking of transportation and hotel accommodation for one representative of each of the 5 short-listed candidates for both the one-day workshop in February/ March 2010 and award ceremony on 26th of April 2010. SCA Packaging will only book transportation out of one of the European countries mentioned in paragraph 1.1
 - 10.8. The winner of the public voting competition will win a prize with value of €250.
 - 10.9. Prizes are not transferable.
 - 10.10. Should the prize(s) become unavailable for any reason, SCA Packaging reserves the right to provide a substitute prize of equivalent value.
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11. Intellectual property rights: SCA Packaging holds all intellectual property rights on all materials provided by the participants of the SCA Packaging Design Challenge 08.
 12. Neither SCA Packaging Design Challenge is open to employees of the SCA Group and other SCA Group affiliates, their family members.
 13. Winners of any Prize Contests who are residents of the United Kingdom shall bear the applicable taxes for the prize(s).
 14. SCA Packaging preserves the right to mention participant's names on their website www.scapackaging.com and other communication material.
 15. SCA Packaging is not responsible for verifying any of the details & information provided by participants.



16. No representations or warranties are given. We make no representations or warranties, whether express or implied, regarding this Design Challenge, participation or Prizes. We assume no responsibility for, and participants agree to release and hold SCA Packaging and its parent and affiliate companies, directors, employees and agents harmless from, any damages, losses, cost or injuries of any kind that result from participation by you in or in connection with this Design Challenge or the acceptance or use of the Prizes, including by way of example hardware, software, internet or any other technical malfunctions, transport & travel security. In this regard, we do not seek to exclude liability for death or personal injury arising from our own negligence.
17. No claim can be formulated against the promoter, organiser, or any of its affiliates by an entrant due the failure of deliveries, selection process, jury assessment, or any other action or failure to act by SCA.
18. SCA Packaging preserves the right to change the terms & conditions of the SCA Packaging Design Challenge 2009.
19. Organiser: SCA Packaging Marketing N.V., Culliganlaan 1D, BE-1831 DIEGEM, Belgium; Tel: +32(0)2/718.37.11 / Fax.+32(0)2715.48.15; TVA: BE 421.120.154