

CRITERIA: SAVE FOOD PACKAGING DESIGN AWARD



PIDATM

**PACKAGING & PROCESSING
INNOVATION & DESIGN
AWARDS 2018**

**TO BE HELD ALONGSIDE THE INTERNATIONAL
2018 WORLDSTAR PACKAGING AWARDS**

APPLICATIONS CLOSE 23RD FEBRUARY 2018

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

BRONZE PARTNER



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A PACKAGING & PROCESSING WEEK EVENT

The Australian Institute of Packaging (AIP), the Australian Packaging & Processing Machinery Association (APPMA) and the Packaging Council of New Zealand, in conjunction with the World Packaging Organisation (WPO), have established the Save Food Packaging Design Award for Australia and New Zealand, that recognises companies who are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life and improves the supply of food.

ARE YOU UP FOR THE CHALLENGE?

Winners will have exclusive access to the WorldStar Packaging Awards and the World Packaging Organisation (WPO) Save Food Packaging Design Award program each year.

A key component of these awards is to raise the profile of the critical role of packaging to reduce food waste and therefore reduce product's overall environmental impact. Avoiding food waste is a critical packaging issue and one that food producers, manufacturers, brand owners, retailers and consumers need to better understand.

Whilst the primary function of packaging is to protect the content, the function of packaging to reduce food waste is rarely discussed. The connection between packaging design and food waste needs to be discussed more openly in the industry. From field to fork there are a number of possibilities for food loss and waste to occur. It has been approximated that up to one-third of the edible food produced, does not reach the fork.

DESIGN INNOVATION

Opportunities for packaging design to reduce or eliminate food waste can include:

- Better facilitation or communication around portioning;
- Expiry date/best before extension or better clarification; and
- Left over storage solutions.

The application may highlight a wide range of design factors that have helped to prevent food waste including*:

- Mechanical protection.
- Physical-chemical protection.
- Resealability.
- Easy to open, grip, dose and empty.
- Contains the correct quantity and serving size.
- Food safety/freshness information.
- Expiry Date and Best before information.
- Information on storage options.
- Improved communication on packs including open, reseal, close and dispense.
- Sustainability of the packaging design (aligning with APC/SPG principles, ISO Certifications and company credentials, Best Practice Standards).
- The packaging should facilitate sorting of household waste – easy to clean, separate and fold.

* Wikstrom, F., Williams, H., Verghese, K., Clune, S. (2014). The influence of packaging attributes on consumer behaviour in food-packaging LCA studies - a neglected topic In: *Journal of Cleaner Production*, 73, 100 - 108

The following criteria will be considered by the judges in assessing the entries:

1. Relative to a replaced packaging design or a competitor's design, what is the percentage reduction in food waste associated with the new design?
2. How well has the food waste reduction design been communicated via the packaging?
3. How well has the food waste reduction design been communicated via other means e.g. media and promotions?
4. How easy is it to apply the design feature and minimise food waste?
5. Packaging Redesign Environmental impacts: Are there negative/positive changes to the environmental impacts of the packaging design due to the new design aspects?

SAVE FOOD PACKAGING DESIGN AWARD CATEGORIES

Entries in the ANZ Save Food Packaging Design Award will be considered in the following three categories:

1. Agriculture - Industrial.
2. Food Services.
3. Retail (primary packaging).

To assist award entrants to determine which category their packaging system/format would fit, please review the following definitions:

1. AGRICULTURE: Packaging systems/format that is used to contain and distribute fresh produce from farm to wholesale market and/or retail outlet. Entrants to demonstrate how their packaging protects the fresh produce and reduces/prevents damage during transit and/or display while also minimising food waste. This may be through reducing crushing, enhanced cushioning, enhanced ventilation, increased shelf life and avoiding double handling.

2. FOOD SERVICES: Packaging systems/format that is used to contain and distribute food into food service establishments. Entrants to demonstrate how their packaging contains, protects and distributes their food product from manufacturing location through to the food service establishment, while also extending shelf life and minimising food waste. This may be through bulk sizing, individual servings, opening and or dispensing features, resealable - re-closable features, barrier materials and improved communication on pack.

3. RETAIL (PRIMARY PACKAGING): Packaging system/format that is used to contain, protect and distribute food from manufacture to retail shelf and then through to consumer use (e.g., in household, on the go). Entrants are to demonstrate how their packaging contains, protects and enables the consumer to store and use the food item, while also extending shelf life and minimising food waste. This may be through individual servings, bulk sizing, opening and or dispensing features, resealable/re-closeable features, barrier materials and improved communication on pack.

Careful design consideration needs to be made to ensure that packaging identification is actually designed to Contain, Protect, Dispense and Reseal.

ADDITIONAL ENTRY GUIDELINES: SAVE FOOD PACKAGING DESIGN AWARD



- Food Waste needs to be included in packaging design and Life Cycle Assessments (LCA) of packaging systems which need to be broadened to include food production and food waste.
- The judges are not wanting to see competing elements - e.g., entrants moving away from a recyclable packaging format through to a non-recyclable packaging format.
- It is important that the application shows, samples, images and detailed explanation. It is critical for the judging process that samples are provided and explanation of how a packaging system/format has been modified to minimise food waste and where possible extend shelf life (i.e., a before and after examples.)
- The company needs to be able to identify particular aspects, functions, features of the packaging system/format/materials that enable food waste to be minimised. The judges should not have to be guessing where the change/innovation has happened.
- There also needs to be a balance of the food to packaging ratio - it has to be fit for purpose - but at the same time the packaging innovation should not be encouraging significant increases in packaging material use. It is important to achieve a balance of minimising packaging material with minimising food waste and also extending shelf life where possible.
- Each award category is established around 'packaging design that minimises food waste and extends shelf life' - in other words, the award is not focussed on a company redirecting their food waste from landfill to composting or animal feed. While this is a positive change, it is not the focus of the ANZ Save Food Packaging Design Award.

\$10,000 ENVIRONMENTAL ASSESSMENT PRIZE AWARDED:



One of the winners of the Save Food Packaging Award will be awarded the custom EcodEX packaging environmental assessment valued at \$10,000. Empauer will implement its acclaimed EcodEX assessment and provide the winner a reputable third-party environmental evaluation of the product package or formulation. The report can be used for internal purposes or as a valuable sales tool in B2B presentations with key buyers.





AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the packaging design submitted has been either developed in Australia and/or New Zealand and the packaging/product will be commercially available now/or from May 2018. Packaging equipment must be either manufactured in Australia and/or New Zealand or principally designed by an overseas supplier who is represented by an Australian and/or New Zealand company.

JUDGING

The PIDA Award judges are all leading experts in the field and have long-standing expertise in this field. All entrants understand that the judges will hold the final decision on the winner and no correspondence will be entered into on the subject of their decision.

SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is critical that all entries include samples of products. All entrants understand that once the sample has been submitted that they become the property of the Australian Institute of Packaging Inc. The samples will not be returned to the entrant unless the entrant incurs all costs associated with the return delivery. Samples to be mailed to: say 2018 PIDA Awards, PO BOX 1348, OXLEY Queensland, Australia 4075. If entries reflect design innovation change to an existing product/package it is essential to provide judges with sample of both formats. Images at minimum are required for Before and After re-designs.

Frozen, Chilled and Short shelf life samples – should be clearly identified to indicate this and forwarded in protective packaging and conditions. Arrangement to the AIP National Office should be made for the best timing for these packs to be sent so judges will view the product in optimal conditions.

PROPRIETARY INFORMATION

Should your submission include any proprietary information on your packaging design systems please ensure that you mark that section with 'private and confidential' so that the judges understand that the information provided is for the sole purpose of evaluating the submission.

PROMOTIONS & MARKETING

The AIP, the APPMA, the Packaging Council of NZ and the WPO reserves the right to publish details of the winners of the PIDA Awards on websites, trade magazines and on-line media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program.

WINNERS ANNOUNCEMENT

Winners will be announced during the PIDA Awards gala dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.

SUBMISSIONS

All nominations for awards must be submitted in fillable pdf (or Microsoft word only if unable to access Adobe) and all essential supporting material including Powerpoints, references and images emailed to pida@aipack.com.au

Please ensure that you also include your signed application form. All submissions must ensure that high resolution photographs are submitted and physical samples are posted. If your entry is a sustainable redevelopment of an existing package please provide Before and After images and samples. Images at minimum are required for Before and After re-designs.

The written submission must only answer the required criteria for the award category. The document can ONLY be submitted in a fillable pdf (or Microsoft word only if unable to access Adobe). All supporting images must be individually emailed as 300 dpi jpegs and NOT embedded in the word document.

RECOGNITION:

1. All finalists are encouraged to attend the gala awards dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.
2. A trophy will be awarded to the winner at the gala awards dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.
3. All winners will be encouraged to enter into the WorldStar Packaging Awards in October 2018.
4. All winners will be recognised within the AIP, APPMA and the Packaging Council of NZ Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.