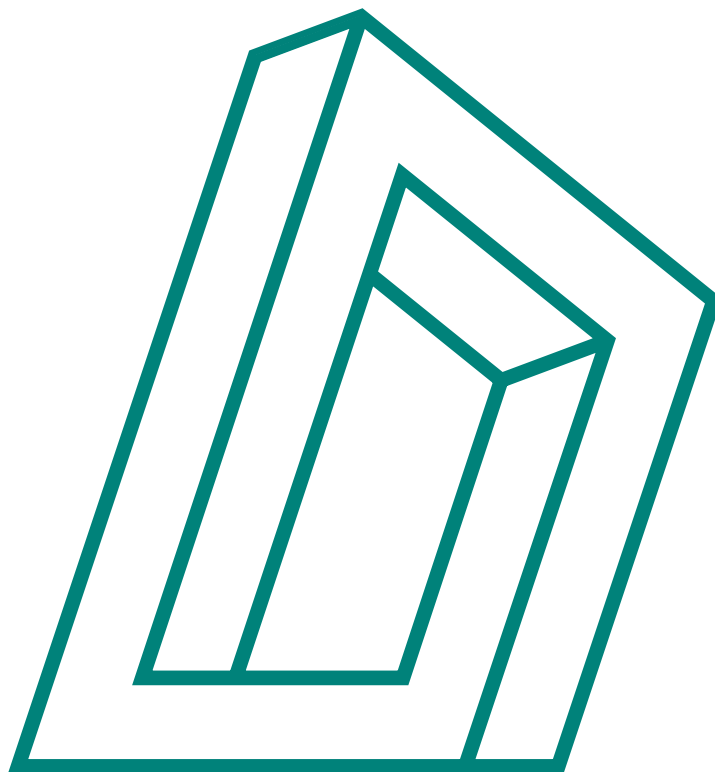




**PIDA**  
AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS 2020

# 2020 SAVE FOOD PACKAGING DESIGN SPECIAL AWARD CRITERIA



# PIDA

## AUSTRALASIAN PACKAGING INNOVATION & DESIGN AWARDS 2020

**APPLICATIONS CLOSE 14 FEBRUARY 2020**

**EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS**

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EXCLUSIVE ENTRY TO



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# 2020 SAVE FOOD PACKAGING DESIGN SPECIAL AWARD CRITERIA



**The Australian Institute of Packaging (AIP) and the Packaging New Zealand, in conjunction with the World Packaging Organisation (WPO), have established the Save Food Packaging Design Special 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.**

Please consider nominating for other relevant categories at the same time for the same innovation within the 2020 PIDA Award Award Categories. eg: Food, Sustainable Packaging Design Special Award and Accessible Packaging Design. Each award category is judged independently, by different expert judges and based on specific criteria.

## ARE YOU UP FOR THE CHALLENGE?

With Australia producing 7.3 million tonnes of food waste across the supply and consumption chain and a Federal Government National Food Waste Strategy to halve food waste that goes to landfill by 2030 now is the time for packaging technologists to review pack designs that could minimise food waste and losses.

According to the National Food Waste Baseline that was launched earlier this year in 2016-17 (the base year), 2.5 million tonnes (34 per cent) was created in our homes, 2.3 million tonnes (31 per cent) in primary production and 1.8 million tonnes (25 per cent) in the manufacturing sector. Australians recycled 1.2 million of food waste, recovered 2.9 million tonnes through alternative uses for food waste and disposed of 3.2 million tonnes. With this information, we all need to recognise we have an important task ahead of us to achieve the Federal Government National Food Waste Strategy of halving food waste that goes to landfill by 2030. Producers, manufacturers, retailers, food service and consumers all have a role to ensure we minimise food waste and losses.

So what role does packaging play in preventing and or minimising food waste? 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. Without adequate intuitive packaging design features and fit-for-purpose packaging food can potentially be wasted all the way through the supply chain to the consumer. By modifying packaging designs and ensuring that Save Food Packaging Guidelines are followed food waste and loss can be minimised and/or prevented.

Save Food Packaging is designed to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve, extend shelf life; all the while meeting global sustainable packaging targets.

## DESIGN INNOVATION

1. 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 and recipe ideas.
2. 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 APCO/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*

## ENTRY CRITERIA INFORMATION

In assessing entries, the judges would like to see information provided for each of the following Save Food Packaging Design criteria where applicable. To assist judging, the information provided should highlight where possible the design aspects of the new packaging design compared with your previous pack format or a competitive pack.

### SAVE FOOD PACKAGING DESIGN CRITERIA 1:

**Design to contain and protect the product from spoilage & damage through manufacture, warehouse and the various stages of distribution.** Provide details of primary, secondary and tertiary packaging involved. Consider palletisation & stabilisation; transport packaging & load stabilisation and the positive impact in reducing waste & spoilage from damage as a result of shocks, vibrations, temperature, moisture, infestation and chemical contamination. In this criteria, please include pack design aspects such as tamper evidence and other forms of pack design that would restrict human contamination.

### SAVE FOOD PACKAGING DESIGN CRITERIA 2:

**Design to preserve, enhance product appeal and extend shelf life.** Provide details of improved barrier packaging & processing, i.e. Skin (vacuum), MAP & EMAP packaging format that extends shelf life and retains nutritional values. In this criteria, active and intelligent packaging can be included.

### SAVE FOOD PACKAGING DESIGN CRITERIA 3:

**Design to provide convenience and to not waste food in handling.** Include in this criteria details of 'portion control packaging', 'easy opening and effective resealable packaging' and 'controlled dispensing and enabling the removal of the entire product from the pack'.

### SAVE FOOD PACKAGING DESIGN CRITERIA 4:

**Design to promote and communicate to consumers how to handle, store, prepare and reuse food products.** Provide details of 'usage & storage instructions', 'explanation of how the packaging is reducing food waste'. Also provide details specific 'on pack information covering preparation & left-over ideas and if improvement have been made to 'Best Before' and 'Use By' communication.

### SAVE FOOD PACKAGING DESIGN CRITERIA 5:

**Design to meet the 2025 National Packaging Targets & Global Sustainable Packaging Targets.** Include in this section what aspects of the 2025 National Packaging Targets have been included in the new packaging design? Indicate if the APCO Sustainable Packaging Guidelines (SPG's), or the PREP tool or the Australasian Recycling Label (ARL) have been applied in the development and design of the product/packaging? Outline the positive and negative changes to the environmental impacts of the packaging design as a result of the new design aspects.

### SAVE FOOD PACKAGING DESIGN CRITERIA 6:

**Design to meet the 2030 National Waste Targets & Global Sustainable Packaging Targets.** Outline how the new packaging design aspects have been contributing to reducing or preventing food waste. Provide specific information identifying the amount or percentage reduction in food waste associated with the new design relative to a replaced packaging design or a competitor's design.

## PACKAGING EXAMPLES

**It is important that the samples, images and detailed explanation are provided to explain the above criteria. It is important 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.)**

## SAVE FOOD PACKAGING DESIGN SPECIAL AWARD CATEGORIES

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

1. Agriculture - Industrial.
2. Food Services.
3. Food E-Commerce.
4. 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 are used to contain and distribute fresh produce from farm to wholesale market and/or retail outlet. Entrants should 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 are 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. E-COMMERCE:** Packaging systems/format for food ecommerce that will provide consumer experience, commercial sustainability, product protection and logistics and transport. Entrants to demonstrate how their packaging contains, protects and distributes their food product from manufacturing location through to the food ecommerce distribution chain, 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.

**4. 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.

- Food Waste needs to be included in packaging design and Life Cycle Assessments (LCA) of packaging systems provides helpful data in understanding the environmental impacts involved in food production and where food waste is occurring.
- The judges are not wanting to see competing elements in the design - e.g., entrants moving away from a recyclable packaging format to a non-recyclable packaging format.
- It is important that the application provides samples, images and detailed explanation of how the packaging system/format has been modified to minimise food waste and where possible extend shelf life (i.e., a before and after examples.) **Without these samples the judging process will be restricted.**
- 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 Design Special Award will be awarded the custom EcodEX packaging environmental assessment valued at \$10,000. Selerant 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.





# 2020 SAVE FOOD PACKAGING DESIGN SPECIAL AWARD CRITERIA



## AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the design submitted has been either developed in Australia and/or New Zealand and the packaging/product will be commercially available from April 2019. First entry will cost \$200 + GST with additional category entries costing \$50 + GST per entry.

## 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. Finalists will be announced before the 2020 PIDA Awards gala dinner.

## SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is a mandatory requirement that all entries submitted must include physical and soft copy samples of the packaging; including any Before and After samples. 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: 2020 PIDA Awards, 34 Lawson Street, OXLEY, Queensland, Australia 4075. If entries reflect design innovation change to an existing product/package it is essential to provide judges with samples 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 Australasian 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, Packaging New Zealand and the WPO reserves the right to publish details of the winners of the PIDA Awards on websites, trade magazines, at tradeshow 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 Australasian Packaging Innovation & Design gala awards dinner on 1 April 2020 to be held at the Crown Promenade, Southbank, Melbourne, Victoria, 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](mailto: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 Australasian Packaging Innovation & Design gala awards dinner on 1 April 2020 at the Crown Promenade, Southbank, Melbourne, Victoria, Australia.
2. A trophy will be awarded to the winner at the Australasian Packaging Innovation & Design gala awards dinner on 1 April 2020 at the Crown Promenade, Southbank, Melbourne, Victoria, Australia.
3. All winners will be encouraged to enter into the WorldStar Packaging Awards in October 2020. Entries to the WorldStar Packaging Awards enable international recognition and opportunities for the nominees. The WorldStar Packaging Awards will incur a cost to enter by the nominee.
4. All winners will be recognised within the AIP and Packaging New Zealand Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.