



# PIDA

AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS 2021

## SUSTAINABLE PACKAGING DESIGN SPECIAL AWARD

### SUSTAINABLE PACKAGING DESIGN CRITERIA



## APPLICATIONS CLOSE 5 MARCH 2021

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE ENTRY TO



COORDINATED BY



# 2021 SUSTAINABLE PACKAGING DESIGN SPECIAL AWARD CRITERIA



The Sustainable Packaging Design Special Award is designed to recognise companies that have developed innovative packaging or processing solutions that incorporates sustainability considerations. Elements would include Social, Material, Source Reduction, Energy and Recovery.

The information provided by the candidates should demonstrate why their package should receive a Sustainable Packaging Design Special Award, using measurable and supportable information.

Please consider nominating for other relevant categories at the same time for the same innovation within the 2021 PIDA Award Special Award Categories. e.g. Food, Beverage, Domestic & Household and Health, Beauty & Wellness. Each award category is judged independently, by different expert judges and based on specific criteria.

## SUSTAINABLE PACKAGING DESIGN SPECIAL AWARD CRITERIA

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

- 1. MATERIAL:**  
Efficient use of materials: reduce/reuse/recycle/replace/repurpose. Responsible raw materials sourcing, including materials from renewable resources and effective use of recycled post-consumer waste. If you have included a Lifecycle Assessment (LCA) in the design of your product/package, please include details.
- 2. SOURCE REDUCTION:**  
Weight reduction when compared to the previous package or to general packs in its class. Reduction in the Pack to Product ratio compared with the previous format. (Please provide specific details of these source reductions)
- 3. ENERGY:**  
Innovative packaging or processing solutions that have achieved energy reduction or optimisation during manufacture, processing, transportation, storage and product use. Embodied energy, processed energy and transport energy in LCA needs to be considered. (Please provide specific details)
- 4. RECOVERY (END-OF-LIFE):**  
Re-usability, recyclability, recoverability, compostibility, post-consumer material recycling, ease of disposal. The promotion of responsible behaviour by consumers and effective communication on pack to the consumer for reducing waste, litter and recovery or disposal. If a Packaging Recycling Evaluation Portal (PREP) analysis and the Australasian Recycling Label (ARL) have been included in your design, please include this information.
- 5. 2025 NATIONAL PACKAGING TARGET & GLOBAL SUSTAINABLE PACKAGING TARGETS**  
With all manufacturers working towards meeting the 2025 National Packaging Targets now is the time to be designing innovative packs that show your commitment to sustainable packaging and the targets. Please indicate what your packaging changes have been to meet the targets of '100% of all Australia's packaging to be reusable, recyclable or compostable by 2025.' e.g. Material changes, recycled content, lightweighting, recyclability of materials in ANZ, closed loop collection programs, Australasian Recycling Label on-pack etc. It is also expected that 50% average recycled content will be included across all packaging by 2025 and problematic and unnecessary single-use plastic packaging will be phased out through design, innovation or introduction of alternatives.
- 6. SOCIAL:**  
Benefit to Society. Environmental aspects of the package or action by the company, not covered by the other 5 criteria.

### \$10,000 ENVIRONMENTAL ASSESSMENT PRIZE AWARDED:



One of the winners of the Sustainable Packaging Design 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.



# 2021 SUSTAINABLE 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 either in, or for, Australia and/or New Zealand. (The innovation must be new on-shelf in the last 18 months) NB: Should you wish to enter the same product in multiple categories the first entry will cost \$350 + GST with additional category entries costings \$100 + GST per entry.

## JUDGING

The PIDA Award judges are 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 2021 PIDA Awards ceremony.

## 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: 2021 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 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 at the 2021 Australasian Packaging Innovation & Design Awards ceremony/virtual event.

## 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. A trophy will be awarded to the Gold Winner. Silver, Bronze and High Commendations will receive a Certificate.
2. All winners will be recognised within the AIP Newsletter, website and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.
3. All winners will receive a PIDA Award winner logo for use within their marketing material and promotions.
4. All Gold, Silver, Bronze and High Commendation winners will be encouraged to enter into the same category within the WorldStar Packaging Awards in October 2021. 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.



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**Exclusive Entry point for ANZ for WorldStar Packaging Awards**