

BETTER WITH LESS

Design Challenge 2022

Student Pack

1/3

Dear Change Maker,

Packaging is both a necessity to protect the product and an important part of the way we interact with brands and products.

As the consumption of packages grows we need to tackle packaging waste - a growing global problem with a direct impact on Earth's ecosystems. The circular economy principles of reduce, reuse and recycle help us manage waste to deliver better experiences with less impact on the environment.

In its third year the Better with Less – Design Challenge is asking design students to create circular packaging of the future.

We are inviting you to join the Better with Less – Design Challenge.

Why? Because we want the most respected Art & Design Universities to work with us on this important endeavor. As a university representative, we invite your students to create and submit innovative design proposals into the competition.

The competition will be open for entries on June 1st 2022 and will close on December 1st 2022.

Competition prizes:*

- Winner: 10 000€
- 2nd prize: 3 000€
- 3rd prize: 2 000€

The best student work will be awarded with a one month internship at the Excellence Centre in Äänekoski, Finland with the Metsä Board packaging design team.
(*All student entries are also considered for the main competition prizes.)

All shortlisted designers will have their work reviewed by the world renowned jury. Details of the jury to be announced soon.

We hope that you will join us and participate in this initiative.

Many thanks for your attention and I look forward to seeing the innovations your students enter into the competition.

Best of luck.

Ilkka Harju,

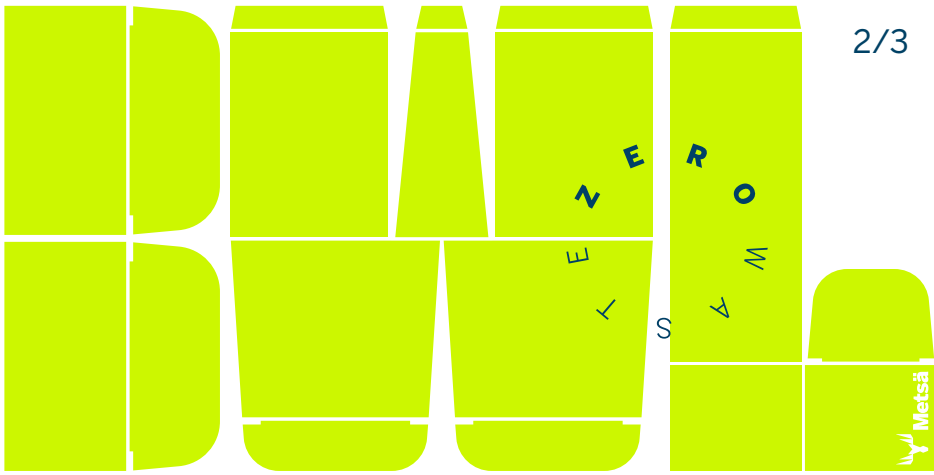
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BETTER WITH LESS

Design Challenge 2022

Competition Brief

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Redesign. Repurpose. Revolutionize.

The Better with Less – Design Challenge is calling change makers and designers to create circular packaging of the future. In a society that already has more than it needs, we believe in using less materials without compromising quality. In purposeful reuse and effective recycling.

We look for new lighter and smarter solutions for some of the most common consumer packages. To deliver better experiences with less impact on the environment.

Can you redesign the beautiful to be impactful? How do you imagine the zero waste packaging of the future? Can you make a difference – can you create better with less?

The Challenge: Zero Waste

Consumer behavior has heavily shifted towards on-line consumption and home delivery services, which the pandemic has only accelerated. The amount of waste generated is also rising drastically. We need to reduce waste by changing the way we consume and use packaging and by designing for easy recycling or purposeful reuse.

We believe in using recyclable materials from renewable sources and design that improves the experience while decreasing the use of resources and waste.

We are challenging designers to redesign consumer packaging for a future where a positive consumer experience leaves zero waste through a circular economy.

Categories

1 – Zero Waste Convenience

The popularity of eCommerce and home delivery services has led to a growth in the amount of packaging materials and waste. How can packaging design improve convenience while facilitating recycling and decreasing the use of resources and waste? What does the future of circular delivery packaging look like?

INDUSTRY SECTORS TO CONSIDER:

Takeaway food & drink | eCommerce | Delivery services

2 – Zero Waste Experience

Climate change and plastic pollution are imposing increasing pressure on brands to deliver on their sustainability promises. At the same time they want packaging to provide distinctive consumer experiences and interaction with the brand. Beautifully crafted consumer packaging may come with a heavy environmental impact. How can we simplify packaging solutions without sacrificing aesthetics or function? Can we reinvent packaging for a zero-waste unboxing experience?

INDUSTRY SECTORS TO CONSIDER:

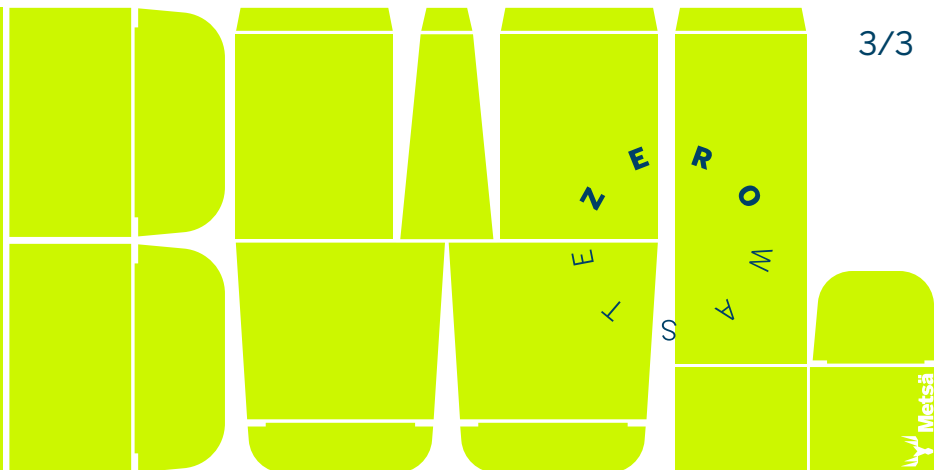
Electronics | Fashion | Cosmetics & Wellbeing | Food

3 – Wildcard

For the designs that answer to the challenge, but do not fit under Convenience or Experience, we want to discover innovative designs for all types of packaging that have circularity in mind. Something you only dreamed about? Something that can change the way the world looks at a piece of paper? Something that can revolutionize household recycling?

INDUSTRY SECTORS TO CONSIDER:

Anything goes



Conditions

The entry proposals should utilize renewable materials, such as paperboard or other renewables based products that are recyclable and reduce environmental impact. The least amount of materials the better considering ease of recycling and product lifecycle. All designs presented shall be new, not having been commercialised or published prior to the date of the contest.

The packaging design competition is primarily a structural design competition and judged on the form design and innovative use of material, however this year we are open to receive designs which include on pack communication design or graphic design with a purpose to aid consumers in reuse or recycling or other important factors.

Key considerations

- Product protection (package protects the product throughout the logistics chain)
- Sustainability (use of renewable and biodegradable materials, material efficiency, material reduction, recyclability, reusability)
- Ergonomics / Functionality (is the package easy to store, hold, open and close?)
- User experience / Human interaction (emotional connection, storytelling, unboxing experience)
- Aesthetic of the package structure (visual appeal when seen for the first time)
- Communication design (clarity of any on-pack design or communication)
- Mass production and commercial feasibility (convertibility, scalability, packing and logistics efficiency, commercial potential)
- Degree of innovation (application of a new idea, creative use of an existing idea, principles from other industries/techniques)

Specifications

All digital submissions must be made by using the submission form on the Better with Less – Design Challenge website. Digital submission must contain:

- Description (min. 100 words) outlining the inspiration and benefits of the concept.
- Up to 6 photos/illustrations on white background.
- The following material can be submitted by the participant (optional):
- 3D visuals
- Creative video (max. 30 MB) presenting the concept.
- The competition language is English.

Key Dates

Jury Announced & Competition Open – June 1st
Entries Close – December 1st 2022
Shortlist Announced – January 9th 2023
Winners Announced – January 31st 2023

Rules and FAQs

For the rules and common queries go to:
betterwithless.org/rules

Contact

For further enquiries please email:
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