



## The Challenge

**Choose a community relief organization and design packaging to meet a need for that organization.**

## Background

Organizations are finding creative ways to achieve their mission to make the world more equitable. The COVID-19 pandemic has impacted communities across the world in exceptional ways and the nonprofit sector has been affected the most by the effects of the pandemic.

According to Fidelity Charitable, no organization is isolated from the effects of the crisis—and at least half of donors are also concerned about organizations working in other areas, like the environment.

Organizations are constantly looking for packaging solutions for their products and innovative ways to show future and current donors how their support makes a big impact.

**Optional Resource:** Designs from standard style in [PPC's Ideas & Innovation handbook](#)

## Design Criteria

A community relief organization is looking for a sustainable packaging solution for their services and wants the package to be 100 percent paper-based. The packaging needs to house an object the organization provides.

The package should have innovative functional distinctions that enhance the recipient's unboxing experience and set it apart from other organizations. It should be optimally designed to protect and secure the object(s) during shipping and handling. The structural and functional design must enhance brand recognition and influence recipients loyalty to the organization.

In supporting documentation, designers should address ways in which the organization can expand the packaging concept. Designers must address how the package would be converted and assembled in mass quantity.

The package must be commercially producible on standard machinery. Any hand assembly should be minimal and purposeful. Including decorations like magnets, ribbons, etc. that need to be attached to the package make it difficult to mass produce. The package should be designed as ready-to-ship with a label or include an outer shipping package.

The package should communicate recyclability and highlight paperboard packaging as a preferred substrate.



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### Package Requirements:

- 100 percent paper-based, and made of at least 70 percent paperboard (the 70 percent cannot include fluted or corrugated materials)
- Include any other material that would enhance this experience on the sustainability of paper and paperboard packaging.
- Outer package dimensions should not exceed 10”H x 10”W x 15”L
- Secure the contents to withstand shipping and handling as an individual package
- Appeal
- Include an innovative functional feature that distinguishes itself from other packaging
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard

### Additional Criteria:

- Explains the design process from concept to execution
- Includes a plan to expand the packaging to sell items in traditional retail stores and marketing strategies to encourage repeat buying
- Includes a plan to appeal to the organization's potential donors

### Submission Instructions:

The following Student Design Challenge forms are available at [paperboardpackaging.org](http://paperboardpackaging.org):

- Acknowledgment of Intent
- Student and School Contact Information (note: type all information)
- Certification of Originality
- Graduate Student Advisors Guidelines

### Submission Deadline: Friday, June 4, 2021

All entries with supporting forms and materials must be received no later than Friday, June 4, 2021. Send materials to:

Paperboard Packaging Alliance  
ATTN: Jordan Craig  
1101 K Street, NW, Suite 700  
Washington, D.C. 20005

If you have questions, contact Jordan Craig at the Paperboard Packaging Alliance at (202) 463-4751 or [ppa@afandpa.org](mailto:ppa@afandpa.org).

### Learning Objectives:

After the competition students should be able to:

- Describe the components of paper-based packaging and demonstrate how paper-based packaging is utilized
- Discuss the roll paper-based packaging and explain why paper-based packaging is a responsible choice
- Demonstrate the value of modelling and numerical calculations for design of paper-based packaging

### Prizes and Judging:

Winning student teams and their academic programs will receive monetary awards (if applicable, advisor(s) will receive 10 percent (equally split between advisors) of the cash award):

- 1st place: \$5,500 (team)/\$5,000 (school)
- 2nd place: \$3,300 (team)/\$3,000 (school)
- 3rd place: \$1,650 (team)/\$1,500 (school)

The top three finalist teams are invited and expected to present their designs at PPC's Fall Meeting on October 27-29, 2021 in Savannah, Georgia.



PPC's annual Fall Meeting is an association conference that brings together over 200 paperboard packaging and processing professionals, providing students with access to future potential employers, networking opportunities, and much more. Previous student designers received internships and jobs as a direct result of their participation in the meeting.

### **Submission Requirements:**

The judges will evaluate each entry based upon the following submission requirements:

#### **1. Prototype (50 points)**

- One complete mock-up of package
- Product protection
- Distinctive functionality
- Structurally sound
- Full graphics

#### **2. Design Elements (25 points)**

- Plain, unglued carton blank
- Detailed production die drawing
- Design concept and execution

#### **3. Marketing Plan (25 points)**

- One-page executive summary that explains how design meets necessary requirements; explains the design concept and functionality; identifies the organizations mission, the brand and dimensions; and describes how the packaging can be used to help the organization achieve its goal
- Plan for program positioning and promotion
- Explanation of benefits of the design functionality
- Plan for production on standard machinery for commercial producibility
- Market research for product

#### **4. Completed Team Contact, and Certification of Originality forms** (visit [paperboardpackaging.org](http://paperboardpackaging.org))

#### **5. Signed Graduate Student Advisors Guidelines form** (visit [paperboardpackaging.org](http://paperboardpackaging.org))

#### **6. Picture of Final Design**

#### **7. Final Video of Design**

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