

# PACKPLAY 2017

February 2016 - October 2017  
UQAM, Montreal, Quebec, Canada

## THE COMPETITION

Packplay 2 is a student packaging design competition organized jointly by the School of Design at UQAM and Éco Entreprises Québec (EEQ). The objective of this project is to gather the best packaging design projects from design schools around the world for a competition, an exhibition and a book. Specifically, the competition aims to promote research and innovation in packaging eco-design and to showcase the work of designers of tomorrow in all packaging design related fields that is graphic design, industrial design, object design, branding etc.

## THEME

The central theme of the competition is ecodesign in packaging. It invites students to develop a design solution in the life cycle of packaging. The competition challenges students to propose innovative solutions in one or many of all stages of packaging life cycle, from design, to production, to the choice of material and the end of its useful life.

## PRODUCT APPROACH AND CONTEXT

There are no constraints on the choice of product to be packaged and concepts may therefore address the world of food, pharmaceutical, cosmetics, clothing, toys and entertainment, hardware and gardening, electronics, furniture, etc. Each submitted project must be accompanied by a supporting statement explaining the specificity of the product to be packaged, the geographical context (urban density, remote areas, etc.) and socioeconomic (context disadvantaged neighborhoods, insular context, humanitarian crisis, etc.), the chosen industry and its market context (supermarkets, local commerce, e-commerce) and the service to a targeted user (elderly, illiterate, children, etc.).

## SCHEDULE

To give flexibility to the participating schools, the project is spread over a year and a half. The student projects should be conceived and produced sometime between February 2016 and June 2017. We hope you and your students will find interest in participating in this new challenge.

## 2ND EDITION

In 2014 the first Packplay edition gathered the work of 9 universities around the world. More than 150 packaging prototypes were exhibited at the Design Centre in Montreal. A book was also produced and the event had a great media exposure.

[Download Packplay 2014 book \(pdf\)](#)

[Visit Packplay 2014 website](#)

[Visit Packaging UQAM](#)

## THE CATEGORIES

Projects may focus on one or more of the proposed criteria

### CATEGORY 1 | SUPPLY

- Choice of materials
- Integration of recycled content
- Certifications and traceability

### CATEGORY 1 | THE COUPLE: PRODUCT + PACKAGING

- Ratio packaging / product (mass and volume)
- Formating and filling
- Reduction of losses and inefficiencies (materials, water and energy)
- Transportation and distribution (secondary and tertiary packaging) - from factory to store
- Service to a targeted user (consumer's experience) (baby, children, elderly, physical limitations)

### CATEGORY 3 | GRAPHIC COMMUNICATION

- Sorting and recycling instructions
- Environmental certifications and self-declarations (traceability)
- Relevant and necessary information (instructions, nutritional charter, ingredients, dosage, etc.)
- Association with a cause or taking a stance
- Brand image
- Start up and marketing
- Communication or differentiation specific to a need (Braille, language barrier, universality, etc.)

### CATEGORY 4 | END OF LIFE

- Reusability
- Recyclability
- Compostability
- Transformation (2nd life that is different from the first)
- Other

## HOW TO ENTER

Packplay 2 is a competition open to all colleges and universities that teach packaging design, whether graphic design, industrial design programs, engineering or other.

Submissions can be done in two ways.

### 1. Schools and Universities (School's Participation Form)

A group of students supervised by a teacher. The projects will be done in a specific workshop, seminar or in a standard packaging course enabling all students to participate in the contest. The registration form should be filled by the teacher and returned to Packplay 2 (UQAM).

### 2. Individual Entry

Packaging design student from non-participating school can also submit projects directly with the Entry Form at this address : <http://www.packplay.ca/entry.html>  
The individual entry don't have to fill the School's Participation Form.

## SUBMITTING PROJECTS

Once your project is completed, you must follow the following steps

### 1. Online Entry Form

Fill out the Entry Form at the following address : <http://www.packplay.ca/entry.html>

The registration period is from March 1st 2016 to June 1st 2017

This long period provides more opportunities for participating schools to include and integrate Packplay 2 as part of a workshop, seminar or course.

Each online entry form must be completed to qualify for the contest.

- a. Student's Information
- b. School's Information
- c. Professor's information
- d. Project text description (500 words maximum)
- e. One or two good quality photos will accompany the online Entry Form (RGB mode, JGP format, 1000px1000px).

### 2. Prototype (mandatory)

The final prototype must be sent before Mai 2017 to the following address:

**Packplay 2 / Sylvain Allard, professor / École de design de l'UQAM**  
1440 Sanguinet, Suite DE2220, Montreal, Quebec, CANADA H2G 2L1

**IMPORTANT : No prototype will be return to sender. Packplay gives itself the right to exclude a prototype which would not have a sufficient level of quality to be presented at the exhibition Packplay 2.**

## JURY

An international evaluation committee (jury) will be set up by professor Allard between February and June 2016. Each participating school will offer three jury members. The projects evaluation by the jury will be conducted using web interface (project description, photos) and an evaluation grid will be provided to the jury. Single participants that are not part of participating schools can not proposes the jury but will be evaluated on the same criteria and the same rigor.

## TERMS AND CONDITIONS

1. By participating in the contest, the winners authorize UQAM's École de design and Éco Entreprises Québec to use, as required, their name, photograph, city of residence, voice recording or likeness for advertising, promotional or information purposes without compensation of any kind. The winners agree to sign, prior to receiving their prize, a liability release form in that regard.
2. By participating or trying to participate in the contest:
  - a) The winners agree to hold UQAM's École de design and Éco Entreprises Québec, their employees, officers, managers, representatives and mandataries harmless from any and all liability for damages and claims of any kind whatsoever they may suffer following their participation or attempt to participate in the contest, or their acceptance and use of the prize.
  - b) The winners agree to the terms of the contest rules as well as to abide by and be bound by them and all decisions UQAM's École de design and Éco Entreprises Québec may make with regard to any aspect of the contest.
  - c) The winners agree to the collection, use and distribution of their personal information for the sole purposes of organizing, conducting and completing the contest, provided that UQAM's École de design and Éco Entreprises Québec do not disclose that information to third parties, except to the extent doing so is necessary for organizing and conducting the contest, which includes related advertising.
3. To be completed entry form must include a statement of disclaimer, to use the image and assignment of intellectual property rights.

4. By submitting the entry form, participants grant UQAM's École de design and Éco Entreprises Québec a licence for all publication rights regarding the content of the submitted file and prototype (including, but not limited to, explanatory texts and all photographs of the creation), free of restrictions as to duration, territory, use, display or publication in any format whatsoever that UQAM's École de design and Éco Entreprises Québec may choose as part of only the PackPlay 2 project.

Except for the licence indicated above, copyrights and intellectual property rights to the submitted design remain the exclusive property of the participating creative artist. Any usufruct resulting from the PackPlay 2 project (book sales, admission to the exhibition, etc.) may not be claimed by the participant whose work is displayed or published.

5. UQAM's École de design and Éco Entreprises Québec reserve the right to change, shorten, extend or cancel the contest without incurring any liability whatsoever, particularly in cases of system breakdown, electronic virus or bug, access by non-authorized persons, fraud or any other event or cause outside their control that may alter or compromise the administration, security, fairness or normal functioning of the contest.
6. Related costs that may result from obtaining a prize are the sole responsibility of the winners.
7. All UQAM École de design and Éco Entreprises Québec decisions regarding any part of the contest are final and may not be appealed.
8. Entry forms and prototypes sent in by participants will not be returned to them and thus become the property of UQAM's École de design and Éco Entreprises Québec, who decline all responsibility relating to documents that could be lost, late, destroyed or damaged.
9. The contest, its interpretation, enforcement, application, validity and effects, as well as any resulting dispute will be subject to the laws in force and applicable in the Province of Quebec, Canada. By participating in the contest, participants agree that the courts in the judicial district of Montréal, Province of Quebec, Canada, will have exclusive jurisdiction over any claim or dispute of any kind whatsoever relating to the contest, to the exclusion of all other courts.
10. UQAM's École de design and Éco Entreprises Québec reserve full rights and discretion with regard to the disqualification of a participant in the event that the form submitted was not properly completed or is not understandable, or in the event that another person violates or attempts to violate the contest rules.
11. The design proposals that will be considered plagiarism or contrary to morality or ethics and / or offensive - whether intentionally or not - will be disqualified either before or after the judgment if necessary.

## EVALUATION CRITERIA

The jury will evaluate the works according to the following criteria:

- **The relevance of the approach**  
The packaging is useful and it is an added value to the user's experience.  
It is a response to an identified problem.
- **Clarity of messages** (graphics, information, readability, etc.)  
The graphics are clear. They capture well the user's attention, tell him a story and are informative all along the life cycle of the product and packaging.
- **Justification of the context** (physical location, market, target audience, etc.)  
Packaging is adapted to a well defined and relevant context. It takes into account the specific physical and operational constraints for targeted customers.
- **Understanding of the process and feasibility** (economic, technical, etc.)  
The package proposes a feasible and economically viable solution. The packaging could be replicated on a large scale.

## AWARDS

### **EEQ AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept that responded to a maximum of eco-design criteria and offering the greatest potential for improvement and sustainable applicable in the industry to which it relates. This award will be judged by specialists in Eco Entreprises Québec.

### **BEST OF SHOW AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept with the most votes by the jury for up to competition criteria (supply torque packaging + product, graphic communication and end of life.

### **MATERIALS AND SUPPLIES AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept with the most votes by the jury for the choice and suitability of materials for packaging.

### **COUPLE PACKAGING-PRODUCT AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept with the most votes by the jury for greater relevance between the product and the packaging.

### **GRAPHICS AND COMMUNICATION AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept with the most votes by the jury for the quality of the graphics and clarity of message.

### **END OF LIFE AND RECYCLING AWARD | PACKPLAY 2** (trophy)

This award recognizes the concept with the most votes by the jury for best end of life Packaging.

### **OUT OF THE BOX AWARD | PACKPLAY 2** (trophy)

This award recognizes creativity, boldness, innovation, vision and uniqueness of the approach.

## MENTIONS

### **BEST DESIGN ECO-INFORMATION | PACKPLAY 2** (certificate)

### **BEST DESIGN ECO-BRAND | PACKPLAY 2** (certificate)

### **BEST GRAPHIC DESIGN | PACKPLAY 2** (certificate)

### **BEST FUNCTIONAL DESIGN | PACKPLAY 2** (certificate)

### **BEST OF OPTIMIZING MATERIALS DESIGN | PACKPLAY 2** (certificate)

### **BEST DESIGN FOR THE USER | PACKPLAY 2** (certificate)

### **PACKAGING UQAM FAVORITES | PACKPLAY 2** (official letters)

The award ceremony will take place and mention at the ceremony scheduled for autumn 2017.  
Date and place to be confirmed.

## ABOUT



### Sylvain Allard | professeur | UQAM

Sylvain Allard teaches at the Université du Québec à Montréal. A Concordia University graduate, he has worked in graphic design for over 25 years and has taught since 1994. He joined UQAM in 2003. He teaches packaging design as communication media and user interface in the graphic design program. His Packaging UQAM blog not only focuses on research and innovation, but also highlights his students' forward-thinking concepts. Professor Allard frequently conducts lectures and workshops around the world.



### Éco Entreprises Québec

ÉEQ is a private non-profit organization that represents companies who put containers, packaging and printed matter on Quebec's market and finance municipal curbside recycling services. Beyond that financial role, ÉEQ also endeavours to optimize the system by devising initiatives and projects in cooperation with municipalities, sorting centres, conditioners, and other stakeholders in the system. Over the past five (5) years, ÉEQ has developed ecodesign initiatives to raise awareness, inform and guide companies in their efforts. ÉEQ is proud to renew its ties with Sylvain Allard, graphics professor at UQAM, for the 2017 edition of Packplay 2. This promising project will stimulate innovation beyond our borders, provide a showcase on innovative packaging and create a reference document for ecodesign packaging

## INFORMATION

For more information, please contact us at the following coordinates:

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