

PAC SUSTAINABLE PACKAGING STUDENT DESIGN COMPETITION 2010-2011

Competition Rules and Guidelines

A. What is the Student Design Competition?

PAC – The Packaging Association, Wal-Mart Canada Corporation (“**Wal-Mart**”) and Unilever Canada Inc. (“**Unilever**”) (collectively, the “**Sponsoring Companies**”) are challenging students to create a sustainable package design for a 133g container of Knorr Sidekicks (the “**Product Design**”) and its retail ready packaging to contain 12 x 133g containers (the “**Package Design**”), the Package Design and the Product Design collectively referred to as the “**Competition Design**” (the foregoing being the “**Competition**”).

B. Who is eligible?

All Ontario students enrolled in a Ontario College or University (the “**Institution(s)**”) are eligible to enter the Competition (the “**Entrant**”). A maximum of five Entries (as defined herein) are allowed per Institution as decided by the Institution in its sole discretion.

All Entrants must be at least 18 years of age or older. Agents, representatives, employees and their respective immediate family members (defined as parents, siblings, children and spouses, regardless of where they reside) and their respective household members of the Sponsoring Companies are ineligible to enter the Competition.

C. What is the entry procedure?

Entries must include the following documents and materials:

- (a) one (1) three-dimensional (“**3D**”) mock up of the Product Design;
- (b) one (1) 3D mock up of the Package Design (including twelve (12) containers of the Product);
- (c) five (5) copies of the design rationale (the “**Design Rationale**”), which Design Rationale shall not exceed five hundred (500) words;
- (d) one (1) copy of the Entrant’s Design or Packaging related program overview, such program overview to be issued by and in a form approved by the Entrant’s Institution;
- and (e) one (1) copy of the completed Competition entry form (the “**Entry Form**”), which is available at www.pac.ca. (the “**Entry**”)

Entrants must send their completed Entry to the person at their Institution responsible for co-ordinating this Competition (the “**Institution Co-ordinator**”) for submission to:

PAC – The Packaging Association
1 Concorde Gate, Suite 607
Toronto, ON M3C 3N6
Contact: Lisa Abraham, National Events Coordinator
Tel: (416) 490-7860 ext.213
Fax: (416) 490-7844
E-mail: labraham@pac.ca

To be eligible, Entries must be received by 5:00 PM EDT on April 29, 2011. All Entries

which are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules and Guidelines may be disqualified by the Sponsoring Companies or the judges. The Sponsoring Companies take no responsibility for lost, misdirected, late or destroyed entries, or for typographical or other production or distribution errors.

Entrants are limited to one Entry, whether a collaborative submission with another Entrant or an independent submission.

D. Prizes

The winning Entry will receive CDN\$3,000 (the "**First Place Prize**"). The first runner-up will receive CDN\$2,000 (the "**Second Place Prize**") and the second runner-up will receive CDN\$1,000 (the "**Third Place Prize**") (collectively, the "**Prizes**"). Where more than one Entrant participated on a single Entry, the respective prize will be shared equally by the collaborating Entrants.

Prizes must be accepted as awarded and may not be transferred or assigned. The Sponsoring Companies' rulings are final and without appeal in all matters related to the awarding of the Prizes.

Each Participating Institution will receive a financial grant of CDN\$400 per participating Institution or a 2011/2012 PAC Membership. A participating Institution means the named Institution of the Entrant. Each participating Institution is only eligible for a single financial grant of CDN\$400 or a 2011/2012 PAC Membership regardless of the number of eligible or winning Entries.

E. What are the guidelines for the 3D mock ups of the Competition Design?

The 3D mock ups submitted by Entrants must be a new original work, specifically created for this Competition. There are no size restrictions with regard to the scale of the 3D mock up of the Package Design.

F. The Preliminary Round – How and when will the Student Design Finalists Be Selected?

The adjudication process will take place in May 2011. A minimum of three jury members, of which PAC, Unilever and Wal-Mart have respectively each selected one qualified jury member who will judge all eligible entries based only on the submitted materials and entry forms. Each jury member will independently review the eligible Entries submitted by the Entrants and select one winner, a first-runner up and a second runner-up from each participating Institution based on the Judging Criteria. Then the jury as a whole will determine which Entry will be the Finalist for that participating Institution. The Finalists from each participating Institution will advance to the Finals but the judges may decide that a second Finalist from a participating Institution may also be selected to advance if their score is equal to or better than a Finalist from another participating Institution. The jurors' lists of Finalists will be forwarded to PAC, who will announce the Finalists to the entrants no later than June 1, 2011.

G. The Final Round – How and when will the Student Design Competition Winners Be Selected?

The adjudication process will take place on June 23, 2011. A minimum of three jury members, of which PAC, Unilever and Wal-Mart have respectively each selected one qualified jury member will judge all eligible entries. The judges used in the preliminary round may or may not be the judges in the final round dependant upon their availability. It will be at the discretion of PAC, Unilever and Walmart to determine who the judges will be for the final round.

All Finalists must participate in the final round selection judging and present their Entry orally to the jury members to be eligible to win. Failure of at least one member of a Finalist team to attend the final judging round will render the Finalist ineligible for any award. The Sponsoring Companies at their sole discretion may assist Finalists in defraying the costs for the reasonable transportation of the Finalists to the Finals in the event such Finalists live more than 100 km from Toronto.

Each of the Finalists (individual or team) will personally present their entry during a prescheduled 15 minute time slot on June 23, 2011 from 8:00 am to 12:00 noon in Toronto, Ontario. The final schedule will be set between June 1 and June 15, 2011. Each jury member will independently review the eligible Finalist Entries submitted by the Finalists and select one winner, a first-runner up and a second runner-up based on the Judging Criteria. The jury members collectively will review all Finalists Entries and decide who will be the winner, first runner up and second runner up. The jurors' lists will be forwarded to PAC, who will tabulate the results and announce the winners between 12:00 noon and 5:00 pm on June 23, 2011. The final judging and awards will take place on June 23, 2011.

H. The jury members will review the eligible Entries against the following criteria (the relative weight that the criteria is given is noted in brackets) ("Judging Criteria"). A detailed explanation of the criteria is available at: **[50%]**
<http://sustainablepackaging.org/uploads/Documents/Definition%20of%20Sustainable%20Packaging.pdf>

1. Is the Competition Design beneficial, safe and healthy for individuals and communities throughout its life cycle **[10%]**.
2. Innovation – Does the Competition Design meet market criteria for performance and cost
 - Maximizes the retail-ready design to boost in-store labour efficiency
 - Maximizes the retail-ready design to boost in-store sales
 - Maximizes on shelf visibility – primary & secondary packages working together
 - Minimizes the retail-ready material content
 - Minimizes the cost of the package
 - Maximizes product protection
3. Maximizes the use of renewable or recycled materials **[10%]**
4. Physically designed to optimize materials and energy
 - Maximizes product / package ratio **[10%]**
 - Maximizes cube utilization **[10%]**
5. Package can be effectively recovered and utilized in biological and/or industrial cradle to cradle cycles **[10%]**.

All decisions regarding the Competition and the selection of Finalists and winners remain with the

Sponsoring Companies and are final and without appeal. Competition Designs that are not original creations of the Entrant submitting them, or which are illegal, defamatory or in any way obscene, all as determined by the Sponsoring Companies, will be disqualified. All Entries become property of the Sponsoring Companies and none will be returned.

The odds of winning depend on the number and design quality of eligible Entries received as assessed by the jury members applying the criteria described above. The Sponsoring Companies reserve the right to cancel, suspend or terminate the Competition for any or no reason, including in the event that no eligible Entries or an insufficient number of eligible Entries are received, or in the event that in the collective opinion of the jury members and the Sponsoring Companies, none of the eligible Entries received satisfy the above criteria.

I. Preliminary Round – How will I know if I've been selected as a Finalist?

Starting May 2011, attempts will be made to contact the Institution coordinator regarding Entrants eligible as Finalists at the telephone numbers provided on their respective Entry Forms for a period of 10 working days. If an Institution coordinator of a selected Finalist cannot be contacted within the allotted time that Entrant will no longer be eligible to be a Finalist and the next eligible Entrant will be contacted. The procedure outlined above will be followed until the Finalists have all been selected.

J. Final Round – How will I know if I've won?

If the Finalists attend the final judging and they win first, second or third prize in the final judging, they or their designated recipient can pick up their award at the presentation event.

K. Entrants eligible for a First, Second or Third Place Prize will be required to return a signed release and acknowledgement form before being declared a winner, confirming compliance with the Competition Rules and Guidelines and releasing the Sponsoring Companies from any liability in respect of the Prizes.

By entering into this Competition, Entrants expressly consent to the collection, use and disclosure of the personal information submitted with their Entries by the Sponsoring Companies, their respective agents and/or representatives only for the purpose of administering the Competition and in accordance with the respective privacy policies of the Sponsoring Companies unless an Entrant otherwise agrees. For greater certainty, each Entrant consents to the use of his/her Entry, name, address and/or photograph, likeness, voice or statements in any publicity carried out by the Sponsoring Companies and/or their respective advertising agencies, without further notice or compensation from or liability to the Sponsoring Companies. Further, all entrants will be required to certify in the release and acknowledgment form referred to above that their Entries constitute their own, new, original unpublished works, and agree that Wal-Mart and Unilever shall be the co-owners of all rights worldwide in any new design, concept, shape or trade dress, or

other intellectual property rights (including copyright), know-how or proprietary information (whether patentable or otherwise) created or produced by the winners as part of their Entries into the Competition and such winners agree to assign all copyright and waive all moral rights in and to such works in favour of Wal-Mart and Unilever, and agree to sign any reasonable additional documentation giving effect to this acknowledgment of ownership.

No correspondence will be entered into except with selected entrants.

L. Anything else I need to know?

This Competition will be run in accordance with these Rules and Guidelines, subject to amendment by the Sponsoring Companies. The Sponsoring Companies may withdraw, terminate or modify all or part of this Competition at any time in the event of production, printing, technical failure or corruption, tampering, unauthorized intervention, fraud or other unanticipated problems or irregularities, or mistakes of any nature whatsoever not directly caused by the Sponsoring Companies which in the collective opinion of the Sponsoring Companies affect the administration, security, fairness, integrity or proper conduct of this Competition, or the odds of winning. Entrants must comply with these Rules and Guidelines, and will be deemed to have received and understood the Rules and Guidelines if they participate in the Competition.

The terms of this Competition, as set out in these Rules and Guidelines, are not subject to amendment or counter-offer, except as set out herein.