

CONTEST RULES

Get Smart (in) Packaging Awards and Greener Packaging Awards



1. Organisation

The Get Smart (in) Packaging and Greener Packaging Awards are organised by Verpakking & Labelmagazine, Raketstraat 50 box 3, 1130 Brussels, Fost Plus, Olympiadenlaan 2, 1140 Brussels and Valipac, Koningin Astridlaan 59A box 11, 1780 Wemmel. The intellectual property rights belong to Roularta Media Group NV, Meiboomlaan 33, 8800 Roeselare, which shares these in their entirety with Fost Plus and Valipac, hereinafter referred to as 'the organisation'.

2. Contest description

The principle behind the Get Smart (in) Packaging Awards and the Greener Packaging Awards is to feature one or more packaging types selected by a jury of experts, based on the sustainable packaging solution they represent and because they align with the circular-economy mindset.

This prize is awarded every two years and aims – first and foremost – to be a source of inspiration and innovation to any sector in which packaging is used. What's more, the award highlights the ecological and economic efforts of the packaging industry.

3. Contest schedule

3.1. Entry conditions

The contest is open to brand owners, designers and packaging producers that are commercially active in Belgium. Packaging not only refers to primary packaging, but also to secondary (e.g., outside cardboard packaging) and tertiary (e.g., wrapping film, pallet) packaging.

All packaging, design and technology entries must be commercially available on the Belgian market. The product entries must be innovative and new. That means they should not have appeared on the market prior to 1 July 2017. Previously launched products are not eligible. Launched means that the products are actually sold, not merely displayed at a trade fair or event.

Each entry must be submitted using the online application file on the website www.getsmartinpackaging.be.

Only applications submitted before 30 June 2019 will be considered.

Three copies of the packaging in question per category must be sent to the recipient 'GET SMART (IN) PACKAGING AWARDS' by post or courier to the following address (no document or packaging whatsoever will be returned to the applicant after the procedure):

Fost Plus
Attn: Nicolas Egri
Olympiadenlaan 2
1140 Brussels

For non-perishable products, samples must be received by no later than 30 June 2019. For perishable products, the final submission deadline is 31 July 2019.

All documents submitted by a candidate will be checked by the technical jury to ensure that the requested information has been provided correctly and is in accordance with these regulations. Applications failing to satisfy the conditions will not be submitted to the jury.

3.2. Price categories

During the assessment of the product entries by the jury, this assessment will be based on excellence relating to one or more evaluation criteria.

Products participating in the Get Smart (in) Packaging Awards may be entered in the following categories:

- On-the-Go - Convenience Food
- Home use - any products used at home: food, cosmetics, household maintenance, pharmaceuticals, electronics, etc.
- E-commerce - specifically developed for E-commerce
- B2B - industrial packaging, bulk packaging, IBC, etc.
- Innovative packaging machines - energy consumption, speed, quality, etc.

For the 'Greener Packaging Awards', the most sustainable packaging will be selected from all entries submitted:

- One household packaging
- One industrial packaging

3.3. Selection criteria

The jury will apply the following selection criteria to assess the projects:

Evaluation criteria	Subdivision of evaluation criteria
Circularity/Sustainability	LCA study (CO2, water, energy) - as evidenced by certification documents, etc.
	Design facilitates sorting and recycling (shape, compatible materials)
	Use of recycled material
	Recyclability: packaging designed to integrate into an existing recycling stream
	Replacement of single-use packaging by reusable packaging (demonstrable)
	Prevention of product waste (dosing function / complete emptying of packaging, etc.)
	Reduction of energy consumption/water consumption during the production process (green energy, water purification, new energy saving technologies using less energy, reduction of industrial waste, etc.)

Innovative character	New packaging with a distinctly innovative character
	Creative use of materials that are easy to recycle as a whole or as separate disassembled components
	Creative design that contributes to the commercial success of the product
	WOW factor (exceptionally impressive packaging, either in terms of quality or design)
	Use of new materials or production technologies
Functionality	Design popular among users due to its user-friendliness (opening, handling, etc.)
	Innovative design/material that contributes to the protection of the product (during transport, use, etc.)
	Innovative design/material that contributes to the preservation of the product (hygiene, shelf life, etc.)
Logistics	Optimisation of the transport configuration (more product per pallet, smart use of secondary and tertiary packaging materials, etc.)
	Smart packaging solutions intended to reduce mobility problems
Communication	Sustainability as a corporate culture (charter, etc.) – documentary evidence.
	The user receives additional information on the packaging via clear pictograms, text, or smartphones (QR code, NFC, etc.). Extra information can be: legal information, proper sorting, lifestyle, games, etc.
	(Interactive) Website with additional information about product, packaging. Additional information may include: legal information, proper sorting, lifestyle, games, etc.
	Total packaging concept (shape, graphic design, etc.) is used to convince consumers of the product's quality or qualities.
	Additional efforts to facilitate society with sorting, recycling (organisation of info sessions, litter collection campaigns, etc.)

3.4. Selection procedure

The jury will select the nominees and a single laureate from each category by consensus and according to the aforementioned criteria. Should the number and quality of the entries not be sufficient for a certain category, then there is a possibility that no nominees will be chosen.

Where there is no consensus among the members of the jury, a vote will be organised to determine the nominees and the laureates. In the event of a tie, the president of the jury shall cast the deciding vote.

The jury shall specify three nominees for each award category. The winner of each award category will be selected from among the nominees.

3.5. Awards

During the awards ceremony that will take place in Mechelen on 23 October 2019, nominees will be awarded a certificate and laureates will be awarded a trophy.

The selected packaging will be exhibited at the EMPACK packaging trade fair in Brussels in October 2020.

The nominees and the laureate can print the Get Smart (in) Packaging Awards / Greener Packaging Awards 'winning' or 'nominated' logo on their packaging, depending on which applies.

Moreover, the **laureates** are entitled to media attention through the following channels:

- Editorial in Verpakking & Labelmagazine / Emballages et Etiquettes Magazine of November 2019
- Particular attention in Trends and Trends Tendence in November 2019

Specifically for the Greener Packaging Awards winners:

- Editorial in the BECI's Green e-newsletter of November 2019
- Editorial in De Vlaamse Ondernemer of November 2019
- Editorial in Dynamisme Wallon of November 2019
- Editorial in KMO-Insider of November 2019
- Editorial in VOKA-Ondernemers of November 2019
- A 3-minute video broadcast on the various channels of the organisation (with winners' broadcasting rights).

3.6. Jury

Before the jury meets, a technical committee will submit its opinion on the entries. Next, the jury will select the nominees and laureates by consensus and based upon the stated criteria. Depending on the quantity and quality of the entries, there is a possibility that no nominees will be nominated for a certain category.

A jury has been assembled specifically for this contest. It is composed of:

Public authority representatives

- The Walloon Region
- The Brussels-Capital Region
- The Flemish Region
- The Interregional Packaging Commission

Academic community representatives

- Hasselt University VerpakkingsCentrum [Packaging Technology Center]
- Pack4Food
- RDC Environment
- CO2Logic

Packaging sector representatives

- The Belgian Packaging Institute
- Valipac
- Fost Plus
- Verpakking & Labelmagazine

Trade federation representatives

- FEVIA
- COMEOS
- DETIC
- AGORIA

Environmental association representatives

- écoconso

The Technical Committee will be made up of the following members:

- Marleen Calcoen – The Belgian Packaging Institute
- Nicolas Egri – Fost Plus
- Filip Vangeel – Valipac
- Cédric Slegers – Go4Circle
- Erik Kruisselbrink – Verpakking & Labelmagazine
- Peter Ragaert – Pack4Food
- Roos Peeters – Hasselt University VerpakkingsCentrum
- Liesje De Schamphelaire – Fevia
- Géraldine Verwilghen – Comeos
- Frédérick Warzée – Detic

Marleen Calcoen will chair the Technical Committee.

4. Exclusion of entry applications

Any entry submitted after the final entry date stipulated in Article 3.1 will automatically be excluded from participation in the contest.

Entries may also be dismissed based on the following circumstances:

- absence of one of the documents required for the entry submission
- Specifically for the Greener Packaging Awards: any company failing to satisfy its legal obligations regarding packaging as laid down in the Cooperation Agreement.

Intellectual property

The companies having submitted a file for a specific product, guarantee their ownership of this concept and/or the brand in question.

The Get Smart (in) Packaging and Greener Packaging Awards jury reserves the right, where necessary, to exclude any candidate who only partially or fails entirely to comply with the guidelines of these regulations.

5. General provisions

5.1. Communication

Fost Plus and Valipac reserve the right to refer to candidates in a number of publications (websites getmartinpackaging.be, greenerpackaging.be, fostplus.be, preventpack.be, valipac.be).

The nominees and laureates undertake not to provide any information concerning their awards to the press or the public prior to the awards ceremony.

After this date, the nominees and laureates are permitted to mention their award in all their communications, provided that this be done ethically and responsibly. A logo will be made available to them.

5.2. Confidentiality

The members of the jury undertake to regard all contents of the files submitted in the context of this contest as strictly confidential and may not, without the prior written consent of the candidate in question, communicate or divulge any general or partial information of these studies to third parties, be they private or public.

5.3. Acceptance of the rules and regulations

By sending in and submitting an entry or entries, the candidate acknowledges to have read and understood all the provisions of the current contest's rules and regulations in advance and agrees to all clauses, obligations and conditions.

5.4. Contest cancellation

The organisation reserves the right to cancel the contest in whole or in part should the number or quality of projects submitted be considered insufficient by the jury.

6. Contact

All questions concerning the competition should be addressed to the contest manager, who acts as secretary of both the technical committee and the jury. Nicolas Egri is responsible for managing this contest: nicolas.egri@fostplus.be

All requests for documents and information must be sent to him by e-mail.