



## Design Speak Out 2026

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### THE BRIEFS

#### The theme “Design that Understands, Design that Connects”

We believe in the new generation—the driving force behind **Design that Understands, Design that Connects**—where creativity begins with deep empathy for customers and consumers, transforming insights into solutions that create meaningful connections between brands and people.

We are committed to empowering this new generation to co-create value with businesses through **Design that Understands, Design that Connects**, working collaboratively with partners and customers to achieve sustainable growth and shared success.

#### Participants will participate in

- 2-days bootcamp, a hands-on workshop aimed at equipping participants with the skills and techniques needed, focusing on key aspects of packaging and product design, from concept development to final execution.
- Upon completion of the bootcamp, participants will apply their skills in a design challenge. The finalists will be selected based on their performance and will have the opportunity to receive a cash prize and certificate.
- The design challenge will primarily focus on festive packaging, prioritizing paper-based materials, and product design for Duy Tan’s plastic food container.

#### ELIGIBILITY

- This bootcamp is only available to students aged 17 to 25, who are not older than 25 on the last day of submission.
- Must be residents of Vietnam or students of educational institutions, colleges, or universities in Vietnam only.
- Applicants may apply as an individual or as a team of 3 members from the same or different universities. During the program, each team can reduce the number of team members but cannot change or increase the number of team members.

#### REGISTRATION STEPS

- Register online at <https://thechallenge.scgpackaging.com/vn/speakout-vn> from 11<sup>th</sup> May 2026 to 10<sup>th</sup> June 2026, with a deadline of 5.00 p.m. (GMT+7).

## **KEY DATES**

**11<sup>th</sup> May– 10<sup>th</sup> June 2026, with a deadline of 5.00 p.m. (GMT+7).**

**Registration for Students:** Any students interested in participating in the program are invited to register online.

**15<sup>th</sup> June 2026**

**Announcement of Results:** The results, listing the maximum 75 selected individuals, will be announced by the Student Cultural House of Ho Chi Minh City. The 75 selected participants will be equally divided into two categories: 45 for Packaging Design and 30 for Product Design.

**20<sup>th</sup> – 21<sup>st</sup> June 2026**

**Bootcamp and Design Challenge:**

- The shortlisted individuals and teams will participate in a two-day bootcamp, where they will acquire knowledge and skills from expert gurus in marketing, packaging and product design.
- Following the bootcamp, participants will apply their expertise in a design challenge. Based on their performance, 12 teams selected from 2 categories (7 teams from Packaging Design and 5 teams from Product Design) of contest will be selected as finalists to proceed to the final round on July 9<sup>th</sup> 2026.

**9<sup>th</sup> July 2026**

**Final Round:** The 12 finalist teams will deliver a 3-minute presentation on stage, along with presenting their product mock-up<sup>1</sup>. The judges/committees will then announce the winner.

**Remark:**

<sup>1</sup>Product mock-up: Students are required to prepare a full-scale model. There are no material restrictions, as this is a mock-up rather than a functional prototype. Students may use any suitable approach such as 3D printing, foam modeling, or paper models.

## **AWARDS**

- All participants who join the 2-day bootcamp will receive a printed certificate issued by all organizing partners to acknowledge their participation in the program.
- Final round:
  - The Best of Challenge Award (1 award/category): The highest-scoring team will be awarded a cash prize of VND 24 Million and a framed certificate.
  - Runner-Up award (1 award/ category): The team ranked second in each category will be awarded a cash prize of VND 12 Million and a framed certificate.

- Honorable Mentions (3-5 awards/ category): The teams ranked 3<sup>th</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> highest scores of each category will receive VND 4 Million and a framed certificate.

## **RULES & REGULATIONS**

1. Applicants of the program undertake to provide real and true information. In case of providing false information or failure by the applicants to fulfill the obligations under these rules, the applicants will be disqualified.
2. Applicants must be the creator of the work that they submit to the Design Challenge. All submitted work must reflect the applicant's original concept and must not replicate or infringe upon any copyrighted material. A matter of the workpiece must not contain content that provokes conflict in society. Upon submitting their work to this design challenge, they are solely responsible for any infringement on copyrighted materials and guarantee their work has never been through any contests before. If the committee finds out they infringe upon these rules, the applicants will be disqualified and SCGP will have the right to take back all the prizes. Thus, applicants agree to compensate the organizer if the organizer incurs a loss as a result.
3. Applicants are permitted to use AI tools to generate images of their workpieces or visualize their ideas. However, AI cannot be used to generate the core idea or concept itself.
4. Applicants agree to give copyright ownership to SCGP and grant SCGP the right to use the materials submitted to be used for commercial activities and to be used to promote the projects participating in it.
5. All workpieces created during the program will become the exclusive copyright of the company. The company reserves the right to alter, duplicate, and use the work for commercial purposes.
6. All 60 selected participants are required to attend both days of the bootcamp. Failure to attend both sessions will result in ineligibility to receive the certificate. In the event of any accident or emergency, the program organizer shall be informed by applicants for further consideration.
7. By participating in the program, applicants agree to be bound by the rules and regulations of the program. The referee's decision is final and may not be subject to any discussions or correspondence.
8. Applicants acting by will, allow SCGP to transfer personal information such as user name, address, and email address (the information above refers to "User" afterward) to SCGP and/or an authorized representative. Applicants grant an agreement to SCGP to record, process and store the information above only as necessary to ensure the safety policy of SCGP.

More information can be found in the SCG Policy at  
<https://www.scgpackaging.com/en/privacy-notice>

*Remark: The Design Speak Out 2026 design challenge in Thailand and Vietnam are separate competitions, each with its own eligibility criteria and rules.*