



SCGP Packaging Speak Out 2023

Speak out to the world with packaging design
under the idea of **Possibilities for the Betterment**
A packaging design contest for the young generation
who aim to take the bar of the world and the environment to a new height for a better living

THE BRIEFS

A platform for the Generation Z to revolutionize quality of life through design

Packaging for Seniors

If you want to amplify your thoughts, this is your stage to make it happen

[The details of the SCGP Packaging Speak Out 2023](#)

1. The **“Possibilities for the Betterment”** design means
 - A better packaging design for consumers that caters to the usage behavior of the target groups that varies according to lifestyles or physical conditions to ensure easier way of life, convenience and quality of life; and
 - A better packaging design for earth that strives to achieve an efficient consumption of resource across steps and increase a use of recyclable materials or items that accommodate recycling process while maintaining the same standard quality of packaging.
2. **The Senior** means
 - people over 60 years of age according to the definition by the United Nations.
3. The participants can submit packaging designs from the following industries.
 - Fresh, ready-to-eat, and processed foods, including agricultural products such as fresh fruits and vegetables, grains, seafood, frozen meals, and snacks
 - E-commerce business
 - Food and product delivery service, as well as take away service
 - Beverages
 - Consumer goods
 - Electrical and electronic appliance
 - Clothing, textiles and shoes

- Furniture
- EXCEPT for illegal goods

4. Design packaging made of paper, plastic, or combination of paper and plastic.

Note: The SCGP Packaging Speak Out 2023 will take place in Thailand and Vietnam with the different conditions apply.

ELIGIBILITY & RULES

- This contest is only available to students aged 17 to 25, who are not older than 25 on the last day of submission.
- No restrictions on gender or nationality
- Applicants may apply as a group of 1-3 members from the same or different universities. During the contest, each team can reduce the number of team members but cannot change or increase the number of team members.
- Applicants can apply on behalf of more than one team.

SUBMISSION REQUIREMENTS

- Each team may submit more than one workpiece submission in the SCGP Packaging Speak Out 2023 – Thailand contest, and there is no limit to the number of workpiece submissions.
- Register a team of applicants and submit all workpieces online at <https://thechallenge.scgpackaging.com/th/speakout2023> between 19th July and 7th September 2023, with a deadline of 5.00 p.m. (GMT+7).
- Workpiece submission details
 - **(Required)** The image that to be displayed as a cover photo on the website, image size 1280x720 px (Horizontal), resolution 72 dpi, file extension JPG or PNG, maximum size 5 MB, quantity 1 image.
 - **(Required)** Workpiece description in Thai, along with English.
 - **(Require at least 1 image, in case of having only one image, applicants can use cover image according to the image size and the details of the workpiece specified as follows)**
Workpiece requirements: image size 1280x720 px (horizontal), resolution 72 dpi, file extension JPG or PNG, maximum size 5 MB, quantity 1 – 5 images.
 - **(Optional)** YouTube link of video presentation with no longer than 1.30 minutes.
- The preparation of the 10 finalist teams
 - **(Optional)** Arrange a design consultation session with SCGP designers from 21st–22nd September, 2023, according to the staff's scheduling

- **(Required)** Develop design to present in the final. Prepare slides for a stage presentation and submit an A2 size presentation file to be used for the final round's exhibition.
- **(Required)** To support the presentation and exhibitions in the final, create a mock-up of the workpiece in the actual proportion (1:1).
- If the final presentation is converted to an online seminar, finalist teams must provide a video presentation of mock-up.

KEY DATES

19th July – 7th September, 2023 (The deadline is at 5:00 p.m. GMT+7)

Register and submit the workpiece online

14th September, 2023

The results of the 10 finalist teams will be announced on the website.

21st – 22nd September, 2023

The 10 finalist teams make an appointment with an SCGP designer for an online design consultation session.

7th October 2023

The final round of SCGP Packaging Speak Out 2023 - Thailand. Each 10 finalist teams will deliver a 5-minute presentation on the stage and the committees will announce the winner.

JUDGING CRITERIAS

1. Creativity and Design Concept - (30 points)

- Design concept should creatively and exceptionally convey the message of "Packaging for Seniors".
- Align with the concept of Possibilities for the Betterment.

2. Functionality - (25 points)

- Packaging design must be practical for manufacturing, easy, and convenient for a consumer
- Packaging must be relevant to the product, to have a suitable packing, adequately to protect the product and provide required statements and information on package.

3. Aesthetic and Customer-centricity - (25 Points)

- Graphic design must contain visual attractiveness and be compatible with the market target you choose.

4. Practicality and Marketability- (20 points)

- Packaging should be designed to be authentically practical for a matter of economy and marketing.

AWARDS

SCGP Packaging Speak Out 2023 – Thailand

::: Finalist Round:::

The Judge's selection of 10 finalists

The top 10 finalists will receive an electronic certificate from SCGP

::: Final Round :::

The Best of Challenge 1 award

The highest-scoring team will receive prize money, 70,000 Baht, and a framed certificate and the right to attend an internship at SCGP during April - July 2024 for all team members.

Runner-Up 1 awards

The team ranked second in the contest will receive prize money, 50,000 Baht, and a framed certificate for all members.

Honorable Mentions 4 awards

The teams ranked third to sixth in the contest will receive prize money of 20,000 Baht each.

Note: Everyone who participates in the competition will receive a certificate from SCGP in the form of an electronic document to confirm their participation in the competition.

Rules & Regulations

1. Applicants of the contest undertake to provide real and true information and a submitted work must be complete as indicated in the application form. 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 contest. Their work must be their original concept and not a copy of anyone else's copyrighted material. A matter of the workpiece must not contain content that provokes conflict in society. Upon submitting their work to this contest, 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 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.
4. 10 selected works in the finalist round will become the copyright of SCGP and be eligible to be altered, duplicated, and copied for commercial purposes.
5. The 10 finalist teams must participate in every session of the contest otherwise applicants will be disqualified. In the event of any accident or emergency, the contest organizer shall be informed by applicants for further consideration.
6. The organizer shall make withhold tax deductions at 5% of applicants' paycheck from the prize money.
7. Upon submitting an application form, applicants agree to be bound by the rules and regulations of the contest. 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/th/privacy-notice>
9. Participants in the team that wins The Best of Challenge award will have the opportunity to join the Internship Program with SCGP from April to July 2024. They are required to notify their intention to participate in the internship with SCGP no later than October 30, 2023.