

Packaging Council of New Zealand (Inc)

2011 Environmental Packaging Awards

Sponsorship Information



Background

The Environmental Packaging Awards were initiated by the Packaging Council of New Zealand in 1999 and are held every two years. The theme for the 2011 Awards is 'on the right track'.

Categories

There are seven categories available for sponsorship in the 2011 Awards. See overleaf for details about each category.

Timing

It is anticipated that the 'Call for Entries' will go out on the **1st March 2011**. The closing date for entries will be the **31st May 2011**.

Gala Dinner & Awards Presentation

The gala dinner and awards presentation evening will be held on the **2nd September 2011** at the Hilton Hotel, Auckland.

The MC for the evening will be the comedian Mike King.

Sponsorship Opportunities

There are two levels of sponsorship available on a first come, first served basis:

- *Category sponsorship: \$5,000 plus GST.* Category sponsors are granted permanent naming rights for the sponsored category in the 2011 Awards and are invited to present the award at the gala dinner. The sponsor's logo is displayed on the Packaging Council's website, the 'Call for Entries' brochure and any promotional literature.
- *Supporting sponsorship: \$2,000 plus GST.* Supporting sponsors have their logo displayed on the Packaging Council's website, the 'Call for Entries' brochure and any promotional literature.

Contact the Packaging Council of New Zealand (Inc) for further information –
pac.nz@packaging.org.nz or call +64 (0)9 271 4044

2011 Environmental Packaging Awards

Categories & Criteria

1. *Conceptual design by a tertiary student*

Summary

This category is directed at young designers at tertiary level only and the designs need not be in commercial production.

Criteria

- Demonstrate consideration of environmental issues and relate these to the concept model.
- Demonstrate how the Codes of Practice influenced the conceptual design.
- The designs need not be in commercial production.

2. *Schools educational programme encouraging reduce/reuse/recycling* **Sponsored by Fonterra**

Summary

This category is for school's educational programmes that encourage the concepts of 'reduce, re-use, recycle'.

Criteria

- Demonstrate how your school has successfully implemented a reduce/reuse/recycling campaign.
- Demonstrate what affect the programme had on student behaviour and school policy.
- Detail new innovative methods of capturing material which communicate the reuse/reduce/recycle message to the school children.

3. *Community education programme* **Sponsored by Kraft Foods**

Summary

This category is particularly targeted at brand-owners and retailers which have, either individually or collectively, undertaken effective public promotion programmes which, through key messages on product or through promotion or media coverage, encourage the consumer to consider, prior to purchase, their role in minimising the environmental impact of packaging.

Criteria

- Demonstrate how your business(es) have partnered with the community to deliver the reduce / reuse / recycling message.
- Define how the product conveys to the consumer disposal messages consistent with recovery programmes.

- Demonstrate packaging which conveys the special association between brand identity and consumer education promoting environmental principles.

4. *Packaging design which incorporates sustainability principles* **Sponsored by Foodstuffs**

Summary

The fundamental purpose of packaging is to prevent more waste than it creates. This category recognises the contribution of packaging as being an integral part of the life cycle of the product and is calling for packaging which demonstrates reduction of the overall environmental impact of the product and/or packaging.

Criteria

- Packaging design which represents a significant advance in technology and/or material usage resulting in reduced environmental impact.
- Materials modification: use of alternative environmentally sustainable raw materials or use of recycled material.
- Aesthetically innovative design which reduces environmental impact.
- Demonstrate how packaging design has reduced environmental impact through enhanced functionality/shelf life (breathable films, oxygen scavengers, modified atmosphere packs, smart labels, etc.) versus a standard packaging format.
- Detail where export markets have influenced packaging design, to lessen environmental impact of product or packaging. Benchmark against standard packaging.

5. *Supply chain influence on packaging systems (providing positive environmental outcomes)*

Summary

This category recognises initiatives where the supply chain influence on packaging systems has provided positive environmental outcomes.

As industry adapts to a more carbon constrained world, many companies are looking to minimise the environmental impact of the whole supply chain, from the producer through to the consumer. This requires taking a complete assessment of the supply chain to maximise transport efficiencies, minimise space and storage requirements - meaning fewer journeys required and less CO₂ emitted - and packaging manufacturers developing new technologies to make packaging lighter, stronger and more energy efficient to produce.

Criteria

- Detail total system advantages in transport efficiency, product protection, distribution gains etc, where it is the entire system which has defined the packaging design and the overall environmental outcome.
- Demonstrate how lifecycle analysis/carbon footprinting across the supply chain has been used to demonstrate and market a positive environmental image for New Zealand products.
- Define gains/losses in primary, secondary and tertiary packaging through supply chain influenced design.
- Detail any smart labelling such as time/temperature indicators and RFID technologies to improve inventory control & prevent wastage.

6. *Excellence in packaging product stewardship programmes*
Sponsored by Aperio

Summary

This category recognises excellence in packaging product stewardship where there has been a strategic intent to reposition the company, product category or brand, by formally engaging in a programme or scheme which could include gaining external accreditation.

Criteria

- Describe how your business has taken product stewardship principles and applied them throughout your organisation.
- Demonstrate how product stewardship has had a positive affect on your business relationships either with suppliers, clients or community initiatives.
- Detail which external programme has been chosen and why and the results of gaining external certification in terms of business impacts.

7. *Employee who has championed environmental issues and driven change*
Sponsored by Lion Nathan National Foods

Summary

This category is for recognition of an employee who has championed environmental issues and driven change within an organisation.

Criteria

- Describe the role this employee has undertaken to implement environmental improvements, e.g. staff involvement, education, incentives etc.
- Describe how this employee mentors & shares learning experiences with colleagues and customers alike.
- Demonstrate how this employee has affected the business.