

Student SUSTAINABILITY Design Awards



Student Sustainability Design Awards 2010 - What's all the fuss about?

The POPAI Australia & New Zealand Student Sustainability Design Awards recognise excellence in sustainable design for retail display. This award can be entered by students currently enrolled in University, TAFE or Tertiary Colleges in Australia.

This program encourages young talent by providing them with real life experience as they respond to a commercial brief.

The competition will be run on an annual basis by the marketing at retail industry association POPAI Australia & New Zealand with students from around Australia submitting their designs and case studies to a brief set each year by a major brand. In 2010 this is PepsiCo Australia & New Zealand.

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REFUSE REDUCE REUSE REPAIR
RECYCLE RE-THINK RE-DESIGN

What is Sustainability?

There are many Interpretations or definitions around “sustainability”.

Sustainable development is development that ‘meets the needs of the present without compromising the ability of future generations to meet their own needs’.

Sustainability relates to the continuity of economic, social, institutional, and environmental aspects of human society, as well as the non-human environment.

Who is Popai?

POPAI (Point of Purchase Advertising International) is a global non profit organisation focused towards Marketing at Retail.

POPAI is a centre of excellence in the sourcing and dissemination of Marketing at Retail information making it a dynamic and successful organisation that operates as a viable business model on behalf of its members.

POPAI provides outstanding opportunities for the development of their members through networking and education, recognising and rewarding excellence in the Marketing at Retail environment.

What is a Point of Purchase (POP) Display?

A tangible structure used to accommodate merchandise or showcase products or services. Traditionally placed or displayed in Retail Outlets.

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Key Date:

Submissions close at 4pm on Friday 14th May 2010. The Winner will be announced by the 4th of June 2010.

What can I win?

Intercad is awarding the winner one 12-month student edition of SolidWorks.

The SolidWorks Education Edition 2009 - 2010 brings the latest in 3D CAD software, SolidWorks Simulation software, and comprehensive courseware to the modern design-engineering curriculum. Intercad is also awarding a 4-day SolidWorks Essentials Training course covering how to use SolidWorks mechanical design automation software to build parametric models of parts and assemblies.

What do I have to do?

STEP 1 From the 15th of March 2010 onwards you can register your intention to enter with POPAI Australia & New Zealand by sending your registration form by email to marketing@popai.com.au. You will receive acknowledgement of your entry as well as the design brief, the logos and product images to assist you in your design process.

STEP 2 You will need to submit a Sustainable design for a fit-for-purpose point of purchase retail display or merchandising unit that not only highlights the brand and works in the retail environment but is a design built around sustainability principals. Students need to submit a short case study looking at the strategy and thinking behind your entry.

Your design will be judged by a panel of industry professionals assembled by POPAI Australia & New Zealand, what better way to have your talent and design skills showcased!

For more details on POPAI and the Student Sustainability Design Awards please contact POPAI at lyns@popai.com.au or call 02 9984 9322

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ABOUT OUR SPONSORS

HERE'S A SNIPPET OF CORPORATE INFORMATION ABOUT THE COMPANIES WHO HAVE MADE THE STUDENT SUSTAINABILITY DESIGN AWARDS 2010 POSSIBLE. YOU MIGHT FIND IT USEFUL WHEN YOU PUT TOGETHER YOUR DESIGN AND CASE STUDY.

intercad

Intercad is Australasia's leading mechanical 3D CAD supplier, founded in 1988 Intercad has a proven track record of selecting and successfully deploying engineering and design technology for the Australasian marketplace. Intercad is located in seven offices around Australia and New Zealand ensuring the best possible backup and support for our customers. Intercad's unique profile in the Australasian design marketplace has resulted in a reputation for excellence as evidenced by the many awards Intercad has received over the years.

Source: www.intercad.com.au



PEPSICO

PepsiCo is a world leader in convenient foods and beverages, with 2005 revenues of more than US\$32 billion and more than 157,000 employees.

The company consists of Frito-Lay North America, PepsiCo Beverages North America, PepsiCo International and Quaker Foods North America. PepsiCo brands are available in nearly 200 countries and territories and generate sales at the retail level of about US\$85 billion.

Many of PepsiCo's brand names are more than 100-years-old, but the corporation is relatively young. PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998 and PepsiCo merged with The Quaker Oats Company, including Gatorade, in 2001.

PepsiCo offers product choices to meet a broad variety of needs and preference - from fun-for-you items to product choices that contribute to healthier lifestyles.

PepsiCo's mission is "To be the world's premier consumer products company focused on convenient foods and beverages. We seek to produce healthy financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. In everything we do, we strive for honesty, fairness and integrity."

Source: www.smiths.com.au

Entry Terms & Conditions

1. These Entry Terms & Conditions are to be read in conjunction with Section 2: 'The Brief' and associated documents accompanying these Entry Terms & Conditions.
2. The competition is not a 'game of chance' and is not open to members of the general public.
3. Entry to the competition is restricted to individuals enrolled in full or part-time study at an Australian University, TAFE or Tertiary College in an Industrial Design or Visual Merchandising Course.
4. Entrants must have the written permission of their tertiary institution to enter this competition.
5. Entries must be the individual work of one student, collaborative entries will not be accepted.
6. Judging will be based on submitted visuals, which must be of good quality for reproduction supported by clear legible instructions for manufacture.
7. Individual units must be able to be manufactured in Australia with a maximum unit production cost of AUD500.00+GST.
8. Entries are restricted to not more than three (3) visuals, one showing the finished unit with stock in visual form (3D perspective) with the other two to show explanatory and working drawings (NOT variations on preliminary sketches).
9. All entries must be forwarded electronically to lyns@popai.com.au on before the Closing Date of the Contest which is 4pm on Friday 14th May 2010. Entries received after that time for whatever reason will be ruled invalid and will not be accepted.
10. In submitting an entry in the Competition, the entrant warrants that the design is their original and individual work and is not the intellectual property (including copyright) property of any other person or entity.
11. It is a condition of entering the competition that the each entrant (except for the winner) assigns to the Promoter all the intellectual property rights, including copyright in their design for use for its commercial purposes and agrees not to object to any such use on the basis of any moral right. Each entrant agrees to do all things that are necessary including completing all documentation which may be necessary to perfect the assignment of copyright. The intellectual property rights of the designs submitted to the Competition (except for the winning design) are deemed to become the property of the Promoter at the point of their submission.
12. It is a condition of entering the competition that the winner assigns to Smiths Snack Food Company all the intellectual property rights, including copyright in the winning design for use for its commercial purposes and agrees not to object to any such use on the basis of any moral right. The winner agrees to do all things that are necessary including completing all documentation which may be necessary to perfect the assignment of copyright. The intellectual property rights in the winning design submitted to the Competition are deemed to become the property of Smiths Snack Food Company (ABN 31 057 976 940) at the time the winner is selected.

13. The winner agrees that Smiths Snack Food Company may use their design for any commercial purpose, including but not limited to the commercial manufacture and use of the design.
14. Smiths Snack Food Company logos trademarks and product images used in the competition remain the property Smiths Snack Food Company (ABN 31 057 976 940) and entrants are granted a limited licence to use Smiths Snack Food Company IP only in the context of this competition. Altering, changing or defacing of Smiths Snack Food Company IP and use of Smiths Snack Food Company IP for any other reason/project is expressly forbidden. Each entrant and the Promoter must ensure that all Smiths Snack Food Company IP is removed from designs, if it is intended that designs are used for any other reason or project.
15. Smiths Snack Food Company may, in its absolute discretion, determine whether to commercially manufacture a small number of the winning design and, if practicable, may elect to include the winner in this process.
16. Full announcement of the winner will be made by the 4th of June 2010 & from that date on POPAI Australia & New Zealand's website www.popai.com.au
17. The prize will be a 12 month Student Addition and a 4 day professional commercial training course fully provided by Intercad Pty Limited. (ABN 77 072 666 016)
18. The Total Prize value will be to a maximum of AUD 2,550.00+GST. (The value of the prize must be taken as a guide only & was correct at time of printing however may vary due to commercial considerations).
19. By entering the competition, each entrant agrees to the use of their name, image and design and photograph/s for printing, broadcast, publicity and promotional purposes, without compensation, including but not limited to the Promoter's website.
20. The prize is non-transferable and cannot be taken as cash.
21. These Conditions of Entry are deemed to be part of the Competition, the Judges decision will be deemed final and no correspondence will be entered into.
22. The Promoter is POPAI Australia & New Zealand Ltd (ABN 21 072 736 693) PO BOX 500, COLLAROY BEACH, NSW 2097, AUSTRALIA.