



ARAB STUDENT STARPACK 2018

Award Ceremony & Exhibition
2nd Edition

Organized By



Supported By



Schweizerische Eidgenossenschaft
Confédération suisse
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Confederaziun svizra

Département fédéral de l'économie,
de la formation et de la recherche DEFR
Secrétariat d'Etat à l'économie SECO



UNFOLD
your creativity

Judging criteria



VISUAL PACKAGING CATEGORY

- 1 Originality and differentiation
- 2 General composition
- 3 Appeal to the consumer
- 4 Typography and illustration
- 5 Use of Colors



STRUCTURAL PACKAGING CATEGORY

- 1 Ease of use by consumer
- 2 Ease of handling in the supply chain
- 3 Sustainability (Reduce, Reuse, Recycle)
- 4 Appeal to the consumer
- 5 Feasibility



SAVE THE FOOD CATEGORY

- 1 Reducing food losses/food waste
- 2 Convenience
- 3 Feasibility
- 4 Sustainability
- 5 Communicating to consumers that the package is saving food

Judging panel



The judging panel of Arab StarPack 2017 will be composed of the following leading international and regional experts in the field of packaging, design, branding, marketing and food safety.

- Representatives from the WPO
- Representatives from leading international advertising and branding agencies
- Representatives from Arab /International Packaging industries
- Leading Arab Designers
- Representative from Arab Packaging centers
- Representative from UNIDO
- Representative from LibanPack

Judging process



The judging process will take place on an **ANONYMOUS BASIS** where the students' projects will have a code and will not bear the name of the student or their respective university.



ONLINE FIRST ROUND

Every Judge will assess every project remotely and on an individual basis. The judge will select «Satisfactory» or «Unsatisfactory» based on projects' concept notes and pictures uploaded by students.



SHORTLISTING

Every project that will get «Satisfactory» grades from more than half of the total number of judges will be shortlisted to the second round of judging



SECOND ROUND

All the judges will meet to evaluate the shortlisted projects. Winners will be selected based on detailed grading, discussions and deliberation .

About StarPack



UNIDO and LibanPack will be organizing the first edition of Arab Student StarPack competition 2017 addressed to university students in the Arab Countries.

UNIDO is organizing Arab StarPack as part of its mission in ensuring an inclusive and sustainable development through industrial development by involving the youth and providing them with an invaluable opportunity to unleash their creativity and upgrade the packaging of their national products. LibanPack has been organizing Lebanon Student StarPack, the first packaging contest in Lebanon and the Middle East since 2010. The competition falls within the packaging awareness side of LibanPack' objective. Through Arab

Student StarPack, LibanPack and UNIDO will be creating a bridge between the young generation of future graphic designers, industrial and food engineers and industrialists. In this connection, interactions with other UNIDO projects such as PAMPAT* and CCI* would also foster synergies with creativity and agro-industry in the region as a mean to increase jobs and income opportunities.

The competition is accredited by WPO*. Winners will automatically be qualified to participate in World Star competition organized by WPO, granting winning projects international visibility.

UNFOLD your creativity



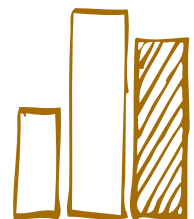
*PAMPAT: Projet d'Accès aux Marchés des Produits Agroalimentaires et de Terroir

*CCI: Development of Clusters in Cultural and Creative Industries in the Southern Mediterranean

*WPO: World Packaging Organization

www.arabstarpack.org

Categories of the competition



**VISUAL
PACKAGING
CATEGORY**



**STRUCTURAL
PACKAGING
CATEGORY**



**SAVE
THE FOOD
CATEGORY**

Suggesting new or improved visual design/artwork of an existing package. In this category student has to improve the branding identity of the product.

Suggesting new or improved structural packaging design (new mold/ new die cut) of an existing package. The student can even suggest changing the existing packaging material proposing a new sustainable material.

This category falls under the structural category but is dedicated to food and agricultural Products. It involves offering a new smart and intelligent packaging, to improve the supply of food to a growing global population and to prevent its waste and if possible the extension of shelf life of perishable products.

About the organizers



TOGETHER
for a sustainable future

www.unido.org

UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development (ISID) in developing countries and economies in transition. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized

by the recently adopted 2030 Agenda for sustainable development and its related sustainable development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development in the next fifteen years. UNIDO's mandate is fully recognized in SDG9-, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation".



www.libanpack.org

LibanPack is a non-profit private association founded in 2008 through the joint support of the UNIDO MACLE project, funded by (SECO) in Switzerland and the Association of Lebanese Industrialists. LibanPack's mission is to increase the competitiveness and market access for Lebanese and Arab products to export markets while addressing key issues across the packaging value chain, while insuring compliance with international standards regulations and international standards. LibanPack is a member of the WPO and has been accredited by CIEH* center to offer packaging courses and food safety trainings.



*MACLE: Market Access for Lebanese Export

*CIEH: Chartered Institute of Environmental Health

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ArabStarpack

How to apply



ONLINE APPLICATION:

All students have to submit their application online, on the website of Arab StarPack:

www.arabstarpack.org

DEADLINE FOR ONLINE APPLICATION: 15 FEBRUARY 2017

01

PERSONAL INFORMATION

Contact Information of the student (Full name, Mobile Phone, Valid email, University, Country)

02

CONCEPT NOTE

Explaining the objective of the students' project taking into consideration the Judging criteria. Student should indicate the target consumer of their proposed packaging.

03

PICTURES

High resolution or 3D pictures of before and after of the package of the selected product.

04

MOCKUPS

Students should develop mockups of their project. The shipment of the mock ups will be covered by the organizers.

get inspired

easy steps
to participate

be creative
and have fun



AND YOU'RE DONE! GOOD LUCK!

TIPS



- 1 Pictures should be clear and of high quality. You will be judged based on your pictures and your concept note.
- 2 Concept note should be brief and clear.
- 3 Mock ups for the Structural Category should be submitted plain white without artwork/visual.
- 4 Mock up to be delivered with no food inside them.
- 5 Only received online application through the official website of the competition will be qualified.
- 6 Entries received contrary to the contest rules or with missing online application such as missing pictures or missing concept note will be disqualified from the competition.
- 8 Application received after the deadline will be dismissed.

Be inspired by existing packaging concept but DO NOT Copy them.

For any information or clarification, do not hesitate to contact the help desk for Arab StarPack that will be hosted at LibanPack: helpdesk@arabstarpack.org +961 79 108062

General rules of StarPack

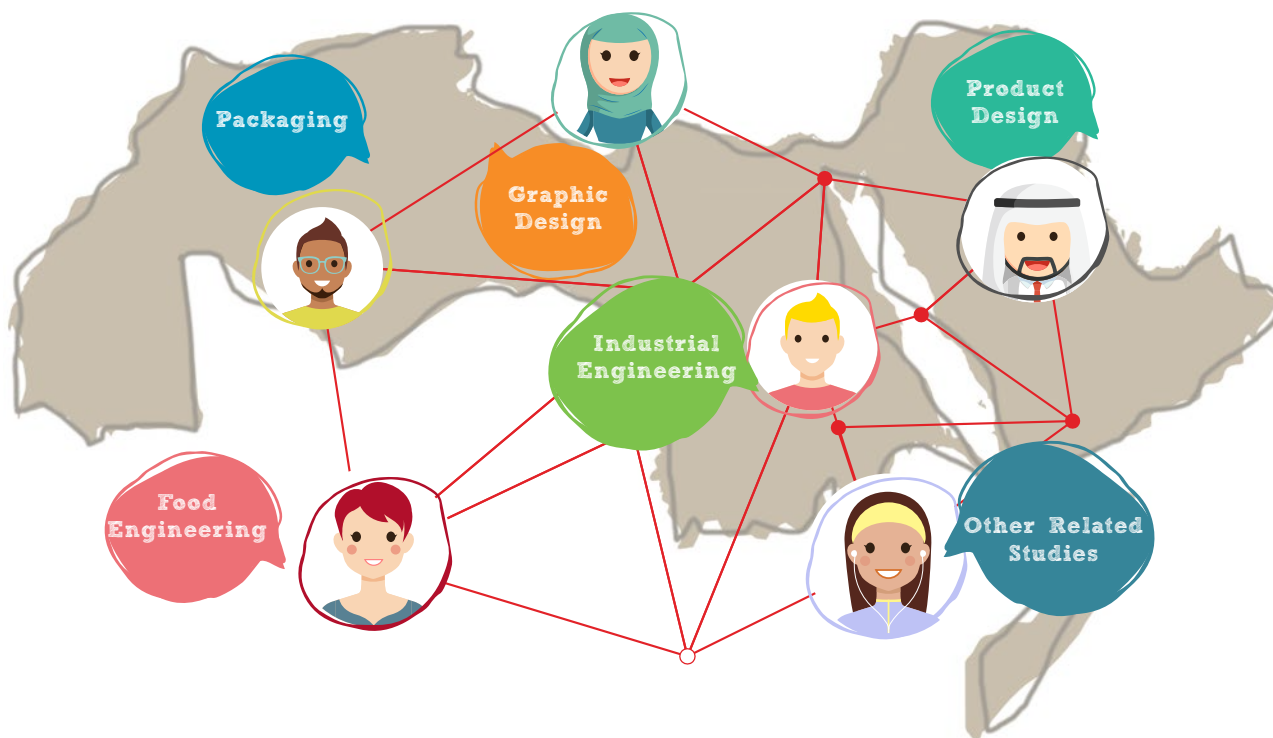


- 1 Competition is addressed to University students currently enrolled in B.A or M.A Programs and is not addressed to professionals.
- 2 Nationality of student and the selected product should be the same.
- 3 Students can choose to work on primary, secondary or tertiary packaging.
- 4 Participants can register for more than one entry and submit several applications
- 5 Students can choose to work on a product that does not exist before on the condition that the product can be easily be produced in the country of the participating student.
- 6 With the exception of cigarettes and other tobacco products, the contest will accept all sorts of products such as: food, agriculture produce, cosmetics, pharmaceuticals, consumer products, or other industrial products such as shoes or clothes.
- 7 An application is linked to one student only: Two students cannot collaborate and submit one application. It is not a group work project. However, two students can collaborate to present two categories for the same product; one student for visual category and the other student for the structural category.
- 8 All the applications have to be endorsed by the university of the participating student in case the competition was adopted as a class project.
- 9 UNIDO and LibanPack have unlimited rights to use all artwork submitted by the students to promote the competition and the award ceremony
- 10 With the exception of the rights outlined in above point, entrants should make their own arrangements to ensure that their intellectual property rights are fully protected.

Who can Participate



The competition will be organized on an Arab Regional level and will be launched in all Arab Countries. More than 2000 Arab students from 22 Arab countries are expected to participate in the competition of Arab Student StarPack. Arab University Students currently enrolled in the following faculties are eligible to participate:



Award ceremony



The award ceremony for Arab StarPack 2017 will take place in May 2017 in a certain Arab country that will be defined later. The ceremony will be organized under the patronage of the high level representative of the selected country. During the ceremony, winners will be announced. Winners will be selected per country who will then compete for the Pan Arab Award.

The award ceremony will be followed by the inauguration of students' projects exhibition. Ministers, ambassadors, leading professionals of the food and packaging industry, representatives private and public sector associations, non-governmental organizations, academia, and students will be attending the event.



Winners



Winners will benefit from the following:

- Invitation to attend the award ceremony (Travel and accommodation will be covered by the organizers)
- Receive significant publicity and exposure among Arab Media
- Gain invaluable experience from their participation in a regional competition
- Possible Job opportunity with leading industries
- Participation in the WPO World Star competition 2017
- Arab StarPack trophy engraved with winner name that will be handed during the award ceremony
- Possible additional Prizes from organizers and sponsors



Selection of StarPack 2017 winners



Winners from Lebanon




Layane El Khawli
LAU 



Sarah Hayek
AUST 




Dina Aoun
RHU
UNIPAK AWARD 




Winners from Egypt



Nariman Elewa
Helwan University 



Tasnem Sayed Ali
Helwan University 



Winners from Tunisia



Yasmine Chaabane
ESSTED 



Rihab Bouziri
ESSTED 




Winners from Morocco



Omar Ben Jamaa
Artcom Sup 



Tayeb El Fidali
Artcom Sup 

creativity
innovation
sustainability
originality

