

CALL FOR ENTRIES



Organized by

China National Export Commodities
Packaging Research Institute (CEPI)

Assigned by

World Packaging Organisation (WPO)

Supported by

The Organizing Committee of Recommending
Packaging Design for WorldStar

China Packaging Industry Productivity Center (CPIPC)



Final Date for Entries: September 30, 2011



The WorldStar Student international packaging design competition is aimed to encourage the young talents from all countries of the world to develop projects in the field of packaging design. The WorldStar Student Award, with its wide publicity through WPO's worldwide publications, will provide an opportunity for the winners to gain professional dignity and a good entrance to professional life. The WorldStar Student 2011 competition, organized by China National Export Commodities Packaging Research Institute (CEPI), will be a forum for the world's student population to contribute its creativity in packaging design.

ELIGIBILITY

1. This competition is open to students enrolled in a collegiate-level design program (undergraduate or graduate) anywhere in the world who have already won an award at a national/multi-national competition for student. Students from countries without a National Packaging Body can enter through a National Student Competition, which is recognized by WPO or another WPO member organization.
2. All projects entered must have been designed / completed not before 2010-2011 academic year.
3. Applicants who have graduated within 2011 or fulfilling the conditions of the National Student Competition will be accepted as students.
4. Each entrant may send more than one entry which fulfills the rules.
5. Entries of groups will be accepted. However only group leader's / representative's expenses will be covered for the award ceremony invitation. Other group members' expenses will not be covered.
6. All forms and other documentation must be in English and will not be returned.
7. Entrants grant the organizers the right to reproduce their work in their printed and virtual-electronic publications, as well as their websites and all other media, for the promotion of this competition and the organizers.
8. CEPI and WPO assume all entries are original and are the works and / or property of the entrant/s with all rights granted therein. The organizers CEPI and WPO are not liable for any copyright infringement on the part of entrant. Entries with missing "Declaration of Originality" will not be judged. The "Declaration of Originality" forms should be endorsed by the National Student Competition Organizing Institution.



JUDGING METHODS

1. *The following criteria will be used for scoring and marks will be awarded on a scale of 1 – 5:*
 - Degree of innovation (including conceptual and technical aspect)
 - Sales appeal/graphics in the target country
 - Sustainability aspects relative to the target country
 - Ease of processing/manufacture
 - The extent to which to pack is fit for purpose and complies with the functions of packaging
 - Overall impression
2. *Winners are based on total score:*
 - Entries with the top 3 scores will be named *WorldStar Student Winner*
 - The next 10 highest scoring entries will receive *WorldStar Student Certificate of Merit*
 - Other entries gaining a minimum score of 50% of the overall marks available will all receive *WorldStar Student Certificate of Recognition*.

ENTRY PROCEDURE

Following entry documents to be sent to CEPI:

1. One completed entry form for each entry package, including “Detailed Description” and “Declaration of Originality”.
2. A copy of the official notification of the entry’s success in a registered national/multi-national competition for students. Full details of the competition category in which the award was achieved.
3. A copy of the Student ID endorsed by the National Packaging Body. Or a confirmation letter or PDF/Fax, signed by the National Packaging Body that the applicants have graduated within 2011, or fulfilling the conditions of the National Competition for Students.
4. Two digital photographs of the entry – high resolution digital image labeled with the name of the packaging (PC or MAC media, CMYK tif, CMYK eps and 300 dpi resolution on CD) showing a good representation of the package.
5. A 3D sample of the package/ prototype. As an alternative to the prototype a scaled model or a 3D computer aided design (CAD) picture will also be accepted as valid prototype. Other supporting portfolio evidence showing the development of ideas and concepts.
6. Entry fee (Only bank transfer is acceptable).

Please note that all entry documents must be in English.

Please note that unfortunately we are not able to return any documents, samples, models, pictures etc to the entrant.



ENTRY FEE

10 EURO for Each Entry

Payments must arrive at the following account by bank transfer before September 30, 2011.

ACCOUNT NAME: CHINA NATIONAL EXPORT COMMODITIES PACKAGING RESEARCH INSTITUTE
ACCOUNT NO.: 110 060 635 012 015 018 601
BANK NAME: BANK OF COMMUNICATIONS CO.LTD BEIJING MUNICIPAL BRANCH
BANK ADD: NO.33 JINRONG STREET, XICHENG DISTRICT BEIJING CHINA
SWIFT: COMMCNSHBJG

DEADLINE

Please forward the complete entry documents to a WPO member organization in your country or directly to CEPI at the following address:

China National Export Commodities Packaging Research Institute
Att: Mr. Wang Guanzhong, Ms. Yang Zijia
Room 1116, Building 1, No.28 Donghousiang, An Ding Men Wai, Beijing 100710, China
E-mail: worldstarstudent@163.com

Entries must arrive at CEPI in Beijing China *before September 30, 2011.*
Package should be marked <WorldStar Student2011 Entry>.

RESULTS

The judging of WorldStar Student2011 will be held on *October 27, 2011.*
The winners will be announced on *November 7, 2011* at [http:// www.cepi-china.com](http://www.cepi-china.com)
and also at <http://www.worldpackaging.org>

AWARD CEREMONY

The award ceremony will be held in *December2011 in China.*
The first three winners will be invited to China for the award ceremony.

Further information about WorldStar Student2011 can be found at <http://www.cepi-china.com> and a/so at <http://www.worldpackaging.org>

Contact:

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Att:Mr. Wang Guanzhong, Ms. Yang Zijia
Add: Room 1116, Building 1, No.28 Donghousiang, An Ding Men Wai, Beijing 100710, China
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