



**thirsty for  
packaging**

International  
Packaging Design  
Competition

**MODEL  
YOUNG  
PACKAGE  
2023**

**MODEL**



## Design a packaging that is made for beverages.

We challenge designers to create innovative packaging for bottles, cans, or bags with liquid content in an original way. Challenge yourself and deliver us a refreshing innovative packaging.

Model Young Package is **THIRSTY FOR PACKAGING!**

You can submit packaging prototypes devoted to beverage packaging. The aim of the competition is to select the proposals that best fulfil the competition's brief. You can find more information about the expected outputs in the chapter "Briefing".

Model Holding AG (hereafter referred to as "Model Group" or the "Announcer" or the "Organizer") announces the Model Young Package 2023 competition for designers as the guarantor and principal organizer of the competition.





## Abstract

### Announcer and Organizer

Model Group

### Co-organizer, Media Partner

German Design Council

### Media Partner

CzechDesign

### The character of the competition

A two-round international packaging design competition.

The First Round is open, packaging prototypes are evaluated anonymously.

The Second Round is closed, the winner of the First Round is invited, accompanied by renowned designers chosen by the announcer. The evaluation of packaging prototypes is not anonymous.

### Competition schedule

01. 12. 2022 – Opening of registrations for the First Round

14. 04. 2023 – Competition deadline for the First Round (last day for digital submissions)

May 2023 – Jury meeting for the First Round

June 2023 – Start of the Second Round

September 2023 – Jury meeting for the Second Round

October 2023 – Award Ceremony, announcement of the winners, new theme for Model Young Package 2024

### Terms and conditions of participation and competition categories

The First Round of the competition is open to participants from all over the world from the age of 15, students and professional designers. Competitors can enter the following categories:

**1/ High schools** – Students of secondary and tertiary schools from the age of 15

**2/ Unlimited** – University students or designers without age restrictions

### Prizes

#### First Round

##### Category: Unlimited

|           |                  |
|-----------|------------------|
| 1st place | <b>5,000 EUR</b> |
| 2nd place | <b>3,000 EUR</b> |
| 3rd place | <b>2,000 EUR</b> |

##### Category: High Schools

|           |                  |
|-----------|------------------|
| 1st place | <b>3,000 EUR</b> |
| 2nd place | <b>2,000 EUR</b> |
| 3rd place | <b>1,000 EUR</b> |

Online Award **1,000 EUR**

Special prizes may also be awarded.

#### Second Round

|               |   |
|---------------|---|
| 1st place     | <b>8,000 EUR</b><br>(5,000 as a finalist plus<br>3,000 EUR for winning) |
| Finalists (3) | <b>5,000 EUR</b>  |

### The theme of the competition

The theme of the competition is **“Thirsty for Packaging”**.

A beverages packaging like never before that protects its liquid contents, tells a story and is easy to use. Nothing less is the challenge for all participants of the Model Young Package 2023. Young designers can submit innovative prototypes of bottles, bags, cans and bags. Condition: The intended packaging material must be from paper, recyclable or reusable. See more in Chapter 2/ Briefing

### The subject of the competition

Model Young Package is a design competition focused on paper-based packaging prototypes. Prototypes made of cardboard and other paper materials are accepted for the competition. In the case of particularly successful designs, the announcer may address the author for the completion and implementation of the design in serial production.

### Contact

myp@modelgroup.com  
young-package.com/en

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## 1. The Subject of the Competition Submission

### First Round prototypes

The competitors in the First Round are obliged to submit their competition work digitally in pdf form – a pdf file including photos, a blueprint design, and a required description of a physically built functional prototype of the packaging. The design must be a functional mock-up and must follow the First Round-briefing (see Chapter 2). The prototype must be well built considering possible representative and exhibition purposes.

### Second Round prototypes

The competitors in the Second Round are obliged to submit their competition work physically in the form of a real existing functional prototype of the packaging. The design must follow the Second Round-briefing and take the form of a functional mock-up. The model must be well built with an overall design suitable for serial production.

## 2. The Brief – First Round

The theme of the competition “Thirsty for Packaging” is devoted to beverages packaging.

All recyclable and/or reusable materials are permitted. Cardboard/corrugated board prototypes are preferred. The basic requirement “packaging for one or more beverages” (bottles, cans, bags, pouches) must be fulfilled. You can digitally submit one prototype, choosing one from the specific briefing areas below.

### 2.1. Omnichannel Packaging

Create the most sophisticated omnichannel beverages packaging. It must be safe, visual appealing and cleverly designed – taking in its design, assembly, closing, opening and, if necessary, re-closing for return, along with certain “extra functions” that might simplify our lives. Omnichannel packaging means 2 in 1 (E-commerce transport secondary packaging and classic retail shelf packaging – in one). This packaging should fit into classic retail store shelves with a visual appeal to the customer and simple stocking. At the same time, this packaging should perform well in the e-commerce chain and withstand multiple logistic

touchpoints when goods are ordered on-line and transported to the end consumer. This packaging must simply be suited to every possible type of distribution with no limitations.

### 2.2. Sustainable / Efficient Packaging

Create the most economical yet sophisticated secondary packaging for beverages without sacrificing basic requirements. Sometimes less is simply more. A well-designed snap-in function can do more than tons of material. You can achieve excellent results with less material bent, folded and/or cut in ingenious positions and arrangements. The most sustainable packaging is dedicated entirely to sustainability – from the choice of material to its dimensions, the filling material, reusability, the closure of the packaging and its disposal or recycling.

### 2.3. Greatest Design / High-End Packaging

Create the greatest beverage packaging aimed

primarily at those who have a flair for appearance – from the first impression to its lines, corners, edges, and curves. The effect that is created at first sight. Everything is about design and presentation on both the inside and the outside. The material, the surface, the print image, embossing and finishing – everything that pleases is allowed. The design, the handling, the choice of materials, additional functions – whether highly refined or completely plain in brown – this packaging is brilliant and uncompromisingly dedicated exclusively to “beauty”.

## 3. Conditions of Participation

The competition is announced as an international two-round competition. The First Round is open and anonymously evaluated. The Second Round is open to the winner of the First Round and invited renowned designers. The First Round of the competition is open to participants from all over the world over 15 years of age, students and professional designers who meet the competition conditions described in these rules.

Competitors can enter the following categories:

**1/ High schools** – students of secondary and tertiary schools from the age of 15

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**2/ Unlimited** – university students and designers

without age restrictions

Competitors are not allowed to submit designs in both categories.

**Only designs from those participants who register using the online registration form will be accepted for the First Round of the competition.**

**Only designers invited by the organizer to take part in the Second Round will be allowed to submit prototypes.**

The production costs of the prototypes and any postal fees are paid by the participant.

Competition designs are not returned to the participants of the competition and remain in the archive of the competition announcer.

## 4. Dates

Competition deadline – First Round: **14 April 2023**

The registration form will be open **until 4 p.m. on 14 April 2023**

Jury First Round: **End of May 2023**

Jury Second Round: **September 2023**

Award ceremony: **October 2023**

## 5. Used Material

The material used for the packaging prototype must be a material that is printable and of a type used by Model Group, primarily the whole range of corrugated cardboard, solid cardboard, and laminated cardboard. Other materials can be used as additional material. More about the permitted materials can be found at [www.modelgroup.com](http://www.modelgroup.com).

The competition prototype must not contain any real food, medicines, or nutritional supplements.

Any violation of this requirement will result in exclusion from the competition. Empty bottles, cans or bags acting as a packed product are approved.

Competitors can apply for free corrugated cardboard at one of the MODEL Pack Shop branches in the Czech Republic, Slovakia, Austria, and Switzerland.

CZ

Model Opava – Pack Shop  
Nadrazni okruh 23  
Opava 746 01  
ps0@modelgroup.com  
+420 553 622 751

Model Praha – Pack Shop  
Becovska 1279/15  
Praha 10 – Uhrineves 104 00  
psp@modelgroup.com  
+420 272 705 926

SK

Model Bratislava – Pack Shop  
Opletalova 7287  
841 07 Devínska Nová Ves  
info.psb@modelgroup.com  
+421 2/495 125 82

AT

Model Linz – Pack Shop  
Winetzhammerstraße 7, 4030 Linz  
packshop.linz@packshop.com  
+43 732 3860410

CH

Model Romanel-sur-Lausanne – Pack Shop  
Route de Neuchâtel 8  
1032 Romanel-sur-Lausanne  
+41 842 626 626

Model Weinfelden – Pack Shop  
Industriestrasse 30  
8570 Weinfelden  
packshop.suisse@packshop.com  
+41 71 626 71 11

Please contact the relevant branch for collection. Competitors may apply for 3-layer cardboard type E (thickness about 1.5 mm) or B (thickness about 3 mm) and 5-layer cardboard type BC (thickness 7 mm). All materials are brown in sheets of 120 x 80 cm.

## 6. Registration of Prototypes (First Round)

Competitors register using the on-line registration form located on the competition website [young-package.com/en](http://young-package.com/en). Here competitors will complete their contact details and attach a description of their submitted design which will be available to the jury during evaluation. The works of participants who have registered using the on-line registration form on the website and have their work submitted will be accepted for the First Round of the competition. A work with multiple authors may only be registered once. Space is reserved on the registration form for the names of more authors.

As part of your registration, you will be required to upload a pdf file which serves to introduce your concept to the jury. For the purposes of anonymity, it is important not to state any personal information (e.g., name, school) and focus purely on the promotion of your concept. Be creative and find your own way to structure the file (attach YouTube links, create your own layout or pick choose a colour palette) – the only requirements are:

- Only one prototype submission is allowed per competitor.
- Your pdf file may contain no more than 5 photos.
- Your pdf file must include a structural design blueprint of your prototype.
- Your pdf file must include the title of your work and a description in English.
- The final size of your pdf file is limited to 10 MB.

You will receive a unique ID on the website's confirmation page immediately following registration. Save this ID for future verification and possible support requests.

## 7. Submission of Shortlisted First Round Prototypes

Chosen competitors will be notified by the organizer by e-mail following preselection in April 2023 to deliver physical prototypes. These shortlisted prototypes for final jury evaluation must be delivered to the address of the organizer of the competition. Place the unique code from the website's confirmation page directly on the competition prototype (in the most elegant way possible) as well as on the envelope or package in which the work is sent! The competition design prototype should be sent by the delivery service packed so that it arrives undamaged,

i.e., in a sufficiently large box or envelope in which it is stably secured. The competing design must be delivered to the organizer's address no later than on the closing date 18 May 2023 (the date of delivery is decisive). Later delivery means no jury evaluation and no chance of winning.

The competing prototype must be sent to the address of the competition organizer:

Model Obaly a.s.  
Model Young Package  
Tesinska 2675/102  
746 01 Opava  
Czech Republic

Note for foreign participants: The consignment will contain a declaration for the customs office: "This is an item sent to the international Model Young Package competition and its value for customs purposes is a maximum of 10 EUR".

## 8. Evaluation of the First Round

The packaging should provide new solutions and should impress with a visionary concept. The evaluators in the competition will evaluate, in particular:

- the innovation and creativity of packaging design
- design creativity and visual look
- the functionality of the packaging
- packaging ergonomics
- production capability
- sustainability
- the quality of prototype processing

The winner will be determined by a jury appointed by the organizer. The organizer will ensure that the jury does not know who the authors of the evaluated competition entries are, and the jury will not have access to the identification or contact details of the competitors. The jury's decisions are final.

The organizer reserves the right of final decision in all matters related to the competition, including its interruption or cancellation of the entire competition or its individual categories. The organizer reserves the right to cancel the competition at any time. The organizer reserves the right not to select a winner or to place more than one candidate in the same order in the competition, as well as the right to award only certain prizes.

The organizer reserves the right to reject incomplete or incorrectly completed registrations.

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The organizer reserves the right to change these rules during the competition. Participation in the competition is not a right.

The announcer reserves the right to select one or more winners joining Stage 2. The announcer reserves the right to select one or more winners for an internship at its Innovation Centre. The announcer also has the right not to accept any of the winners to its Innovation Centre.

## 9. Prizes

### First Round

#### Category Unlimited – Universities & Designers

|           |                  |
|-----------|------------------|
| 1st place | <b>5,000 EUR</b> |
| 2nd place | <b>3,000 EUR</b> |
| 3rd place | <b>2,000 EUR</b> |

#### Category High Schools – Secondary schools and tertiary professional schools

|           |                  |
|-----------|------------------|
| 1st place | <b>3,000 EUR</b> |
| 2nd place | <b>2,000 EUR</b> |
| 3rd place | <b>1,000 EUR</b> |

#### Online Award **1,000 EUR**

In addition, special prizes may also be awarded:

- The Model Group Innovation Centre Award
- The Chairman of the Jury's Award

The winner of the Model Group Innovation Centre Award will obtain a three-week paid internship at the Model Group Innovation Centre.

### Second Round

|           |   |
|-----------|---|
| 1st place | <b>8,000 EUR</b> (5,000 as a finalist plus 3,000 EUR for winning) |
| Finalists | <b>5,000 EUR</b> per finalist                                     |

The payment of prizes – the reward (prize) will be paid to the winner by transfer into the bank account specified by him/her no later than 30 days from the communication of payment details to the organizer (should complete details be provided). Payment details for the prize will be requested from the winner after the results are announced.

If the competition prototype is the work of a team, the organizer will transfer the reward in full to the

account of the person who registered the competition prototype. The competitor who registered the competition prototype is responsible for the subsequent distribution of the remuneration among the individual authors (team members) according to the amount of their percentage share in the competition prototype or according to another collective agreement. Should it not be possible to pay the prize into the account communicated by the competitor for any objective reasons, the organizer reserves the right to delay the payment of the prize until the details of a replacement account is given to another representative of the chosen team.

The day of the debiting of the amount from the organizer's account is considered proper fulfilment of the obligation of the organizer (and the announcer) to pay the winner's reward. The reward is subject to taxation pursuant to Act No. 586/1992 Sb. on Income Taxes, as amended.

## 10. Legal Notice

By registering, the competitor confirms that he/she has read and agrees to these competition rules and undertakes to comply with them. The competitor is entitled to send only such a competition work which is the result of his/her own creative activity or the creative activity of a team of authors who agree to participate in the competition and with these rules and proceed in agreement with the competitor. The competitor is responsible for having the consent of all co-authors (including consent to the use of their personal data) who have participated in the registered competition work. Entries that have previously won awards cannot be submitted.

The competitor guarantees that by creating a competition prototype and using it for the purpose of the competition, he/she has not unjustifiably interfered with any rights of third parties, especially copyright and related rights in accordance with Act No. 121/2000 Sb., the Copyright Act, as amended. By submitting a competition prototype, the competitor declares that he/she is entitled to exercise all rights relating to the production and use of the work. Should this statement prove to be untrue, the competitor is deemed responsible for all the damages potentially incurred by the announcer or the organizer.



Authors, co-authors, or collaborators who have participated directly in the preparation of the competition or the announcement of the competition, people who are full members or alternates of the jury, the secretary of the jury, the examiner of competition proposals, invited competition experts, and their spouses, permanent project partners, immediate superiors and direct collaborators of these persons may not participate in the competition. Furthermore, employees of the announcer and the organizer of the competition who have participated in the discussion and approval of the competition conditions or the competition assignment or who are to participate in the discussion and approval of the results of the competition may not participate in the competition. If it is found during the competition that any of the invited participants do not meet this condition, they will be excluded from the competition.

The announcer and the organizer of this competition undertake not to misuse any of the competition proposals or parts thereof. Competitors understand that the submitted competition proposal (competition prototype) and the author's name may be published by the announcer and the organizer and further used for exhibition, news, archive, and promotional purposes in appropriate forms, including communication over the Internet. This authorization is granted as qualifying, gratuitous, and without any restrictions related to time, space, technology, and quantity. The proposal may be further provided by the announcer and the organizer and used by a third party for the same purposes.

By registering a competition work, the competitor grants consent to the announcer and organizer within the framework of communication of the competition results:

- to a possible interview on their competition work / story to the media
- to the publication of a possible story / feature and photo in the media

The competitor grants the announcer and the organizer exclusivity in the presentation of the competition work for the duration of the current year (until 31 December 2023). The competitor thereby acknowledges that any use of the competition work (works) by the competitor or a third party, as well as the granting or transfer of usage rights for the benefit of a third party, is prohibited during the competition due to the possibility of conflict with the interests of the announcer and the competition organizer.

Registered prototypes delivered to the organizer's address, i.e., to the registered office of Model Group become the property of the competition announcer. If a competition prototype is shortlisted in the jury's evaluation, the competitor also undertakes to refrain from using and transferring rights to this prototype without the prior express consent of the organizer during the period until 31 December 2023. Within the specified period, the announcer has the preferential right to close a paid license agreement with the competitor regarding the provision of exclusive usage rights related to the competition prototype (works) for commercial purposes. Conversely, if such preferential right is not exercised, the competitor is no longer bound by this (this does not, however, affect the rights of the organizer and the announcer to use the competition work for exhibition, news, and promotional purposes, even after the competition).

Buy-out rights: should the announcer wish to acquire any competition entry and thereby acquire the intellectual property rights to it (including the right to modify and transfer these), the participant that has created the competition entry will be paid a one-off fee and the participant shall irrevocably transfer to the announcer all rights, title, and interest in the competition entry and its IPR. If the participant has filed any application(s) or been granted any registration(s) to the intellectual property rights to the competition entry or any right attached thereto, the participant shall further assign the related application(s) and/or registration(s) to the announcer and provide all information about the related application(s) and/or registration(s) to the announcer.

Payment of the given one-off fee is independent of the prize money and will be paid additionally. The announcer reserves the right to buy out any competition entry for a one-off fee of €1,000 for each competition entry. If the competition entry is submitted by a team, it must be stated in the submission which team member(s) owns the intellectual property rights to the competition entry. The participant stated as the owner of all intellectual property rights to the competition entry guarantees that the participant is the sole legal and beneficial owner of such rights.

In all matters directly affecting the competition, in particular the announcement of the results of the competition, registration and technical matters, communication between the competitor and the announcer will take place by e-mail (by sending a message by a simple e-mail) or orally by telephone.

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If a team of authors participates in the competition, communication will take place with the competitor who has registered the competition work.

Neither the announcer nor the co-organizer is liable for damages if the selected finalists and/or winners of the competition cannot be successfully contacted at the e-mail address and/or mobile phone number provided during registration for the competition (communication problems on the part of the competitor, an incorrect or non-functional e-mail address and/or mobile phone number). Neither the organizer nor the announcer of the competition is responsible for technical problems in the transmission of data by electronic means.

Participation in the competition is not subject to any fee. The costs associated with the production of the competition prototype and other costs of the competitor are borne by each competitor. Neither the announcer nor the co-organizer pays for or reimburses competitors for the costs associated with participation in the competition or any other costs unless explicitly stated in these rules. The winner is obliged to settle tax obligations if it incurs them in connection with the receipt of a prize. The financial reward for the winner is subject to taxation.

The legal code of the Czech Republic is decisive for all legal relations, rules of participation, competition conditions, contractual arrangements, and usage rights. In the resolution of any disputes related to the competition, all persons concerned are obliged to proceed preferentially by conciliation with the participation of the organizer of the competition.

The competitor acknowledges and expressly agrees to the processing of his/her personal data in accordance with Article 7 of Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals regarding the processing of personal data and on the free movement of such data.

The personal data provided in the registration form is processed for the identification and registration of competitors (hereinafter also referred to as the "participant in the competition") for the period from its provision within the competition until the announcement of the competition results or until possible written withdrawal of consent, though for a maximum of 2 years of its provision. After this period, the administrator (who in this case is the announcer) or the processor (which in this case is the organizer) is obliged to destroy all personal data provided in accordance

with the Personal Data Protection Act immediately. Personal data is obtained from the participant in the competition based on electronic communication, by means of which the data subject communicates it to the organizer of the competition. The personal data of the participant in the competition will be processed to the above extent in the electronic database of the administrator / processor. All data is stored in digital form.

At the same time, by submitting a competition registration form, the competitor agrees that the announcer / organizer will send information about the competition by e-mail using a newsletter which may also cover future years of the Model Young Package competition or may contain business information and offers. Subscription to the newsletter is performed automatically within the framework of the registration form; competitors can unsubscribe at any time using the web application.

The participant in the competition has the right to:

- request information on what personal data is being processed
- request clarification regarding the processing of personal data
- request access to this data and have it updated or corrected
- request the deletion of this personal data.

Each participant in the competition has the right to request that the administrator or processor blocks, corrects, supplements, or destroys his/her personal data. The participant has the right to revoke his/her data consent at any time with future effect by e-mail sent to [myp@modelgroup.com](mailto:myp@modelgroup.com). Withdrawal of consent shall not affect the lawfulness of processing based on consent given before its withdrawal. Withdrawal of consent also does not affect the processing of personal data that the controller processes on a different legal basis than the consent granted by the participant.

See the announcer's website at [modelgroup.com](http://modelgroup.com) for more information on the processing of personal data.

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## The responsibility of the announcer and the organizer

Neither the organizer nor the announcer is responsible for:

- processing or evaluating any inaccurate information, technical errors or other errors that are provided during registration.
- any problems or technical failures, to telephone networks or lines, computer internet systems, servers or computer equipment providers that are not within its competence, due to which any person would be unable able to enter the competition or complete his/her entry.
- loss of data, non-delivery of or delay to a consignment caused by third parties used for the transport and delivery of consignments or data.
- protection of copyright and intellectual property rights.

No transferable or licensing rights of the author or originator pass to the organizer by means of the registration of a competition work.

The organizer may organize any part of the competition, including its announcement, on-line in connection with the possible development of a pandemic if a corresponding emergency measure of the Ministry of Health, a government regulation or a law recommending organisation on-line is issued or ordered.



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## About the competition

The Model Young Package is an internationally recognized competition that has existed since 1996. Today, it is the largest packaging design competition of its kind in the world and, thanks to its diverse categories and vibrant community, attracts the most prominent designers. Many young talents take part in it every year. The word “young” has nothing to do with age here, but means “new to the field”, because age doesn’t matter, and anyone can come up with an extraordinary idea.

Participants will present their views on the packaging of the future and the expert jury will select the most successful of these. Awards of this kind are often a steppingstone to the future careers of designers. Many young winners are respected designers today: Jan Čtvrtník, who later worked for NASA, IKEA and Electrolux, Ladislav Škoda, chief designer for Tescoma, and Jaroslav Juřica, author of the award-winning 002 chair for TON.

### Competition Announcer and Organizer

Model Holding AG  
Industriestrasse 33  
8570 Weinfeld  
Switzerland

### Competition Co-organizer and Media Partner

Rat für Formgebung Service GmbH – German  
Design Council  
Friedrich-Ebert-Anlage 49  
60327 Frankfurt  
Germany

### Media Partner

CZECHDESIGN.CZ, z.s.  
Vojtěšská 244/3, Nové Město  
110 00 Prague 1  
Czech Republic

### Contact:

myp@modelgroup.com  
Complete information about the competition can  
be found on the website [young-package.com/en](http://young-package.com/en)



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