

BETTER WITH LESS – DESIGN CHALLENGE

Let's create the future, together.

Will you be the one that changes how millions of people consume products every day?

The Better with Less – Design Challenge registration is now open until 31 March 2018.

The world needs billions of packages every day. Packaging is both a necessity and a part of the way we interact with brands and products. As the consumption of packages grows, the world needs innovations that can deliver better consumer experiences with less impact on the environment. So, can you rise to the challenge of designing packaging that meets these requirements?

The Better with Less – Design Challenge by Metsä Board challenges you to re-imagine some of the world's most frequently used and fastest growing types of consumer packages, for example, takeaway meals, e-commerce, wellness, cosmetics and dry food packages. The Better with Less – Design Challenge is open to professional designers and design students all over the world. See the full brief and specifications at: www.betterwithless.org

The main prize for the Better with Less – Design Challenge is EUR 10,000.

In addition, one student participant will be selected for a **2-month internship with the Metsä Board packaging design team in Shanghai**. The finalists and the winners will be announced during Spring 2018 on the competition website.

The shortlisted packaging innovations and their designers will be showcased during 2018 by Metsä Board at global trade shows, and in industry communications. By participating in this competition, students and designers can challenge us all to consider what kind of packaging solutions the world and consumers will need in the future.

The competition jury includes the following renowned packaging design experts:

Cyril Drouet, Design & Innovation Director, Metsä Board – Chairman of the jury

Peter Désilets, Managing Board, & Partner, pacoon AG | Strategie + Design

Terri Goldstein, Founder & Principal, The Goldstein Group, NYC

Marianne R. Klimchuk, Professor & Chair, Communication Design Pathways Department, Fashion Institute of Technology

John B. Mahaffie, Futurist, Co-founder & Principal, Leading Futurists LLC

Lars G. Wallentin, Packaging Designer & Founder, Packaging Sense

THINK YOU HAVE WHAT IT TAKES?

Then don't hesitate!

Register now at www.betterwithless.org & participate on social media: **#betterwithless**

Find your packaging design community on Facebook: **Better with Less – Design Challenge**

To learn more about Metsä Board, a leading European producer of premium lightweight paperboards, visit www.metsaboard.com or follow on social media:

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