



How this brief will be judged
1 Social and environmental benefit
2 Research and insights
3 Design thinking
4 Commercial awareness
5 Execution
6 Magic

Please see the next page for further details

Fair Play



Awards

There are three awards available for this brief.

Marketing Trust Award of £2000

Waitrose Award of £2000

Placement Award at The Chartered Institute of Marketing

Grant to support living expenses: £2,500

Placement duration: 8 weeks

Placement location: Maidenhead, Berkshire

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Brief

Design or re-design a consumer toy and its product packaging to eliminate waste, using circular design principles.

Background

- Toys are an important part of children's physical, mental, social and emotional development across different cultures and age groups. They stimulate imagination and creativity, support learning and education, and provide opportunities for play and fun.
- Toy packaging fulfils some useful and important functions: protection of goods; brand identity and promotion; storage; display and advertising at the point of sale; provision of product information; meeting safety requirements, and even social ritual (eg giving packaged gifts).
- But despite the many positive aspects of toys and their packaging, many become obsolete and are discarded very quickly. Toys and their packaging are one of the worst offenders when it comes to landfill – enormous volumes of waste are generated in their production and consumption, despite the resources and energy expended in their creation.
- Given the finite resources of the planet and increasing rates of consumption by a growing population, current levels of waste are simply unsustainable. Just 'using less' and recycling is not enough. We need to completely rethink the manufacture and life cycle of products and their components, and design them in a way that eliminates waste.
- The circular economy and approach to design makes more effective use of materials, driving changes to products and packaging by closing the loop of material flows. As opposed to designing for consumption and disposal, circular design means designing things for reuse, repair, and disassembly and material recovery.

How should you approach this brief?

- This brief asks you to apply circular design thinking – 'designing out waste' – to a consumer toy and its packaging. The Ellen McArthur Foundation, the Circular Design Guide and the RSA's Great Recovery Project provide further information and practical circular design resources that should inform your approach to this brief. (You could even consider designing a circular toy that teaches children early on about the circular economy, waste and sustainability principles...)
- Rather than simply modifying what exists already, you should think holistically and innovatively to create a new play experience that will support children's development. You may want to think about the role of toy packaging in child development – how could packaging complement and enrich the experience of the toy?
- You can design a toy targeted at any age group or culture, anywhere in the developed or developing world. Make sure you explore the real user need/s of your target audience through primary research, and ensure your toy and its packaging are attractive to them as well as safe to use and handle.

In addition to the toy itself, make sure your submission details the packaging design, including:

- positioning of the company/brand logo
- material production and specification
- photographs or renderings of models and prototypes
- an indication of cost

For the purposes of illustration only, the following would all be viable responses:

- a toy and associated packaging made from a repurposed waste stream
- a toy that promotes reuse, repair and retention
- a way of repurposing packaging to become part of the toy itself
- a toy and packaging that can be easily returned to the product manufacturer for remanufacture
- a toy and packaging that grows with a child's changing needs and desires

... and many others are possible.

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August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 **Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 **Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018
– Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Partner Information

Marketing Trust

The Marketing Trust is an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today's society.

The Chartered Institute of Marketing

For over 100 years, CIM (The Chartered Institute of Marketing) has been supporting, developing and representing marketers, teams, leaders and the marketing profession as a whole. As the largest professional marketing body in the world, CIM offers membership and career development, professional marketing qualifications, training courses and helps businesses grow with tailored support to enhance marketing capability.

Waitrose

Waitrose is the food retailing arm of the John Lewis Partnership, and has over 170 branches throughout England, Scotland, and Wales. Waitrose values the role of good design when communicating with its customers.

Brief developed in collaboration with the Marketing Trust.