

TEACHER GUIDE CHALLENGE 3: PACKAGING

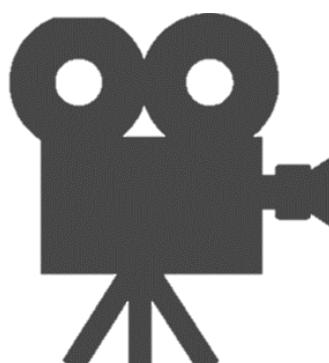
BACKGROUND/SUMMARY

Packaging is an essential part of the product design. Without packaging, the consumer would not be able to get their product home. Waste and its impact on the environment is at the forefront of consumers mind.

SESSION OUTLINE

Students will now need to think about how they will package their product. After watching the video, they need to review the three pillars outlined in the support materials – less plastic, better plastic and no plastic. After looking at the different examples, students will need to design their pack & think about how they will incorporate their branding and claims onto the label.

PLAY VIDEO



ACTIVITY 1

Show page 1 – explain to the students that this is what is on the shelf today and have a discussion about why recyclability is important- how does it harm our environment?

Show page 2, this is an example of the different ways that single use plastic can pollute the environment.

Introduce the three sustainable packaging pillars using page 3 & take students through them with the different pack examples.



CHALLENGE 3 - PACKAGING

ACTIVITY 2: THE CHALLENGE

Use page 13 to introduce the challenge.

Students will need to design packaging for their product which meets at least one of the packaging pillars (less plastic, better plastic, no plastic).

Using the template on page 14, students should design their pack and label. Unilever would also like to understand why the students have picked this type of pack.

Students are welcome to use on the types of packs suggested but are welcome to research different types of pack as long as they can be bucketed into less plastic, better plastic or no plastic.

CRITERIA UNILEVER WILL BE LOOKING FOR -

- A packaging design that explains the different elements of the pack e.g. how is the product expelled from the pack (is it squeezable, shakeable etc). How has it been designed to be convenient for the consumer?
- Which bucket does the pack fall into (less plastic, better plastic, no plastic)? Why did they pick this pack?
- A label design that incorporates the branding
- For submission, this can be presented in any desired format –for example these elements could be explained through a pitch via video, through a drawing or using the templates as provided. The more creative the better!

