



STARPACK STUDENTS

Competition 2026

BRIEF E

SECOND LIFE - PACKAGING WITH PURPOSE BEYOND THE PRODUCT



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Prize

Winner: £500.00 cash prize

Runner-up: £100.00 cash prize

IOM3 presents trophies to Gold, Silver and Bronze and certificates to Highly Commended entries.

Enquiries

For enquiries or guidance on the brief, please contact Lorraine Wilson

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Introduction

With growing concerns over waste and environmental impact, packaging is under the spotlight. While sustainable materials are key, the next frontier is designing packaging that doesn't end when the product does. This brief challenges students to create dual purpose packaging solutions that extend their usefulness beyond initial use, reducing waste and adding long term value.

The Brief

Design a sustainable packaging solution for a product of your choice – cosmetics, food, electronics, fashion, or homewares. The packaging must have a meaningful second life once the product is used. This could involve reuse, transformation, or upcycling into something practical, decorative, or playful. The repurposed design should offer genuine value and appeal to users, encouraging long-term use rather than ending up as waste. Avoid gimmicks; focus on functionality and desirability to promote sustainability and reduce landfill. This brief invites the next generation of designers to think holistically about the lifespan and consumer behaviour, designing for longevity, circularity, and delight.

Points to consider

- Prioritise eco-friendly materials with a clear rationale for selection.
- Integrate innovative structural design that allows reuse or repurposing.
- Communicate the second life function clearly and effectively to consumers.
- Consider ease of manufacture and real-world viability.

Inspiration Example (not to be copied)

- A juice carton that folds to be a bird feeder.
- A takeaway box that becomes a plant pot.
- A cosmetic package that doubles as a travel case or vanity organiser.

Materials to be used

An explanation of the materials used is required, and you are free to use any material you choose. These do not need to be limited to a single substrate, a combination of materials is acceptable. However, please carefully consider the source and origin of each material, as well as the environmental impact associated with its production, processing, and (eventually) end of life disposal. Your choices should reflect a thoughtful approach to sustainability, durability, and environmental responsibility.

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The Starpack Competition is organised by the Institute of Materials, Minerals & Mining (IOM3) and endorsed by the IOM3 Packaging Group (formerly the Packaging Society)