Introduction
With the current focus on reducing single use plastics, how could we redesign a ready meal pack? This should continue to offer convenience, whilst reducing the environmental impact. Taking into consideration current consumer habits, how can the pack be used to communicate correct disposal?

The Brief
To create a ready meal pack with reduced environmental impact

Points to consider
- Board may not be able to achieve this on its own, so how can we combine materials to make the pack fit for purpose whilst keeping the environment in mind?
- Consider alternative materials/materials combinations.
- Consider the pack’s end of life: can it be recycled, separated, re-used, composted etc? Is the waste stream currently set up to accommodate your idea? If not, what would you change/simplify?
- How can the benefits of the pack be communicated at the point of purchase?
- Create a convenient to use pack for your target audience

Materials to be used
Cartonboard – Supplied by Graphic Packaging upon request. Any other appropriate material to convey the concept

Prize
£500 to the winning student.

Helpline
For guidance with the brief contact
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