



Recognition of a Competition for WorldStar Entry

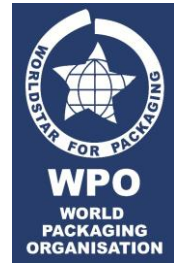
Introduction

WorldStar is the pre-eminent international award in packaging. It illustrates the continual advancement of the state of packaging design and technology and creates a standard of international packaging excellence from which others may learn. For more information see <http://www.worldpackaging.org/worldstar-packaging-awards/default.asp>.

The WorldStar Competition is run annually by the World Packaging Organisation (WPO) to give world-wide recognition to packages that have gained an award in a recognised national or regional packaging competition.

Currently, 63 competitions from 37 countries and regions are recognised by the WPO as qualifying for entry to WorldStar and more are continually sought. However, to ensure that standards of entry are maintained and enhanced, and that the reputation of WorldStar and its winners are protected, competitions wishing to seek the right for their award winners to enter WorldStar are invited to provide, in English, information as specified below and to e-mail it to: rachel.bayswater@iom3.org

Applications to become a qualifying competition will be assessed by the WPO Board, or Executive Committee in between Board Meetings, according to the criteria contained in Appendix 1, and the decision communicated to the applicant organisation (see Appendix 2).



Application to become a Recognised Qualifying Competition for Entry to WorldStar

Please complete the following.

Name of competition			
Name of competition organisers			
Name of key contact			
Address			
Phone number		Fax number	
e-mail			
Organisation web site			
Competition web site			
Date on which the competition was first judged			

Along with this form, please include the following:

- Countries/regions from where entries are accepted
- A copy/web site link for published award categories, details of the judges and criteria for judging each category
- Details of how the judging process is organised:
 - How are the judges selected?
 - How are the judges briefed?
 - Briefly describe the actual judging process

“In submitting this application, I confirm that neither the organisers nor any other individual, group or organisation is in a position to influence the outcome of this competition, has a direct commercial or other interest in the outcome of the competition.”

Please tick the box below to confirm

Mr/Mrs/Ms/Dr/Professor

First name

Surname

Job Title

Address

Phone number

Fax number

e-mail

Appendix 1

Criteria for Recognition of Qualifying Competitions for WorldStar

Applicant competitions should meet the following criteria:

- In all but exceptional circumstances, competitions should be nationally/regionally based - i.e. only accept entries that have a direct connection with the specified country/region
- In cases where the applicant organisation is not a full member of the WPO, the competition should have been operational for a minimum of **three years** to ensure its integrity and recognition
- Competitions can be either specifically for packaging or for related fields - e.g. particular materials, design, marketing campaign etc. However, **the pack itself** should be judged rather than some other aspect, for example a promotional campaign or particular material in its own right
- The category titles being judged in the national/regional competition and judging criteria in each of them should be published
- The competition's judging process should be open to scrutiny and judges' names published
- The organisers should be free from any direct commercial interest in the outcome of the competition so that allegations of conflict of interest are avoided

Appendix 2

Decisions on recognition

Following submission of an application, the WPO reserves the right to seek more information about a competition from the organisers or from elsewhere.

After considering an application, the WPO can either:

- Accept the application as it stands
- Reject the application but specify changes to be implemented within a timescale following which the application will be accepted
- Reject the application in which case clear reasons will be given to the applicant organisation

An unsuccessful competition may re-submit for recognition two years following decision to reject a previous application.

To maintain the continuing integrity of WorldStar, the WPO also reserves the right, following discussion at a full WPO Board meeting, to withdraw recognition from a qualifying competition. In this case, reasons will be given and an opportunity to address these within a specified timescale allowed.

In all cases, the decision of the WPO will be final and binding.