

THE #LABELicious COMPETITION 2021-2022

Introduction

#LABELicious is an initiative of FINAT, **the European association for the self-adhesive label and adjacent narrow-web converting industry** and was first introduced in 2019. The aim is to increase awareness among young skilled technologists and creative designers of the technical skills, creativity and sustainability potential involved in creating tomorrow's labels and label sector.

Grouped around the #LABELicious competition, the project demonstrates how the label profession evolves (awards, day in the life in label printing, new technologies etc.), how labels and adjacent technologies are key to the success of brands and various industries and their processes and, ultimately, how the label industry is an attractive work option for young talent.

The main objective of this competition, to raise awareness about our industry as attractive career opportunity for young talent, is of interest to all companies active in the development and production of labels and label technologies and of brands that value the power of state-of-the-art labels both for branding and for process objectives such as product security and logistics.

A wide range of stakeholder partners, including companies in the label industry, National Associations, national and international media and partners from vocational educational institutions and universities, have been involved in supporting this competition.

The 2021/2022 edition

The competition was launched on the 1st of December 2021. Students of graphic art schools and young professionals between the age of 18-25 were invited to submit entries until the 30th March 2022. On the 4th of April, a professional jury will select the international winners. Winners will be announced and recognized during an official awards ceremony that will take place during Labelexpo Europe 2022 (26-29 April) in Brussels.

Labelexpo, together with Labels & Labeling and The Label Academy, have joined #LABELicious as International Media Partner. The international winners will be announced during Labelexpo Europe 2022. A #LABELicious pavilion will showcase all winning entries.

Awards

In addition to an Overall Award three Specialty Class Awards will be handed out. These concern:

- **Brand Design** – The winning entry demonstrates how in 2025 a branded label creates an outstanding experience, competitive advantage and added value for a brand in its own product category.
- **Smart Technology** – The winning entry demonstrates how technology adds value to a label through new functionalities (e.g. connectivity, personalization, data processing etc.), other than branding alone.
- **Sustainability** – The winning entry demonstrates how a well-thought-out, powerful and holistic approach to ecological requirements (from design, material and production efficiency, and recyclability) can create environmental-friendly and sustainable solutions.

INDUSTRY PARTNERSHIPS

FINAT initiated the project in the interest of the entire industry, focusing on creating awareness and interest in the label industry as a career environment for next generation talent. For the 2021/2022 edition FINAT again intends to include a broad range of partners in the project to increase both impact and industry involvement. We invite you to consider the following:

There are three options to join #LABELicious as Industry Partner:

	Platinum Sponsor	International Sponsor	Country Sponsor
# Positions available	3	6	2 per country
Financial Commitment (excl. VAT)	€ 3,000. -	€ 1,500. -	€ 750. -
In-Company Internship Commitment	One week, cost covered internship for one of the three international winners (<i>sponsor linked to Specialty Class Award</i>)		<u>Optional</u> : one week, cost covered, internship for national winner
Outreach commitment	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.

The return commitment of the partnership by FINAT consists of the following elements:

- Brand visibility as Partner (per partner type) in all campaign-owned communications (Website, Newsletter etc.) to young talent in the competition and to all international industry stakeholders as investor in future workforce.
- Press release to international media about partnership.

Additional return commitments per sponsor type:

Platinum Sponsor	International Sponsor	Country Sponsor
<ul style="list-style-type: none"> One seat per partnership in the international professional jury 1 interview on the #LABELicious website (+ social/PR-supported announcement) on future workforce development A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022) Listing as #LABELicious partner on www.labelicious.eu 	<ul style="list-style-type: none"> One seat per partnership in the international professional jury A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022) Listing as #LABELicious partner on www.labelicious.eu 	<ul style="list-style-type: none"> Press Release to national media to announce country partnership A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022) Listing as #LABELicious partner on www.labelicious.eu

Participation

If you are interested in participating, please fill in the online form:

<https://lejeune131.typeform.com/to/e86tzaBO>

INFORMATION

The campaign website, <https://www.labelicious.eu/>, contains all additional information.

For any questions please contact Jakovina van Haeringen at the FINAT Secretariat (info@finat.com or jvhaeringen@lejeune.nl or +31-70-3123910).

