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Popcorn at the ready! - The Pro Carton Student Video Award returns for its third year

Growing year-on-year, Pro Carton's Student Video Awards returns for 2022 in what is anticipated to be its biggest yet

The Pro Carton Student Video Award, the competition where students are tasked with creating a video about the benefits of cartonboard, is open for entries.

Now in its third year, European students in full-time education are encouraged to get creative and demonstrate their passion for the most ecologically balanced packaging medium. The awards are free to enter, with entries closing on 26 June, and the best entry taking home €5,000 for their winning creation. A new award for 2022, which will be determined by votes from the public, will see one winner take home a GoPro HERO10 plus accessories bundle. Both prizes are sponsored by Pro Carton member RDM Group.



Students from 38 universities across 17 European countries participated in last year's edition, over twice as many compared to the inaugural award in 2020, demonstrating a growing enthusiasm and awareness amongst young people of the merits of cartons.



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The video must be between 30 seconds and two minutes in length, leaving the rest of the brief open to interpretation, allowing for a wide scope of imaginative entries.

Last year, the jury, consisting of an international film producer, a senior advertising executive and the Pro Carton General Manager were delighted with the quality and quantity of entries. They considered communication of Pro Carton's core messages, dramatic impact through idea creation and storytelling, and quality of film execution and crafting as the key criteria.

The students who scooped the top prize were Isa Mutevelic, with '[Carton Boat](#)', who demonstrated cartonboard's strength and versatility by creating a boat and rowing it across a lake. Silvia Baldo and Olimpia Bonvecchio wowed the jury with '[OPTICARTON - The vision outside the box](#)', filmed from a first-person perspective and showing an individual putting on a pair of vision-transforming cartonboard goggles. Finally, Eve Pitt demonstrated '[Packaging For A Better World](#)', featuring a man in his workshop using cartonboard to craft a beautiful natural environment consisting of waterfalls, rocks and trees.



'Carton Boat' by Isa Mutevelic



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'OPTICARTON - The vision outside the box' by Silvia Baldo and Olimpia Bonvecchio



'Packaging For A Better World' by Eve Pitt

Winfried Muehling, General Manager of Pro Carton said: "It fills me with great excitement to know that many talented students across Europe are currently creating their videos. It was incredible to see how well received the awards were across Europe last year, with almost twice as many entrants as the previous year, despite the difficulties induced by the pandemic. Whether by smartphone, camcorder or another device, get recording and submit your entries now!"



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Find the full brief and competition rules here: <https://www.procarton.com/awards/pro-carton-student-video-award/2021/>

Ends

Find hi-res images at:

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

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Notes to editors:

For further information, please contact the Pro Carton press office on +44 (0) 20 7240 2444 or procarton@stormcom.co.uk

About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.



PRO CARTON
PACKAGING FOR
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EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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