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‘Groundbreaking, fresh, creative!’ – Next generation dazzle judges as winners of the Pro Carton Student Video Award 2022 are announced

The winners of the Pro Carton Student Video Award 2022, sponsored by RDM, were announced last night, in front of a packed audience at the European Carton Makers Association (ECMA) Congress in Krakow, Poland. More than 250 spectators attended the ceremony during the Awards Nights in front of a record crowd.

The Award, which challenges European students to make short movies that explore the benefits of cartonboard as a packaging material, received 60 submissions from schools and universities from 19 countries across Europe.

The jury was taken aback by the quality and diversity of the entries. As a result, it was unable to pick just one winner, with two entries receiving the top prize, and three entries receiving the ‘Highly Commended’ award.



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'The carton family: a recycle story'

The first winner of the Pro Carton Student Video Award was 'The carton family: a recycle story', created by Marco Scirè, Shailu Flammini, Stefania Squitieri and Aurora Italiano from Accademia Italiana. The students cleverly highlighted the longevity and durability of cartonboard over time through the depiction of a carton family, viewing their grandparent's life experiences in a family photo album. The enduring presence of cartonboard is reinforced with a powerful message at the end: 'With recycling, the history of cartons never ends'. The judges applauded the team's creativity, with judge Simon Bolton stating, 'it's a very big, powerful idea'.



'Cartonovella'

The second winning entry of the 2022 Pro Carton Student Video Award was *Cartonovella*, by Moritz Hilker, Lærke Blix Hagemann, Kenneth Dumevi and Benedek Tikk from SRH Berlin University of Applied Sciences. *Cartonovella* is a satirical and humorous short film about a quick rise to fame thanks to cartonboard. A woman finds herself at an ultimate low point after an unfortunate affair that has left her in the street. Her fortune quickly changes when she finds a stack of cartonboard on the street, which she transforms into a striking dress. This consequently lands her in a high-fashion magazine. The judges all admired the inventiveness and originality of the entry, appreciating the effective way it portrayed cartonboard as trendy and modern.

Demonstrating its ability to capture the attention of the public, *Cartonovella* also scooped the Public Award.

A trio of highly commended winners

In addition to the two winners, three entries were 'Highly Commended'. The first was '*CARTon – The Race*', in which Lea Giczy, Emelie Friedl and Filip Pich from die Graphische, Higher Graphical Federal Education and Research Institute, set out to build their own racing machines out of carton. The jury loved the fun and energetic nature of the film, the exposition of cartonboard as 'heroic and fun' as well as the immersive effect of the audio.



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The second entry to be 'Highly Commended' was 'I've Met Someone', by Ezgi Dora and Hugo Landrey from the University of Surrey. In the video, the protagonist breaks up with her unsustainable relationship with plastic packaging. She introduces her new 'partner' Carton, describing him as the better option for herself and the environment. The jury commented on the effectiveness of the concept in delivering a positive message about cartonboard, as well as the punchiness of the script, the production and excellent acting.

The third 'Highly Commended' entry was 'The Encounter', by Hugo Landrey and Ezgi Dora from the University of Surrey. The film creatively and suspensefully emphasises the recycling credentials of cartonboard using a recycling bin as the protagonist, which rejects anything other than cartonboard products. The jury praised the way the students used the bin as the hero to 'distinguish between different packaging substrates', and visualised 'recyclability and circularity'.

Winfried Muehling, General Manager of Pro Carton, said: "It was an absolute pleasure to join the jury for the Pro Carton Student Video Award. It was fascinating to see sustainable packaging through the lens of the next generation of talented students. I was dazzled by the originality and diversity of the entries, and the contrasting way in which they were able to convey the benefits of cartonboard through film. I would like to extend a big thank you to all the students who put so much time and thought into their submissions, as well as RDM for sponsoring this year's award."

To watch the winning entries, please visit: <https://www.procarton.com/awards/pro-carton-student-video-award/2022-2/winners/>

Ends

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About Pro Carton



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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.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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