



Storm Communications

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## Pro Carton Student Video Award returns to challenge young filmmakers

*Following last year's triumph, Pro Carton's Student Video Award returns in 2023 inviting young filmmakers to put cartonboard in the leading role.*

Entries are now open for budding young filmmakers to submit their creations promoting the benefits of folding cartons or cartonboard packaging. The **Pro Carton Student Video Award 2023** invites students across Europe to combine their love for film with the most economically and ecologically balanced packaging medium: cartonboard. The competition is open to students enrolled at a European school/college, with the winner taking away the €5,000 prize fund, which will be announced at an exclusive awards ceremony in Seville, Spain.



*Pro Carton Student Video Award 2023 is now open for entries*

For the fourth consecutive year, Pro Carton – the European Association of Carton and Cartonboard manufacturers – will invite students to promote or explain one or more of the benefits of cartons (or cartonboard) in a creative way. The awards encourage the next generation of talent to showcase their video making and editing skills alongside their passion for sustainability.



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[Open for entries now](#), students interested in taking part in the free-to-enter competition can submit their film masterpieces individually or in a group of up to four before June 23, 2023. The video should be entertaining, creative and communicative, and must be between 30 seconds and two minutes in length. Entrants are encouraged to use the open brief to create any style of video they wish, to demonstrate the attractiveness of cartonboard packaging.

Pro Carton invites teachers, lecturers, and professors to include the Pro Carton Student Video Award as a course project for their students. Complementary cartonboard sheets and online classes with industry experts are available to help students' ideas come to life. The award is of particular interest to those studying business, marketing and communications, media, filmmaking, audio-visual or similar courses.

In 2022, 60 university students from a record-breaking 19 countries across Europe submitted their unique short videos to promote the sustainable and circular packaging material. Due to the high standard of entries, the experienced jury chose two joint winners. A team of four, Marco Scirè, Shailu Flammini, Stefania Squitieri and Aurora Italiano, taught by Michele Cirillo, from Accademia Italiana won with their video [‘The Carton Family: A Recycle Story’](#) which presents the recyclability and importance of cartonboard through a family story. Just as creative, students of Gilbert Beronneau; Moritz Hilker, Lærke Blix Hagemann, Kenneth Dumevi and Benedek Tikk, from SRH Berlin University of Applied Sciences, created [‘Cartonovella’](#) a satirical and humorous video showing the versatility of cartonboard packaging. Cartonovella was also awarded the Public Award, voted for by the general public.



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*2022 Pro Carton Student Video Award Winner, The Carton Family: A Recycle Story*



*2022 Pro Carton Student Video Award Jury and Public Award Winner, Cartonovella*

On top of the monetary €5,000 prize for the winning entry, the Public Award winner will receive the latest GoPro HERO and accessories bundle. All winners will be invited to the official awards ceremony, taking place on 21<sup>st</sup> September in Seville, Spain, at the annual European Carton Makers Association (ECMA) Congress. The Pro Carton Student Video Award's ceremony will take place alongside Pro Carton's other renown awards, the European Carton Excellence Awards and Pro Carton Young Designers Award.



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**Winfried Muehling, Marketing and Communications Director at Pro Carton, has commented:** “Each year I am amazed by the talent and creativity students show in their Pro Carton Student Video Award submissions. It provides hope that the next generation are inspired to produce novel high-quality videos to convey the benefits of cartonboard, and encourage greater use of sustainable packaging materials. I am looking forward to seeing our 2023 entries and announcing the winners this September in Saville.”

For more info on the Pro Carton Student Video Award 2023, please visit the Pro Carton website here:

<https://www.procarton.com/awards/pro-carton-student-video-award/2023-2/>

**Ends**

For more information on the benefits of carton and cartonboard, visit [www.procarton.com](http://www.procarton.com) or join the discussion on social media:  
Follow Pro Carton on Twitter: [www.twitter.com/pro\\_carton](https://twitter.com/pro_carton)

Like the Pro Carton Facebook page: [www.facebook.com/procartoneurope/](https://www.facebook.com/procartoneurope/)

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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](mailto: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](http://www.procarton.com)

**What is cartonboard?**



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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 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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