



Pro Carton Student Video Award 2024



Pro Carton

Pro Carton is the **European Association of Carton and Cartonboard manufacturers**. It represents members operating 50+ board machines in over 40 mills across 14 different countries in Europe and the carton converting industry.

Its purpose is to promote the use of folding cartons and cartonboard to brand owners, the trade, as well as designers, the media, and policymakers as an economically and ecologically balanced packaging medium, that is **renewable, biodegradable, and recyclable**.

Pro Carton and ECMA, the European Carton Makers Association, hold the annual and most prestigious award in sustainable packaging, the European Carton Excellence Award, alongside the Pro Carton Young Designers Award and Pro Carton Student Video Award. These awards celebrate innovation and sustainable design, attracting thousands of students, universities and industry professionals each year.



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Pro Carton Members



What is Cartonboard?

Folding cartons are small to medium-sized boxes made of cartonboard. They are used to package a wide range of products, from food – such as cereals, frozen and chilled foods, confectionery, baked goods, tea, coffee and other dry foods – to pharmaceuticals, cosmetics and more.

Many different types of cartonboard are produced, all of which can be manufactured in different weights (grammages) and thicknesses.

Cartonboard is renewable, recyclable and biodegradable. It is a truly sustainable packaging material and a perfect example of the circular economy.



Pro Carton in the Media

Poznalistny zwycięzców 2023 European Carton Excellence Award 2023 Sep 2023 2023

21 września w Seville odbyło się zwycięskie uroczyste wręczenie nagród w konkursie 2023 European Carton Excellence Award (ECEA) w którym ogłoszono zwycięzcom innowacyjną i ekologiczną innowacyjną produkcję opakowań kartonowych. Wybitne osiągnięcia przez Europejską Asocjację Producentów Kartonów i Instytut (Pro Carton) oraz Europejską Asocjację Producentów Kartonów (ECMA) wzbudziły ogromny entuzjazm i ekologicznych opakowań kartonowych w regionie kontynentalnym.

Tyżmiodniowy konkurs nagród Carton of the Year został zakończony, zwycięzcom ogłoszono w Seville 21 września podczas spektakularnej imprezy. Nagrodę Group of the Month (Najlepsze opakowanie miesiąca) otrzymał producent opakowań kartonowych z branży żywnościowej, który zrealizował innowacyjną i ekologiczną produkcję opakowań kartonowych. Wybitne osiągnięcia przez Europejską Asocjację Producentów Kartonów i Instytut (Pro Carton) oraz Europejską Asocjację Producentów Kartonów (ECMA) wzbudziły ogromny entuzjazm i ekologicznych opakowań kartonowych w regionie kontynentalnym.

Wzrost konkurencyjności opakowań kartonowych w środowisku, które produkuje opakowania, jest wyzwaniem i wymaga odpowiedniego rozwiązania.

Karton steht für gelebte Kreislaufwirtschaft

PPWR quo vadis?



Aktuell sorgt die Diskussion über die Ausrichtung der PPWR für grosse Unsicherheit in der Verpackungsbranche. Mehrwertverpackungen werden hierbei recycelten Kartoverpackungen vorgezogen. Zu Unrecht, und mit dem Risiko weitreichender negativer Folgen.

Papier und Kartonpackungen stehen für gelebte Kreislaufwirtschaft, für weiches und haltbares Bioflexibles, für einwandfreie bedruckbare Oberflächen und vor allem für 100% aus recyceltem Karton. Die Umwandlung von recyceltem Karton zu neuem Karton ist ein geschlossener Kreislauf, der die Ressourcen schont und die Umwelt schützt.

Unsere Wertungsbildung ist europäisch geprägt. Unsere Wertungsbildung ist europäisch geprägt. Unsere Wertungsbildung ist europäisch geprägt. Unsere Wertungsbildung ist europäisch geprägt.

PRO CARTON PACKAGING FOR A BETTER WORLD

packAKTUELL

Groundbreaking packaging solutions awarded at the European Carton Excellence Award 2023



The best cardboard packaging – These are the winners of the European Carton Excellence Award 2023

Global Print Monitor

PRINT & PACKAGING NEWS, COMMENT & ANALYSIS

packaging journal

markenartikel

GERnétic from Alzamora is Carton of the Year 2023

Presenting the winners of the Pro Carton Student Video Award 2023

Presenting the winners of the Pro Carton Student Video Award 2023



The winners of the 2023 Pro Carton Student Video Award were announced last night (September 21) at the annual awards gala in Seville, Spain. The award underlines the importance of supporting young talent in the film sector and supports environmentally conscious solutions. The students were tasked with making a short film that demonstrated the advantages and benefits of cardboard and folding boxes in an imaginative, visionary way.

Innovation



The Pro Carton Young Designers Award in Seville fashion!

After Krakow in Poland, Seville in Spain! Pro Carton carefully selects the destinations for its galas for the Pro Carton Young Designers Award. This year, the event sponsored by Turkey's leading packaging specialists, Duran Doğan and Kartensan, took place on September 21 in And

hacienda. Pap'Argus was there. The event rewarded the best young design ideas were announced by Horst Bittermann, Managing Director of Pro Carton, 1 of leaders in the packaging industry. The evening ended in jubilation with magical Special mention goes to Winfried Muehling, Director Marketing and Communications was able to highlight all the young talents. The results and photos will be on Pap'Argus. Don't miss it! Innovation was at the rendezvous! Some creations will



STUDENT VIDEO AWARD

Pro Carton honors young filmmakers in Europe

The winners of the 2023 Pro Carton Student Video Award were announced at the awards gala in Seville, Spain.

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packREPORT

CARTONBOARD, THE CIRCULAR ECONOMY IN ACTION

Given the scale of the EU's Packaging and Packaging Waste Regulation (PPWR) proposal, there is much uncertainty across the packaging world as industry figures try to untangle what it really means. The proposed regulation shows a preference for reusable packaging against recycled cardboard packaging. Not only is this the unilateral stance to take, but pushing forward with the PPWR in its current form could have far-reaching negative consequences.



NO CARTON - EUROPEAN CARTON EXCELLENCE AWARD 2023 WINNERS

European Carton Excellence Award 2023 winners

The winners of the 2023 European Carton Excellence Award (ECEA) were unveiled in Seville, Spain, on 21 September, recognizing the innovation of the sustainable carton packaging industry over the last year. Hosted by Pro Carton – the European Association of Carton and Cartonboard Manufacturers – and the European Carton Makers Association (ECMA), the awards ceremony is the crown of sustainable packaging.

Spain-based Alzamora Group's luxurious three-dimensional spherical packaging in brand GERnétic was crowned Carton of the Year, whilst Graphic Packaging Interna's innovative Boardo™ fibre-based pack for Perfetti Van Melle's Mentos gum won over the Public Award, as well as taking home the Sustainability Award.



COMPETITION: AN ITALIAN COMPANY IS ALSO AMONG THE WINNERS OF THE EUROPEAN CARTON EXCELLENCE AWARD 2023

There is also an Italian company among the winners of the European Carton Excellence Award (ECEA) 2023 awarded in Seville, Spain, during the 10th anniversary of the competition and 20th anniversary of the European Association of Carton and Cartonboard Manufacturers and 25th of the European Association of Cartonboard Manufacturers (ECMA). The award ceremony, which celebrated the 10th anniversary of the competition, was held in Seville, Spain, on 21 September. The award ceremony was held in Seville, Spain, on 21 September. The award ceremony was held in Seville, Spain, on 21 September.



neue verpackung

Young talent honored for innovative cardboard packaging ideas. Winners of the Pro Carton Young Designers Award 2023 have been announced

The jury has spoken: The winners of the Pro Carton Young Designers Award 2023 were announced on September 21st at a ceremony in Seville, Spain.



Entrevista a Winfried Muehling, director de Marketing y Comunicaciones de Pro Carton

"Estamos promoviendo la circularidad con cada metro cuadrado de cartón producido"

Entrevista con Winfried Muehling, Marketing & Communications Director of Pro Carton

"We are promoting circularity with every square meter of cartonboard produced"

Según el estudio "Carbon Footprint of Carton Packaging 2023", la industria europea de envases de cartón en el 2023 logró reducir su huella de carbono en un 24% desde 2018. Un hito significativo que demuestra que los envases de cartón no solo satisfacen la demanda de una economía de base biológica y circular, sino que también tienen un papel clave que desempeñar en la transición a una economía circular.



INFOPACK: ¿Podría explicar a nuestros lectores el alcance real de esta cifra?

WINFRIED MUEHLING: Nuestra investigación afirma que la industria ha logrado reducir su huella de carbono en un 24% desde 2018. En comparación con la medición de 2018 de 26 kgCO2e por metro cuadrado de cartón, la huella de carbono de la cartón en la medida de hoy es de 19 kgCO2e por metro cuadrado. Esto se debe a la mejora de los recursos, la optimización de la energía libre de fósforo y la reducción de residuos durante el proceso de producción. En la medición participaron 30 fabricantes de cartón de 10 diferentes países de Europa, África y América Latina. Además, el impacto de carbono de la cartón a la puerta del cliente se redujo en un 24% desde 2018, un valor que representa un punto de partida importante. A la reducción de 24% entre 2018 y 2023, otros factores clave preparados el groundwork for these outcomes today.

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¿Puede la industria europea del envase de cartón lograr más de esto? ¿Qué medidas concretas se han recomendado desde Pro Carton?



Pro Carton Young Designers Award winners announced

Tuesday September 26th, 2023 - Winners 2023 impress with innovative and creative cardboard packaging ideas



The winners of the Pro Carton Young Designers Award 2023, sponsored by leading Turkish packaging specialists Duran Doğan and Kartensan, were announced yesterday evening (September 21) at a ceremony in Seville, Spain.

In recognition of outstanding young European design talent, Horst Bittermann, General Director of Pro Carton, announced the award winners in front of an audience of leading representatives of the packaging industry. At this year's awards ceremony, awards were presented in four categories: Creative Cartonboard Packaging (Food & Drink), Creative Cardboard Packaging (All Other), Sustainability and the Public Vote Award.

More than 750 submissions were received from over 140 institutions across Europe. They were examined in detail by a jury representing the entire packaging value chain. Sakar Göddö, former sales and marketing director of SieberHead, served as the chief judge. He was supported by Sanjeev Das, Global Packaging Director for Food and Ice Cream at Unilever, Alihan Duran, Managing Director of Duran Doğan and Chairman of KASAD, and Kemal Cokkım, Marketing Director of Kartensan.



Meet the Storm Team



Adam Craig
Head of Corporate



Danielle Wolstencroft
Marketing Director



Olivia Evans
Senior Account Manager
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Senior Account Executive
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Annual Award Programme



Finding Future Filmmakers

The Pro Carton Student Video Award (PCSVA) is a **free to enter** Europe-wide competition for video storytelling about folding cartons and cartonboard. Perfect for anyone with a passion for film, multimedia, arts and communication. Plus, there's a €4,000 prize for the winner and a €1,000 prize for the highly commended entry.

Produce a short video (up to 2 minutes) to creatively and entertainingly promote one or more benefits of folding cartons and cartonboard. There are no limitations to the type of video, we are open to stop-motion, live-action, animations – you name it!

Our industry is all about sustainability, circularity, innovation, and the future. Folding carton and cartonboard are part of our daily lives and is the most economically and ecologically balanced packaging medium available.

Alongside the esteemed jury decision, the final shortlist is put to the public to vote and decide the winner of the **Public Award**.

There are so many stories to tell and that's where you come in!



CARTONBOARD ORDERS 2024



Available to order:

- Natural FBB 235 gsm
- Natural FBB 270 gsm
- Classic FBB 225 gsm
- Pro FBB Bright 220 gsm
- Pro FBB Bright 280 gsm
- Prime FBB Bright 305 gsm

Sheet Size: 70 x 100cm

Sheet Grade: Dependent on board type, see above

Quantity: Maximum of 200 sheets per grade

Delivery: Dependent on requests, flexible

MM

Available to order:

- Recycled Grafopak GD2 (white top / grey reverse)
- Recycled Grafopak Kraft GT4 (white top / brown reverse)
- Recycled Browncolour UT4 (brown top and reverse)
- Virgin Alaska Eco GC2 (white top / cream reverse)

Sheet Size: 72 x 102cm

Sheet Grade: 300 gsm

Quantity: 100 sheets

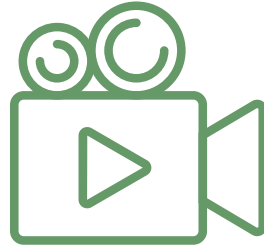
Delivery: Beginning of November, December, and January only

Entry Brief



Your video should, in a creative way, promote or explain the benefits of folding cartons and cartonboard. It could be specifically about one or more features of folding cartons and cartonboard, or may have a wider environmental message.

It should be entertaining, communicate a clear message or proposition and be suitable for various social media channels, presentations, events, websites or even commercials.



Technique/ Genre:
Be as creative as you can!



Format:
.mp4/.mov, 16:9, min.
1080p (HD)



Length:
Minimum: 15 seconds
Maximum: 2 minutes



Include:
PCSV A 2024 logo at the end



Language:
All text and speech in English



Don't forget:
Submit a 150 word description of your video

2024 Awards



Jury Winner



Highly Commended



Public Award

Rules



Videos must be focused on folding carton and cartonboard only



Submissions must in an mp4 1080p format, via Google Drive or YouTube link



Please add the PCSVA 2024 as the last sequence of your film



All text or spoken word in the video must be in English



Your design must be your own idea and not copied from another source



Entries made from any other material than cartonboard will be disqualified

Judging Process



1 Online judging to determine the shortlist

2 In-person judging - the esteemed judging panel, including filmmakers and cartonboard experts, carefully considers every video. A shortlist is chosen for the Public Vote alongside the jury winner and highly commended.

2023 judges:



SIMON BOLTON
Strategy & Alignment Coach



BADY MINCK
CEO, AMOUR FOU

2024 Judges TBC



WINFRIED MÜHLING
Director of Marketing &
Communications, Pro Carton

Benefits

Prizes:

- Winner: €4,000
- Highly Commended: €1,000
- Public Award Winner: € 1,000



All shortlisted entries are promoted across Pro Carton's social media, with a combined follower count of 23,000+. And, last year's public vote received a huge 5,700+ votes.



Winners and finalists will be promoted through Pro Carton's marketing & PR campaign. Your films will be featured in press releases, covered by key trade titles, including, Packaging News, Packaging Europe, Neue Verpackung, and more.



The perfect experience, whatever the outcome, to add to your CV for prospective employers. Entering the PCSVA shows your true creativity for filmmaking and sustainability. Just what the industry is looking for!





2024 Timeline

**21
Jun**

Entries close

The online entry form will close at midnight, ensure all entries are submitted by then!

**8
Jul**

Shortlist Announced

The top entrants are notified, their entries will then go to Public Vote, to decide the winner of the 2024 Public Award

**19
Jul**

Public Vote Opens

The Public Vote, held on the Pro Carton websites will be open until 23rd August 2023.

**19
Sep**

Awards Gala

The winners and finalists are invited to join us at the ceremony in Berlin, Germany

Please note, these dates are subject to change

2023 Victory

Winner



PROs of Carton

Jasmin Hein & Sofia Rohnefeld

Höhere Graphische Bundes- Lehr- und Versuchsanstalt, Austria

HC



Circle of Life

Alina Biesolt and team

SRH Berlin School of Design and Communication, Germany

Public
Award



Metamorphosis

Diana Morgacheva

Università Commerciale Luigi Bocconi, Italy

Watch all the winners and finalist videos on our YouTube channel!



2023 Awards Gala Recap...



Testimonials



"Thank you to the Storm team for organising such a great event, I really enjoyed attending. There was such great energy and hospitality, great job to the whole team."

Nadine Bennett, Chelsea College of Arts

"The PCSVA 2023 has been an educational highlight for me and my students. It provided a platform for creative growth, environmental awareness, and global engagement. Thank you for this fantastic opportunity!"

Bernhard Comploj, Höhere Graphische Bundes- Lehr- und Versuchsanstalt, Austria

"The PCSVA 2023 experience was for me a moment where many things came together: many languages were spoken and many ideas were exchanged, hard but necessary awareness encountered creativity, hope and action in the hands of more than one generation."

Diana Morgacheva, PCSVA Public Award Winner 2023

"Everything in Seville was so welcoming and amazing. Thank you for being such an awesome support for all the students."

Rose Lwin, PCYDA Creative Cartonboard Ideas Food & Drink Winner 2023

Take the challenge!



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STORM