



PRO CARTON STUDENT VIDEO AWARD 2024

Are you one of the best filmmakers in your class? Do you have what it takes to create a short film that presents the environmental credentials of cartonboard to consumers? Put your creativity to the test by entering the Pro Carton Student Video Award 2024.

Win up to €4,000 and receive a free trip to our awards gala in Berlin in September 2024.

Entry deadline: 21 June 2024



PRO CARTON
PACKAGING FOR
A BETTER WORLD

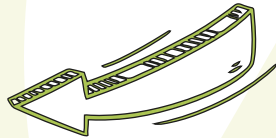
www.procarton.com

PRO CARTON STUDENT VIDEO AWARD



The filmmaking competition is free to enter and is open to any student enrolled at a European school, college or university. We encourage teachers to make the award a course project and we are able to support you throughout the process with presentations and cartonboard material - at no cost.

WHAT?



Produce a short video of up to two minutes in length, that demonstrates or promotes the benefits of printed folding cartons or cartonboard to a consumer audience.

You can use any products that are readily available from supermarkets as props - such as cereal boxes, confectionery products, frozen foods and medicines, or you can create an animated video with illustrations - the choice is yours.

All that we ask is that you bring our material to life in an interesting and creative way!

How?



Students studying film, videography, photography, multimedia, or even those who simply have a love of filmmaking are invited to join the competition. Entry is simple. Simply follow the instructions, and submit your video file online by the deadline date. More details can be found on our website.

WHAT CAN YOU WIN?



The finalists and their teachers will be invited to the Pro Carton and European Carton Makers Association (ECMA) Awards Gala in September 2024, which will be held in Berlin, where you can meet people from across the cartonboard packaging industry - including those responsible for marketing their businesses.

In addition to taking home a trophy and certificate, the winners will take home a cash prize:

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

WHAT ARE SOME OF THE ADVANTAGES OF FOLDING CARTONS?



Cartonboard is one of the world's most popular packaging materials. The reasons for this are very clear. The material is:

Renewable - cartonboard is produced from trees grown in sustainably managed forests across Europe.

Recyclable - cartonboard fibres can be recycled at least 25 times and the recycling rate in Europe is 82%.

Biodegradable - cartonboard will naturally degrade and cause no harm to the environment.

Sustainable - more trees are planted than harvested in Europe - 3-4 for each tree harvested.

Brand communication - cartons can be printed in unlimited colours, with special effects, that enhance a brand's packaging.

Product protection - cartons protect products and consumers and can help reduce food waste.

You can learn much more from our website.

CAREER
OPPORTUNITIES
INVALUABLE
EXPERIENCES
DEMONSTRATE
TALENT

GAIN INSPIRATION
FROM THE
2023 WINNERS

