



2026 PRO CARTON STUDENT VIDEO AWARD



ABOUT THE AWARD

The Pro Carton Student Video Award is **Europe's leading annual competition** for students creating compelling video storytelling about cartons and cartonboard.

Focusing on creative video content, the award plays an important role in promoting sustainable packaging, innovation, and clear communication among students across Europe. The competition is free to enter and open to all students enrolled at a European school or university.

The Pro Carton Student Video Award is set to reveal outstanding ideas and fresh perspectives, while allowing Pro Carton to engage the next generation by showcasing the environmental benefits and versatility of cartonboard through creative storytelling. Entering the awards is the perfect platform to gain visibility with industry professionals, build valuable connections, and kick-start future career opportunities.





PRO CARTON
PACKAGING FOR
A BETTER WORLD



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.



Sustainable Forest Management

More than 92% sourced from EU forests
European forests are growing: about 1.5 times area of the NL in past 15 years
Forest-based sector absorbs >20% of Europe's GHG emissions

Collection & Recycling

87% recycling rate
Target of 90% by 2030
Cartonboard fibres are resilient
Over 48m tonnes recycled in 2024

Consumer

High level of trust and confidence in collection and recycling systems (88%)
Recyclability (65%) and renewability (41%) most important packaging features
Increasing demand for sustainable packaging solutions, with 89% preference.

Cartonboard and Folding Carton Production

European value creation: resilient bio-economy
24% CO2 reduction cradle-to-grave 2018-2021
Efficient use of resources
90% of water returned to the environment after purification
62% of renewable energy in operation, and growing
Demonstrating 'zero-waste' production

Brand Owner

Packaging the most important touch point
Design for recycling
Co-development
Pledge 2025

Retail

Important partner for collection
Differentiation through sustainable packaging
Increasing share of private label



MEET THE TEAM



Winfried Mühling
Pro Carton



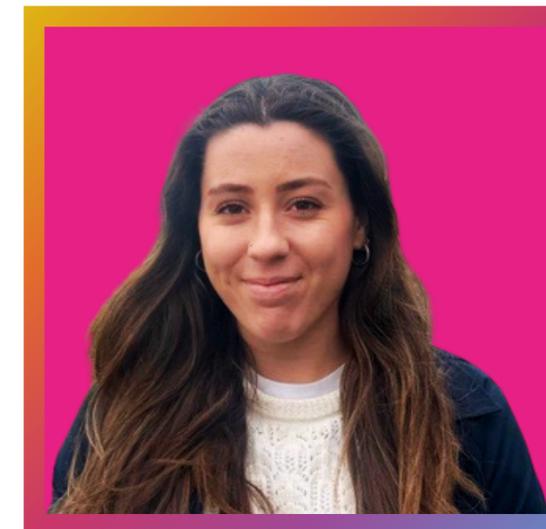
Jo Hillier
Storm Communications



Olivia Evans
Storm Communications



Katie May
Storm Communications



Kat Long
Storm Communications

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.



Film style:

Be as creative as you can!

Format:

.mpv/.mov, 1080p (HD)



Length:

15 seconds - 2 minutes

Include:

PCSV A 2026 logo at the end



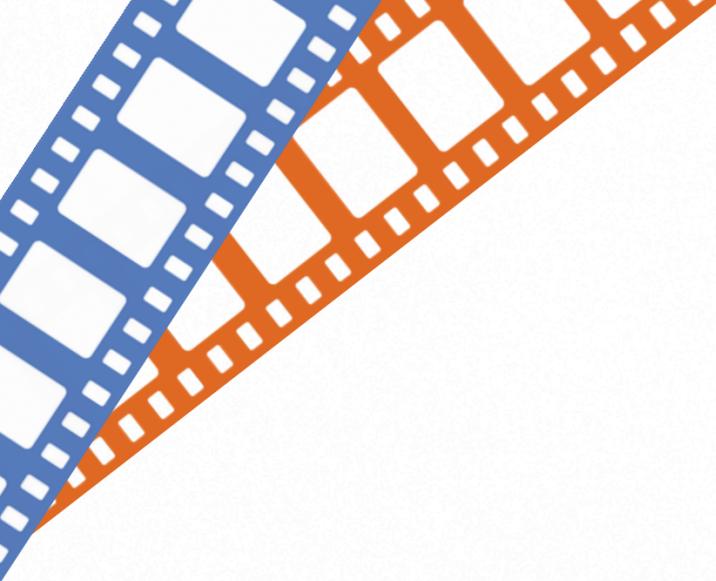
Language:

All text and speech in English

Don't forget:

Submit a 150 word description





2026 TIMELINE

19 JUNE

15 JULY

17 SEPT



ENTRIES CLOSE

The online entry form will close at midnight CET.

PUBLIC VOTE OPENS

The public vote remains open throughout the summer. The entry with the most votes will receive the 2026 Public Award.

AWARDS GALA

Winners and finalists will celebrate their achievements with us at the awards ceremony in the stunning city of Rome, Italy.

Please note, these dates are subject to change



WHAT YOU NEED TO SUBMIT

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.

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

Winner: €3,000

Highly Commended: €1,000

Public Award Winner: €1,000

Commended: €500



RULES & REQUIREMENTS



Videos must be focused on folding carton and cartonboard only



Submissions must in an mp4 1080p format, via Google Drive (make sure your video is accessible).



Please add the PCSVA 2026 logo as the last sequence of your film



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



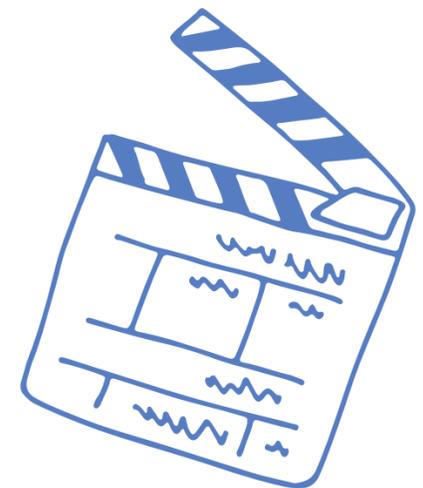
Students are welcome to enter either individually or **in groups of up to four**. Only one team member needs to submit the design online on behalf of the group.



Your storyline must be an original concept and not derived from or copied from any existing work.

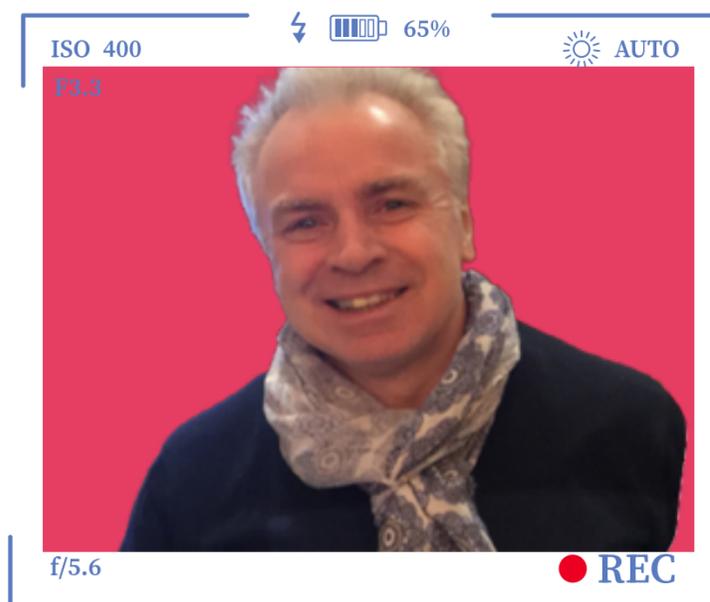


Videos spotlighting any material other than cartonboard will be disqualified.



JUDGING PANEL

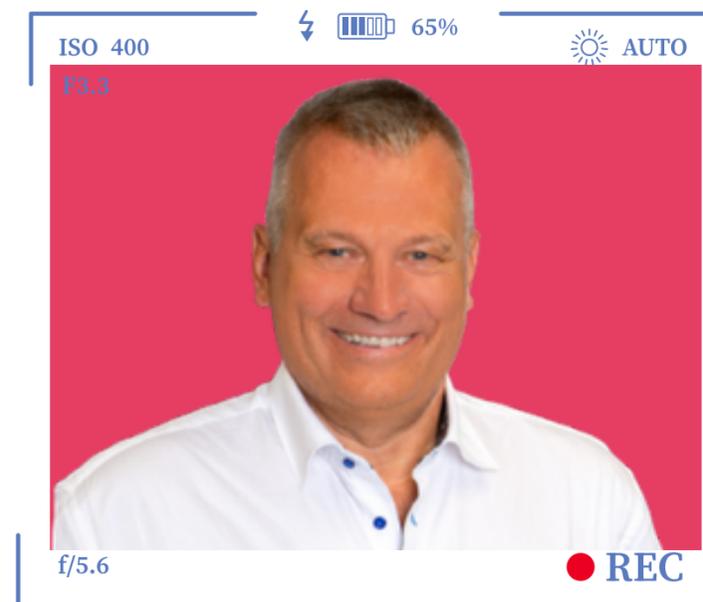
Our judging panel brings together respected industry professionals from across Europe. All video entries are initially reviewed and scored online, making the quality of your video, storytelling and supporting content essential. Shortlisted videos are then judged in person, where the panel evaluates creativity, clarity of message and overall impact. From this process, winners, finalists and the Public Vote shortlist are selected.



SIMON BOLTON
International Marketer



BADY MINCK
Producer & Filmmaker



WINFRIED MÜHLING
Director of Marketing & Communications, Pro Carton

Winner: €3,000
Highly Commended: €1,000
Public Award Winner: €1,000
Commended: €500



All top entries will be showcased across Pro Carton's social media channels, which reach over 25,000 followers. Winning designs will also be featured in marketing materials and press releases distributed to key trade media, giving your work industry-wide visibility

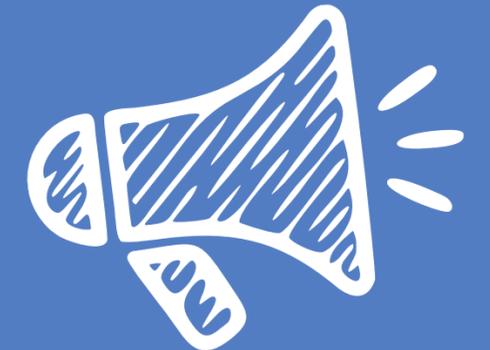


Winners and finalists will be promoted through Pro Carton's marketing & PR campaign.

Films will be featured in press releases, covered by key trade titles, including, Packaging News, Packaging Europe, Neue Verpackung, and more.



Whatever the outcome, entering the PCSVA is a standout addition to your CV. It demonstrates your dedication, creativity, and skill in sustainable storytelling – exactly what employers in the industry are looking for.



2025 VICTORY



RECYCLED ROMANCE

Marlene Staak, Leyla Coburger, and Josephine Gosta Gerke

SRH Berlin University of Applied Sciences (Germany)



FOLD'N'HOLD

Ece Naz Taş, Zeynep Cantürk, Serra Kağıtçı

Middle East Technical University (Turkey)



BOYFRIEND MATERIAL

Raphael Wischniewski, Charlotte Anastasia Kabitsyna, Patrick Pöldar and John Ojajuni

SRH Berlin University of Applied Sciences (Germany)

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

IN THE MEDIA

Opakowanie.pl

established 1987
PACKAGING SCOTLAND

STUDENT VIDEO AWARD '26



Padon Period Pads by Jule Schelletter, Meret Fischmann, Birte Müller and Bahareh Hosseinzadeh Alamdari – Münster School of Design



Fold'n'Hold by Ece Naz Taş, Zeynep Cantürk and Serra Kağıtçı – Middle East Technical University

THE winners of the European Carton Excellence Award (ECEA) 2025 have been announced at a ceremony in Istanbul, Turkey.

Hosted by Pro Carton and the European Carton Makers Association, trophy winners spanned four special recognition awards, seven new end-user focused categories, and platinum and gold entries.

EUWID VERPACKUNG

European Carton Excellence Award recognizes innovative folding carton designs

Interempresas

The Pro Cartoon Student Video Award 2025 celebrates excellence in storytelling

European Carton Excellence Award 2025 winners unveiled in Istanbul

22 SEPTEMBER 2025

PACKAGING EUROPE

Carton excellence celebrated at annual awards gala

INTERNATIONAL
infopack

Envases responsables para una economía circular
Istanbul awards Europe's best young packaging designers



Video Award: Packaging tells an emotional story

PACKAGING WORLD

ARTES GRÁFICAS
alabrent / cartiflex

AGENCIA NACIONALĂ DE PRESĂ
AGERPRES
Actualizează lumea.

Cluj: UAD won the Jury Prize at the European Packaging Design Awards Gala

packaging journal

Young talent in focus: Pro Carton Young Designers Award

Cardboard of the Year: Cosmetic Advent wreath made of cardboard

NEWS PACKAGING
DESIGN, PACKAGING & MERCHANDISING

Winners of the European Carton Excellence Award 2025



Innovation Award Winner: Leffe Roar Multinack



Sustainability Award Winner: Claber Lancia Pro 8535



Public Award winner: Neuhaus Easter Filled Figures

SUSTAINABLE PACKAGING NEWS

Europe's top young packaging designers honoured in Istanbul



ENVAS PRÉS

Istanbul awards Europe's best young packaging designers

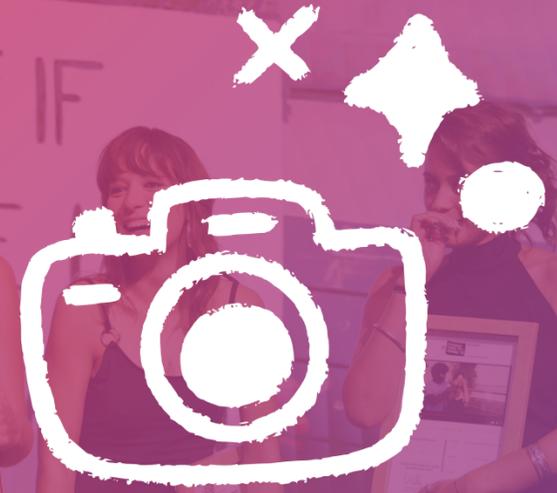


PRESSE BOX®

Packaging design with a message: "Padon Period Pads" wins the FFI/Pro Carton Young Designers Award 2025

Paper Market.eu





TAKE THE CHALLENGE!



studentawards@procarton.com
(+44) 020 7240 2444

