

PRO CARTON  
YOUNG DESIGNERS AWARD



PRO CARTON

YOUNG  
DESIGNERS  
AWARD '25

# WHAT IS 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 15 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 a true leader in circularity.

Pro Carton and the European Carton Makers Association (ECMA), 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 MEMBERS



**BILLERUD**



**Fiskeby**



**FOLBB**  
virgin fiber cartonboard *made personal*



**Graphic Packaging**  
INTERNATIONAL

**HOLMEN  
IGGESUND**



**Kartonsan**



**LA ROCHETTE CARTONBOARD**  
PAPETERIE TECHNIQUE EN SAVOIE



**MM**  
BOARD & PAPER



**MEL**  
CARTONBOARD MAKERS



**Metsä**



**PANKABOARD**



**RdM**



**Smurfit  
Kappa**



**storaenso**



**WEIG**  
*driven by care*



**WestRock**



# WHAT IS CARTONBOARD?

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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 90% sourced from EU forests

European forests are growing by approximately 2%/year

Forest-based sector absorbs >20% of Europe's GHG emissions

### Collection & recycling

82% recycling rate

Target of 90% by 2030

Cartonboard fibres are resilient

More than 75% of Europe's fibre-based packaging comes from recycled paper/board

Over 54m tonnes recycled in 2022

### Consumers

High level of trust and confidence in collection and recycling systems

Recyclability (85%) and renewability (81%) most relevant packaging features

Increasing demand for sustainable packaging solutions

### Cartonboard and folding carton production

European value creation

24% CO2 reduction cradle-to-grave 2018-21

Efficient use of resources

90% of water returned to the environment after purification

Recirculation of water

62% of renewable energy in operation, and growing

Demonstrating 'zero-waste' production

### Brand owners

Design for recycling

Packaging the most important touch point

Co-development

Centre of excellence

Pledge 2025

### Retailers

Important partner for collection

Pull effect on innovation

Differentiation through sustainable packaging

Increasing share of private label



# IN THE MEDIA

## Poznalismy zwycięzców 2023 European Carton Excellence Award

21 września w Seville odbyła się uroczysta ceremonia wręczenia nagród w kategorii 2023 European Carton Excellence Award (ECEA) w której nagrodzono osiągnięcia innowacji i sektora zrównoważonej produkcji opakowań kartonowych. Wydarzenie organizowane przez Europejskie Stowarzyszenie Producentów Kartonów i Tektury (Pro Carton) oraz Europejskie Stowarzyszenie Producentów Kartonów (ECMA) odznacza najlepsze projekty ekologicznych opakowań stworzonych na naszym kontynencie.

Tegorocznym laureatem nagrody Carton of the Year został GERbatic, innowacyjne opakowanie w kształcie kuli stworzone przez hiszpańską firmę Alzamora Group dla marki kosmetycznej GÉRbatic (na zdjęciu), natomiast innowacyjne opakowanie z naturalnych włókien roślinnych Graphic Packaging International na gumę Perfecto van Melle Mentos zdobyło tytuł w kategorii Nagroda Publiczności oraz Zrównoważony Rozwój.

Wszystkie konkursy ogłoszenia zamiana na strukturalny, techniczny, ekologiczny, społeczeństwa i ogólny użytkownika. 07 04

## Karton steht für gelebte Kreislaufwirtschaft

### PPWR quo vadis?



Aktuell sorgt die Diskussion über die Ausrichtung der PPWR für grosse Unsicherheit in der Verpackungswelt. Mehrwegverpackungen werden hierbei recyceltem Kartonerpackungen vorgezogen. Zu Unrecht, und mit dem Risiko weitreichender negativer Folgen.

Papier und Kartonerpackungen sollen für grüne Kreislaufwirtschaft. Sie werden aus nachwachsenden Rohstoffen, erneuerbaren und recycelbaren Rohstoffen hergestellt und weisen ein 82 % von Sekundärfaser Recyclingmaterial auf. Wir glauben das Rohmaterial für die Kartonerpackung aus nachwachsenden Rohstoffen. Mehr als 90% des Holz aus Quellen aus Wäldern der EU. Unsere Mitglieder können auch Holz für Kreislaufwirtschaft und sichern damit ein grünes Material aus der Natur in Europa. Dieser Wachstum Jahr Jahr wie eine zwei Prozent, was der Fläche von 2000 Quadratkilometern Fläche von jedem Tag entspricht.

Unserer Wirtschaft ist nachhaltig geprägt. Unsere Wirtschaft ist nachhaltig geprägt. Unsere Wirtschaft ist nachhaltig geprägt.

# 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

## Presenting the winners of the Pro Carton Student Video Award 2023

The Pro Carton Student Video Award recognizes young filmmakers in Europe. 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

PAP'ARGUS

## 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.

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 art and folding boxes in an imaginative, visionary

## 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.

THE PACKAGING PORTAL

markenartikel

## European Carton Excellence Award 2023 winners

The winners of the 2023 European Carton Excellence Award (ECEA) were unveiled in Seville, Spain, on 21 September, recognising 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 crème de la crème of sustainable packaging.

Spain-based Alzamora Group's luxurious three-dimensional spherical packaging re-brand GERbatic was crowned Carton of the Year, whilst Graphic Packaging Interna Innovative Boards™ fibre-based pack for Perfecto van Melle Mentos gum won com the Public Award, as well as taking home the Sustainability Award.

## COMPETITIONS. AN ITALIAN COMPANY IS ALSO AMONG THE WINNERS OF THE EUROPEAN CARTON EXCELLENCE AWARD 2023

e-gazette.it

Interempresas

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.

Infopack INTERNATIONAL un futuro sostenible para los envases

## “Estamos promoviendo la circularidad con cada metro cuadrado de cartón producido”

Entrevista a Winfried Muehling, director de Marketing y Comunicaciones de Pro Carton. According to the Carbon Footprint of Carton Packaging 2023 study, the European carton and carton industry has managed to reduce its carbon footprint by 24% since 2018. It is a significant milestone which demonstrates that carton packaging not only meets the demands of a low-carbon and circular economy, but it also has a key role to play in the transition to a low carbon economy.

WINFRIED MUEHLING

Winfried Muehling, Marketing & Communications Director of Pro Carton

Además, el impacto de carbono de la ruta a la puerta se redujo a 148 kgCO<sub>2</sub>e, un valor en el que nuestra industria ganó de varios decimales, una reducción del 24% entre 2018 y 2021 demuestra, por tanto, que las inversiones realizadas preparan al terreno para estos excelentes resultados.

VERPACKUNGS INDUSTRIE

## Pro Carton Young Designers Award winners announced

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

World of Print

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. Satkar Gidda, former sales and marketing director of Siebert-Head, served as the chief judge. He was supported by Sanjeev Das, Global Packaging Director for Food and Ice Cream at Unilever, Alican Duran, Managing Director of Duran Dogan and Chairman of KASAD, and Kemal Ozkirm, Marketing Director of Kartensan.

# PACKAGING SCOTTLAND



# MEET THE TEAM

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**Winfried Muehling**  
Pro Carton



**Danielle Wolstencroft**  
Storm Communications



**Katie May**  
Storm Communications



**Adam Craig**  
Storm Communications



**Olivia Evans**  
Storm Communications



# ANNUAL AWARD PROGRAMME



# UNEARTHING THE FUTURE OF THE FOLDING CARTON INDUSTRY

The Pro Carton Young Designers Award is **Europe's leading annual talent competition** for aspiring packaging design.

Focusing exclusively on cartonboard, the award plays an important role in promoting sustainable packaging and innovation amongst students across Europe. The design competition is free to enter and open to all students enrolled at a European school or university.

The Pro Carton Young Designers Award is set to once again reveal exceptional ideas, whilst allowing Pro Carton to attract the next generation into our industry by showing them the benefits of cartonboard and rewarding their creative thinking. Entering the awards is the perfect platform to network directly with industry experts and kick-start graduate job opportunities.

For the purpose of the award, Pro Carton has partnered with Metsä and MM Board & Paper to supply cartonboard sheets for practical design work, free of charge. This process runs in cycles from October to April.



# 2025 ENTRY CATEGORIES



**Creative Cartonboard  
Packaging: Food and Drink**



**Creative Cartonboard  
Packaging: All Other**



**Sustainability**



**PLUS!  
Public Award**



# THE BRIEF

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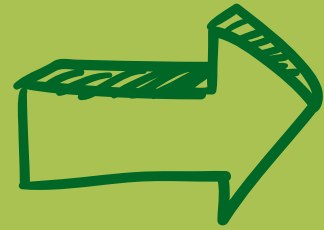
- Creative Cartonboard Packaging | Food & Drink:** The focus lies on cartonboard as the most sustainable food and beverages packaging material and its recyclability. Give us a taste of great design!
- Creative Cartonboard Packaging | All Other – excluding Food & Drink:** This category focuses on using the most sustainable packaging material for non-food packaging. Which packaging problems are not yet solved? What can be improved? have a look around yourself and get inspired!
- Sustainability:** Show us your ideas as to how cartonboard can reduce or replace plastic or other less sustainable materials and help us protect nature!

The fourth award category will be the **Public Award**. The public will have the opportunity to vote for their favourite designs during the public vote and help determine the Public Award winner.

The brief is kept as open as possible to allow for maximum creativity in packaging and cartonboard design.

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# WHAT DO YOU NEED TO SUBMIT?



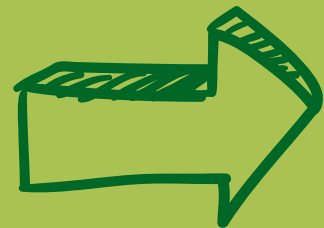
**Entry name:** Give your design a descriptive, memorable, appealing name.



**Entry description:** Promote your design (max. 150 words). The description is key so make sure to describe key design features and how it promotes sustainability/what it replaces.



**Select category:** Choose the entry category your design fits into.



**Media:** Upload up to 5 photos of your design (landscape and portrait). You can also upload video material too!

**Remember,** you must create your design and submit photos/videos of it by the deadline. Only the shortlisted entrants will be notified to send their designs to the in-person judging. Do not send your designs until you have been notified.



# RULES



Creations must be made mainly of cartonboard over 200 g/m<sup>2</sup>



Submissions must be three-dimensional and to scale



You must include images of your cartonboard concept and a brief description of the design & its features



We accept individual and group entries (max. 5 students). Only one person per team needs to submit the design online.



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 initial shortlist of 80 entries.

This is where the photos and videos you submit make a difference!

2

**In-person judging** - the esteemed judging panel of industry world leaders carefully consider every entry, testing the functionality, design, and creativity.

A shortlist is chosen for the Public Vote alongside the category winners & finalists.

2024 PANEL:



SATKAR GIDDA



SANJEEV DAS



LOTTE KREKELS



HEIDI VANSPAUWEN

# REASONS TO ENTER!



## RECOGNITION

All top entries are promoted across Pro Carton's social media with a follower count of 25,000+ and winners will be promoted through marketing & PR in press releases covered by key trade media.

## CELEBRATION

Category winners, finalists, and teachers will be invited on a full expenses paid trip to attend the prestigious awards gala held in Istanbul, Türkiye in September 2025.

## THE ULTIMATE PRIZE

Winners will be invited on a once-in-a-lifetime training opportunity with industry leaders to learn more about the production process of cartonboard and meet with industry professionals.

## OPPORTUNITY

The perfect experience, whatever the outcome, to add to your CV for prospective employers. Entering the PCYDA shows your true dedication and skill to sustainable packaging design. Just what the industry is looking for!



# 2025 TIMELINE

09

MAY

ENTRIES CLOSE

The online entry form will close at midnight.

30

MAY

INITIAL SHORTLIST

The top entries will be notified and entries will go live to Public Vote.

18

JULY

PUBLIC VOTE OPENS

Whoever gets the most votes will win the 2025 Public Award.

18

SEP

AWARDS GALA

The winners and finalists will join us at the ceremony in Istanbul, Türkiye.

Please note, these dates are subject to change



# 2024 VICTORY

5 WINNERS



Creative Cartonboard  
Packaging  
Food & Drink



Creative Cartonboard  
Packaging  
All Other



Sustainability  
Award



Public  
Award



Judge's  
Award



Finalist



Finalist



Finalist



Finalist

4 FINALISTS



# 2024 RECAP





# TESTIMONIALS

"I highly recommend incorporating the PCYDA as a course project for packaging design educators across Europe—it's an opportunity that bridges education and industry in the best possible way.

**Seda Duman, PCYDA 2024 Creative Cartonboard Packaging: Food & Drink Winner - Teacher**

The Awards Gala in Berlin was a wonderful experience. We really enjoyed meeting other designers and hearing different perspectives on packaging design. The event itself was well-organized, and we appreciated the chance to connect with

people who are passionate about the same things.

It's a great opportunity to get your work out there and see what others are doing in the field. Plus, it helps you build connections that could be helpful down the road.

**Barbara Lübek-Kacperczyk and Elvira Alm Andersson, PCYDA 2024 Judges Award Winners**

"Participating in the PCYDA was an overwhelmingly positive experience for us. We met many wonderful people and gained fascinating insights into the carton and folding carton industry!

The Training Days were incredibly valuable to us, as they provided not only interesting insights into carton production but also the chance to explore Turnhout and Belgrade.

After this experience, we highly recommend that all young designers take the opportunity to explore sustainable packaging concepts and participate in the Pro Carton Young Designers Award. It's definitely worth it!

**Adrian Breindl, Luisa Rausch & Luka Vogt, PCYDA Creative Cartonboard Packaging - All Other Winners**

The experience is very valuable, offering deep insights into the industry while fostering personal and professional growth. It's a unique opportunity to challenge yourself, gain new perspectives, and develop your skills in a supportive and inspiring environment.

**Inti-Fillipa Crespín, PCYDA 2024 Sustainability Award Winner - Student**



# TAKE THE CHALLENGE!



[studentawards@procarton.com](mailto:studentawards@procarton.com)  
(+44) 020 7240 2444

**STORM**



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD