



For immediate release

Sustainability Project: Winners announced

Brussels: 13 October 2020 – *‘A Greener Screen’ and ‘ABLE’ have been announced during the 2020 edition of the UNIC Cinema Days as the two inaugural winners of the ‘Brief Cases’ cinema sustainability project.*

The project is a collaborative initiative involving Brief Cases, London College of Communication (part of the University of the Arts London (UAL)), Norwich University of the Arts (NUA), the International Union of Cinemas (UNIC), The Coca-Cola Company and driven by The Blue Stocking Partnership. It tasked 120 design students with designing innovative systems for packaging disposability and visual communications messaging with the aim of increasing the amount of disposable packaging being recycled by making the experience easier for guests and cinemas alike.

This initiative is one of a number led by the UNIC/Coca-Cola Circular Economy Retail Group, which supports the journey towards a greener future for cinemas.

Through a simplified bin system and corresponding package design, ‘A Greener Screen’ (from students at London College of Communication Beth Conti, Megan Wear and Danielle Daley) is intended to ease the recycling process and reduce cross-contamination, with a compostable packaging design that removes the need for separate waste streams, in addition to decreasing excessive consumption and resultant food waste.

The ‘ABLE’ project (from NUA student Tom French) centres on compostable packaging and the ability to dispose of both food and packaging waste in the same receptacle, completely eliminating the need for waste separation and thus incentivising recycling and composting by reducing the amount of effort involved.

Accompanying branding and campaign posters also highlight cinemas’ efforts from both a sustainability and community standpoint.

Representatives from cinema exhibition and experts in the packaging industry were involved in the student briefing and judging of the project. Students benefitted from exposure to an active and very real commercial challenge and received direct feedback from industry experts. The winners will receive prizes and certificates in recognition of their work.

Welcoming the announcement, UNIC CEO Laura Houlgatte Abbott said:

“It’s been hugely inspiring to see so many innovative projects arise as part of the initiative, and I would like to warmly congratulate A Greener Screen and ABLE. It’s been a great opportunity for us at UNIC to discover new ideas and see how we can best support the journey towards a ‘greener’ future.”

Oliver Delaney, European Cinema Channel Director at Coca-Cola, said “At Coca-Cola we are committed to a world without waste, and as a long-term partner of the Cinema industry we are



constantly seeking ways to achieve our sustainability ambitions. The opportunity to engage students across such a diverse cross-section of design disciplines to help shape the future of recycling in cinemas has been a fantastic project to be a part of. Congratulations to both A Greener Screen and ABLE on their winning entries!”

“Blue Stocking has been collaborating with Coca-Cola and UNIC on the Circular Economy Retail Group since its inception last year. As part of this industry commitment, we are continually investigating new opportunities to drive the sustainability agenda forward. We are delighted to have been the catalyst in bringing this initiative to life and wish all the students who took part every success in the future,” said Prill Brewin, Partner at The Blue Stocking Partnership.

Veronica Heaven, founder of Brief Cases, said: “It is fantastic to see cinema, industry partners and education working collaboratively in the powerful and effective way. I’m delighted that Brief Cases is playing its part acting as a bridge and portal between universities and business in support of the Circular Economy Retail Group activities.”

The prize-winning campaigns from each university are as follows:

	London College of Communication Project and Team		Norwich University of the Arts (NUA) Project and Team
1 st place	<u>A GREENER SCREEN</u> Beth Conti, Megan Wear & Danielle Daley	1 st place	<u>ABLE</u> Tom French
2 nd place	<u>GROUP 6</u> Shazia Mohammed. Musa Ismael, Wenhui Sun & Jo An Li.	2 nd place	<u>IF THEY CAN... YOU CAN</u> Brandon Archer & Alex Haslop
3 rd place	<u>COLOUR TRASHING</u> Nadja Keulen, Hui Liu & Patricia Mendes Dos Santos	3 rd = place	<u>I AM</u> Lucy-Anne Burman-Smith
Highly commended	<u>LIGHTS, RECYCLE, ACTION</u> Ran Tai	3 rd = place	<u>CINEMA QUOTES</u> Niamh Fitzgerald & Catarina Dos Santos Azevedo

About UNIC

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 38 countries in Europe and neighbouring regions.

Launched in collaboration with partners at Coca-Cola in February 2020, the Circular Economy Retail Group gathers professionals from across the cinema industry committed to creating a sustainability roadmap for cinema exhibition in Europe.

About The Coca-Cola Company

The Coca-Cola Company is the world’s largest beverage company, serious about making positive contributions to the world. That starts with reducing sugar in its drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce its environmental



impact, creating rewarding careers for its associates and bringing economic opportunity wherever it operates. Together with its bottling partners, The Coca-Cola Company employs more than 700,000 people around the world.

About London College of Communication

London College of Communication is a pioneering world leader in creative communications education and research programmes geared to preparing students for successful creative careers.

Based in Elephant and Castle, the College offers a range of undergraduate, postgraduate, pre-degree and short courses across the Design, Media and Screen industries.

About Norwich University of the Arts (NUA)

Norwich University of the Arts (NUA) has established itself in arts, design and media education for over 170 years.

Awarded Gold under the Teaching Excellence Framework and ranked 10th in the UK for teaching quality by The Times and The Sunday Times Good University Guide 2018, NUA has developed a national reputation as an innovative and creative academic community, with a firm commitment to offering vocational, practice based courses that afford students space to develop their skills and pursue their passion.

About Brief Cases

Brief Cases, from The Heaven Company, is a model for co-operation between academia and business and provides university students with challenges that increase employability and entrepreneurial skills. The national scheme attracts some powerful entries and business partners and is already a valuable award scheme in the communication and creative sector.

Brief Cases' scope spans disciplines, creating projects and modules that add value to the learning experience while bringing students into contact with their associated industries.

About The Blue Stocking Partnership Ltd (BSPL)

BSPL is a unique management consultancy with a depth of experience across the Leisure, Hospitality and Food Service sectors and with specialist expertise within Cinema.

Further enquiries

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