



'CAN HEIST' STEALS THE SHOW AS WINNER OF NATIONAL SEARCH FOR STUDENT FILM MAKERS

Jens Christensen, Louis King and James Hurst from Goldsmiths University have won the UK search for green student film makers sponsored by Can Makers in partnership with the British Film Institute (BFI) and supported by Brit actor Danny Dyer. Their short with a British gangster twist, ['Can Heist'](#), scooped the top prize of £1,500 and a world premier at the BFI later this month.



The 'Myth Busting – what happens to your can when it's recycled' competition challenged students to bust common recycling myths in a way that would resonate with young people. The best two minute videos are live on YouTube from today <https://www.youtube.com/user/CanMakersVideo>. The entries were judged by a prestigious panel headed by Sky Movies Presenter, Craig Stevens, and representatives from Defra, The Independent, BFI, film makers and industry experts*. The judges unanimously voted 'Can Heist' the overall winner, after naming it as 'Wittiest' category winner, for its clever storyline and innovative approach to communicating recycling messages.

Two other categories, 'Most Visually Appealing' and 'Most Creative' were won by 'The Death and Life of a Can' by Sonya Moorjani from Richmond, The American International University in London and 'The Adventure of the Lonely Can' by Wade Bennett, The Academy of Contemporary Music, Guildford.

Jens Christensen, studying BA Performance and Theatre Arts at Goldsmiths alongside co-winners Louis King and James Hurst, commented, "Winning is the greatest thing that's ever happened to us and it's brilliant we can now fund more films. We had no idea what happened to our can recycling once it went in the bin, so we learnt a lot making this film, merging our passion for British gangster movies and lust for film making at the same time."

Overall Winner and 'Wittiest' category winner – prize £1,500 and premier at the BFI

- ['Can Heist'](#) by Jens Christensen, Louis King and James Hurst (The Basterds Production Company), Goldsmiths University



Two other Category winners - prize £500

- Most Visually Appealing: [‘The Death and Life of a Can’](#) by Sonya Moorjani, Richmond, The American International University in London
- Most Creative: [‘The Adventure of the Lonely Can’](#) by Wade Bennett, The Academy of Contemporary Music, Guildford

Three Commendations – prize £300

- [‘The Joys of Recycling’](#) - Lance Featherstone, Bournemouth University
- [‘You CAN Recycle’](#) - Dashiell Boyles and Nathan Scott, Leeds Metropolitan University
- [‘Cans Get Around’](#) - Jasmine Hussey and Emily Barron, University of Winchester and University of Exeter

Leading the judging panel, Craig Stevens from Sky Movies, said, “If I’m honest, ‘Can Heist’ really stood out from the start. It was difficult to choose because the standard of videos was so high but my thoughts always came back to this film: how well it was shot, its use of comedy and also how informative it was. I can honestly say when these guys make another short film I want to see it first.”

Noel Goodwin, Education Programmer for Young People, British Film Institute, remarked, “Film can really inspire and competitions like this are important to give young filmmakers an opportunity to showcase what they can do. The entries to the competition were well thought out, well filmed and fantastic examples of creative thinking to make recycling messages impactful.”

Brit actor, Danny Dyer, commented, ““I wanted to see creative videos which told us how important recycling is and the students really delivered the goods. ‘Can Heist’ draws the audience in with its high octane beginning, keeps your attention and gets the message across that metal is a valuable resource. I’m also honoured that perhaps my film career partly inspired their genre choice! ”

Geoff Courtney, Chairman of the Can Makers commented, “We ran the competition to challenge student creatives to help us educate other young people about recycling, particularly the myths around can recycling. In a report** we previously commissioned, the students spotlighted the sheer volume of misunderstanding that exists around recycling. They also highlighted that video was a great way to get our messages across. This competition combined these two ideas and I’m pleased to say we have some very worthy winners.”



Note to Editors

* Judges: Craig Stevens, Sky Movies Presenter; Geoffrey Macnab, The Independent Film Critic; Jamie Crawford, Presenter and Environmental Filmmaker; Dr Colin Church, Defra; Jennifer Granville, Director of Northern Film School, Leeds Metropolitan University; Noel Goodwin, BFI Education Programmer for Young People; Geoff Courtney, Chairman of the UK Can Makers

Supported by Danny Dyer, Actor

**Student Report: [Recycling on the go: a youth perspective](#)

For more information or to arrange an interview please contact onechocolate communications
E: canmakers@onechocolatecomms.co.uk
T: 020 7437 0227

About the UK Can Makers

Members of The Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar organisations in France, Benelux, Germany and Spain.