



Monday 19 September 2011

'Design an Image' competition encourages school children to get creative to help the planet!

19 September 2011: Today, Tetra Pak and WWF-UK launch a fantastic new competition for children aged 7-14, which invites them to use their creativity to design an image to help raise the public's awareness of renewable resources. The child who submits the winning image will win £100, with the opportunity for a further £2,000 to be donated to his or her school to fund an environmental project.

Tetra Pak and WWF-UK have worked with education professionals to develop a set of supporting resources for schools and teachers (including lesson plans, fun 'filler' activities and an assembly idea) to introduce this important subject and help pupils understand the impact our choices have on the natural environment. The resources explore topics such as sustainable living, thinking global and acting local, and environmental poetry, as well as the importance of choosing goods and materials from renewable resources. All lesson plans link to elements of Key Stage two or three learning, within the National Curriculum.

Cherry Duggan, Head of Schools and Community Relations at WWF-UK, has been involved in the project and says: "Young people are the parents, citizens and decision-makers of the future – but they also have great a great impact and influence now. We want to help them make wise choices about the environment on which we all depend. Learning and caring about where our everyday products come from – and making informed choices on what they consume – is a hugely important lesson. So we're delighted to be working with Tetra Pak to help children start making these connections in a fun and creative way."

Tetra Pak UK's Director of Environment and Communications, Rupert Maitland-Titterton, highlights the opportunity for children to design an image representing renewability:

“As a way to enter the competition, we have designed a special homework task to tap into children’s creativity, asking them to draw an image which they think will help increase the public’s awareness of this important topic. This way, working together, we can be kinder to our planet so it can continue to be a thriving place for our children’s children and future generations. We’re asking children to put pencil or crayon to paper to help protect the future of our planet.”

Tetra Pak and WWF-UK began working together in April 2010 to promote understanding and awareness of renewability. If looked after properly, renewable resources are those which can be managed to supply our demand at a sustainable rate – so the resources that are consumed are replaced. Wood, wool, hemp and corn are all examples of natural, renewable resources. If responsibly managed we can keep on using these renewable resources for years to come and they won’t run out.

The winning renewable image will be selected in January 2012 by a panel of judges and used by Tetra Pak and WWF-UK in future campaign activities.

For more information on this competition, partnership or ‘renewability’, and to download the educational materials for “Design an Image”, visit the Renewable Idea website: www.renewableidea.co.uk

- **Ends** -

Notes to editors:

The competition launches on 19 September and closing date for entries is 2 December. The competition is open children aged 7-14 years who are residents of the UK and ROI only.

ABOUT TETRA PAK

Tetra Pak cartons are made primarily (on average 73%) from a natural, renewable resource - wood, in the form of paperboard. Over 1.5 billion Tetra Pak cartons in the UK and Ireland are made using FSC (Forest Stewardship Council) certified board. Cartons are widely recyclable across the UK and Tetra Pak is also a member of the WWF’s Climate Savers Programme.

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers, and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With almost 22,000 employees based in over 85 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, “PROTECTS WHAT’S GOOD™,” reflects our vision to make food safe and available, everywhere.

If everyone were to recycle all their cartons, this would mean that we could recycle an extra 2.2 billion cartons a year in the UK alone.

More information about Tetra Pak is available at www.tetrapaksustainability.co.uk

ABOUT WWF

WWF is one of the world's largest independent conservation organisations, with more than five million supporters and a global network active in more than one hundred countries. We're working to create solutions to the most serious environmental issues facing our planet, so that people and nature can thrive. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, tackling climate change and changing the way we live. In 2011, WWF's 50th anniversary year, we are celebrating what we have achieved so far together, and are positive about tackling the challenges of the future. Find out more about our work, past and present at www.wwf.org.uk.