



Thousands of schoolchildren across the Nordic countries participated in a competition focused on collecting and recycling food and beverage cartons

Throughout the Nordic region, over 10,000 students have participated in collection and recycling initiatives through the school competition, the Carton Match. These students not only learned about recycling but also developed creative solutions to enhance waste collection for environmental benefit. In each participating country, six classes have now been recognized with special awards

The packaging used for food and beverage cartons consists of valuable raw materials that can be used again and again. In the school competition, the Carton Match, students aged 6-12 competed to be the best at collecting and recycling the cartons.

"The Carton Match offers a unique and enjoyable approach for school students to learn about sorting and recycling," says Berit Hoffmann, Marketing Director at Tetra Pak in Northern Europe.

"It has been inspiring to witness the wealth of creative ideas, video clips, and contributions from the students. Their enthusiasm serves as a prime example of how eager children and young people are to ensure that food and beverage cartons are collected for recycling. We hope that these good habits developed by the children will have a lasting impact", " says Berit Hoffmann.

"Many people are unaware that paper fibers in beverage cartons can be recycled multiple times into products like kitchen rolls, shoe boxes, and cardboard packaging. The key to boosting recycling rates is to improve the collection of used beverage cartons at home. Our initiatives with children and young people aim to inspire and motivate them and their families to enhance their waste sorting efforts," explains Berit Hoffmann.

The winning classes of the competition will receive a cash prize from Tetra Pak, which they can use for an activity of their choice. Additionally, one of the winning entries will have the privilege of seeing their drawing featured on a series of Tetra Pak beverage cartons.

With the aim of spreading knowledge and increasing children and youngsters' engagement in the environment, sustainability and recycling, Tetra Pak organizes the Carton Match in Sweden, Denmark and Finland together with Arla, Skånemejerier, Norrmejerier, Fiskeby Board, Fti, Eckes Granini (God Morgon), Eckes Granin/Marli Juissi, Naturli, Co-Ro (Sun-Lolly), Rynkeby, Fazer Aito and Rinki.

ABOUT TETRA PAK

Tetra Pak is one of the world's leading companies in food processing and packaging solutions. In close cooperation with our customers and suppliers, we deliver safe, innovative, and sustainable products that meet the needs of hundreds of millions of people in more than 160 countries every day. With more than 25,000 employees worldwide, we believe in responsible leadership with a sustainable approach to business. Our promise "PROTECTS WHAT'S GOOD"™ reflects our commitment to making food safe and accessible everywhere. Find more information about Tetra Pak at www.tetrapak.com.



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Instagram: @tetrapak

<https://www.linkedin.com/company/tetra-pak/>

Tetra Pak PR contact in North Europe:

Elizabeth Anderberg

Tetra Pak

+46733364292

Elizabeth.anderberg@tetrapak.com