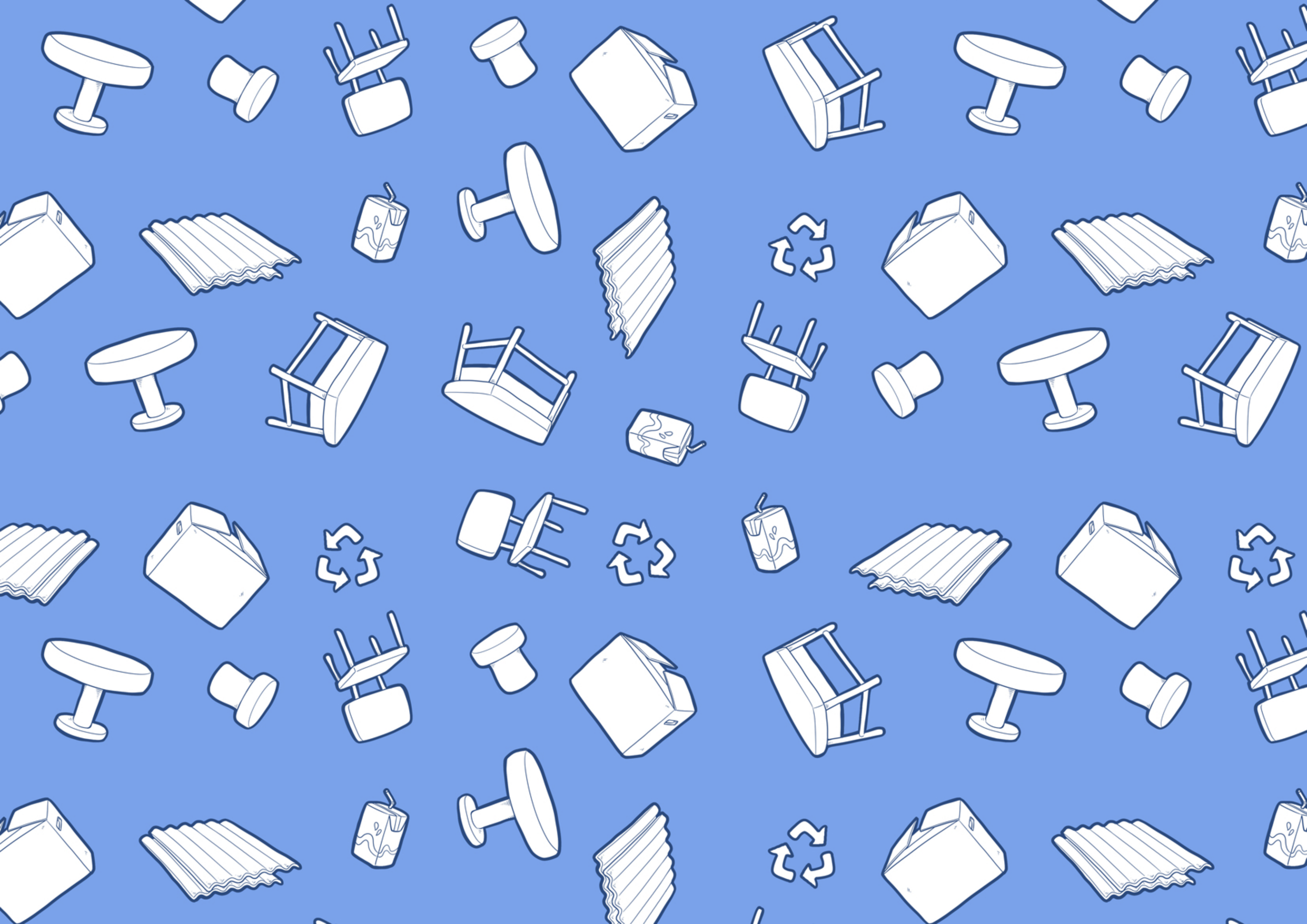


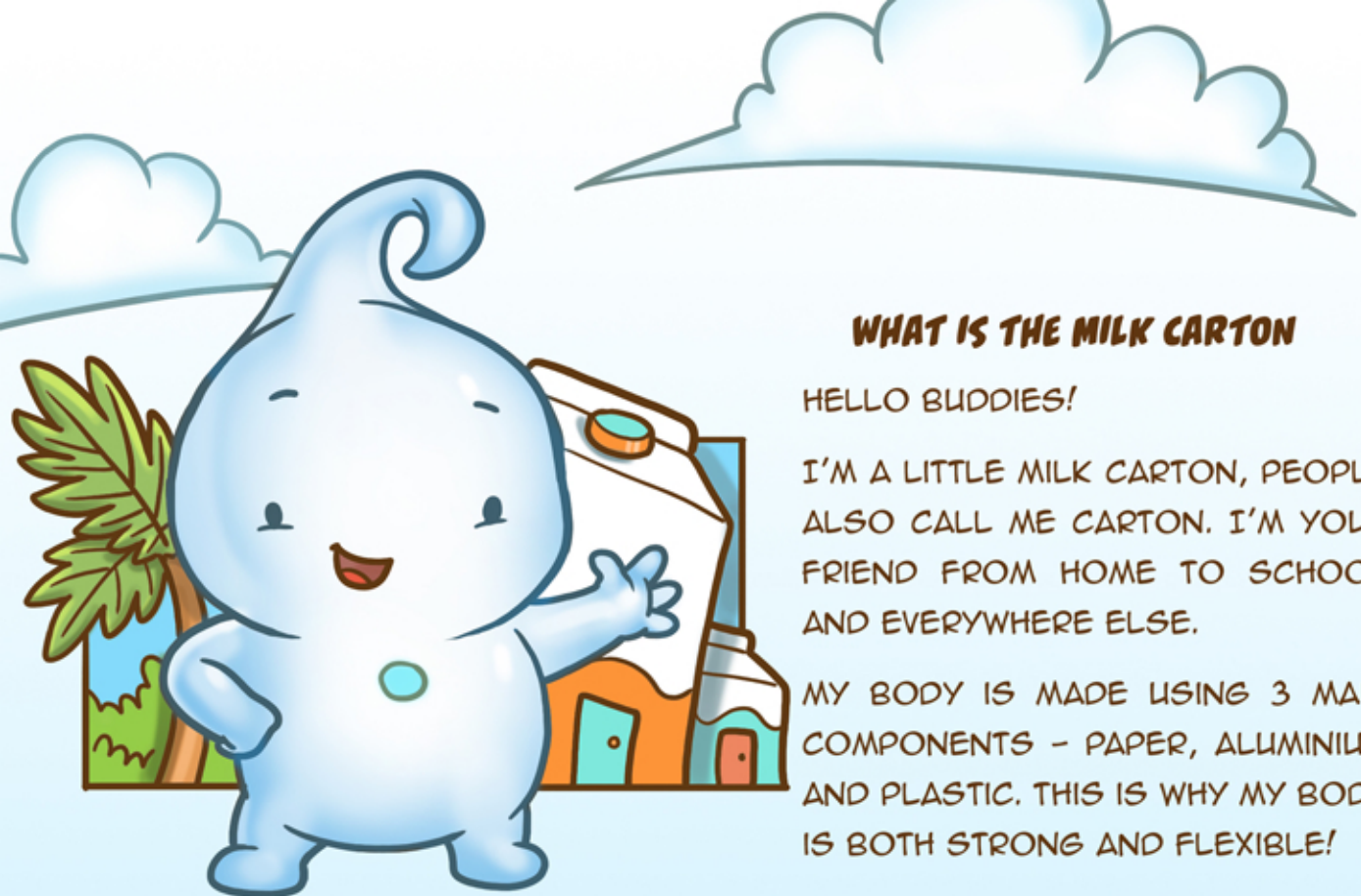


TETRA PAK - ONE SECOND ACTION - PROTECT THE ENVIRONMENT



TETRA PAK
ONE SECOND ACTION
PROTECT THE ENVIRONMENT





WHAT IS THE MILK CARTON

HELLO BUDDIES!

I'M A LITTLE MILK CARTON, PEOPLE ALSO CALL ME CARTON. I'M YOUR FRIEND FROM HOME TO SCHOOL AND EVERYWHERE ELSE.

MY BODY IS MADE USING 3 MAIN COMPONENTS - PAPER, ALUMINIUM AND PLASTIC. THIS IS WHY MY BODY IS BOTH STRONG AND FLEXIBLE!

DO YOU KNOW?

DID YOU KNOW THAT EVERY DAY, IN THE WORLD, GALLONS OF MILK ARE CONSUMED FROM CARTON PACKAGING TO PROVIDE GOOD NUTRITION, HOWEVER, MANY OF THESE MILK CARTONS ARE NOT BEING RECYCLED? IF I AM RECYCLED, I CAN BECOME MANY USEFUL ITEMS SUCH AS PAPER, ECO-ROOFING SHEETS, CHAIRS, TABLES...

LET ME DO A QUICK CALCULATION,

EVERY DAY YOU NEED ABOUT **2-3** CARTONS OF MILK.

ONE CLASS INCLUDES **15 - 20** LITTLE KIDS, GENERATING **45 - 60** MILK CARTONS A DAY.

A WEEK HAS **7** DAYS, SO ONE CLASS WILL DRINK **315** TO **420** CARTONS OF MILK.

WOW, WHAT A LARGE NUMBER!!! THIS NUMBER CAN EVEN GO UP TO THE **MILLIONS** IN A MONTH OR A YEAR.



THE IMPORTANCE OF MILK CARTON IN EVERYDAY LIFE

DID YOU KNOW THAT I PLAY A VERY IMPORTANT ROLE IN YOUR LIFE? WITH MY STRONG BODY AND SUPER POWER, I HELP TO KEEP THE PRESERVATIVE-FREE FOOD FRESH CONSTANTLY AND TO PREVENT THE INVASION OF BACTERIA. WITH MY PROTECTION, THE MILK, JUICE, YOGURT THAT YOU ENJOY EVERYDAY...WILL BE PROTECTED FROM THE ATTACK BY BACTERIA AND WILL NOT BECOME SPOILT AND BAD.

I AM ALSO VERY EFFICIENT - I AM DESIGNED TO MAKE IT EASY AND CONVENIENT FOR PACKING, STORING, AND TRANSPORTING OF FOOD AND BEVERAGES FROM FACTORIES TO SUPERMARKETS AND STORES.

MILK CARTON'S AFTER LIFE

I FEEL VERY SAD WHENEVER I SEE MY FRIENDS BEING LEFT ON THE SIDE-WALK, LYING UNDERNEATH TREES, IN TUSsockS OR STUCK IN THE TRASH, WHILE MIXED WITH OTHER TYPES OF WASTE. THERE ARE MILLIONS OF MILK CARTONS WASTED THIS WAY, ENDING UP IN LANDFILLS. WE HOPE ONE DAY WE WILL BE CARED FOR SO THAT WE CAN BECOME MORE USEFUL.

IF WE ARE FOLDED INTO SMALLER PIECES OR FLATTENED, AND STACKED FOR WEEKLY COLLECTION, WE WILL NOT BECOME SMELLY, STALE, OR CAUSE ENVIRONMENTAL POLLUTION. ALSO, YOU CAN SAVE US FROM ENDING UP BEING THROWN OR BURIED IN LANDFILLS. YOU CAN PLAY A ROLE IN HELPING TO MAKE OUR JOURNEY IN THE COLLECTION & RECYCLING PROCESSES EASIER. THIS WAY, WE CAN BE RECYCLED INTO USEFUL ITEMS AND WE WILL BE HAPPY AGAIN.

TETRA PAK CARTONS ARE MADE MAINLY USING PAPER SOURCED FROM RESPONSIBLE SOURCES, A RENEWABLE MATERIAL WHICH CAN BE FULLY RECYCLED. IF WE ARE RECYCLED, WE CAN HELP SAVE THE COST AND MATERIALS OF PAPER PRODUCTION. THE ALUMINUM PLASTIC COMPONENTS CAN BE RECYCLED INTO RECYCLED ITEMS SUCH AS ROOFING, CHAIRS, TABLES, WASTE BINS...IT IS FULLY RECYCLEABLE SO LET'S NOT WASTE IT.



THE MAGICAL TRANSFORMATION INSIDE OF THE FACTORY

HOW DOES MY SUPER POWER HELP SAVE THE ENVIRONMENT? THANKS TO MY SUPER POWER, I CAN TRANSFORM AFTER COMPLETING MY DUTIES TO PROTECT AND DELIVER NUTRITION. THE SECRET BEHIND THIS MAGICAL TRANSFORMATION HAPPENS RIGHT HERE, IN THE **THE RECYCLING FACTORY**.

THIS IS WHERE I GO THROUGH AN AMAZING TRANSFORMATION PROCESS. FIRST, AT THE RECYCLING FACTORY, WE DIVE INTO A LARGE MACHINE NAMED THE HYDRAPULPER THAT USES WATER TO SEPARATE THE CARTONS INTO TWO COMPONENTS, WHICH ARE PAPER AND POLY-ALUMINIUM, ALL READY FOR THE NEXT STAGE OF TRANSFORMATION PROCESS.

WHAT PRODUCTS A MILK CARTON CAN BECOME

CAN YOU SEE THOSE CARTONS, RECYCLED PAPER AND ECO ROOF SHEETS? THAT IS ME AFTER THE TRANSFORMATION.

THE PAPER GOES THROUGH A TRANSFORMATION PROCESS, WHICH TURNS IT INTO RECYCLED PAPER USED FOR MAKING ALL KINDS OF PAPER PRODUCTS SUCH AS CARTON BOXES, RECYCLED NOTEBOOKS, CARTON SHOPPING BAGS...

THE POLY-ALUMINIUM CAN BE TRANSFORMED NOT ONLY INTO ECO ROOF SHEETS, BUT ALSO INTO OTHER RECYCLED PRODUCTS SUCH AS CHAIRS, TABLES, OR THEY CAN ALSO BE USED FOR GENERATING ENERGY.

WHY DO WE NEED TO RECYCLE?

MOTHER EARTH IS ENDURING
MORE THAN **1.3 BILLION TONS**
OF SOLID WASTE PER YEAR
FROM CITIES ALL OVER THE WORLD
([HTTP://WWW.WORLDBANK.ORG](http://www.worldbank.org))



AND IT IS EXPECTED TO INCREASE TO
APPROXIMATELY **2.2 BILLION TONS** PER YEAR BY 2025.

AS THE AMOUNT OF WASTE CONTINUES TO RISE, SOONER OR LATER WE WILL LIVE
ON A LANDFILL, WHERE HOUSES, STREETS, FORESTS, SEA WATER, AND AIR,...WILL
BE DROWNED IN RUBBISH. IF WE BURN SUCH A LARGE AMOUNT OF WASTE, IT IS
EVEN MORE POLLUTING AND WE ARE GOING TO BREATHE POLLUTED AIR.

IF WE BURN THE LARGE AMOUNT OF WASTE, IT IS MORE POLLUTING
AND WE ARE GOING THE BREATH UNDER THE POLLUTED AIR.



HOWEVER, WE CAN CHANGE THE FUTURE WITH

RECYCLING!



LET US ALL PARTICIPATE IN THE
ONE SECOND ACTION
PROTECT THE ENVIRONMENT

WITH SIMPLE AND EASY ACTIONS BY YOUR LITTLE HANDS,
WE CAN BRING BIG POSITIVE CHANGE TO THE ENVIRONMENT.

HOW RECYCLING CAN HELP SAVE THE EARTH?

HELP MOTHER EARTH
REDUCE THE BURDEN

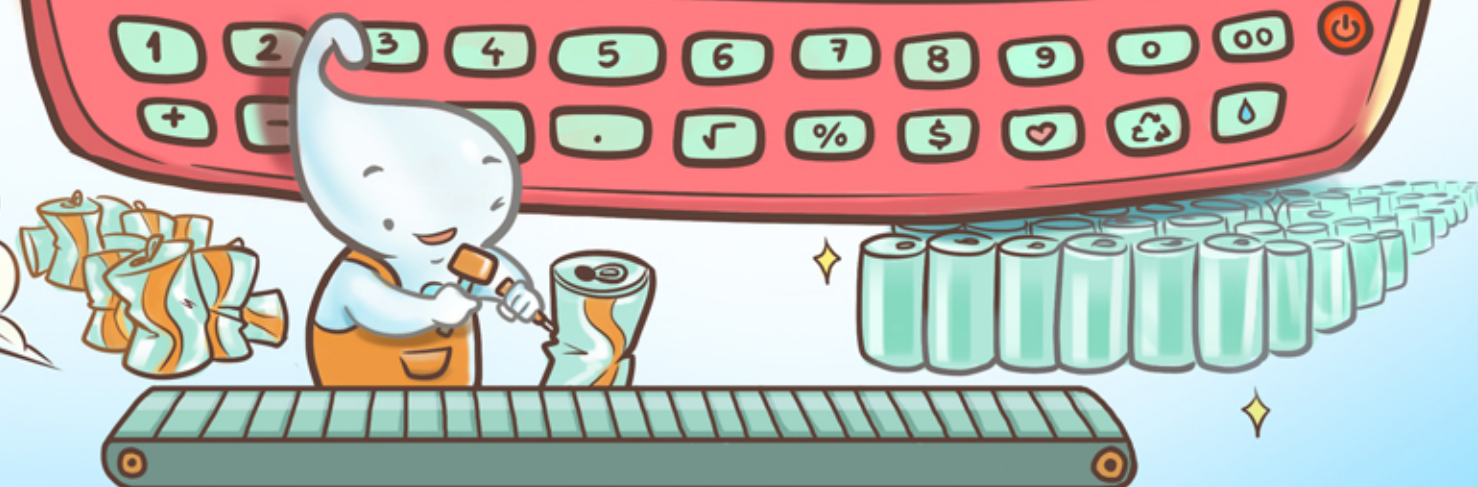
RECYCLING IS THE WAY TO HELP MOTHER EARTH REDUCE THE BURDEN OF ENVIRONMENTAL POLLUTION, DEPLETION OF NATURAL RESOURCES, WHILE REDUCING THE AMOUNT OF BURIED WASTE.

WITH RECYCLING, MOTHER EARTH WILL BECOME MORE BEAUTIFUL, AND WILL FEEL LESS PAIN DUE TO EXCESSIVE WASTE. WHEN MOTHER EARTH IS HEALTHY AND HAPPY, WE WILL ALL BE HAPPY.

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TETRA PAK – ONE SECOND ACTION - PROTECT THE ENVIRONMENT

CALCULATOR SHOWING POSITIVE IMPACT OF RECYCLING VS DUMPING IN LANDFILLS



RECYCLING **1 TON** OF PAPER
CAN SAVE

17 TREES

26M³ OF WATER

318 LITERS OF OIL

4,000 KILOWATTS OF ELECTRICITY
THE ENERGY THAT YOU SAVE
CAN POWER 1 HOME FOR 5 MONTHS.

BY RECYCLING, WE CAN SAVE ENERGY, RAW MATERIALS, PRODUCTION COSTS,
AS WELL AS REDUCE ENVIRONMENTAL POLLUTION AND RESOURCE DEPLETION.

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TETRA PAK – ONE SECOND ACTION - PROTECT THE ENVIRONMENT



YOUR GREAT MISSION IS HERE!
HELP US BE RECYCLED AND BE REBORN IN THREE WAYS:

OPTION 1: **FOLD SQUARELY** (8 STEPS):



• FINISH THE MILK



• UNFOLD 2 CORNERS



• FLATTEN FROM THE BOTTOM



• FOLD 2 SIDES



• FOLD THE BOTTOM



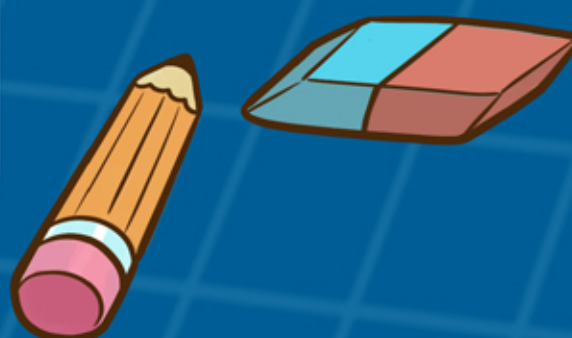
• FOLD THE BOX HEAD
AND INSERT INTO CREASES



• STACK IN THE TRAY



• COLLECT



OPTION 2: **OPEN FLATTEN** (8 STEPS):



• FINISH THE MILK



• UNFOLD 4 CORNERS



• FLATTEN



• CUT THE CARTON VERTICALLY



• UNPACK



• CLEAN



• STACK IN THE TRAY



• COLLECT



OPTION 3: **BEAT AND FLATTEN** (5 STEPS):



• FINISH THE MILK



• UNFOLD 4 CORNERS



• FLATTEN



• STACK IN THE TRAY



• COLLECT

IF SORTING WASTE IS A SUPER POWER,
THEN WE ARE SUPERMAN.

AND IF YOU WANT TO BE A SUPERMAN TOO,
YOU HAVE TO LEARN HOW TO SORT THE WASTE PROPERLY.

IT'S SIMPLE! THERE ARE 2 COMMON TYPES OF WASTE:

- **ORGANIC WASTE** INCLUDING: FOOD, FRUIT,...
- **INORGANIC WASTE**: CARTONS, SODA CAN, OLD BOOKS,...

WE BELONG TO **INORGANIC WASTE** GROUP

EXTRA LESSON ABOUT RECYCLE: CLASSIFY DIFFERENT TYPE OF WASTE

THEREFORE, AFTER FINISHING THE MILK,
PLEASE SEPARATE US FROM
OTHER TYPES OF WASTE.

HOW TO PUT US IN THE PROPER PLACE SO THAT WE CAN START OUR RECYCLING JOURNEY:

- **IN PUBLIC**: FOLD AND THEN STACK AND PUT US IN THE ONE WITH THE SYMBOL 3 ARROWS IN A CIRCLE, AND YOU'RE DONE!
- **IN CLASS**: FOLD THEN STACK AND PUT US IN THE MILK CARTON'S TRAY OR CONTAINER WITH 3 ARROWS IN A CIRCLE AND CARTON AT THE ENVIRONMENT CORNER IN CLASS, DONE!

A SMALL BUT EFFECTIVE TIP THAT YOU CAN USE TO RECYCLE US AT HOME IS
TO TELL YOUR PARENTS TO SAVE ALL THE CARTONS FOR YOU AFTER USING
THEM, KEEPING IT CLEAN, AND COLLECTING THEM BEFORE TAKING THEM TO
THE RECYCLE BINS LOCATED AT SCHOOL!

GOOD NEWS FOR PEOPLE WHO ENJOY MAKING HANDMADE ITEMS!
BESIDES HELPING US WITH OUR RECYCLING JOURNEY, YOU CAN ALSO TRANSFORM US INTO MANY
CREATIVE HANDICRAFTS OR TOYS...A FUN AND ENJOYABLE ACTIVITY THAT YOU CAN DO AT HOME. YOU
CAN CREATE A WORLD OF YOUR OWN FROM MILK CARTONS, LAUGH ALONG WITH YOUR FRIENDS WITH
FUN GAMES, OR YOU CAN COMPETE WITH YOUR PARENTS IN A CARTON FOLDING GAME - WHERE WE
SEE WHO FOLDS THE FASTEST. ISN'T THAT INTERESTING? I AM SURE YOU HAVE GREAT IDEAS TOO,
SO LET'S HAVE SOME FUN WHILE TAKING CARE OF THE ENVIRONMENT.

MILK BOX FLOWER POT



CUT THE BOX



CLEAN



DECORATE IT WITH
COLORFUL PAPERS



ADD A LOVELY RIBBON



ADD SOIL AND PLANT FLOWERS

MILK BOX MONEY SAVER



CLEAN INSIDE



PAINT THE BOX WHITE



DECORATE WITH STICKERS



CUT A LITTLE GAP TO
STORE YOUR MONEY INSIDE



LET'S SAVE MONEY!

MILK BOX BUILDING



CLEAN INSIDE



PAINT THE BOX WHITE



USE MARKERS TO PAINT
ROOF, WINDOWS AND DOORS



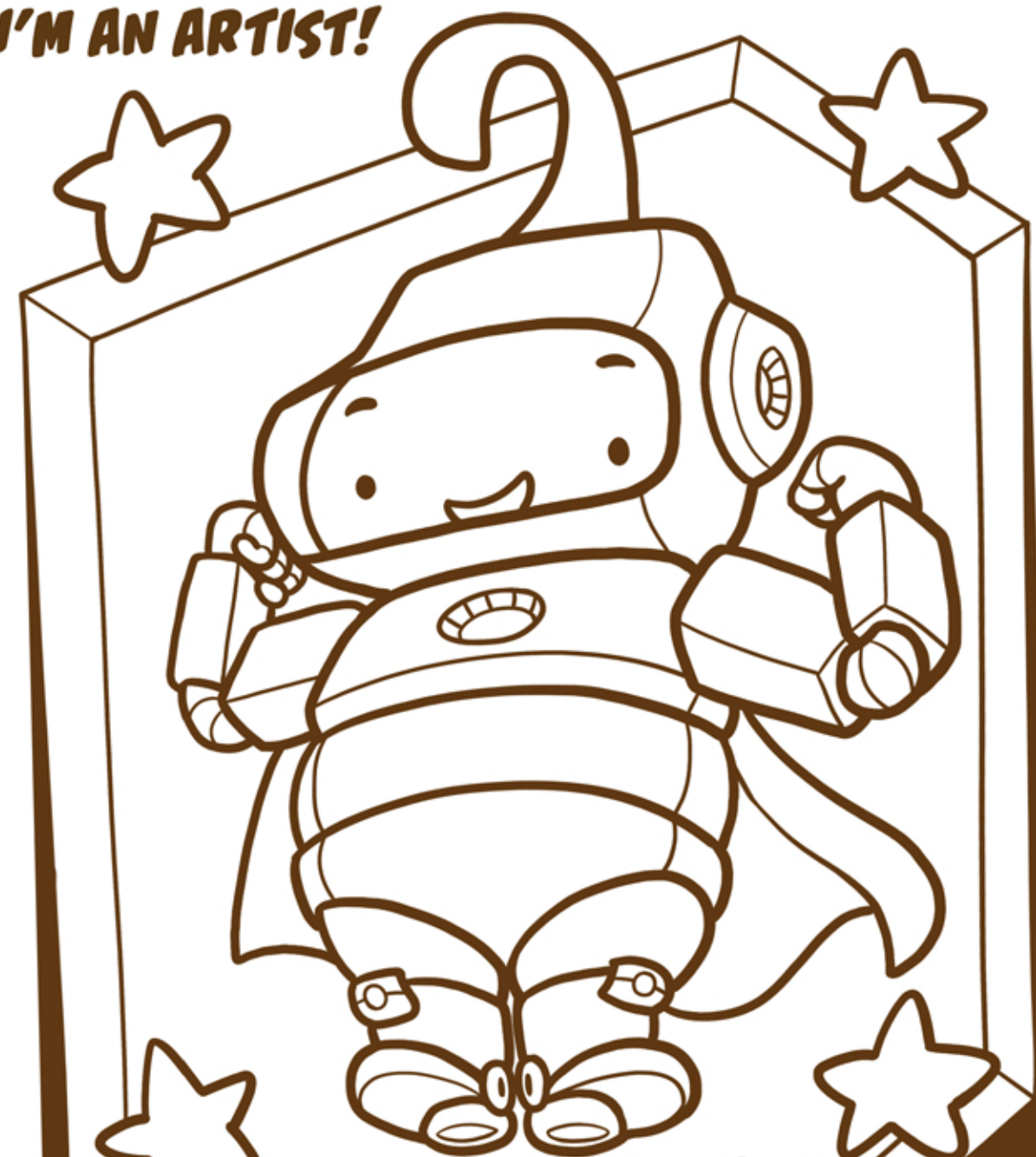
LET'S MAKE A CITY!

"DO IT YOURSELF" WITH MILK CARTON



**LET'S PLAY
INTERESTING GAMES**

I'M AN ARTIST!



**SUPER MILK
CARTON**

BRIGHT EYES, HELP TEACHERS



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MISSION: RABBIT'S AND SWALLOW'S CLASSROOMS ARE VERY SIMILAR, FROM COLOR TO DECORATION, WHICH CAUSE REPEATEDLY CONFUSION FOR TEACHERS. HELP THEM SPOT 10 DIFFERENCES BETWEEN 2 CLASSES, SO THERE WILL BE NO MORE CONFUSION.

THE GREEN MISSION



MISSION: MILK CARTON IS ON HIS WAY COLLECTING RECYCLED ITEMS, BRINGING TO THE FACTORY BUT HE GOT LOST AT THE MAZE. HELP CARTON TO CARRY THOSE RECYCLED ITEMS BACK TO THE FACTORY!

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THE MEANING OF "1 SECOND ACTION, SAVE OUR ENVIRONMENT"

LIFE IS GREAT, BUT THERE IS ONE THING THAT NOT EVERYONE KNOWS: GREAT THINGS ALWAYS START WITH SMALL ACTIONS AND SIMPLE BEHAVIORS. "ACTIONS FORM HABITS, HABITS FORM CHARACTER", IF EACH SMALL AND MEANINGFUL ACTION IS ACCUMULATED AND WIDELY SPREAD, IT WILL CREATE A HUGE EFFECT. THIS IS THE BASIS FOR "1 SECOND OF ACTION, SAVE OUR ENVIRONMENT".

THE PROJECT WILL BEGIN BY TEACHING CHILDREN HOW TO HANDLE MILK CARTONS AFTER DAILY DRINKING IN CLASS WITH SUPPORT FROM THE TEACHERS. AFTER THAT, THE CARTONS WILL BE COLLECTED AT THE SCHOOL AND THE HAULER WILL COORDINATE WEEKLY TO COLLECT THE RECYCLED MILK CARTONS TO BE SENT TO THE RECYCLING FACTORY WHERE THEY WILL BE TURNED INTO USEFUL ITEMS.

THE MAIN OBJECTIVE OF THE CAMPAIGN IS TO ENCOURAGE CHILDREN TO PARTICIPATE IN RECYCLING MILK CARTONS, UNDER THE GUIDANCE OF TEACHERS AND PARENTS, IN ORDER TO HELP THEM UNDERSTAND THE IMPORTANT ROLE THEY PLAY AND THE MEANING OF SORTING – COLLECTING – RECYCLING, AS A PREREQUISITE FOR THE FUTURE GENERATION TO SAVE THE ENVIRONMENT NATURALLY THROUGH THEIR SMALL ACTIONS.



BUILD YOUR CAMPAIGN AT SCHOOL

COLLABORATION INVITATION

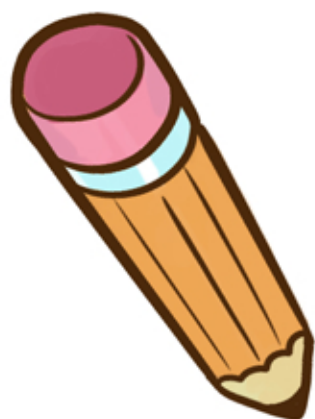
THE SCHOOL MANAGEMENT BOARD PLAYS A DECISIVE ROLE OF THE SUCCESS OF THE "1 SECOND OF ACTION, SAVE OUR ENVIRONMENT" CAMPAIGN. TEACHERS NOT ONLY CONTRIBUTE TO THE IMPLEMENTING AND MONITORING OF THE PROCESS, THEY ARE ALSO THE PROGRAM'S INSPIRATION TO THE CHILDREN. THEREFORE, "1 SECOND OF ACTION, SAVE OUR ENVIRONMENT" WILL NOT SUCCEED WITHOUT THE HELP OF THE SCHOOL MANAGEMENT BOARD.

BESIDES, THE TEAM'S MOST IMPORTANT IMPLEMENTATION OF THE CAMPAIGN IS INDISPENSABLE TO TEACHERS, WHO TEACH CHILDREN DIRECTLY AND SHARE USEFUL INFORMATION WITH THEM.

ALSO, PARENTS ARE THE CHILDREN'S BEST COMPANION. CHILDREN WILL LEARN FASTER WHEN THEIR PARENTS ARE AROUND WHILE ALSO CREATING THE FUN AND RELAX FAMILY BONDING TIME.

I. WHAT HAVE WE PREPARED?

1. GUIDEBOOK



TO SUPPORT TEACHERS IN THE PROGRAM, THE VIDEOS WITH EXCITING SONGS WITH GUIDELINES FOR HOW TO HANDLE MILK CARTONS ARE UNIQUELY PREPARED AND ARE NOW AVAILABLE ON THE WEBSITE [HTTP://](http://) THE DOCUMENT SETS PROVIDING INFORMATION FOR CHILDREN AND THE PROCEDURES AND GUIDELINES FOR TEACHERS ARE ALSO AVAILABLE FOR DOWNLOADING FROM THE WEBSITE [HTTP://](http://) WITH LIVELY, FRIENDLY AND EASY TO REMEMBER CONTENT, THE DOCUMENT KIT AIMS TO PROVIDE PLENTY OF INTERESTING INFORMATION FOR THE TEACHERS IN ORDER TO INCREASE THE INTEREST AND ATTRACTIVENESS OF ENVIRONMENT CLASS FOR KIDS

2. SUPPORT FOR THE SCHOOL

+ MATERIAL: A HELPFUL SET OF TOOLS TO RECOGNIZE THE PROGRAM WILL BE SPONSORED TO ASSIST THE SCHOOLS AND TEACHERS IN ESTABLISHING AND TRANSMITTING THE PROGRAM CONTENT TO THE CHILDREN:

THE PROGRAM POSTER

A SET OF LOGO TO STICK ON THE MILK CARTON TRAYS AND RECYCLE BINS

PROCEDURE GUIDING PANELS IN THE MIDDLE OF SCHOOL YARDS

BESIDES THAT, BASED ON THE CONDITIONS OF EACH SCHOOL, THE BASIC TOOLS SUCH AS PLASTIC TRAYS, RUBBISH BAGS AND BIG BOXES FOR MILK CARTONS FOR THE PROGRAM WILL ALSO BE PROVIDED.

+KNOWLEDGE: A DETAILED TRAINING SESSION CONDUCTED BY SPECIALISTS WITH PROFESSIONAL KNOWLEDGE ABOUT THE METHODS AND PROCEDURES TO CONDUCT THE PROGRAM WILL BE ORGANIZED FOR THE STAFF AND TEACHERS BEFORE THE ACTUAL IMPLEMENTATION IN SCHOOLS.

3. THE HAULER

THE COLLECTOR WILL WORK CLOSELY WITH EACH SCHOOL TO ESTABLISH A FIXED COLLECTING SCHEDULE ONCE A WEEK AND WILL CONTINUOUSLY UPDATE THE SCHOOL TO MAKE REASONABLE ADJUSTMENTS (IF ANY). THE TEAM WILL BE TRAINED IN TERMS OF APPEARANCE AND METHODOLOGY TO WORK PROFESSIONALLY AND EFFICIENTLY.



II. THE SCHOOL ROLE IN "1 SECOND FOR ACTION TO PROTECT THE ENVIRONMENT" CAMPAIGN

IN ORDER TO ENSURE THE SUCCESSFUL IMPLEMENTATION OF THE PROGRAM, THE SUPPORT AND CONTRIBUTION FROM SCHOOLS AND THEIR MANAGEMENT BOARD IS SIGNIFICANT. WE CALL FOR YOUR SUPPORT IN THE FOLLOWING ACTIVITIES:

PREPARING

1. HUMAN RESOURCES ORGANIZATION

- PROGRAM MANAGER: RESPONSIBLE FOR ASSIGNING HUMAN RESOURCES AND ORGANIZING PROGRAM ACTIVITIES

- HAULER AT SCHOOL: RESPONSIBLE FOR COLLECTING MILK CARTONS FROM THE CLASSES OR AT THE DOORS AT THE END OF THE DAY, BRINGING THEM TO THE DESIGNATED COLLECTION POINT AND ENSURING THE CLEANLINESS AND TIDINESS OF THE COLLECTION POINT. TEAM MEMBERS CAN BE THE NURSERY TEACHERS OR TEACHERS AT SCHOOLS.

- SUPERVISORS: RESPONSIBLE FOR MONITORING THE PROGRESS OF THE PROGRAM AND SUPERVISE THE IMPLEMENTATION, INCLUDING TAKING NOTE OF THE OPERATION RESULTS FOR EVALUATION AMONG THE CLASSES (IF ANY) AND THE OVERALL IMPLEMENTATION REPORT AT THE END OF THE PROGRAM.

- HAND OVER STAFF: RESPONSIBLE FOR SUPPORTING THE HAULER TO HAND OVER MILK CARTONS IN ACCORDANCE TO THE REGULATED SCHEDULE AND PROCEDURES.

2. FACILITATE AND MATERIALS

THE SCHOOL MANAGEMENT BOARD ALSO NEEDS TO PROVIDE EACH CLASS WITH A CONVENIENT TOOLBOX TO PROPERLY PREPARE THE COLLECTED MILK CARTONS FOR RECYCLING, WHICH INCLUDES: SCISSORS, PLASTIC POTS AND PLASTIC BASKETS. THE TOOLBOX WILL BE HANDED OVER TO EACH HEAD-TEACHER TO GUIDE THE STUDENTS ON THE PROPER USAGE IN EVERY RECYCLING CLASS.

- SCISSORS: CUT THE MILK CARTONS
- PLASTIC POTS: CARRY THE MILK CARTONS TO THE WASHING PLACE
- PLASTIC BASKET: DRY THE MILK CARTONS AFTER BEING WASHED (OR USING THE SQUARE TRAY PROVIDED BY THE PROGRAM)

SCHOOLS WILL NEED TO PREPARE A WAREHOUSE TO TEMPORARILY CONTAIN THE BOXES THAT FIT THE FOLLOWING CRITERIA:

- AT A SEPARATE, DRY AND AIRY PLACE
- HAS A SPACE OF ABOUT 4M² WITH HIGH GROUND AND A LEANING ROOF.

3. BUILDING A CONDUCTING PROCEDURE:

DEPENDING ON THE ACTUAL CONDITION AT EACH SCHOOL, TEACHERS CAN DEVELOP A SUITABLE OPERATION PROCEDURE BASED ON TETRA PAK'S RECOMMENDED MODEL AS FOLLOWING:

+ IN THE FORM OF OPEN AND FLATTEN

- STEP 1: TEACHERS WILL ASK THE CHILDREN TO KEEP MILK CARTONS AFTER DRINKING (TIP: TEACHERS SHOULD REMIND THEM TO DRINK ALL THE MILK CONTAINED INSIDE).

- STEP 2: TEACHERS WILL ASK THE STUDENTS TO UNFOLD ALL FOUR CORNERS AND FLATTEN THE CARTONS AT THE SAME TIME.

- STEP 3: TEACHERS USE SCISSORS TO CUT ALONG BOXES STARTING FROM THE STRAP PLACE FOR EACH CHILD.

- STEP 4: TEACHERS GUIDE THE CHILDREN TO OPEN AND FLATTEN THE ENTIRE MILK CARTON.

- STEP 5: CHILDREN ARE REQUIRED TO PUT FLATTENED MILK CARTONS INTO PLASTIC POTS PLACED AT THE CORNER OF THE CLASSROOM.

- STEP 6: TEACHERS AND CHILDREN ARE REQUIRED TO PUT THE RINSED AND FLATTENED CARTONS INTO THE PLASTIC BASKET (OR TRAY) TO DRY THEM.

- STEP 7: AT THE END OF THE DAY, THE COLLECTOR WILL COLLECT THE CARTONS AND TIE THEM NEATLY WITH STRING BEFORE TRANSFERING THEM TO THE WAREHOUSE.

+ IN THE FORM OF FLAT OR SQUARE FOLDING:

- STEP 1: TEACHERS WILL ASK THE CHILDREN TO KEEP MILK CARTONS AFTER DRINKING (TIP: TEACHERS SHOULD REMIND THEM TO DRINK ALL THE MILK CONTAINED INSIDE).

- STEP 2: TEACHERS WILL ASK THEM TO UNFOLD ALL FOUR CORNERS AND FLATTEN THE CARTONS OR FOLD THEM INTO SQUARES IN STEPS.

- STEP 3: CHILDREN ARE REQUIRED TO PUT THE MILK CARTONS INTO THE PLASTIC TRAY WITH THE CARTON STICKER PLACED AT THE CORNER OF THE CLASSROOM.

- STEPS 4: TEACHERS BRING THE TIDY BASKET WITH MILK CARTONS TO THE BALCONY FOR COLLECTION AT THE END OF THE DAY.

- STEP 5: THE COLLECTOR WILL TIE THE FLAT MILK CARTONS NEATLY WITH STRING AND PUT THEM INTO A TIGHTLY TIED PLASTIC BAG AND BRING THEM TO THE WAREHOUSE.



-TIP FOR TEACHERS: SELECT ONE OR MORE STUDENTS WHO PERFORMS THE BEST AND APPOINT THEM TO SUPERVISE THEIR FRIENDS WHO HAVE NOT DONE THE JOB WELL. THIS CAN BE A WAY TO EMPOWER THE STUDENTS AS TEACHERS MAY NOT HAVE ENOUGH TIME TO GIVE DETAILED GUIDANCE TO THE ENTIRE CLASS.

IN THE FORM OF FLAT AND RINSE

TO MAXIMISE THE EFFICIENCY OF THE CAMPAIGN, THE SCHOOL CAN SELECT ONE CLASS FOR AN EXPERIMENTAL SESSION, EVALUATE THE RESULT AND DERIVE A CONCLUSION. THIS STEP WILL IMPROVE THE SCALE-UP PROCESS OF THE CAMPAIGN. THE PROCEDURE FOR THIS IS VERY SIMPLE:

- SELECT A CLASS, PREFERABLY AT THE MIDDLE AGE, NOT TOO OLD OR TOO YOUNG, TO ENSURE THAT THE CAMPAIGN EVALUATION AND RECOMMENDATION CAN BE APPLIED TO CHILDREN ACROSS A RANGE OF AGES.
- AT THE BEGINNING OF THE CLASS, THE TEACHER CAN ORGANIZE A GAME WITH FUN QUIZZES AND REWARDS, WITH SUBJECT RELATED TO THE RECYCLING PROCESS (REFERRING TO THE BELOW GAME AS REFERENCE).
- AFTER THAT, TEACHERS CAN EMPHASIZE THE IMPORTANCE OF RECYCLING THE MILK CARTONS VIA SOME RECYCLING VIDEO CLIPS.
- ONCE THE CHILDREN ARE EXCITED ABOUT THE CAMPAIGN, TEACHERS CAN START TO GUIDE THE STUDENT IN ACCORDANCE TO THE 3 METHODS IN PREPARING THE MILK CARTON FOR RECYCLING (THE 3 METHODS MENTIONED ABOVE IN PARTICULAR).
- AFTER THE CHILDREN LEARN ABOUT THE METHOD OF HANDLING MILK CARTONS AND THE COLLECTION PROCESS, THE NEXT STEP IS AS FOLLOWS: EACH CHILD, AFTER FOLDING THE CARTON, WILL CAREFULLY PUT THEM INTO THE PLASTIC TRAY WITH THE PROGRAM'S LOGO UNDER THE TEACHER'S GUIDANCE. AT THE END OF THE CLASS, THE LEADER WILL BRING THE TRAY CONTAINING THE CARTONS TO THE CLASSROOM DOOR, WHICH ARE THEN READY TO BE COLLECTED.
- AT THE END OF THE WEEK, TEACHERS ALSO NEED TO RANK AND GIVE REWARDS TO THE BEST INDIVIDUAL OR GROUP FOR THE WEEK, GIVING RECOGNITION AND MOTIVATION TO THE STUDENTS WHO HAVE DONE A GOOD JOB.

THE PROGRAM OFFICIAL CONDUCTING PERIOD

THE STARTING DATE

IT IS THE DATE WHEN THE CAMPAIGN STARTS AND YOU NEED TO ENSURE THAT EVERYTHING IS READY!

START WITH THE ANNOUNCEMENT BY THE PRESIDENT IN THE MORNING TO REMIND STUDENTS ABOUT THE OFFICIAL START OF "1 SECOND FOR ACTION, SAVE OUR ENVIRONMENT" PROGRAM. THE STAFF AND TEACHERS WILL PUT UP SIGNAGES ABOUT RECYCLING INSIDE THE CLASSROOM AND AT THE RECYCLE BINS LOCATED IN THE SCHOOL YARD. PLEASE ENSURE THAT THE PREPARATIONS FOR MILK CARTON RECYCLING ARE READY BEFORE STARTING THE PROGRAM.

AT THE BEGINNING OF A MEAL, THE SUPERVISOR WILL BRIEFLY ANNOUNCE THE START OF THE PROGRAM. HE/SHE MAY CONDUCT SOME BRIEFING ON THE RECYCLING PROCESS IN THE SEQUENCE FROM SLOW TO FAST, AND FROM SIMPLE TO COMPLEX, INCLUDING GIVING A GUIDE ABOUT HANDLING THE REMAINING MILK IN CARTONS.

THE SUPERVISOR AND VOLUNTEERS SHOULD HELP THE CHILDREN TO RECYCLE CARTONS PROPERLY, HELPING THEM DO IT RIGHT THE FIRST TIME AND FIXING THEIR MISTAKES AS SOON AS POSSIBLE. AFTER THAT, TEACHERS CAN DO A SHORT SURVEY TO IDENTIFY THE MOST SIMPLE AND EFFICIENT METHOD TO GUIDE THE CHILDREN.

LEARNING FROM EXPERIENCE IN THE FIRST WEEK

AFTER THE FIRST WEEK OF THE PROGRAM, YOU MAY FACE A LOT OF CHALLENGES. THEREFORE, IT IS IMPORTANT TO HAVE A DISCUSSION TOGETHER TO LEARN FROM THE EXPERIENCES IN ORDER TO DO IT BETTER NEXT TIME. THE SCHOOL MANAGEMENT BOARD, TEACHERS AND SUPERVISOR TEAM SHOULD GATHER TO REVIEW AND EVALUATE THE STRENGTHS AND WEAKNESSES (IF ANY) TO IMPROVE THE PERFORMANCE. SOME QUESTIONS TO CONSIDER AS THE FOLLOWING:

- COULD MOST OF THE STUDENTS DO THE MILK CARTON RECYCLING WELL? IF NO, YOU COULD INCREASE THE NUMBER OF INSTRUCTORS TO ENSURE THAT EVERY CHILD WILL BE GUIDED WELL, AND YOU CAN ALSO ASK THE CHILDREN WHO DID WELL TO GUIDE THOSE WHO COULD NOT COMPLETE THE JOB.
- WAS ALL MILK CARTON BOXES BE GATHERED, COLLECTED AND RECYCLED? STUDENTS NEED TO UNDERSTAND THAT THEY NEED TO FOCUS ON COLLECTING AND RECYCLING THE MILK CARTON FIRST.
- WAS THERE ANY INJURY OR ALLERGIC REACTION FROM THE CHILDREN DURING THE RECYCLING PROCESS?
- DID THE STUDENT SOLVE THE REMAINING MILK BEFORE RECYCLING THE MILK CARTONS?
- DID YOUR STAFF HAVE TOO MUCH OF A WORKLOAD? STUDENTS SHOULD DO THE RECYCLING THEMSELVES TO DECREASE THE NEED FOR MORE STAFF. IF THEY NEED ANY HELP, THE VOLUNTEERING PARENTS OR "RED STAR TEAMS" CAN ASSIST THEM.

COMPETITION AND REWARDING ORGANIZATION

TO ATTRACT THE CHILDREN'S INTEREST, THE SCHOOL CAN ORGANIZE A COMPETITION AMONG CLASSES. PUBLIC COMPLIMENTS CAN BE GIVEN TO THE WINNING TEAMS AS WELL AS PROVIDING RECOGNITION FOR THE MEMBERS WHO JOINED THE PROGRAM.

SUMMARY AND RECOMMENDATIONS

WE HAVE ALSO PREPARED SOME SAMPLE REPORTS FOR THE TEACHERS' CONVENIENCE. TEACHERS CAN USE THESE REFERENCES IN CHECKING THE QUANTITY AS WELL AS EVALUATING THE EFFECTIVENESS OF THE PROGRAM. THE BASIC SAMPLES INCLUDE:

• **NUMBER OF STUDENTS PARTICIPATING IN THE CAMPAIGN (THE PICTURE BELOW IS FOR REFERENCE)**

CARTON RECYCLING AUDIT SHEET

School Name: _____ Audit Date: _____ Auditor: _____


























Note: For Rows "e" and "h," add the indicated rows to determine totals. For Row "k" divide Row "h" by Row "e." Refer to page 11 in the guide for Recycling Audit instructions.

A	Lunch Period / Class							TOTALS
B	Total Students ¹							
C	Milk Cartons Distributed ²							
D	Juice Carton Usage ³							
E	Total Carton Usage (c + d)							
F	Milk Cartons Collected							
G	Juice Cartons Collected							
H	Total Cartons Collected (f + g)							
I	Weight in Pounds ⁴ (if desired)							
J	Weight of Excess Liquid (if desired)							
K	Collection Rate (h ÷ e)							

• THE NUMBER OF WEEKLY RECYCLED MILK CARTONS IN THE FIRST MONTH (THE PICTURE BELOW IS FOR REFERENCE)

How many milk and juice cartons do you use each week at school? Let's find out!

Every day, for one school week, color in the number of milk or juice cartons you use. For example, if you used two juice cartons and one milk carton on Monday, you would color in three cartons. (You might need to ask your parents to help.)

MONDAY						DAILY TOTAL
TUESDAY						DAILY TOTAL
WEDNESDAY						DAILY TOTAL
THURSDAY						DAILY TOTAL
FRIDAY						DAILY TOTAL

.CLASSROOM MONITORING CALENDAR (THE PICTURE BELOW IS FOR REFERENCE)

We want to hear about your carton recycling results! Use this sheet to report back to Carton Council. Email your completed form to schools@recyclecartons.com.

School Name: _____ District: _____

City, State: _____

CARTON RECYCLING AUDIT RESULTS

1 How many enrolled students eat lunch at your school?

2 How many milk cartons were distributed on your audit day?

3 How many juice cartons did students bring on your audit day?

4 Add boxes 2 and 3 for your Total Carton Usage

5 How many milks cartons were collected on your audit day?

6 How many juice cartons were collected on your audit day?

7 Add boxes 5 and 6 for your Total Carton Collection

Please share your recycling program experiences and tips for other schools. (Add as many pages as you need!)

AT THE END OF THE PROGRAM, WE WOULD LIKE TO HEAR THE TEACHERS' EVALUATIONS AND RECOMMENDATIONS, CONTRIBUTING TO THE IMPROVEMENT AND SUCCESS OF THE PROGRAM IN THE FUTURE.

III. TEACHING NOTEBOOK

TETRA PAK SUGGESTS SOME INTERESTING TIPS FOR TEACHERS TO APPLY TO THEIR CLASSES

1. "MILK CARTON" STORY

WITH THE LIVELY DESIGN OF A COMIC BOOK THAT CONTAINS INTERESTING INFORMATION, TEACHERS CAN READ TO THE CHILDREN IN STORY TELLING CLASS AND RAISE SMALL QUESTIONS FOR THEM TO DISCUSS IN GROUPS AND ANSWER.

SUGGESTED QUESTIONS CAN BE AS FOLLOWS:

• WHAT CAN A MILK CARTON PROTECT MILK FROM?

> ANSWER: MILK CARTON CAN HELP MILK AVOID AN ATTACK FROM BACTERIA, WHICH MIGHT MAKE THE MILK GO BAD.

• WHERE CAN THE MILK GO TO WITH THE PROTECTION FROM THE MILK CARTON?

> ANSWER: THANKS TO THE PROTECTION FROM THE MILK CARTON, MILK CAN GO MANY PLACES FROM THE MILK FACTORIES TO THE STORES, SUPERMARKETS AND IT CAN FIT NICELY INTO SCHOOL BAGS TO ACCOMPANY THE CHILDREN TO SCHOOL EVERYDAY

• WHAT CAN WE DO TO PREPARE THE MILK CARTONS FOR RECYCLING?

> ANSWER: FOLD THEM INTO SQUARES OR FLATTEN THEM AND RINSE.

• AFTER BEING RECYCLED, WHAT PRODUCTS CAN A MILK CARTON BECOME?

> ANSWER: A MILK CARTON CAN BECOME PAPER OR THE ROOF OF A HOUSE

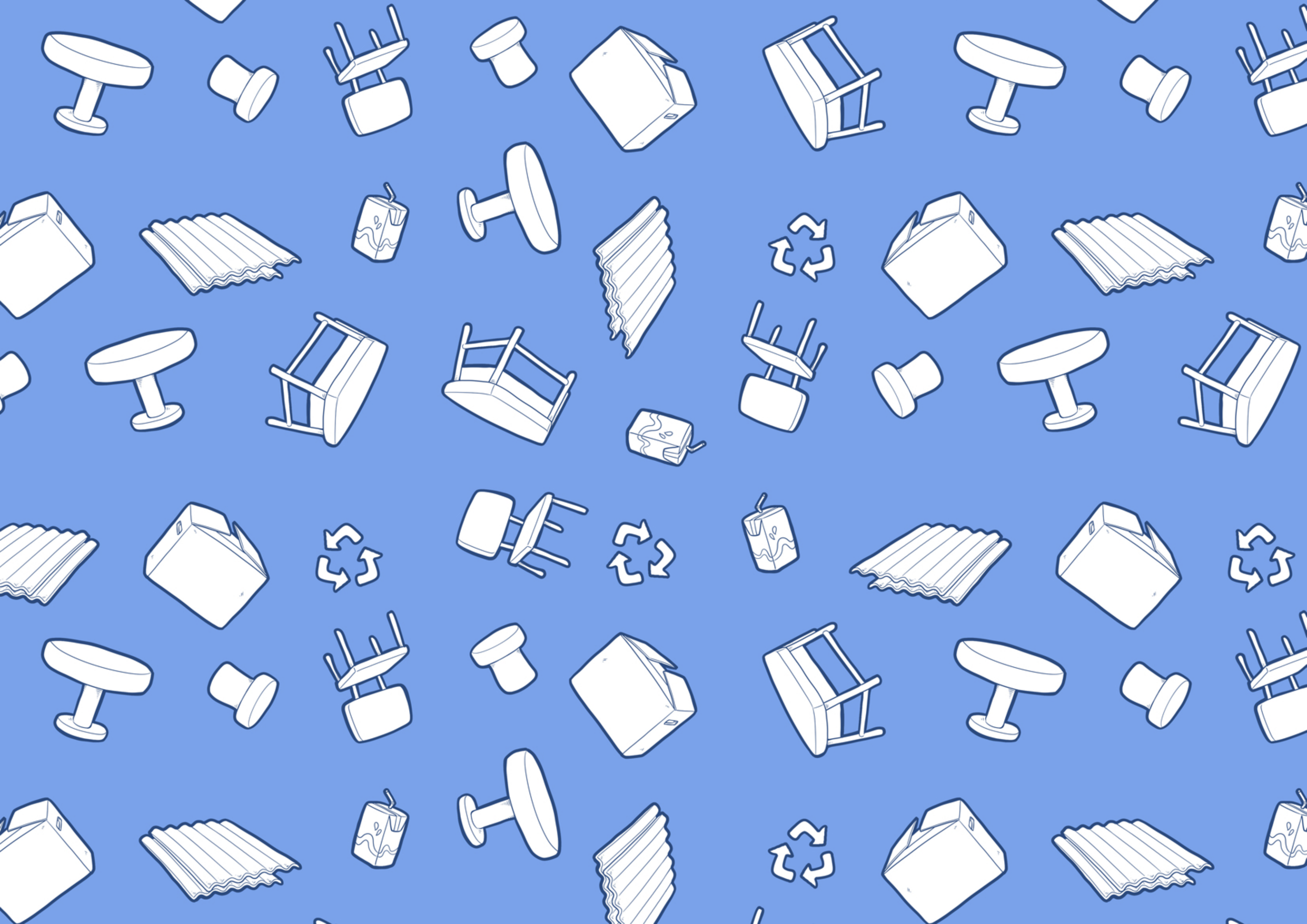
• WHY DO WE NEED TO COLLECT AND RECYCLE THE RUBBISH?

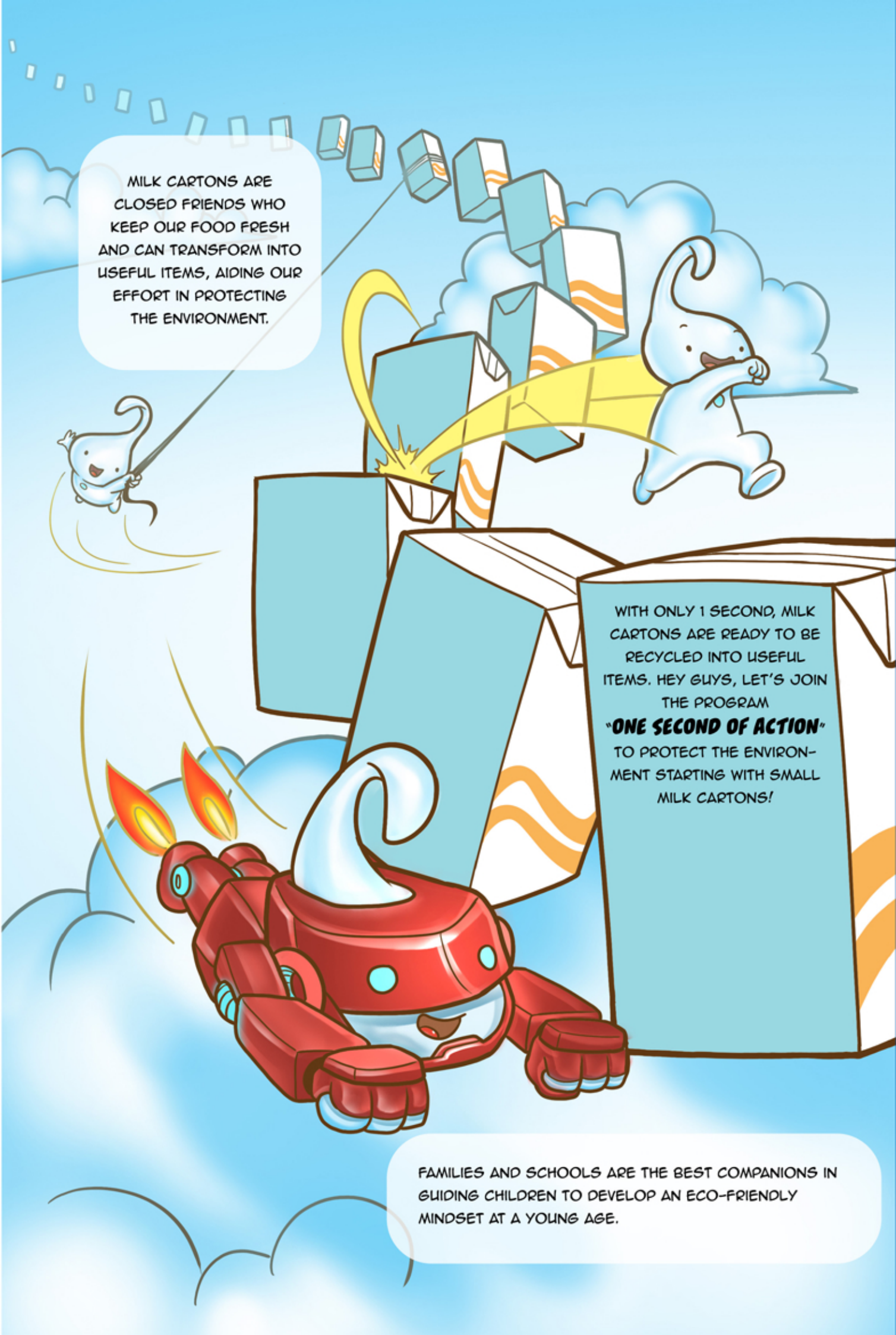
> ANSWER: TO MAKE THE ENVIRONMENT CLEANER, TO SAVE THE USEFUL MATERIALS AND MINIMIZE WASTE GOING INTO LANDFILL.

2. TO THE VIDEO CLIP

VIDEO CLIP WITH LOVELY IMAGES COMPLETE WITH FUN AND EASY-TO-REMEMBER SONGS CAN BECOME HELPFUL MATERIALS FOR TEACHERS DURING EXTRA-CURRICULAR ACTIVITIES (TEACHING CHILDREN TO DANCE AS A TEAM) OR IN SINGING CLASS.

PLAYING SONGS WITH THE DISCUSSED TOPIC ABOVE ON TV EVERY MORNING AND DURING PLAYTIME CAN HELP CHILDREN REMEMBER THE RECYCLING PROCESS NATURALLY AND COMFORTABLY. ON THE OTHER HAND, IT CAN ALSO CREATE A FUN AND ENGAGING ATMOSPHERE FOR THE CLASS.





MILK CARTONS ARE
CLOSED FRIENDS WHO
KEEP OUR FOOD FRESH
AND CAN TRANSFORM INTO
USEFUL ITEMS, AIDING OUR
EFFORT IN PROTECTING
THE ENVIRONMENT.

WITH ONLY 1 SECOND, MILK
CARTONS ARE READY TO BE
RECYCLED INTO USEFUL
ITEMS. HEY GUYS, LET'S JOIN
THE PROGRAM
"ONE SECOND OF ACTION"
TO PROTECT THE ENVIRON-
MENT STARTING WITH SMALL
MILK CARTONS!

FAMILIES AND SCHOOLS ARE THE BEST COMPANIONS IN
GUIDING CHILDREN TO DEVELOP AN ECO-FRIENDLY
MINDSET AT A YOUNG AGE.