

PRESCHOOL

DEAR PARENTS/CUSTODIAN!

As you probably are well aware of, we must get better at managing the earth's resources. We all need to reduce our energy consumption, pollution and waste. But how? One easy way is to recycle beverage cartons. By recycling a milk carton for example, the paper content can become new cardboard, tissue paper or writing paper! Recycling is an easy way to save resources and reduce energy consumption.

Sweden is one of the best recycling nations in the world. But when it comes to recycling beverage cartons, we are actually below the European average. However, recycling of beverage cartons in Sweden has increased over the years the school competition "Kartongmatchen" has been running. Today, one third of all beverage cartons are recycled. So don't throw the cartons in the bin, recycle them!

*"The preschool should put great emphasis on issues concerning the environment and nature conservation. An ecological approach and a positive belief in the future should typify the preschool's activities. The preschool should contribute to ensuring children acquire a caring attitude to nature and the environment, and understand that they are a part of nature's recycling process. The preschool should help children understand that daily reality and work can be organised in such a way such that it contributes to a better environment, both now and in the future."*

– Curriculum for the preschool 2010.

Kartongmatchen helps and inspires preschools and schools to work with environmental and sustainability issues by offering lots of educational support materials such as films, exercises, presentations and more. You will find inspiration and material at [www.kartongmatchen.se](http://www.kartongmatchen.se). The last years we, Tetra Pak and WWF, have organized a major national competition, Kartongmatchen, involving children in preschool and comprehensive schools up to grade 6. A key component of the competition is to help recycle beverage cartons at home. The competition quickly became the most popular competition ever with, so far nearly 200 000 participating children. This years competition is running until the 8th of February 2019.

Some exercises involve the children's homes and you as a parent/custodian.

Kartongmatchen is organized by Tetra Pak, together with WWF and Panda Planet WWF.



### Remember us!

- We are a valuable resource for new products
- Recycling is easy
- Recycling is good for the environment

**World Wide fund For Nature WWF** is working to stop the degradation of the planet's natural environment and build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

[www.wwf.se](http://www.wwf.se) [www.pandaplanet.se](http://www.pandaplanet.se)

**Tetra Pak** is the world leader in processing and packaging solutions for food and beverages. As part of our environmental strategy we are actively working to increase the recycling rate of beverage cartons and to inspire sustainable behaviour. [www.tetrapak.com](http://www.tetrapak.com)



### Tip!

For great tips, inspiration and facts about recycling, follow **Återvinnarna** on Facebook! Tetra Pak and World Wide fund For Nature WWF are active in social media. Follow us there!