

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, a little more than one third of all beverage cartons are recycled. So don't throw the cartons in the bin, recycle them!

*"Education should be characterised by a positive belief in the future. Education should give children the opportunity to acquire an ecological and caring approach to their surrounding environment and to nature and society. Children should also be given the opportunity to develop knowledge about how the different choices that people make can contribute to sustainable development – not only economic, but also social and environmental."*

– Curriculum for the Preschool, Lpfö 18

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 245 000 participating children. This years competition is running until the 5th of March 2021.

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!

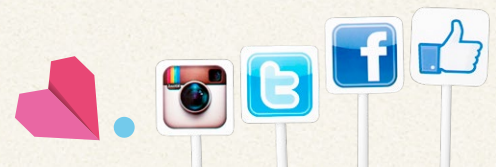
- We are a valuable resource for new products
- Recycling is easy
- Recycling is good for the environment

**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!