Dear Educator,

Welcome to The Responsible Package® program. This free, in-school program aims to raise awareness among your students and their families that paper is a renewable resource and that choosing paper-based packaging is responsible.

Included in this program are the following:

• **Four Interactive Classroom Activities** that help students discover reuse and recycling practices in your school, create awareness to use paper-based packaging, and understand some of the varied and interesting career opportunities available in the corrugated cardboard industry. The standards for each activity can be found in the Activity 1 instructions.

• **School Scavenger Hunt Worksheet** challenges students to explore their school’s recycle, reuse, and use of paper-based packaging – please read Activity 1 instructions and then photocopy and distribute the worksheet.

• **On the Job Worksheet** that accompanies Activity 2 and guides students through this team-building, career-explorative exercise – please photocopy and distribute.

• **Three Family Take-Home Materials** to send home with students:
  - **A Letter to Parents** that describes the program objectives – please photocopy and distribute. If you would like a Spanish version to send home with your students, visit [https://www.theresponsiblepackage.com](https://www.theresponsiblepackage.com) and click on “Teachers”;
  - **A Family Seek and Find Challenge** that raises awareness around paper-based packaging and encourages recycling and reuse – please photocopy and distribute; and
  - **Recycle + Reuse = Rewards!** handout to help students engage their families in recycling and reusing paper and paper-based packaging at home.

Through this program, students will learn about the renewable nature of paper and will discover how to make positive changes to increase use, reuse, and recycling of paper and paper-based packaging at school and at home.

For the above-mentioned education materials, tools, and more information, please visit: [theresponsiblepackage.com](http://theresponsiblepackage.com).

We look forward to your students becoming ambassadors of change in your school and community.

Your friends at The Responsible Package
Objective: Students work in teams to discover reuse and recycling in their school and motivate the student body to actively use, recycle, and reuse paper-based packaging.

Introduction:

• Define paper-based packaging, recycling, and reuse:
  - Recycle: Convert used items into reusable materials.
  - Reuse: Use again (one or more times).

• Ask students to share how they already use, reuse, and recycle paper-based packaging. Discuss how paper-based packaging is both sustainable (it comes from renewable resources and can be reused or recycled) and versatile (it can be used for many different functions and purposes).

Part A:

1. Divide the students into teams and supply each student with 1) a copy of the School Scavenger Hunt Worksheet; and 2) a digital camera or smartphone. If a camera is not available, ask students to log the location of the items they find in the last column.

2. Allow teams to explore the school and complete the chart on the worksheet. Instruct students to indicate if the items are being used, reused, and/or recycled. Have students suggest improvements about how their school could improve their use, reuse, and recycling of paper-based materials in the last column.

3. Encourage students to use the back of the activity sheet and list other paper-based items found during their search.

4. Have teams reconvene and discuss their findings. Discussion starters:
   - What was the most unique paper-based packaging found?
   - How does your school reuse paper-based products?
   - How does your school recycle? Are there recycling bins in the classrooms, lunchroom, and offices?

Part B:

5. Using their photos, ask each team to create a poster demonstrating their school’s use and reuse of paper-based packaging and participation in recycling. If students didn’t have access to a camera, instruct them to draw pictures of the items or cut pictures from magazines to complete their poster. Allow students time to brainstorm and include ways to improve their school’s use, reuse, and recycling of paper-based packaging in their presentations.

6. Display the poster presentations throughout the school for exposure among the entire school community.

National Science Education Standards

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Paper-based packages, containers, and bags are part of our everyday lives, so it can be easy to forget what makes them unique. Explore your school and indicate if these items are being used, reused, and/or recycled. Then, suggest improvements for better use, reuse, or recycling of paper-based items in your school.

### School Scavenger Hunt

<table>
<thead>
<tr>
<th>Search and Find</th>
<th>Using</th>
<th>Recycling</th>
<th>Reusing</th>
<th>Suggested Improvements</th>
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<td>Tissue boxes</td>
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For more information and tools, please visit: theresponsiblepackage.com
Activity 2: On the Job

Objective: Students work in teams to create a corrugated cardboard store display to learn about some of the careers involved in the paper-based packaging industry.

Introduction:

• Start with a show-of-hands poll to see which school topic students like best. You could use this Bureau of Labor Statistics list for the poll topics and a discussion on connecting interests to career choices: https://www.bls.gov/k12/content/students/careers/career-exploration.htm

• Introduce paper-based packaging industry careers by talking about how the industry offers jobs for all types of skills – creating art, designing/building objects, producing/selling goods, or managing people/projects. You can use the International Corrugated Packaging Foundation career guides and videos to help discuss which industry careers might interest students: http://careersincorrugated.org/Types_of_Jobs

• Introduce “On the Job” and explain that it’s a creative team activity that will help students imagine what role they might like to play in the paper-based packaging industry.

1. Explain that students will work in teams to create a corrugated cardboard store display to promote a product. You can show these videos to help inspire students: https://www.youtube.com/watch?v=QH2nTp4vGyk&feature=youtu.be http://www.creativedisplaysnow.com/case-studies/

2. Give students a week to bring in empty boxes of common pantry items made with paper-based packaging that they would like to promote (pasta box, cereal box, board game box, toothpaste, toy, milk/juice carton, etc.). Meanwhile, collect cardboard (also known as corrugated) boxes for building the displays (the cafeteria can be helpful here). You will also need supplies such as glue, duct tape, scissors, pens/markers, and paint and paintbrushes.

3. Assign students and products to teams and explain that each team will have a Project Manager, Designer, Engineer/Logistics, and Sales Leader (See Student Worksheet: On the Job for role descriptions. If teams have more than four students, students can work in pairs under one role). Although one student will lead each area, all students are to help each other in this team effort.

4. Walk students through the steps for this activity, using the information about each student’s role in each step found in the student worksheet.

Optional Extension Activities:

• Use this AF&PA video to delve deeper into the discussion of paper use/reuse by talking about how paper is made: https://www.youtube.com/watch?v=4x9HlzPZLyM&t=11s

• Use this AF&PA video and request this AF&PA and Scholastic lesson plan to have students make paper in class: http://www.paperrecycles.org/recycling-resources/school-recycling

• Have students conduct research to discover what percentage of different types of paper goods were recycled last year and discuss how that number could be increased next year.

Local Connection

The paper manufacturing industry is all around us – help students see what’s in their backyard. Investigate setting up a field trip to a local box plant or other paper manufacturing facility or asking someone in the local paper industry to speak to your class.
## On the Job

For this challenge, your team will create a corrugated cardboard display that a store could use to promote a product. Once you've built your display, your team's Sales Leader will present it to the class. Be sure to recycle your display once your project is complete! (You can always take a photo to remember it and share it with @PaperBasedPkg on Twitter.)

### Project Manager

**Your Role:** You'll help your team work together to create a product store display.

**Step 1:** Lead a brainstorm about your display:
- Have Engineer lead a discussion about how to build the display.
- Have Designer lead a discussion about how the display should look.

**Step 2:** Take a vote among the team and help the team come to a decision about which is the best idea.

**Step 3:** Discuss the pros/cons of this design draft. Help the team create a final sketch and then help build the display to match the sketch.

**Step 4:** Discuss how to promote the benefits of your team's display.

### Designer

**Your Role:** You'll help the team decide how the display will look.

**Step 1:** Ask questions to spark ideas:
- What colors would catch people's eye?
- What could be added to make the product stand out among other products in the store?

**Step 2:** Create a sketch of the display.

**Step 3:** Discuss the pros/cons of the draft. Work with the team to create a final sketch, making changes that fix any weaknesses. Then help build and decorate the display.

**Step 4:** Discuss how to promote your team’s display, including why the final design was chosen.

### Engineer/Logistics

**Your Role:** You'll help the team decide how the display will be built.

**Step 1:** Ask questions to spark ideas:
- What shape display would best support and showcase the product?
- What would be the best materials to use to create the corrugated cardboard display?

**Step 2:** Edit the Designer’s sketch, as necessary, taking structure into consideration.

**Step 3:** Discuss how to fix the weaknesses that are revealed during the pros/cons discussion. Work with the team to create a final sketch and then build the display.

**Step 4:** Discuss how to promote your team’s display, including why the final design was chosen.

### Sales Leader

**Your Role:** You'll help the team convince your class that your display would work to sell products in a store.

**Step 1:** Participate in creating the look and design of your team's display.

**Step 2:** Provide key thoughts on how the display can best show product.

**Step 3:** Discuss the pros/cons of the sketch, suggesting solutions to fix weaknesses. Prepare for the class presentation by considering how to highlight the display’s strengths and answer potential questions from the class about its weaknesses.

**Step 4:** After receiving your team’s input, present the display to the class, explaining how everyone’s roles played a part in its development.

For more information and tools, please visit: theresponsiblepackage.com
Activity 3: 
It's My Creation

**Objective:** Students promote reusing paper-based packaging through hands-on creativity.

**Introduction:** Ask students to consider which paper-based products they use daily at home or at school, such as milk cartons and cardboard boxes. Display the list in the classroom and discuss how these items could be made into different objects with new uses.

1. Allow students a few days to collect empty paper-based products like paper bags, paper towel/toilet paper tubes, milk cartons, paperboard boxes (cereal, tissue or shoe boxes), and cardboard shipping or pizza boxes. Students may also choose to set up a collection box in the cafeteria to promote school participation.
2. Students can work independently or in pairs to use the collected materials and create their new object. Their creation can be a version of something that already exists or a new invention. Encourage students to use glue, tape, scissors, paint, markers, and other art supplies to enhance their creation.
3. Ask students to write a brief summary of the materials they used and the function of their creation.
4. Display students' creations and summaries in the cafeteria or other highly visible location and ask the entire student body to vote for their favorite.
5. Involve administrators by having them encourage voting and ask them to announce winning student(s) during morning announcements.
6. Provide a reward for the winning student(s), like a homework pass or extra free time!
7. Culminate the activity by instructing students to recycle any unused paper-based items collected and disassembled creations.

Activity 4: 
Packaging Made Perfect

**Objective:** Students explore how trees are a useful, renewable natural resource and discover that paper-based packaging is an effective material for shipping.

**Introduction:** Ask students to research what it means to be a renewable natural resource.

1. Have students work in teams. Provide teams with several bags of chips or pretzels. Challenge them to use various types of paper-based packaging to wrap and pack a single bag. The package should be sealed and only contain paper-based packaging.
2. Teams should test their package to see the effectiveness of their paper-based packaging. Students can drop the packages from various heights or toss them back and forth like a delivery service.
3. After each trial, have students open the package and observe if the chips or pretzels broke. Ask them to record their results and discuss how they might repack the items for better success. For example:

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4. After several trials, have teams present their most successful packaging technique and discuss their results as a class.
5. Conclude that paper-based packaging is an effective way of shipping delicate items.
Dear Families,

Your child is participating in The Responsible Package® program. Through this in-class program, kids discover that using, reusing, and recycling paper and paper-based packaging is easier than ever.

Millions of Americans choose to recycle paper and paper-based packaging at home, work, and school every day. Thanks to their commitment and programs initiated by the U.S. paper industry, paper recycling in the U.S. has nearly doubled between 1990 and 2017.* Making products from sustainable materials is just as important as recycling them. Did you know that paper is made from a renewable resource? Tree farmers plant, grow, harvest, and replant trees – just like farmers who grow other agricultural crops. The total volume of trees growing in U.S. forests has increased 50% since the 1950s.** By using paper and paper-based packaging, you are supporting tree farmers and giving them a reason to continue to grow trees!

Throughout our country, individuals, families, and communities are working together to ensure a better planet for future generations. With your family’s participation we can do even more. We have created “The Family Seek and Find Challenge” and the “Recycle + Reuse = Rewards” game to help your family become more aware of paper and paper-based packaging and to encourage reuse and recycling – and have fun doing so!

For more information and tools, please visit our website: theresponsiblepackage.com.

Many thanks from your friends at The Responsible Package

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Pick paper-based packaging – it’s the responsible choice! USE...

- Paper bags and juice cartons for packed lunches.
- Cardboard boxes and tissue paper for shipping and storage.
- Products in paper-based containers, such as milk cartons, cookies and crackers boxes and pizza boxes.

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Check out this creative REUSE activity!

- Participate in TICCIT™, a program that highlights the renewability and sustainability of paper and paperboard packaging! Take an empty milk, tissue, or other paper-based carton, poke drainage holes in the bottom and the bottom of the sides, fill with potting soil, plant a tree seed or native sapling, and place the carton in the ground. The carton will provide protection and a natural water funnel for the new tree. As the tree grows, the carton will biodegrade, completing the “trees into cartons, cartons into trees” or TICCIT™ cycle. For more information, visit paperbox.org/TICCIT.

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Don’t forget to RECYCLE!

- Remind all family members to recycle all eligible items, such as milk cartons and cardboard shipping boxes. Watch the Improving Paper Recycling video at paperrecycles.org and check with your local county or municipality to see what items can and cannot be recycled.
- Post your local recycling schedule in a visible place in your home.
- Assign a family member to prepare and set out your recycling bin on the designated day and time.

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Visite theresponsiblepackage.com para obtener una versión en español de esta carta.

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*www.paperrecycles.org/statistics
**U.S. Forest Service 2010 Resources Planning Act Assessment (www.fs.fed.us/research/rpa/assessment/)
Family Seek and Find Challenge

Join in the fun and discover paper and paper-based packaging in your community. Search your home or visit your local grocery, shopping center, or favorite dinner or ice cream spot to find these items! When you locate an item, draw a line to the place where the item was found. Add additional paper-based items that you encounter. On the back, indicate which items you would reuse and how, and which ones you would recycle.

Return to class with your completed Recycle + Reuse = Rewards game sheet, showing your family’s commitment!

For more information and tools, please visit: theresponsiblepackage.com