



# Plant a tree, grow a mind

**Educational Programme guide**



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD



**T R E E S**

**I N T O**

**C A R T O N S**



**C A R T O N S**

**I N T O**

**T R E E S**



## What's TICCIT?

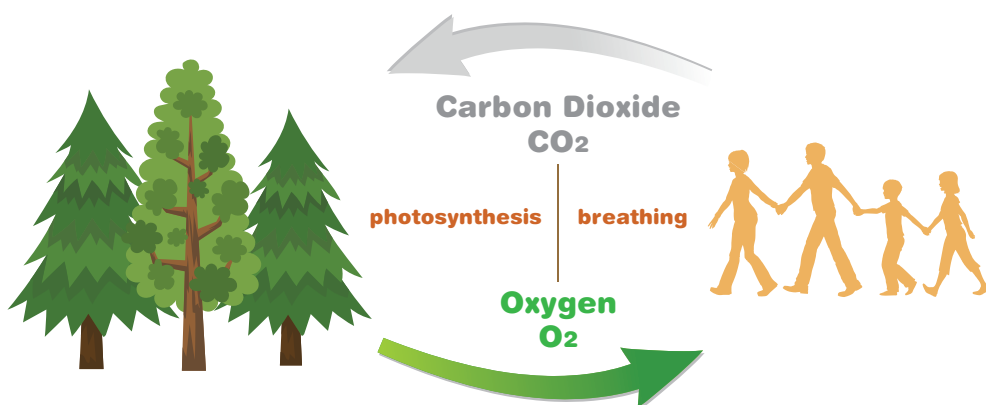


is an educational outreach programme that is all about trees, sustainability and the environment - and it's incredibly worthwhile for you, your company, your community and the industry. If you prefer, you can call it by its full name:

Trees Into Cartons, Cartons Into Trees. But we usually just say "tick-it." TICCIT

lets you roll up your sleeves and make a difference in your community. The idea is that you make contact with your local primary school where you (or the teacher) will teach the kids all about trees, recycling and paper. We have a presentation, notes, and activities ready to go, but we've left the most important (and rewarding) part to you: teaching and inspiring the next generation. This document assumes that you will attend the school and teach the kids but it should also work if the teacher does it, provided they are well briefed.

## How do Trees help us breathe?



After you (or the teacher) gives your presentation, the real fun begins. You'll help the children plant their own tree saplings in a carton. They can take home the tree in the carton and plant them as is - because paper is biodegradable. The children in your community will witness the "trees into cartons, cartons into trees" cycle complete before their eyes as they grow into the next generation of consumers and environmental stewards. We've heard from past participants how incredible it is to see the kids get it - that they can make a difference in this world by recycling and being friendly to the environment. It will be a powerful experience for them, and for you too.

From the presentation, students should walk away with an understanding of the:

- Benefits of trees to the earth's lifecycle
- Benefits of paper based packaging over plastic and other less sustainable forms of packaging
- How paper is made
- How a carton is made from paper
- How a carton will biodegrade over time

## How do I get involved?



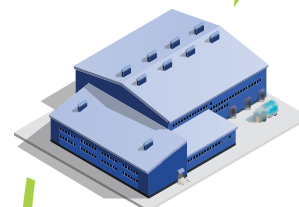
Are you ready to change your community and the next generation through TICCIT? Here's how. The timing can suit you and the school but the ideal time to go to the school is probably between October and February. First, contact your local primary school and set a date for your TICCIT presentation, you'll probably need between one and two hours. The presentation format works for any number of children; just make sure to get a head-count so you can order saplings for everyone. You'll also want to decide whether you or a teacher will lead the session. Order the saplings from your local garden centre, nursery or online. You may even find some nurseries provide the saplings free of charge but you should assume that you will need to buy them. We recommend you use a generic carton using uncoated board manufactured at your own facility, using the cutter guide on the insert provided. Alternatively, ask the schools to get the children to save cartons used to package dry foods and other dry goods (e.g. cereals, biscuits, pasta) and we'll show you how to make your own planter (see the "Make your own Planter" insert). Breakfast cereal boxes are ideal to be made into a planter.

You can email a press release in advance of your visit to your local media. Newspapers and TV stations often see this kind of event as a great opportunity to showcase local schoolchildren participating in something positive for the environment. This is also a good way to boost your reputation in the community. Make sure that any photos taken at your activity can be used in ongoing TICCIT promotions by getting the school's consent. After the event, submit a post-event press release as well as high-resolution photos to the media. The more complete an article you can send, the better your chance of getting the piece published. In addition, submit the best photos taken at the event to [TICCIT@ProCarton.com](mailto:TICCIT@ProCarton.com) for posting on the website and social media.

A tree first gets harvested from a forest in a similar way to how wheat is harvested from a field on a farm.



The tree is turned into timber for building houses and furniture whilst the thinnings and offcuts go to a paper mill and are turned into paper and cartonboard.



The cartonboard is then made into a cartons.



When you plant the seed or sapling in the carton and then in the ground, the carton will "biodegrade," or turn back into healthy soil.



## What you'll need to get started

You have made contact with your local school, explained the TICCIT concept, got their agreement and set a date for the session (1-2 hours). One or two weeks before your presentation, make sure to check with the teacher and/or school administration to see what items they can supply on the day of the event. Whatever they are unable to provide make sure to bring with you. In addition to providing a sapling for every student you may also wish to bring:

- **Cartons**
- **Potting soil**
- **Trowels**
- **Scissors**
- **Posters/handouts**
- **Newspapers for covering desks**
- **Tissue or kitchen paper for lining planters**
- **Any other material such as different cartonboard and cartons, photos of your company etc.**

You will also need to check that the school has got an AV system or projector that you can use, if not, make sure to bring one. Make the session as interactive as possible by asking the children questions as you go.



## The TICCIT Check list



Make contact with the school and explain the concept



Gain Agreement to run the programme



Fix a date to visit the school



Sort your supplies for the visit - remember to order enough saplings



Get your PR (campaign) in order



## What will I teach?



Don't worry! We've got *you* covered when it comes to presentation content. The info below will help you give your presentation, and it goes along with the PowerPoint slides we've created for you. Of course, it's your presentation, so feel free to pull or modify content, or add your own!

### The Importance of Trees:

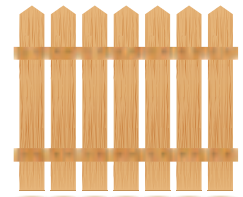
- A tree breathes in the carbon dioxide we exhale and breathes out oxygen, which is very important to us as we cannot live without oxygen.
- Trees give birds, squirrels, insects and other creatures homes.
- Trees hold the soil in place and keep it from washing away (erosion).
- The leaves that trees drop enrich the soil as they biodegrade.
- Tree roots and leaves clean pollutants from the air and soil.
- They are a source of food (berries, fruit, nuts).
- Forests attract outdoor recreation activities.

### We Use Trees to Make:

- Timber for making houses, furniture, guitars, pencils etc.
- Paper products such as paper towels, toilet paper, newspaper and cardboard packaging.
- Logs and charcoal for cooking and heating.
- By-products of wood are used in making a wide range of other products ranging from turpentine and paints to medicines and foods!

The trees used in Europe to make paper mainly come from sustainably managed forests. When a tree is harvested to make paper, new trees are planted to take its place. Typically, 3-4 new trees are planted in Europe for every one that is used. In fact, European forests are growing by the equivalent of 1,500 football pitches every day! Trees are crops just like the fruits and vegetables that you eat.

### Trees are used to make...



## What will I teach? CONTINUED



### How paper is made:

- The wood is cut into small pieces about the size of a small coin.
- Water (which makes up half of the wood chips!) is “cooked” out, leaving a mixture of tiny wood fibres as well as “lignin,” a natural glue that holds the fibres together.
- The lignin is removed, leaving just the wood fibres.
- The wood fibres (or pulp) are formed together and dried into paper.

### Paper Recycling

- When we recycle paper and cardboard, we make new paper products from material that has already been used instead of throwing it away.
- Recycled paper is made of old newspapers, cartons, cardboard boxes, books, documents, and magazines.
- Approximately 50% of all the cartons used in Europe are made from recycled fibre.
- More paper is recycled than any other material including glass, plastic and metal.
- Paper can be recycled about five to seven times before the fibres become too weak to be used again.



Pine Forest

Image courtesy of © Iggesund Paperboard.



Iggesund Workington Mill

Image courtesy of © Iggesund Paperboard.



Reels of cartonboard

Image courtesy of © Iggesund Paperboard.



## Time to Plant and turn Cartons into Trees



Now you'll show the kids how they can use cartons to grow new trees. This part of the program reveals the "trees into cartons, cartons into trees" lifecycle, so do be sure to explain the "lifecycle of a carton".

1. A tree is harvested from a managed forest like any other fruit or vegetable.
2. The tree is turned into paper and paperboard at the paper mill.
3. The paperboard is made into a carton, which is filled with the product and sent to the shop.
4. When the product has been used, the carton can be recycled or can biodegrade into healthy soil and help a sapling grow into another tree.



## The Importance of Trees





## Time to Plant



First prepare the area you will be using by laying down old newspapers and pass around the cartons.

Fill the carton to about one inch from the top with potting soil. Plant saplings about half way down into the soil.



Finally, make sure to distribute the Sapling Aftercare Instructions letter to parents so they know how to properly care for their sapling and the best conditions for planting.

It will necessary to make small holes in the bottom and sides of the carton (unless they have already been made) before they plant the sapling and make sure they water the soil well.



Image courtesy of [paperbox.org](http://paperbox.org)  
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Pro Carton is committed to providing accurate information in this Programme Guide. The Guide is designed to provide helpful detail regarding the "TICCIT" programme for schools. Pro Carton gives no warranty as to the accuracy of the information and accepts no liability for any loss, damage or inconvenience caused as a result of reliance on the information. Engagement with the TICCIT programme is undertaken at the user's discretion and entirely at their own risk.







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Pro Carton is the Association of European Cartonboard and Carton Manufacturers with the aim of promoting cartonboard and cartons as an economically and ecologically balanced packaging medium with an important role to play in our society.

For further information please see [www.procarton.com/ticcit/](http://www.procarton.com/ticcit/)