

'ALL ABOARD CARDBOARD' – GUIDANCE DOCUMENT

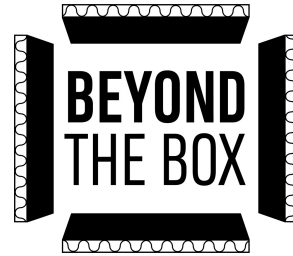
The following document functions as a best practice guideline for this year's **All Aboard Cardboard** campaign.

This is an educational campaign that coincides with **Recycle Week (14th – 20th October)** and is designed to teach primary school children all about cardboard's environmental credentials, with a key focus on its reusable, renewable and recyclable qualities.

The following document is split into two sections:

- **Approach** – which advises on how to approach heads of primary schools and secure a presentation slot during Recycle Week
- **Delivery** – which talks through the slides of the educational deck that you'll be presenting to schools





1) APPROACH

The best way to secure a presentation slot at a primary school is to leverage personal connections – if you are a parent of a primary school student or have close friends whose child attends primary school, then use that link as an in with the school head.

Recycle Week takes place between 14th – 20th October, so you'll need to allow enough time to approach the school head to secure a presentation slot during that week.

Many schools will be breaking up for the summer break w/e 19th July. School heads and teachers use the start of the summer break to plan lessons and curriculums for the upcoming scholastic year, making this the ideal time to approach them.

You can call the school switchboard and ask for the school head's email address.

Please see below a proposed outreach email you could repurpose:

Good morning xx,

I hope you're well!

I'm xx's parent, a pupil from your school and I'd like to talk to you about an initiative that I'm working on with the Confederation of Paper Industries.

In a nutshell, the CPI is trying to get the UK public on board with recycling more responsibly at home, and we believe the best way to do so is to teach children. This way, they acquire these eco-conscious behaviours early on and take them into adulthood, resulting one day in a society that is more sensitive towards the environment.

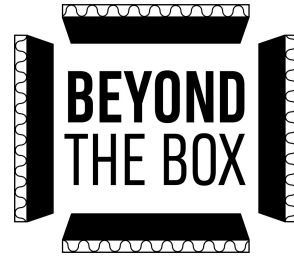
We're preparing an animated, interactive presentation that we'd love to bring to PRIMARY SCHOOL NAME one day during Recycle Week (14th – 20th October). With your consent, we'd like to come to the school to present this to an audience of students aged 5 – 8 years old at a date and time that would be suitable for the school.

Does this sound like something you'd like to take part in? If so, I would love to discuss further with you over a call or in person.

I look forward to hearing from you soon!

Best regards,

xx



Please note that the school head may not reply straight away and may even delay response until the first week of September – this is to be expected, given their busy schedule, and don't take the initial lack of response as a lack of interest.

Once the school head has expressed an interest, you'll need to establish the following:

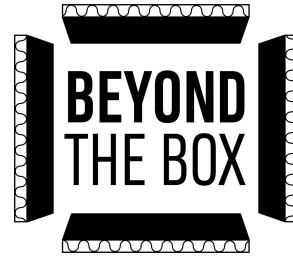
- Date and time
- Duration (45 min – 30 of which for actual presentation)
- Setting – i.e. assembly hall or individual classrooms?
- Age range of children you'll be presenting to
- Number of children you'll be presenting to
- Number of presenters in attendance
- Tech equipment availability (screen, speakers, plug sockets)
- Consent for photography**

***This is an especially sensitive issue. As part of our efforts, we like to get photography of our sessions in the primary schools we visit for the All Aboard Cardboard campaign, but some parents may not be comfortable with their children being photographed. Getting consent for photography must not be overlooked.*

Make sure to maintain an open dialogue with your contact from the school and feel free to share with them a copy of the presentation deck ahead of the day of your visit.

Any questions that you may have in the run-up to your presentation date, please get in touch with:

Andy Barnettson
07775 771662
abarnetson@paper.org.uk



2) DELIVERY

A copy of the All Aboard Cardboard presentation will be shared in good time, to allow for preparation.

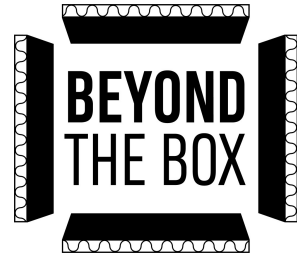
TOP TIPS

- Remember, you're speaking to an **audience of 5 – 8-year-olds** and you'll need to **adjust your presentation style** accordingly.
- You're trying to make cardboard and recycling accessible topics for children, so **refrain from using industry jargon and terminology** you'd usually adopt in a corporate setting (less Alan Sugar, more [Mr Tumble!](#))
- **Enunciate key words** and **use hand gestures** to emphasise points you want the children to remember.
- You'll be **sharing the scene with Beanie the Box**, a female animated character who will pop up on some of the slides. If you're presenting the slide deck with an audio track, **Beanie has some dialogue** on select slides – make sure you practice interacting with Beanie to ensure you don't speak over each other.
- Feel free to **bring along some cardboard props or samples** for the children to interact with during the presentation.
- **Be patient** with the students who need a little bit of time and encouragement when asking their questions, and give them all the positive reinforcement they need (e.g. "that's a very good question!").
- Aim for the presentation to clock in at **30 min max**, plus allow for **5 min at each end** for set-up and wrap-up.



The following section is a run-through of all the slides in the presentation deck.

Please treat these as prompts and guidelines, rather than a script you need to follow and memorise.



SLIDE DECK RUN-THROUGH

SLIDE 1

- This is your intro slide and the one you'll have open at the start of your presentation.
- Use this slide as an opportunity to introduce yourself to the young audience and tell them what you'll be talking about today.
- Preface the next slide by saying that someone special will be helping you with today's presentation.

SLIDE 2

- Introduce Beanie the Box, who is going to help tell us all about recycling with some games and challenges along the way.
- Preface the next slide by saying that Beanie has a question for you.

SLIDE 3

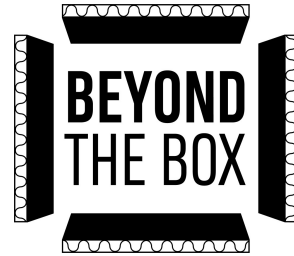
- You and Beanie ask the audience 'what is recycling?' – wait for answers, prompt participation in case pupils are shy.

SLIDE 4

- Explain to the class what recycling means – use Beanie's on-screen transformation as a visual example.

SLIDE 5

- Explain what the symbol on the slide means and where they can find it. If you've brought in packaging props, you can ask them look for the symbol.



SLIDE 6

- You and Beanie ask the audience whether they've ever recycled something – make sure to acknowledge the answers they give.

SLIDES 7 – 10

- This is one big explanation drawn out over four slides and might be a little text-heavy for 5 – 6 year olds – make sure to pause in places and ask if everyone is familiar with words such as 'landfill' and 'environment'.
- Slide 10 allows you to summarise everything you've explained – use Beanie's transformation as a visual prop.

SLIDES 11 – 13

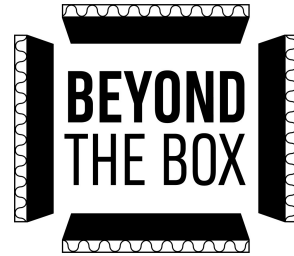
- This is the first interactive game for the audience – set up the game on slides 11-12, let the children provide their answers and then explain results on slide 13.

SLIDES 14 – 15

- You and Beanie ask the audience the big question – 'what is super easy to recycle?'
- Allow a few seconds for the children to share their thoughts before revealing 'Cardboard' on slide 15.

SLIDES 16 - 21

- These next few slides are all about Beyond The Box's key messages, i.e. 'The Three R's' (Recyclable, Renewable, Reusable).
- This section is quite text heavy and therefore you'll need to take the time to explain in an easy and engaging way what the Three R's are all about.
- Make sure you ask the children if they understand all the terminology you're using (e.g. Beanie pops up on slide 19 to ask what 'biodegradable' means).



SLIDES 22 – 24

- Another interactive game – after a rallying cry on slide 22, you and Beanie ask the audience on slide 23 what ways a cardboard box can be reused.
- Wait for answers and show pictures on slide 24.

SLIDES 25 – 35

- After you ask the question on slide 25 ('couldn't we make more things out of cardboard?'), Beanie suggests we all play a game called 'Could it be cardboard?'
- Between slides 27 – 34 ask the children what plastic items could work as cardboard and explain why for each answer. Make sure to get different answers from different children, so that everyone feels included and they all stay engaged.
- Beanie ends the game with her reflection on slide 35 – ask children if they know what 'company' and 'sustainable' mean and explain to them.

SLIDE 36

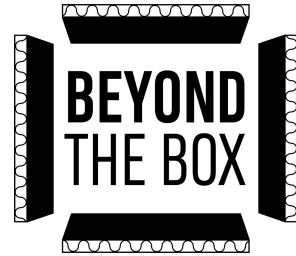
- You're approaching the final stages of the presentation – this is your chance to get the audience really engaged with what they've learnt today, so you need to hold their attention.

SLIDES 37 – 38

- These two slides are all about getting the children energised about teaching their parents and siblings about what they've learnt– Beanie pops up on slide 38 with a suggestion.

SLIDES 39 – 47

- The next nine slides are a quick recap of everything you've talked about in the presentation.



- At this stage the children's attention span will be waning, and the teacher(s) will want to wrap up, so these slides can be wizzed through a little quicker, as long as you make sure key points are being emphasised, and complex words re-explained (e.g. 'biodegradable').

SLIDE 48

- This is where you sign off and let children say bye to Beanie after she's congratulated them on their hard work.

Please direct any questions you may have on the contents of this document to:

Andy Barnettson

07775 771662

abarnetson@paper.org.uk