

Sustainability

This worksheet on sustainability is for your use as you make your way round the Museum of Brands. To complete this worksheet, you will need to travel all the way through the Time Tunnel and Branding Hall a few times.

We would recommend exploring the first time without taking any notes and then come back through again to start the sheet.

1. The Kellogg Cereals brand started in around 1897. What is the first example of a Kellogg Cereal box you can find in the Time Tunnel?

According to the Kellogg website, 'the very first box W.K. Kellogg filled more than 100 years ago was made entirely of recycled material'. Moving through the Time Tunnel, can you find when these cereal boxes start to communicate recycling as a selling point on their packaging?

In the last section of the Time Tunnel and in the Branding Hall, we have recent example of Kellogg cereals. Choose one to focus on and write down every mention of its sustainable promise.

The plastic liners in cereal boxes which keep out moisture and odour are never filled to the top with cereal. Some manufactures have created machines which gently shake the packs to help the contents settle. Can you draw what you think this machine would look like?

2.

In the 1940s wartime section of the Time Tunnel, find a display of food packaging. During rationing, British people needed to think more carefully about wastage. Looking carefully at the display, write down three ways in which people reduced and recycled during WWII.

Hint: Why do you think some of the paper labels are printed in miniature?

Look closely at the displays, and write down two key slogans which conveyed the rationing message to consumers.

1.

2.

3.

At the end of the Time Tunnel and in the Branding Hall, you will see many brands communicating their sustainability promises. Write three examples below and copy out the words and colours they use to communicate this message.

1.

2.

3.

Greenwashing is a term coined in the 1980s to describe brands which over promise on their sustainable claims. For each of the examples you found above, do some research on your phone or device into whether their promises and claims are true...

4.

In 2013, Coca Cola Enterprises partnered with Sainsbury's for the 'Don't Waste. Create.' Campaign. They challenged their consumers to reuse coke bottles at home, from bird feeders to plant pots.

Pick a product in the Time Tunnel and come up with 3 ways it could be reused, plus a marketing slogan for your campaign. For example, a coke bottle into a bird feeder.

1.

2.

3.