

## Sustainability

### Museum of Brands Worksheet

Use this worksheet to look at how sustainability has changed over the years. The questions use different parts of the museum, so you may need to walk around more than once. You may want to bring some spare paper and drawing materials with you.

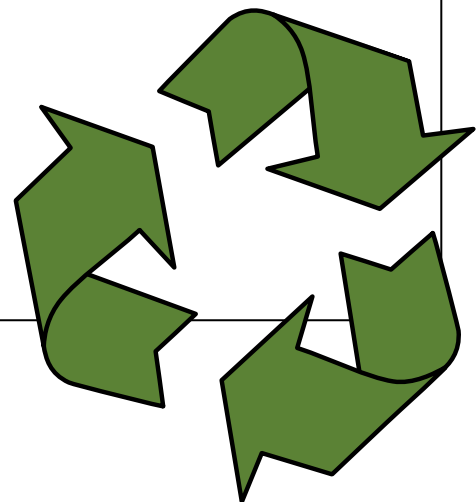
## 1. Biscuit Tins

Biscuit tins are the perfect packaging to be reused as storage containers. Peak Freen tins were made with different designs and patterns. Today, decorative tins are often seen around Christmas and special occasions. Often, people put objects like buttons or pins inside the decorative boxes as a way to display them. They come in lots of different shapes and sizes. Look at the biscuit tin display in the Victorian era for inspiration.

Design your own biscuit tin! Think about what shape you want it to be and what design you want to have on it.

After you have finished your biscuits, what will you put inside your tin? Make a list below.

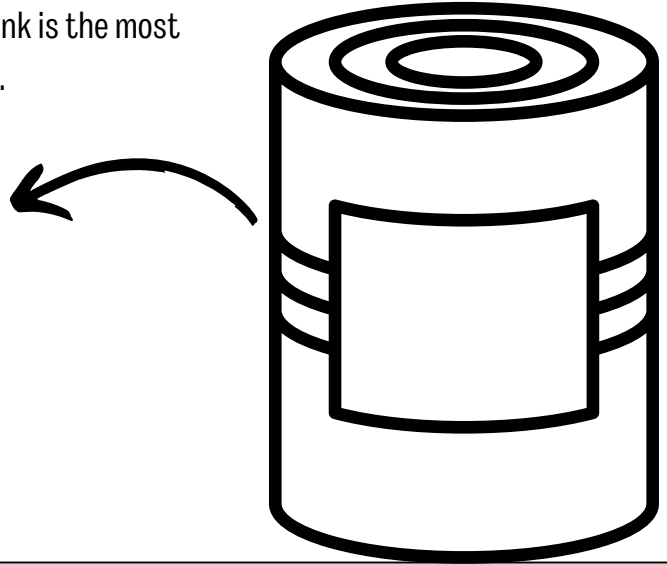
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## 2. Small Labels

During World War II, food rationing was needed to make sure that everyone had enough to eat, but packaging materials were also rationed to reduce waste and prioritise materials for the armed forces. Because of this, brands used smaller labels on their products. They needed to think about what were the most important parts of the label and how to share this information. Go through the 1940s display and look at some examples.

Pick an item and read what's on the label. What do you think is the most important information? Write your ideas in the box below.



## 3. Recycle, Reuse, Rubbish

What happens to packaging once you have used a product? Depending on what material it's made out of, it can either be recycled, reused, or thrown away into landfill sites. Some common recyclable materials are cardboard, glass, and tin. Today, you can work out whether packaging is recyclable by finding the recycling logo on the packaging.

Look at the 1960s and 1970s food product displays and choose objects that might fit into one of the boxes below.  
(Some items can go into multiple boxes!)

**Recycle**

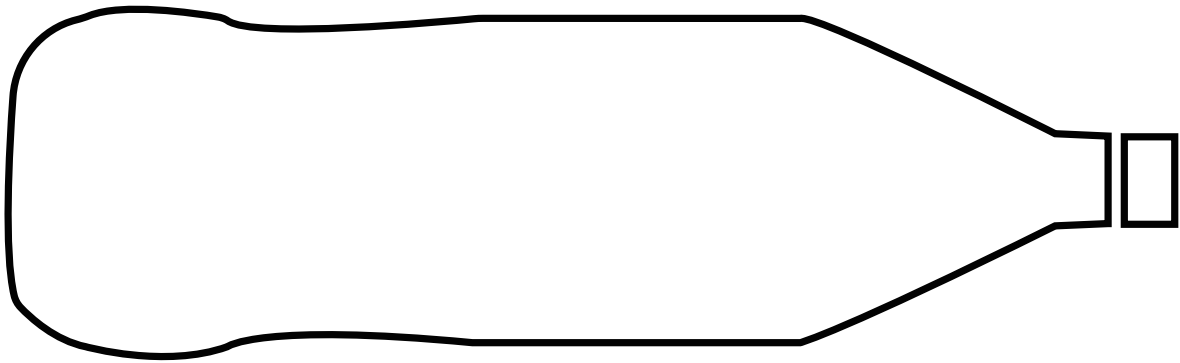
**Reuse**

**Rubbish**

## 4. Don't Waste. Create

In 2013, Coca Cola launched a campaign called 'Don't Waste. Create.' This was to encourage people to use plastic bottles for crafts after finishing their drink. Nestlé used rocket-shaped packaging to encourage kids to make a new creation. Both brands want to reduce the amount of waste produced by their plastic packaging, whilst inspiring kids to get creative!

Get inventive and turn this bottle into something new!



## 5. Sustainable Promises

Some brands add information about sustainability and the environment onto their packaging. These messages can be about how the product was made and what it's made from, or if it can be reused or recycled. These messages help to encourage sustainability for both brands and buyers.

Look at products from different brands and find their messages about sustainability. Write down what you see and come up with some messages or promises of your own.

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