

# Purpose of Packaging



## INTRODUCTION

Packaging provide protection during transportation and storage, convenience as it makes the use easy and is important image or brand identity to create appeal to buy. One important aspect is the bundling of the product for different market segments. Sustainability is one important aspect that is seeing some positive action and commitment.

The lesson plans engages students in observation and exploration of the world of packaging and share their learning with students in different countries.

### Objectives:

Students will be able to

- identify different types of packaging available for any given type of product.
- explain the reasons for different types of packaging.
- find examples of more sustainable types of packaging for select products.
- research the types of packaging available for some common types of products (share the same across two different YRE counterpart countries).

**YRE steps:** Investigate, Research Solution, Report, Disseminate

**Curriculum Linkage:** Science/ Environmental Studies/Social Science



11-14  
Years

### Time required/ Duration:

- **Classroom Session 1:** 40 minutes classroom interaction including (20 min for background introduction & brainstorming, 20 min for group discussion).
- **Group Assignment 1:** 15 to 30 days in all (seven days for identifying a YRE counterpart school and seven days for research on packaging material).
- **Classroom Session 2:** 45 minutes for groups to present the findings of their research and classroom based discussions for the same.
- **Group Assignment 2:** Two to seven days for student groups to convert their research into an article.

### Resources Required:

- A few examples of packaging. Some suggestions
  - Milk packaging (plastic pouches/ milk cans/ tetrapak/ glass bottles)
  - Juice (PET bottles/ Tetrapak/ etc.)
  - Cereals
- Student stationery
- Laptop/ computer with internet connectivity
- Resource - 2 (Worksheet for Packaging material) and Resource - 3 (Purpose of Packaging)



# Activity

## Classroom session **1**

- Brainstorm with students examples of different types of packaging materials (cardboard, glass, wood, hay, leaves, plastic, etc) and introduce to them the importance of packaging.
- Ask students to display to students some of the packaging material they have carried with them to class (as mentioned in resource required).
- Discuss with students the purpose of packaging. They could get students to look at different information available on the packaging including date of manufacture and expiry, contents, ingredients, weight in terms of quantity, costing, company and place of manufacture, etc.
- Assign students into groups of 4-5 members.

## Group Assignment **1**

- The group assignment is divided into two major assignments, to be undertaken over a period of 15 days.

### (i) Twinning with a YRE counterpart school from a different country

- Simultaneous to forming student groups, with the help of the YRE National Operator, initiate the process of selecting a counterpart school in another country.
- Share with the counterpart school, the list of different products selected for the packaging research.
- Discuss with the counterpart school that the said research needs to be conducted over a period of seven days/ else discuss with the school and arrive at a suitable duration for undertaking the research.

### (ii) Packaging material research by student groups

- Guide students groups to select one product. This product should also be discussed with the YRE counterpart school to ensure uniformity of the product being researched.
- Allocate one week time to student groups to research on the different types of packaging materials available for the product which has been selected by that group.
- Guide students to list the purpose of the different types of packaging. Resource 2 (worksheet for packaging material).

# Activity

## Classroom session **2**

- Ask each group to present the findings of their research in 5 minutes each.
- Some points around which teachers should guide student discussions include purpose of packaging, environmental sustainability and alternatives students can think of (either in terms of material/ technology/ re-usability).
- This discussion will help students understand packaging which is essential and which can be done away with.

## Group Assignment **2**

- Allocate one week time to the groups for presenting their research as an article.
- Share the article with the YRE counterpart school. Explore possibility of a joint article.
- Share the article on other platforms including school website/ facebook page, school assembly, among others.
  - For article: Refer Lesson Plan 1 from chapter “Learning to be an Environmental Journalist”

### Evaluation:

Evaluate student articles to understand how well they have understood and communicated the concept of packaging in terms of purpose of packaging and environmental sustainability.

## Resource 3

### Worksheet for Packaging material

(You must have seen your parents buying different things for the house? Try and find out what these things were packaged in. Look at the list below and tick the appropriate packaging item)

Name of the Product	Type of Packaging material				
	Paper	Plastic	Glass	Metal	Other (indicate what)
Chocolate					
Biscuit					
Cake					
Bread					
Eggs					
Vegetables Cereals and Pulses (Rice, Wheat, Maize) Milk					
Soap					
Toys					
Shoes					
Clothes					

## Resource 4

### Purpose of Packaging

Product	Different	Types of packaging of the product	Purpose of Packaging			
			Protection (transportation without spoiling and/ or breaking)	Convenience (ease of use)	Image (shelf-appeal, brand awareness)	Sustainability (reduction of environmental impact)
Milk	Tetrapak	Glass bottles Plastic (Milk packets, bottles, etc) Metal Cans No packaging				
Cereals (wheat, rice, ready to eat cereals)						
Juice						