**TICCIT POWERPOINT PRESENTATION SPEAKER NOTES**

Please feel empowered to make changes to the script below and tailor your presentation towards the specific audience.

SLIDE 1

Leave slide 1 open before presentation begins.

SLIDE 2

**Introduce yourself and your team.**

Thanks so much for having me here today!

My name is… (Tell the kids who you are, where you work, and what you do. Introduce any guests with you.)

**What is TICCIT?**

We’re excited to introduce you to TICCIT, which stands for “Trees into Cartons, and Cartons into Trees.” This program is brought to you by the Paperboard Packaging Council – it is an association, like a business community, for different companies across the country that make and manufacture boxes like the ones that you find in your kitchen cabinets.

**What is paperboard packaging?**

Paperboard packaging is everywhere you look. From supermarkets to fast food restaurants, think cereal boxes and French fry containers. I am excited to be here to talk to you about trees, paperboard, sustainability, and recycling.

**What are we going to do after this presentation?**

At the end of our talk, you’re going to plant a tree sapling in a paperboard carton that can be planted directly into the ground. The carton is a real-life look at sustainability; as the tree grows the carton breaks down or biodegrades to complete the “trees into cartons, cartons into trees” life cycle or TICCIT as we like to call it.

SLIDE 3

Today we’ll be learning all about trees, how paper is made, and why recycling is important.

SLIDE 4

Let’s start by talking about age.

**QUESTION: Who knows how you can tell how old a tree is?**

(LET KIDS ANSWER)

**ANSWER:** Each ring on a tree equals one year of age. The wider the distance between rings, the healthier the tree was that year.

**QUESTION: What does a tree need to be healthy?**

(LET KIDS ANSWER)

**ANSWER:** Healthy means that the tree received a lot of rain, sunlight, and nutrients from the ground.

SLIDE 5

**QUESTION: How old do you think some trees can live?**

(LET KIDS ANSWER)

**ANSWER:** The age of a tree depends on the type of tree, but most can live as long as a human. However, some can live as old as a few hundred years, such as a Redwood tree. This Bristlecone Pine tree from California is the oldest tree in the world—it is 4,844 years old and is still growing!

SLIDE 6

﻿One of the reasons trees are so important is because they help us breathe.

**QUESTION: Does anyone know how trees can help us breathe?**

(LETS KIDS ANSWER)

**ANSWER:** Stop and take a deep breath. Trees remove the carbon dioxide (the stuff we breath out) from the air to create the oxygen we need to breathe.

**QUESTION: Have you ever heard of Photosynthesis?**

(LETS KIDS ANSWER)

Photosynthesis is how plants turn sunlight, water, and carbon dioxide into food and oxygen. The sun, water, minerals, and carbon dioxide are all absorbed by the tree to make glucose, also known as sugar, which serves as food for the tree. Oxygen is produced through this process, which is then let off into the air! Repeat after me, Photosynthesis.

SLDE 7

﻿**What makes trees so great – How are they important?**

And trees don’t only help people, they help animals, like squirrels, insects, and birds, too. Trees create a habitat to protect animals. A habitat is the natural home where animals live and grow.

Trees provide shade for smaller plants and people too. When a tree dies, its leaves and branches break down and give vitamins back to the soil so that the next tree can grow big and strong. Plus, we make a lot of cool things out of trees. You’ll learn about that next.

SLIDE 8

﻿Have you ever wondered where paper comes from? You guessed it, our good old friend the tree!

Here are a few things we make from trees.

(REVIEW EACH ITEM ON SLIDE WITH KIDS)

Did you know that other things you and your family uses every day are made from trees as well, like:

* The chair you’re sitting on, the table you’re sitting at
* Your cereal box, even your gum is made from tree bark!
* The paint you use in art class
* and the syrup you put on your pancakes.

**QUESTION: Can you tell me some other things that are made from trees?**

(LET KIDS ANSWER)- ALLOW 3 Responses

For thousands of years, people have used trees to make paper, furniture, hair dye, and even gum!

Do you eat maple syrup with your pancakes? Maple syrup comes from the sap inside a tree.

There are so many ways that we use trees in our everyday lives. Next time you pour a bowl of cereal or open a box of cookies, think about the tree that helped make that box!

Next up you’ll get to learn how we use trees to make paperboard.

SLIDE 9

﻿Today, trees are grown and harvested like a crop such as cotton or corn. Because we now plant approximately 7 trees for every tree we use, forests are growing bigger and bigger.

SLIDE 10

**How paper/paperboard is made**

Now that we know that **paperboard** is made out of trees, let’s learn how!

Trees start as big strong plants. We’ll start in the forest. A forest is a dense growth of trees and underbrush covering a giant area. Trees are cut down in the forest during a process called logging. The tree is cut down, “timber,” turned into a log.

SLIDE 11

The logs are then loaded onto a truck and brings the logs to the mill.

SLIDE 12

At the mill, the logs are unloaded from the trucks and then chipped into small pieces.

SLIDE 13

Then they’re mixed into a large vat with water to create pulp

SLIDE 14

The pulp is flattened out into long reels, like you see here, to make paperboard.

SLIDE 15

The paperboard is then dried and then rolled onto huge spools, like you see here. Each roll is the height of a tall adult!

SLIDE 16

This process is used to create paper. This can be done using trees, or from recycled paper. You can recycle a piece of paper or a paper box up to 7 times. Each time you recycle that paper, it can come back as something new. We’ll talk about this more in a minute.

SLIDE 17

After the paper is created and turned into sheets, we cut sheets into different shapes and fold them into boxes, like your cereal, tissue, or hamburger box.

Do you like Chic-fil-A nuggets or McDonald’s French fries? Our industry makes those boxes! (GESTURE TO SAMPLES BOXES & PASS AROUND )

**Industry perspective – trees are a crop**

Now that you’ve learned how we make paperboard packaging out of trees, let’s talk about how the paperboard packaging industry helps our forests grow. An industry is a group of businesses that make or sell similar products. Our industry is paperboard packaging – boxes!

Our industry is special because we use trees, which are a crop just like corn, apples, and potatoes. A crop is a plant that can be grown and harvested. And we grow and harvest trees!

Our industry is committed to helping fill and grow our forests. For every tree that is cut down to make paperboard, seven trees are planted in its place. We plant more trees than we use, and because of that our forests are growing every day. By helping to keep our forests growing, we help our ecosystem remain in balance. This means that trees keep our planet healthy.

Our commitment to growing forests and harvesting trees is how we help give back to the earth. It’s our commitment to sustainability!

SLIDE 18

When we throw something away, it does not magically cease to exist because we can no longer see it. Trash ends up here - (gesture to slide)

**QUESTION: Can anyone tell me what this place is called?**

(LET KIDS ANSWER)

**Answer:** This garbage truck is dumping the trash into a landfill. When you throw your trash away, it ends up in a place like this, which is a bad thing because trash takes up a lot of space and can sometimes poison the water and the land. That is why it’s so important that we all recycle as much of our waste as we can.

SLIDE 19

Recycling is the process of converting waste or trash into new materials or objects. Recycling is an important part of the paperboard cycle; it means taking paperboard and making it into something else with a brand-new purpose. Did you know that you can recycle paper up to 7 times? That means if you recycle your cereal box, it could come back to you as your box of crayons!

SLIDE 20

**PROMPT: Raise your hand if you recycle at home**

(WAIT FOR KIDS TO RAISE HANDS)

**PROMPT: Now raise your hand if you recycle at school!**

(WAIT FOR KIDS TO RAISE HANDS)

**QUESTION: What are some of the things that you recycle?**

 (PICK A FEW STUDENTS TO DESCRIBE WHAT THEY RECYCLE—paper plates, plastic bottles, etc.)

**PROMPT: Raise your hand if you think we could all do a better job recycling**

(WAIT FOR KIDS TO RAISE HANDS)

Next time you go to throw away a take-out container, a paperboard milk carton, or an old envelope – stop and recycle it instead!

Recycling helps the Earth stay strong and healthy. Paper and paperboard are recyclable and renewable, meaning they can be used many times. Using recyclable materials reduces the amount of trash piling up in landfills (or worse, ending up on the beach or the street). We can all do our part to reduce waste by recycling.

SLIDE 21

Paper is recyclable, renewable, biodegradable, and sustainable. Remember that paper does not need to end up in a landfill, as it can be used for other purposes, even after it can no longer be remade

**QUESTION: Can anyone tell me a few things examples of things that are recyclable?**

(WAIT FOR KIDS TO ANSWER)

**QUESTION: What are some other materials that you think are biodegradable?**

(Allow 2 or 3 kids to answer)

SLIDE 22

A Sapling is a baby tree. Before trees grow big and strong, they start out as a tiny seed, and turn into tiny trees that are so small they can fit inside your hand. After many years, the sapling, or baby tree, will grow into a big, tall tree with enough water and sunlight to help it grow.

SLIDE 23

Now that you’ve learned all about trees, how paperboard is made, recycling, and what sustainability means, let’s start back at the beginning and plant a tree, together!

First, we take a paperboard carton, gently place a tree sapling inside and fill the rest of the carton with soil. A tree sapling is a very young tree. Like a young duck is called a duckling, a young tree is called a sapling.

You can take this paperboard carton home and poke some holes in the bottom with a pencil, and plant it directly into the ground. The carton is biodegradable, which means it will naturally break down and decompose into the earth. It’s a real-life example of sustainability; as the tree grows, the carton breaks down to complete the “trees into cartons, cartons into trees” life cycle or TICCIT as we like to call it.

Since paperboard is renewable and recyclable, when your family uses paperboard packaging (like a cereal box), you are participating in helping create a sustainable future. Just be sure to recycle!

I hope you learned why we are so passionate about paperboard packaging and how it supports sustainability. I invite you to celebrate trees, recycling, and the earth by making good decisions to help keep our world beautiful.

Next time you open a box of cereal, I hope you’ll think of everything you learned.

SLIDE 24

 **QUESTION: Who would like to take a young tree, called a sapling, home with them to plant outside?**

(LET KIDS RAISE HANDS)

We learned that cartons are biodegradable so we can use these cartons (show the empty cartons you brought or milk cartons the school provided) to transport your sapling home to plant into the ground. Who’s ready to help me?