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# Carton recycling programme for schools

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**IN** a move to encourage young Malaysians to recycle and care for the environment, Tetra Pak (M) Sdn Bhd, in collaboration with the Forest Research Institute of Malaysia (FRIM), has launched a carton recycling programme for schools.

The "Nurture for Nature" programme involving 25 primary schools in Klang Valley offers prizes worth more than RM60,000. In addition, Tetra Pak will match the total amount collected by the schools to be donated to FRIM for its environmental projects.

"The environment has been an integral part of our business operation for the past 50 years, and this programme is an extension of our commitment to the environment. We are honoured and proud to have on board the Ministry of Education and FRIM to further our environmental cause," said Tetra Pak communications and environ-

ment director Terrynz Tan.

The purpose of the programme is not just to convey the message to protect the earth but also to make sure the practice is handed down, she said.

FRIM was invited to educate the children on nature and forestry as a renewable resource.

FRIM eco-tourism and urban forestry director Dr Noor Azlin Yahya said aside from instilling the practice of recycling in children, it is important that they understand why recycling is important.

"Our role in this programme is to raise environmental awareness in children, allowing them to see what they are contributing to."

The six-month recycling programme includes environment talks, mini carnivals and a beverage carton recycling contest among the participating schools. At the end of the programme, the top three schools with the highest collection of empty beverage cartons will be rewarded.

