

Headline **Nurture for Nature**
 Date **21 Feb 2010**
 MediaTitle **New Sunday Times**
 Section **Learning Curves**
 Journalist **N/A**
 Frequency **Weekly**
 Circ / Read **153,409 / 295,000**

Language **English**
 Page No **H3**
 Article Size **414 cm²**
 Color **Full Color**
 ADValue **12,246**
 PRValue **36,739**



Nurture for Nature

CHINESE philosopher Lao Tzu once said that the journey of 1,000 miles begins with one step.

In Malaysia, the road towards becoming an environmentally-conscious society starts with education.

Tetra Pak (Malaysia) Sdn Bhd recognises the role education plays in cultivating green minds and the importance of starting young.

It recently launched its second Nurture for Nature programme for primary schools.

The initiative, supported by the Ministry of Education (MOE) and Forest Research Institute of Malaysia (FRIM), incorporates a beverage carton recycling contest and environmental talks for 50 participating primary schools in the Klang Valley.

Tetra Pak communications and environment director Terryng Tan says the programme aims to instil a love for the environment in primary school pupils.

"So much more can be done for our environment," she says, adding that green consciousness needs to be inculcated in children while they are young.

Tetra Pak will match the total amount collected by the participants in the recycling component and donate the proceeds to FRIM's Environmental Educational Centre project.

This year sees the setting up of the Nature Rangers in each school as part of the project — something that the company hopes would be incorporated into the schools' extracurricular activities.

Tetra Pak is one of many

organisations holding programmes and projects aimed at raising the green consciousness of students.

In a Business Times report last year (Uggah ready to get the job done, Aug 29), Natural Resources and Environment Minister Datuk Douglas Uggah Embas says Malaysians are becoming more conscious of many environmental issues and are keener to participate in efforts to protect and preserve the environment.

MOE principal assistant director (counselling and discipline management sector) Mohd Anuar Abdul Hamid says the key to getting students involved in environmental issues such as recycling is to make them interesting.

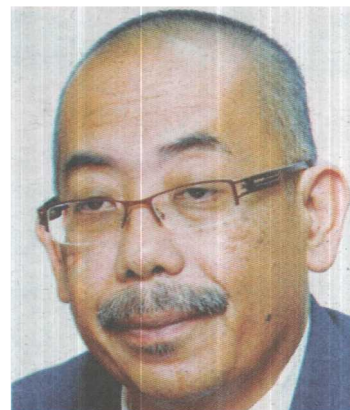
Programmes such as Nurture for Nature are a good way to get the young thinking about topics like recycling.

He cautions students against thinking only of winning the contest.

"They need to think of the future and bear in the mind the educational aspect of this programme."



Green consciousness needs to be inculcated while young, says Terryng Tan



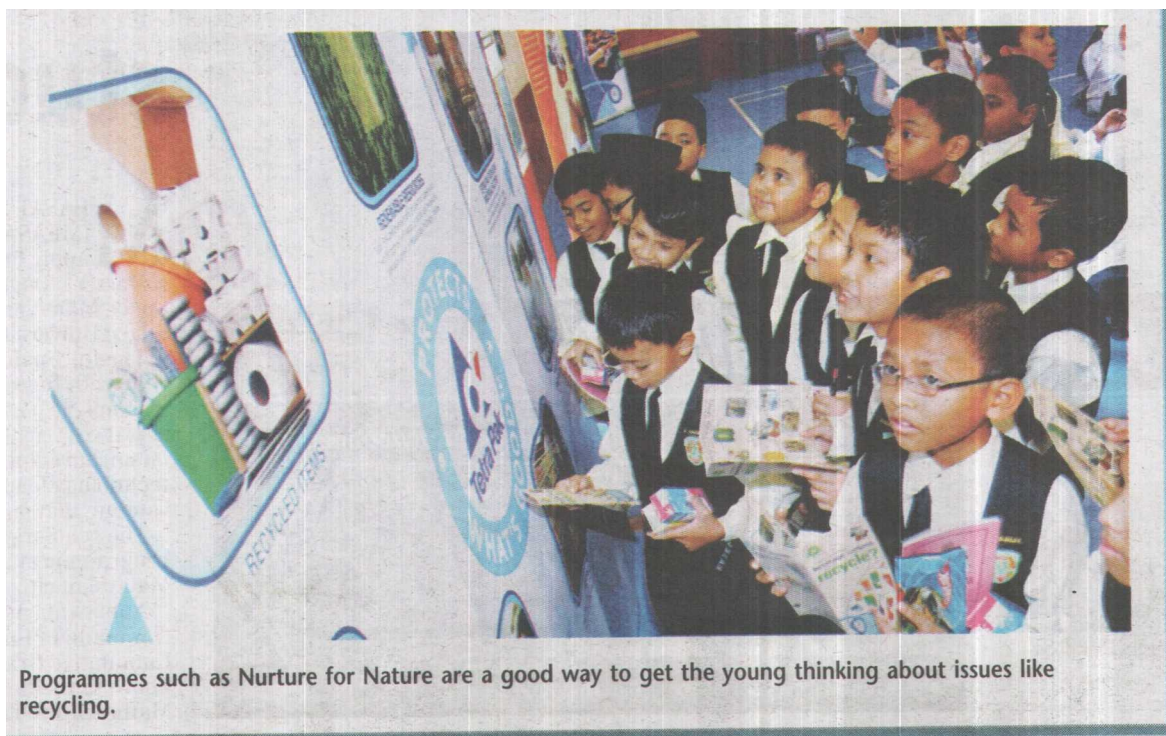
Make recycling interesting to pupils, says Mohd Anuar Abdul Hamid



Many organisations hold programmes to raise awareness of conservation.

Headline **Nurture for Nature**
Date **21 Feb 2010**
MediaTitle **New Sunday Times**
Section **Learning Curves**
Journalist **N/A**
Frequency **Weekly**
Circ / Read **153,409 / 295,000**

Language **English**
Page No **H3**
Article Size **414 cm²**
Color **Full Color**
ADValue **12,246**
PRValue **36,739**



Programmes such as Nurture for Nature are a good way to get the young thinking about issues like recycling.