

# Ultimate Packaging

## Concepts:

Students will observe and decide upon the value of different packaging examples according to their convenience, travel ability, expense, aesthetic and marketing appeal, function and protection, and environmental impact.

To **recycle**, **reuse**, and **reduce** are all necessary concepts in environmental awareness. During this activity, to **refuse** a product due to excessive and wasteful packaging is introduced. Ecologically sound packages, which help to lessen solid waste, are those which deserve acknowledgement.



## Objectives:

Students will be able to:

1. discuss the commercial motivations behind different kinds of packaging materials.
2. decide for themselves how to choose, or not to choose, packaged goods and to recognize those that are "environmentally conscious."

## Level:

3rd grade to adult



## Materials:

Assorted samples of packages

## Activity Plan:

1. Select a panel of 6 or 12 students from the class to represent each of the following six categories: convenience, travel ability, expense, aesthetic and marketing appeal, consumer and product protection and environmental impact.
2. Present packaging samples to the panel of experts asking them for their opinions on the benefits or disadvantages of the package. They must respond on behalf of their category only.
3. After several packages have been through the panel, send the experts back to the rest of the students. The class will now be able to identify qualities that must be considered in designing packages.
4. Have the entire class design the "ultimate package." It can be for a product such as hand cream, aspirin or something equally challenging. The class can work together as a whole, consolidating opinions to reach a package design or, they can work in smaller groups and each group can present their "ultimate packaging" idea to the rest of the class.

NOTE: When students design their own package encourage them to consider the six "expert" categories. You may need to remind them to think about recycled and recyclable materials, consumer appeal, the effects of bulky and odd-shaped packages on shipping and shipping expense, etc.

5. Point out the benefits of the ultimate packages the students have designed and discuss alternatives or additional ideas.