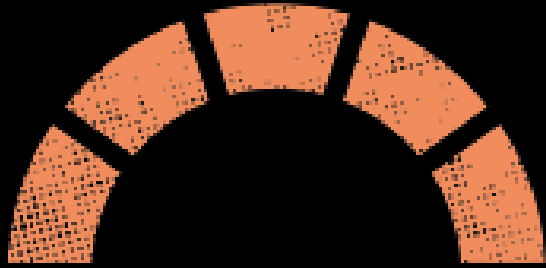


Final slide includes printouts for class to use on their products if they want to – print and cut



The Sherbourne Valley Project



Warwickshire
Wildlife Trust



Made possible with

**Heritage
Fund**

Design a product!

So what's the problem?

Lots of cleaning products also come in large plastic containers. Not all of them get recycled, and this means they are not very good for the environment. They add to landfill and contribute to global warming via their manufacture and transport.



Phosphates cause algae to grow quickly in the water it gets into. The algae uses up all the oxygen in the water. The water goes very green with an 'algae bloom'.



This means there is less oxygen for other plants, fish, insects and other creatures which live in the water, and so they cannot survive.



What are river-friendly cleaning products?

To find out if cleaning products are river friendly, read the back of the packet.

There's new products available, like washing sheets and solid shampoos which use less plastic too





What symbols can you see on the packaging?



What is the packaging made from?

What words do they use to encourage people to buy it?



The big product challenge!

You are in charge of designing a new river friendly cleaning product – it could be for cleaning clothes, hair or dishes, even ovens!

You are going to;

Create your 'brand' name

Design the packaging

Remember, it needs to make everyone aware of the fact it is **eco friendly** and **phosphate free**!

Make your product so cool that EVERYONE wants to use it!



