

## Introduction

Traditional plastic, glass and aluminum packaging pose fierce threats to our planet through the production of greenhouse gas emissions, depletion of fossil-based resources, waste in landfills (producing methane, a harmful greenhouse gas), and waste in nature and waterways killing sea life.

These main types of packaging used (plastic, glass and aluminum) take hundreds, thousands and even millions of years to decompose. We must solve this problem at its root. Is there a better alternative to these food and drink packaging? Yes, there is. A possible solution towards the ongoing climate crisis is to replace all food and drink packaging with Tetra Pak alternatives. Tetra Pak is made from plant-based material and resembles a water resistant cardboard box. Once used, it can be recycled into new paper-based products.

I think that Tetra Pak is the future, however it is no good if only one person (myself) would use Tetra Pak packaging alternatives to save the planet. The question is, would society also be willing to fully convert to a more sustainable and environmentally friendly way of living by using Tetra Pak. We all have to work together to make a difference!

For my project, I will be investigating the social acceptability of using Tetra Pak packaging amongst varying age groups. An online survey will be used to collect participants' responses to see whether society is welcoming of a Tetra Pak take-over to help combat climate change and to save our planet.

## Hypothesis

I predicted that the majority of society would not accept a tetra-pak take-over because it is not what people are used to. I anticipated that the older generations would not want to drink from or buy alcoholic beverages in tetra-pak because it would lose the exclusive and premium look portrayed by glass bottles which have such a historic significance. I thought that younger people in society would not be accepting of switching to Tetra-pak alternatives because it is considered 'cool' to drink fizzy drinks out of cans and people do not want to be 'different'.

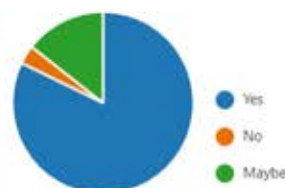
## Method

1. I created a survey on Microsoft Forms. I ensured my questions were not leading or difficult to understand.
2. I tested out the survey by sending it to myself and completing it.
3. I distributed the survey to family, friends and emailed it to those in my school. I ensured to target my survey towards varying age groups of both sexes to get a snapshot of society's responses.
4. I analysed the data and compiled it into excel spreadsheet and came to some interesting conclusions.

# Would society accept a Tetra Pak take-over?

## Results and analysis

I received a total of 90 responses for my survey. Out of this 82.2% would drink everyday liquids out of a TetraPak container. Only 3.3% of people would not do this, and 14.4% of people would perhaps do this.

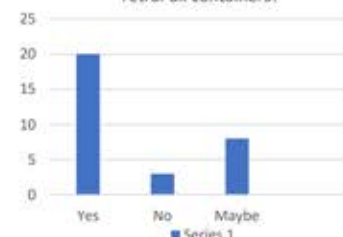


When I asked participants whether they would be willing to buy all of their food and condiments out of TetraPak containers instead of plastic or aluminium packaging, the majority (71.1%) of participants would do this, 2.2% would not, and 24.6% would maybe consider doing so.



68% of those who consume alcohol would be willing to drink from/buy alcohol in TetraPak packaging instead of in glass bottles or aluminium cans. 4% would not, and 28% said that they would maybe consider doing so.

Would you buy/drink alcoholic beverages in TetraPak containers?



Those who consume alcohol said that they would not want to buy wine out of Tetra Pak packaging because it would lose its exclusivity and luxurious appearance.

*"I would not like my wine from Tetra because it would look cheap and not as fancy as pouring it from a glass bottle."*

Once I informed survey participants about how TetraPak alternatives could help combat climate change, 89.6% of those who were unsure or did not want to make the switch said that knowing this information, they now would use Tetra Pak. This shows the importance of education in society. If Tetra Pak usage is encouraged and showcased in society and we create more consumer awareness, society would be willing to change their mind.

40% of people said that they find plastic and aluminium food and drinks containers more comfortable to hold than Tetra Pak. 23.3% of people said that they find Tetra Pak containers more comfortable to hold and 36.6% were unsure which they would find more comfortable. This could be something that TetraPak manufacturers could consider. They may have to adjust the manufacturing process to make food and drinks more comfortable to hold when they are packaged in Tetra Pak packaging.



Some participants expressed some concerns about using TetraPak containers for food and drinks packaging. A few people said that the food and drinks might taste different out of a TetraPak container: *"I would need to determine if it will taste different if drinking out of the carton rather than a can."*, *"I don't think it will taste the same."*, *"It would taste like cardboard. Ew!"*

Others expressed issues over the price: *"If they are too expensive, it wouldn't be easy."*

Many people opposed to switching to Tetra Pak said that it was because they were not used to having foods and drinks in cartons. This habitual nature is normal, but bad habits need to be broken to make a difference: *"I'm not used to water being in cartons."*, *"I prefer drinking out of plastic, it's what I'm used to"*, *"Some things just don't belong in a Tetra Pak such as tinned foods because they are in a can for a reason."*

## Conclusion and recommendations

In conclusion, most of society is accepting of a Tetra Pak take-over (replacing all foods and drinks packaging e.g., single-use plastic, aluminium, glass with environmentally friendlier Tetra Pak alternatives).

If issues about price regulation, taste, leakage, and exclusivity of alcohol are dealt with by TetraPak manufacturers, then society would be even more accepting of a Tetra-Pak take-over. If there is more education about the importance on cutting down on aluminium, glass and single-use plastic packaging and an emphasis on Tetra Pak, people would be more inclined to switch to Tetra Pak.

What are big food and drinks companies waiting for? They should convert to Tetra Pak packaging instead. Most of society is on board with this. Apart from being more environmentally friendly, Tetra Pak is also easier to transport, and stack on shelves (taking up less shelf space) due to its cuboid shape. If huge companies such as Coca-Cola began packaging their drinks in Tetra Pak containers, maybe it would then be seen as 'cool', and other companies would follow in their steps.

I would love for there to be no single-use plastic, aluminium and glass packaging in supermarkets, but it's the manufacturers who have of huge food and drinks companies who have to take the plunge in the deep end and just go for it.

What can you do as a consumer? Well, switch to Tetra Pak packaging where possible when food shopping and encourage others to do so too. If the big food and beverage companies see there is demand for Tetra Pak containers, then we may soon see a Tetra Pak take-over!