



Naturpac EcoChoice Press Release

Naturpac EcoChoice Sustainability Education Free for Aussie Children

For more than 18 months [Naturpac](#) has provided leading packaging alternatives that are significantly more environmentally friendly than majority of those in major grocery stores Australia wide. Since its founding, a core pillar of Naturpac's mission has been a commitment to [educating the behavioural habits](#) of tomorrow's consumer. Due to high demand Naturpac has gone one step further, launching its **Free to Use** online sustainability education platform [EcoChoice](#).

EcoChoice is a web-based portal with activities and resources targeted at primary school aged students. It includes 5 modules and more than 30 activities and videos, covering everything from key terms and ideas in sustainability, to activities guiding kids to value and actively improve their environmental choices.



“We originally conceived this as a face-to-face program,” states Michael Williams, General Manager of J-Tech Systems (the company behind Naturpac) “and it got great response from councils and schools alike. However, continuing COVID restrictions made it difficult for the various councils and schools interested to schedule and commit to sessions.” The team went to work and, **EcoChoice went digital**.

“We wanted to avoid any barriers to entry for EcoChoice online because it offers such important sustainability information that is easy and simple for future generations to understand.” states Mitch Pursehouse Product & Sales Manager “The system is free to use and requires no logins so that everyone can self-navigate and learn at their own pace and ability’.



Naturpac worked with digital agency, [Soto Group](#), to develop a series of online eLearning Modules that teach children how they can be involved in making sustainable decisions in the home, at school and in the wider community.

There are series of videos, interactive games, puzzles, and downloadable activities that can be used in the home or on a tablet. To support teachers, a resources section was developed with projects that can be utilised in the classroom setting.



EcoChoice launched prior to Term 3 school holidays, giving parents access to free activities for their children that are not only a great way of keeping the kids entertained, but also deliver critical learnings around how to create a better earth.

“We are really excited to share the platform ahead of immediate and future school holiday windows,” continues Williams, “We are still scheduling face-to-face sessions, but demand has always meant that a digital option enables us to help as many people and communities as possible to nurture the sustainability viewpoint of tomorrow’s shoppers”.

Naturpac’s sole mission is not just to provide eco friendly packaging to the fresh produce industry, but to educate our entire community about environmentally friendly packaging and the long term benefits to our environment. Many consumers have expressed that they still don’t know how to make educated purchasing decisions, because packaging labelling is unclear. Our EcoChoice sessions and modules demystify packaging confusion and raise awareness around green washing.

To explore EcoChoice, simply visit: <https://naturpac.org/ecochoice/>



Questions?

Want to know more about EcoChoice or the broader Naturpac brand? Contact our Community Manager Arna Jade arna@naturpac.org

About Naturpac

It is Naturpac's mission to change the way people think about packaging. We need to move away from an autopilot frame of mind, and towards a positive choice for change. Based in Australia and New Zealand, we plan to start locally and build a momentum of sustainable change where people demand environmentally friendly packaging options in the grocery store. We continue to innovate and challenge the industry so that we are all making decisions for a better earth.