

# CARTONS FOR GOOD





Cartons  
for  
good

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# Cartons for Good

## Saving food together

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Did you know that one third of all the food we produce is wasted? Yet, over 2 billion people are malnourished. The SIG WAY BEYOND GOOD FOUNDATION is using its technology, expertise and enthusiasm to tackle this challenge – with Cartons for Good, SIG’s responsibility flagship project – which empowers communities to reduce food loss, support farmers’ livelihoods, and promote children’s nutrition and education.

We buy food from farmers that otherwise would be wasted and preserve it with a downsized portable version of an SIG food filling unit. Working together with the largest non-government development organisation in the world, the Bangladesh Rural Advancement Committee (BRAC), the food will then be given to school children, offering them a free meal and encouraging them to go to school instead of working for their food.

### **Children inspired packaging**

As Cartons for Good is also a story about children, we wanted them to be part of our journey. So SIG employees read to children the story of farmer Rakib, who brings his leftover pumpkins to us so that they can be used to feed local school children. The children were then asked to draw pictures of what they heard.

We received over 120 colourful drawings from all over the world. Some of them we used to create a truly unique design for our Cartons for Good food packs in Bangladesh. The story and some more of the drawings you can see in this booklet. We hope you enjoy it.



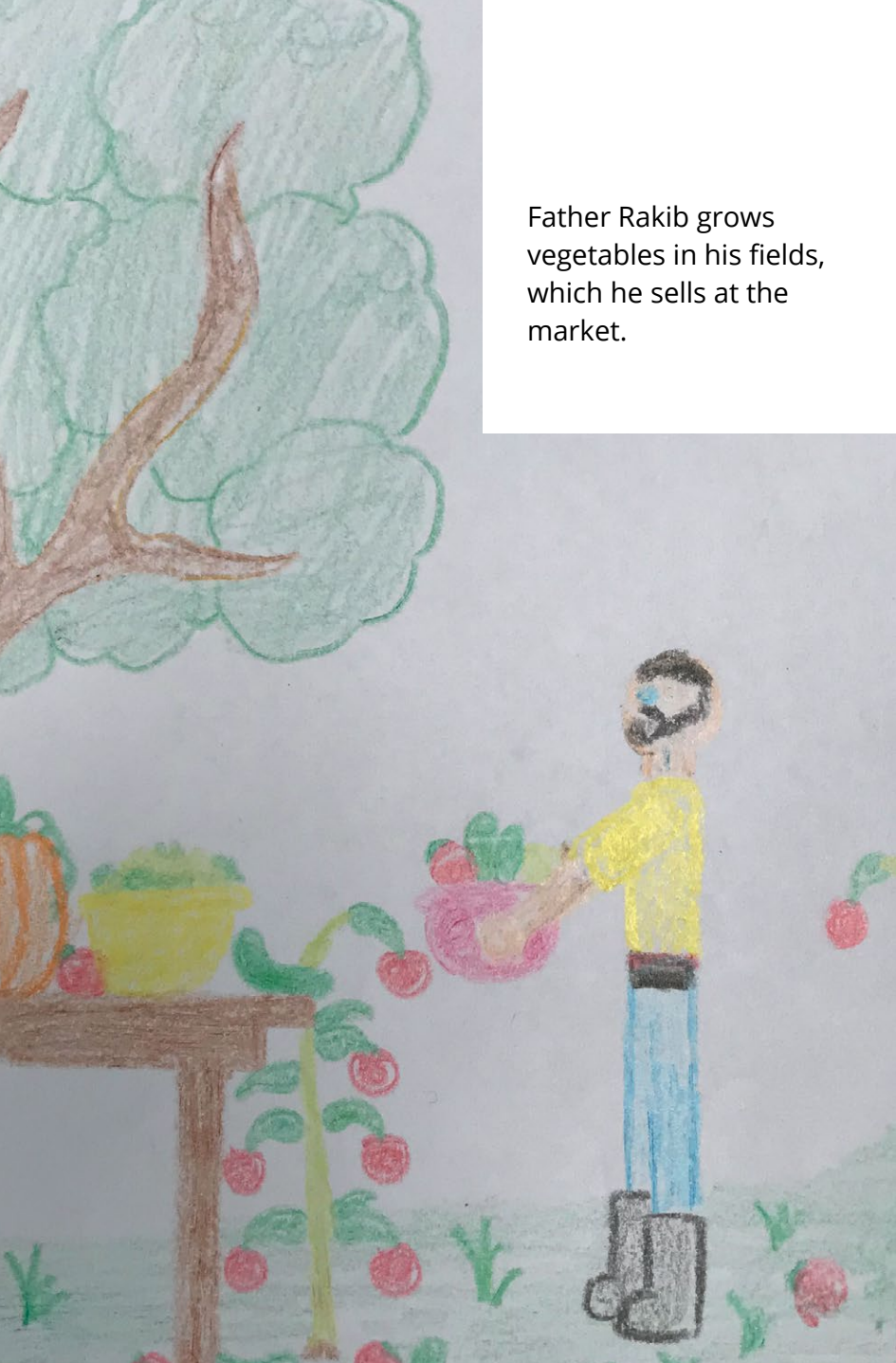
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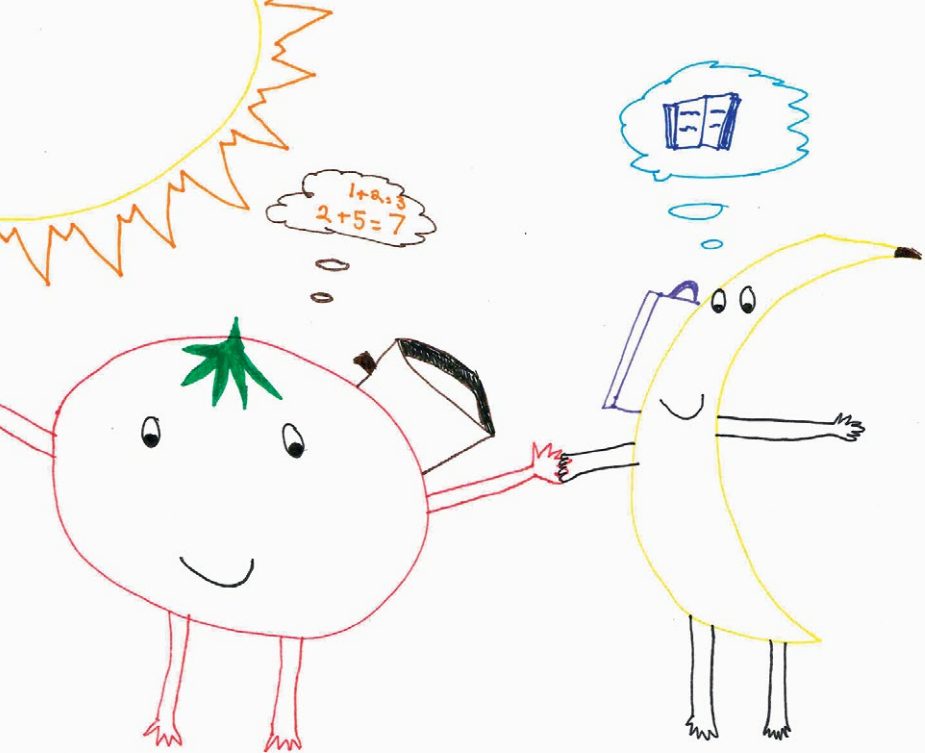
## Rakibs Pumpkins

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The Haldar family lives on a small farm in Bangladesh. Mother Fatema, father Rakib with the children Amena, Rifat and Kabir.

Father Rakib grows vegetables in his fields, which he sells at the market.





As it never gets too cold in winter in Bangladesh, Rakib can harvest almost all year round.

In February pumpkins grow, in June green beans, in September the family harvests cucumber and in November they harvest the most beautiful red tomatoes.








On the days when father Rakib can sell a lot of his harvest on the market, he is happy.

Then he earns enough money to buy fish, meat and rice for himself, his wife and his children.

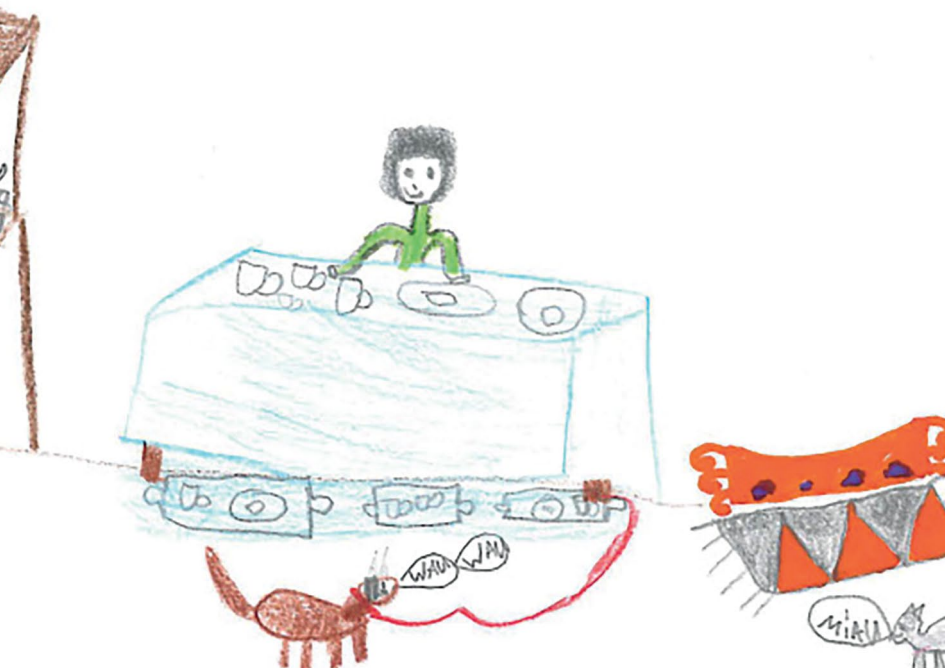


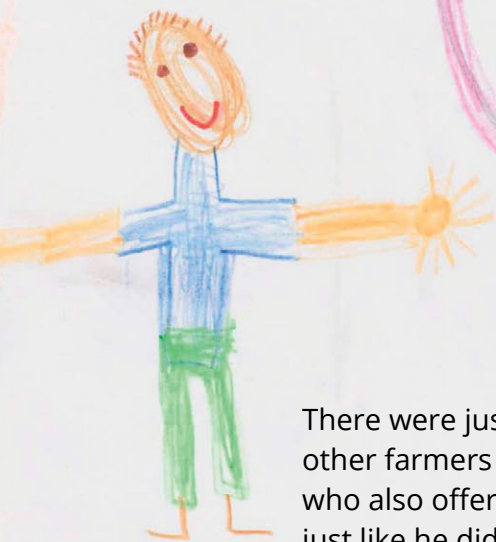


And he can save some money to buy new seeds for his fields.



But today Rakib is sad.  
He didn't sell much.





There were just too many other farmers at the market who also offered pumpkins, just like he did.






With the little money he has earned on the market, Rakib can't even buy the rice his family needs to feed themselves.





And what is he supposed to do with all the remaining pumpkins? Some of them can be eaten by the family, but not all.



They're only edible for a few more days, then they go bad. Unfortunately, Rakib has to throw away a lot of pumpkins.







This makes him even sadder,  
as he, his wife and children  
worked for a long time in the  
fields to cultivate them.







Nearby there is a place  
where what you can't sell  
on the market can still be  
turned into money.

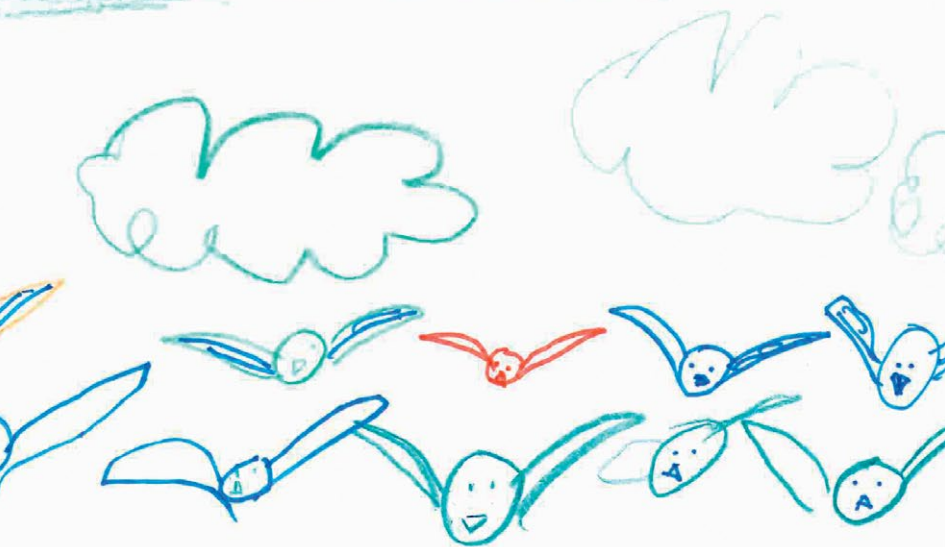
Rakib puts the remaining pumpkins back  
on his cart and leads his donkey to the SIG  
WAY BEYOND GOOD FOUNDATION.





They have has set up a large container in which employees cook a delicious meal from Rakib's vegetables, fill it into carton packs in which the food is kept for 9 months.





Rakib is happy. Now he has enough money to buy his family food other than what they can grow themselves.





And his pumpkins  
no longer need to  
be thrown away.



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# Learning and eating at school

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It's Wednesday morning and 10-year-old Barsha is on her way to school.





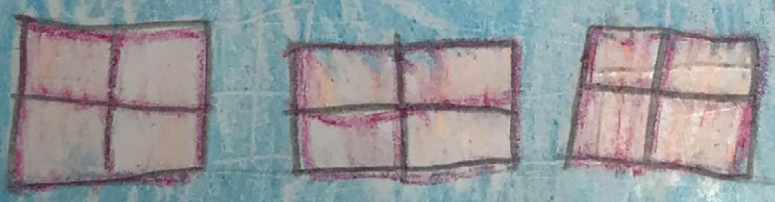
She is very happy to be able to go to school. She loves to learn and her big dream is to work in an office.





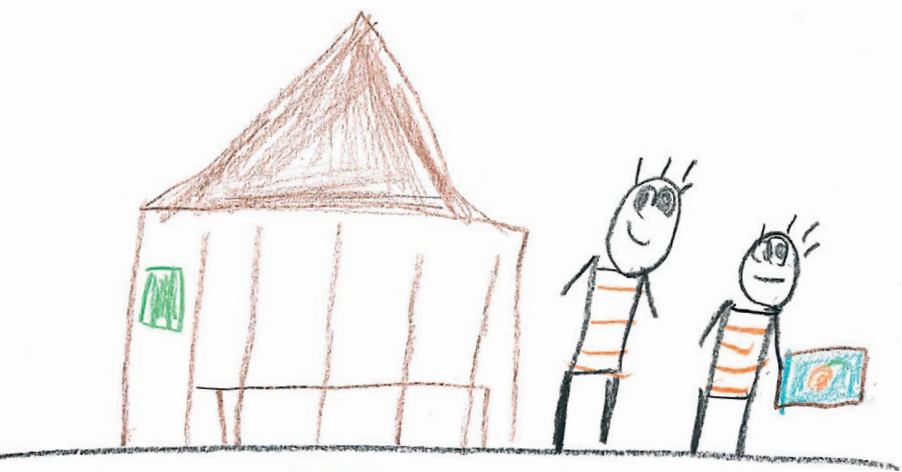


BRAC



Not all children in Bangladesh can go to school. Barsha is lucky to have a place in a BRAC school. Children from poor families go there.

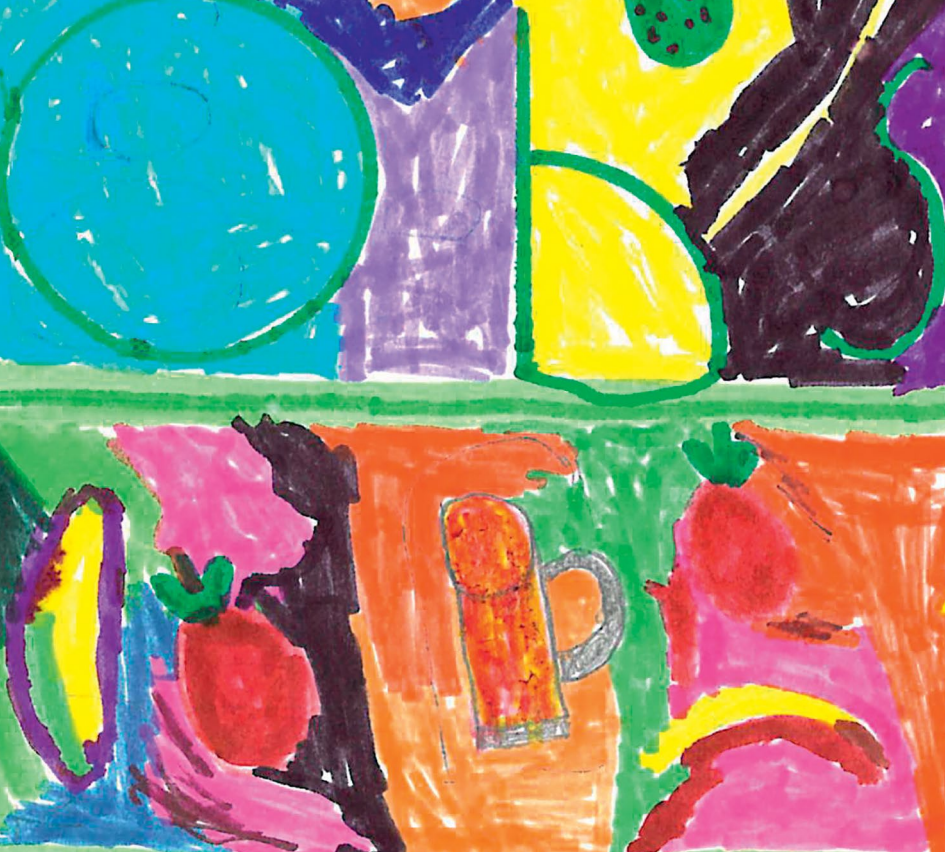
In this school Barsha not only learns to write, read and do arithmetic, but she also gets a lunch for which she does not have to pay.





"If I couldn't get food here, I couldn't come to school," Barsha says. "Then I'd have to go to work to earn the money for my food."





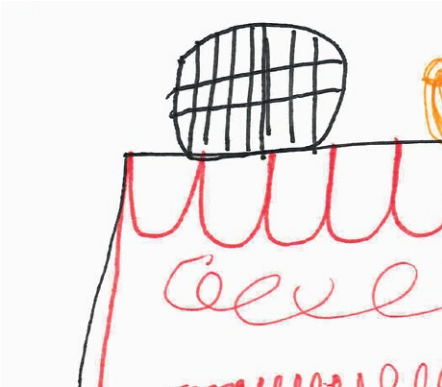
Unfortunately, many children have to go to work in Bangladesh.



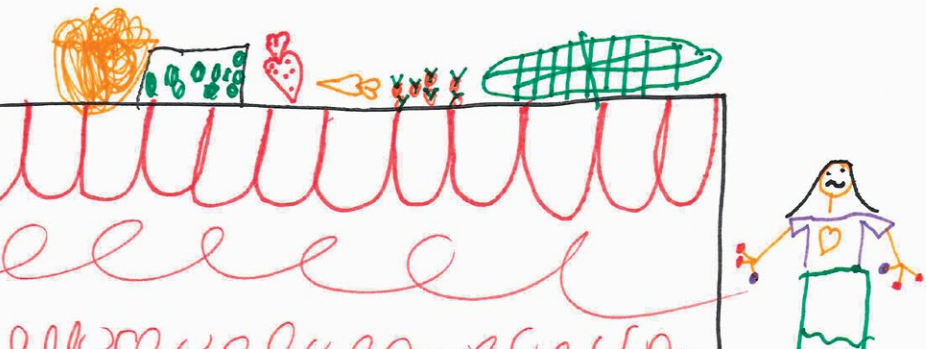
They have to stack fruit crates  
at the market or sew T-shirts  
in the textile factory.



Barsha's mother works as a seamstress in one of the many textile factories, and her brother also earns some money as a rickshaw puller.



All this is not always  
enough to pay the rent  
for their hut and to buy a  
little rice and vegetables  
every day.





Today, after reading class, Barsha gets pumpkin vegetables with rice for lunch. Barsha is really looking forward to it.



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Appetit!  
Kirbes  
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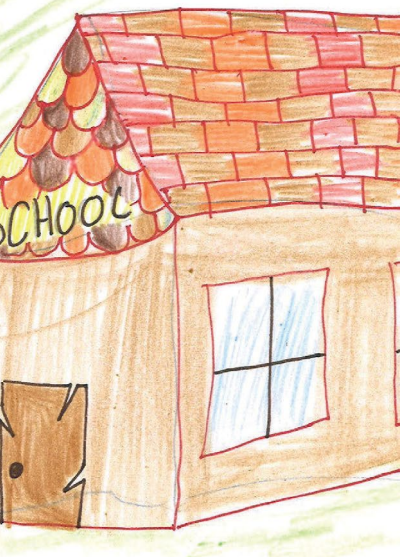
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Every lunch time a woman comes to school, fills the food out of carton packs into a pot and makes it warm.





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"The food is always very tasty," says Barsha. "And after lunch, I can concentrate much better on my lessons."



The SIG WAY BEYOND GOOD FOUNDATION envisions a future in which good nutrition and clean water will be available to everyone and natural habitats will be preserved for future generations. The SIG WAY BEYOND GOOD FOUNDATION's purpose is to partner with others to identify, drive and promote activities and projects that strengthen civil society and create positive impacts for the environment. Cartons for Good is the foundation's flagship project.

Established in 2018, the SIG WAY BEYOND GOOD FOUNDATION is based in Neuhausen, Switzerland.





**SIG Foundation**

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