



# KIDS' HANDBOOK





Nestlé  
Pure Life

Hi!  
Welcome to the  
**Planet Hero Handbook!**  
Inside, you'll find  
everything you need to  
know to become a **Planet  
Hero** and protect our  
wonderful world!

### What is recycling?

**Recycling** is when rubbish is  
**transformed** into new, useful things.

It's **brilliant** because it saves natural  
resources, uses **less energy** than  
making things from scratch, and  
means there's **less rubbish** to  
pollute the environment. **Hooray!**



### Planet Hero Missions

Our animal friends have  
got some fun **Planet Hero  
Missions** for you to tackle.  
Just look out for the  
**Mission Emblems!**

**MY NAME IS \_\_\_\_\_**  
**AND I'M A PLANET HERO!**

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### RAINFOREST RUMBLE

Will you find the right route  
through the jungle maze?

As you go  
through the  
handbook, keep a  
look out for  
**NESTLÉ PURE LIFE®**  
bottles to recycle.  
Can you find  
all eight?





# PLANET PUZZLERS

Answers  
below!

How much do you know about recycling?  
Tackle these tricky puzzles to find out...

## Sort it out!



Squirrels  
sort the nuts  
they eat into  
different  
categories.

Not **everything** can  
be recycled. Sort like  
a squirrel and tick the  
**four** bits of rubbish  
below that can be put  
in the recycling bin!



Answers: Water bottles, aluminium cans, newspapers and cardboard, and glass jars  
and bottles can be recycled. Nothing else shown can be recycled at the moment.

## Real or rubbish?

Can you tell if these  
statements are **true** or **false**?

**Plastic bottles are hard to recycle.**

**FALSE:** They're made from a type of  
plastic called PET, which is one of the  
**easiest** materials to recycle!

**The USA is the best  
country in the world  
at recycling.**

**FALSE:** **Germany** is the  
recycling **champion** of  
the world!

**One truckload of plastic  
is dumped in the sea  
every minute.**

**TRUE:** That's 8 million  
tonnes. By 2050 it's thought  
there will be more **plastic**  
than fish in the sea. 😞

**Our rubbish can harm  
wildlife if it's not  
thrown away properly.**

**TRUE:** Animals  
may **eat** plastic waste  
by mistake, or get  
**trapped** in it.

**The waste we can't recycle  
is blasted into space.**

**FALSE:** It's **burned**  
or **buried** in landfills.  
And some of it ends  
up **polluting** the  
environment.



# BIRD FEEDER FUN

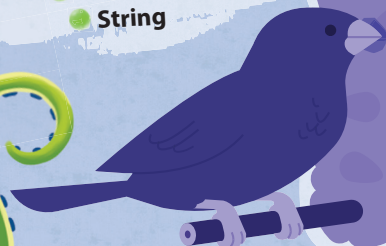
Transform a **water bottle** into a **bird feeder** in six easy steps!

⚠️ Ask an adult to help when you see this sign!

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## What you'll need:

- Small clean plastic bottle
- Small sharp scissors
- Pencil or stick
- Drawing pin
- Bird seed
- String



Some octopuses make use of old coconut shells by hiding in them! Be **resourceful** like an octopus by giving your water bottle a **second life**!

1

Use the drawing pin to make two holes on opposite sides of the bottle near the bottom. Then widen the holes slightly with the scissors.



2

Push a pencil through the holes to make a perch.



3

Use the drawing pin and scissors to make six drainage holes in the bottom of the bottle.



Don't make the holes too big or the bird seed will spill out!

4

Using the scissors, cut out small feeding holes about 5cm above each perch.



5

Make two more holes on opposite sides near the top of the bottle and thread some string through.



6

Fill with bird seed, put the cap back on and hang your fantastic feeder up outside!



6

7





# THE BIG LITTER-PICK

We need **Planet Heroes** like **YOU** to help us clean up our world! Be inspired by these awesome animals and go on a **litter-picking adventure**!

## What you need:

- **Protective gloves**
- **Bags** – one for rubbish, one for recycling
- **Litter-picking stick** (optional)

Lions often hunt as a **group**, using teamwork to bring down their prey.



Rally your friends and family to help you on your mission!

**Who's in your litter-picking pride?**

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Make sure you're accompanied by an adult on your litter-picking adventure, and always protect your hands!

8

Some eagles can spot their prey from over 3km away.

Get eagle-eyed and find the **rubbish** on this list! Tick off the items you collected...



<input type="checkbox"/> Plastic bottle ♻️	<input type="checkbox"/> Sweet wrapper
<input type="checkbox"/> Food packet	<input type="checkbox"/> Plastic bag
<input type="checkbox"/> Paper bag ♻️	<input type="checkbox"/> Drinks can ♻️
<input type="checkbox"/> Plastic cutlery	<input type="checkbox"/> Straw
<input type="checkbox"/> Take away container	<input type="checkbox"/> Glass bottle ♻️
<input type="checkbox"/> Bottle cap ♻️	<input type="checkbox"/> Juice box

Did you find anything else? Write it here...



Although they roll in mud to stay cool, pigs are actually very clean.

Keep the Earth clean by putting all the litter you've found in a **bin**, or taking it to a **recycling centre**.

**Where will you tidy up?**

<input type="checkbox"/> Park or playground	<input type="checkbox"/> Beach
<input type="checkbox"/> Riverside	<input type="checkbox"/> Woods



# LIFE OF A PLASTIC BOTTLE

If it's not recycled, your plastic bottle will pollute the planet!  
Find out how to dispose of your bottle responsibly, and discover what it might become...

Here's what happens when we don't recycle!



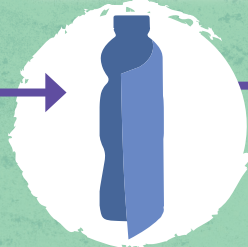
@iStock

START HERE!

1 Drink up



2 Remove the label



3 Squash the bottle

This will make more room in the recycling bin!



African elephants are the strongest land mammals on Earth!

NESTLÉ® PURE LIFE® bottles are 100% designed for recycling.



Test your elephant strength by squashing a bottle!

4 Recycle it!



5 After processing, your bottle could help make...



Other plastic bottles!



Toys



Carpets



Traffic cones



T-shirts



Fleece jackets



Pipes



Garden furniture



# ARE YOU A PLANET HERO?

Take this **quick quiz** to find out just how green you and your family are!

**1** You can't finish your dinner. What do you do with the leftovers?

- a) Scrape them into the bin
- b) Use them for compost or put them in a food recycling bin
- c) I always finish my food!

**3** How do you and your family get clean?

- a) Long soaks in the tub
- b) Showers and the odd bath
- c) Quick showers

**2** You're visiting your friend who lives nearby. How do you get there?

- a) Get a lift in a car
- b) Hop on a bus
- c) Walk or cycle

**4** When your family make hot drinks, do they...

- a) Fill the kettle right to the top
- b) Half fill the kettle
- c) Only boil the water they need

**5** You're out getting groceries. How do you carry your shopping home?

- a) Plastic bags from the supermarket
- b) Paper bags
- c) Reusable shopping bags

**7** What did you do with your last water bottle?

- a) Chucked it on the floor
- b) Threw it in the bin
- c) Recycled it, of course!

**6** How much household waste does your family recycle?

- a) We just put everything in the bin
- b) A few bits
- c) Everything we can

**8** It's your friend's birthday. What do you give them?

- a) A big balloon
- b) A glittery card
- c) A homemade card made from recycled materials

## Mostly As GREEN MONSTER!

Hmm... you and your family aren't that green right now. But don't worry – there are loads of ways to help **protect the environment** and become a Planet Hero! Start by **recycling your bottles!**

## Mostly Bs ECO SIDEKICK

Yay, you guys love being green! But we challenge you and your family to **go even greener!** Are you recycling *everything* you can? And how can you **save more water and energy?** Go for it!

## Mostly Cs PLANET HERO!

Wow, what a fantastic family of **eco-warriors!** You keep waste to a minimum, save energy and water, and recycle whenever you can. Pass on all your **top tips** to your pals! Well done!

Balloons can end up in the water where they may be eaten by animals!

Using less electricity, water and fuel helps save money and the planet!

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# RAINFOREST RUMBLE

Help this parrot get through the jungle to reach the tastiest fruit!



As they fly around eating fruit, parrots spread seeds throughout the rainforest, helping to plant new trees!

Answer on back page!

START

FINISH



14

# COLLECT THEM ALL!

You can find Recycling Missions on all NESTLE® PURE LIFE® bottles. Tick off the missions as you complete them!



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**BE A  
PLANET HERO**  
**ACCOMPLISH YOUR  
RECYCLING MISSIONS!**

Peel off the LABEL



## ANSWERS

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**RAINFOREST RUMBLE**



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