



Citron Hygiene's Design a Difference Competition for Primary and High Schools [1]

Environmental

Citron Hygiene, a specialist hygiene services company and a supplier on the CPC Washroom Services Framework Agreement, are raising awareness within schools on the importance of environmental and sustainable practices, and promoting healthy eating, especially in the younger generation.

Citron Hygiene is combining their expertise and passion for these causes to drive a large social value campaign exclusively for CPC members to participate in a school competition.

The competition will be centred around floor mat designs depicting environmental benefits and carbon initiatives for the secondary school years while the primary school years will be focused on healthy eating and active living.

The Importance of Building Environmental Awareness in Primary and Secondary Schools

Citron are passionate about building environmental awareness in primary and secondary schools to ensure the leaders of the future are equipped with the knowledge and passion needed to evoke change. This initiative is an excellent opportunity to encourage schools and young students to get on board, who will undoubtedly one day lead the change required.

The competition will be supported by Citron's global mat supplier, with the 2 winning designs forming part of their core range of image mat products [2].

All entries will be used to support Citron's journey towards:

- Social value awareness amongst school children
- Sustainable supply
- Carbon improvements
- Environmental benefits
- Corporate social responsibility (CSR)
- Promoting the benefits of floormats from a Health & Safety and hygiene point of view

The winning school will be presented with their successful designs, have the opportunity to visit the manufacturing plant to see their mat being made and also being recognised via several marketing initiatives.

The Purpose of the 'Design a Mat' Competition in Schools

The 'Design a Mat' Competition aims to increase awareness in schools on environmental behaviours and carbon initiatives, working towards encouraging the younger generations to act and initiate change for a

more sustainable, healthier environment.

To enter the competition, your school must already be a CPC member [3]. It will run from October to November, 2021 and will be supported with a participation pack sharing full details of the competition. Further details will be announced on the Citron website in the coming weeks. Regular social activity will commence during October in the run up to the short-listing and final judging.

?Design a Mat? Competition in Secondary Schools

For secondary school years, students are required to design a recycled floor mat around the topic of **environmental benefits and carbon initiatives**. We know that today's students are much more aware of issues such as discarded fishing nets damaging marine life and helping to reduce single use plastics in our seas. It is these topics that we will be asking the students to focus their design talents on.



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