100% sustainable and plastic free eco subscription box for children launches for EARTH DAY

Thursday 21 April, 2022

Launching on Earth Day – 22 April – Hove based social enterprise, It's OurPlanet Too has created a new eco subscription box for children – A TOOL KITFOR ECO HEROES. Designed to connect children with our precious planetand help empower parents to start conversations with their children aboutthe environment. The tool kits are 100% sustainable and plastic free and provide a fun and exciting eco-led gift, that educates and gives back.

Each themed tool kit will deliver fun activities, news and information to encourage children tothink about how what we do affects our environment, from tiny seedlings to huge trees andthe animals that rely on them.

Inside their launch tool kit (themed 'Our World Is Changing'), you will find over four hours ofactivities, a recipe, an eco heroes manifesto poster, a reward chart and much more.

Knowing that many parents don't feel equipped to speak to their children aboutenvironmental concerns, an easy crib sheet is included in each tool kit. The aim is to empower parents to start those conversations and make it easier to include their children on the journey to greener living.

The tool kits are 100% sustainable and plastic free and printed locally, many of the tasks utilisematerials already found in the home or even in the recycling box! The contents support thenational curriculum and have been developed in consultation with a primary headteacher.

At It's Our Planet Too, their vision is for every child to believe that they have the power toprotect our planet. With the need to tackle climate change, improve climate literacy and weave sustainable practices into all we do, there has never been a more crucial time to inspire and educate our children about environmental issues.

The tool kits will be available to purchase from their website from mid-April. Prices start at£9.50 for an individual tool kit, discounted subscriptions are available for 3, 6 and 12 months.

As a social venture, they are committed to giving back. They do this by educating littles ones(and their families) to make positive changes towards a greener future, whilst supporting charities. They pledge to give a minimum of 50% of their profits to good causes.

For images, please click here. Samples are available.

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