



# ! IMPORTANT GUIDELINES NOTICE

*Please note:* The winning written projects from this event are based on the **previous year's competition guidelines**.

While these sample projects serve as valuable references for understanding competition format and expectations, the guidelines have been updated for the current competitive year. The previous 10-page written entry is now a 20-slide pitch deck.

For 2025-2026, all participants must refer to and follow the guidelines in the DECA Guide when preparing their competitive event projects. Using outdated guidelines may result in disqualification or penalty points being deducted.



# **INTEGRATED MARKETING CAMPAIGN - PRODUCT**

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# I. EXECUTIVE SUMMARY

## PRODUCT + CAMPAIGN OVERVIEW

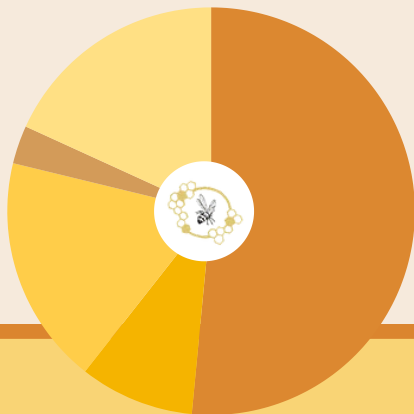
**Bee's Wrap** is a **versatile** and **long-lasting** protective wrap that is designed for numerous uses inside and outside of the kitchen. It is ideal for covering food or transforming into a bag to hold snacks in the refrigerator, acting as an **eco-friendly alternative** to plastic wrap. This product is made with **simple ingredients** to help make a change in the environment. Our campaign aims to create various impacts to the business and the community by maximizing the impact of facilitating **environmental protection** with **sustainable practices**. In doing so, the campaign includes **engaging, age-inclusive** competitions and activities, helping achieve our campaign objectives and make it simple for consumers to support our cause.

### CAMPAIGN OBJECTIVES:

- 1.) Sell 14,440 *Bee's Wrap* products, preventing 24,071,480 sq. ft. of plastic from reaching oceans
- 2.) Strengthen brand sentiment by appealing to environmentally-conscious consumers
- 3.) Expand social media engagement by 65%

### CAMPAIGN ACTIVITIES:

- 1.) *Bee-a-Scholar* Scholarships (Jan. 1 - 7)
- 2.) *Bee's Wrap* Design Competition (Jan. 7 - 14)
- 3.) *Bee-You* Videos (Jan. 14 - 21)
- 4.) *HiveLives* Company Game (Jan. 21 - 28)
- 5.) *Bee Loyal* Loyalty Program Quizzes (Jan 28 -Feb. 5)
- 6.) Influencer Partnerships (Feb. 5 - 14)



### BUDGET:

- **Bee-Loyal Loyalty Program Quizzes** (\$5,245.00)
- **Influencer Partnerships** (\$55,700.00)
- **HiveLives Company Game** (\$8,795.00)
- **Bee-A-Scholar Scholarships** (\$19,000.00)
- **Employment Costs** (\$21,403.00)

### TOTAL:

**\$110,143.00**

**IMAGE OF PRODUCT:** \$23.99 Large Wrap

### KEY METRICS:

#### CAMPAIGN OBJECTIVE #1

- Return on Investment

#### CAMPAIGN OBJECTIVE #2

- Net Promoter Score

#### CAMPAIGN OBJECTIVE #3

- Follower Count, CTR, Comment-to-Like ratio



## TARGET MARKET

### PRIMARY MARKET:

#### ENVIRONMENTALISTS

- Millennials (27-44yrs.)
- Located in North America or Europe
- Advocates for Climate Change
- Vegans & Vegetarians

### SECONDARY MARKET:

#### CULINARIANS

- Young adults (18-26yrs.)
- Cities with a high concentration of eco-conscious communities.
- Support anti-food efforts
- Passionate about culinary innovation

# II. DESCRIPTION OF PRODUCT



## PRODUCT DESCRIPTION

Bee's Wrap combines **organic cotton** with **beeswax**, **plant oil**, and **tree resin** to create a **reusable wrap** that's tough, flexible, and perfect for **replacing plastic**. This product exhibits **great versatility**, as it wraps sandwich, stores leftovers, and creates pouches for food, which all helps cover a multitude of needs for customers. Bee's Wrap comes in unique, **hand-drawn designs** produced by the team and are shown across all wraps. Made with just **four organic ingredients**, the wraps are **100% compostable** and **natural**, thus helping consumers make a big impact on the environment with a simple change. Bee's Wrap products are reusable for up to a year, which helps consumers save money as opposed to buying mass amounts of plastic wrap with single-usage. The product comes in a **variety of shapes and sizes** to adhere to all types of food storage needs. Bee's Wraps are available in rolls, bags, or single wraps, and can be purchased online with **free shipping on orders over \$35.00**.

## FOUNDER DESCRIPTION

Bee's Wrap was founded in **2012** by a Vermont mom, **Sarah Kaeck**, who sought to find a sustainable way to pack her sandwiches. In order to solve this issue, Sarah turned to bees, nature's "best-friend", for inspiration. These series of events led to the creation of Bee's Wrap, a product that helps for the greater good of communities while also aligning with her personal ethics. Each wrap design is hand-drawn by Sarah, including a variety of art styles that are symbolic to her. As a **certified B Corporation**, Bee's Wrap is committed to using the business as a force for good, aligning mission and values with action. Through B Corp. , they can measure their impact and continually improve their efforts for people and the planet. Sarah has also partnered with **1% for the Planet** and **5 Gyres Science to Solutions** to raise awareness and **reduce plastic use** in order to maximize the impact Bee's Wrap has on the environment.

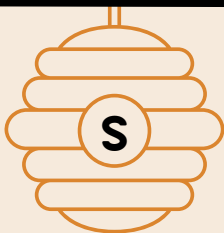


## INSTRUCTIONS FOR BEES WRAPS

First, customers transfer the warmth of their hands to the large wrap, making the wrap more **moldable**. This helps the Bee's Wrap create a **protective seal** that can be put on leftovers, snacks, and other foods. In order to maintain the quality of the product, rinse the wrap after each use and drape it on a drying rack until completely dry. After dry, it can be folded up and stored in a safe place until the wrap is ready to be used again.

## S.W.O.T. ANALYSIS:

### STRENGTHS:



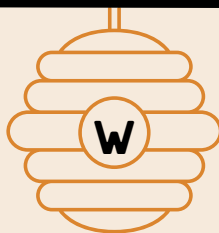
**Sustainable/Reusable (eco-friendly)**

**Strong Brand Values**

**Multiple Partnerships for Awareness**

**Compostable ingredients + Unique Designs**

### WEAKNESSES:



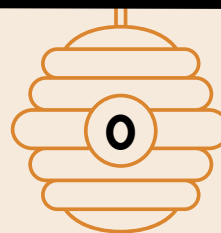
**Expensive amongst plastic wrap companies**

**Scarce popularity/consumer base**

**Limited Functionality**

**Niche Market**

### OPPURTUNITIES:



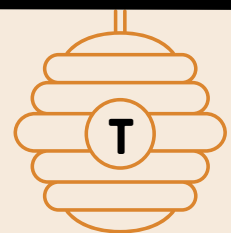
**Growing demand for sustainable products**

**Educational Campaigns**

**Possibility for Coporate Partnerships**

**Product line Expansion (more sizes/designs)**

### THREATS:



**Vast Eco-Friendly options competition**

**Environmental Regulations**

**Price sensitivity**

**Changing consumer preferences**

# III. CAMPAIGN OBJECTIVES

## CAMPAIGN OBJECTIVES OVERVIEW:

At Bee's Wrap, we have ensured that our campaign objectives align with the **SMART** framework—Specific, Measurable, Achievable, Relevant, and Time-Bound—to guarantee that our goals are **practical, attainable, and positioned for success**. Through these three strategic objectives, we aim to maximize the effectiveness of our campaign activities over the 45-day period, ensuring that Bee's Wrap has a **positive impact** on both our target audience and the environment.



### Objective 1-SELL 14,440 Bee's Wrap PRODUCTS, PREVENTING 24,071,480 SQ. FT. OF PLASTIC FROM REACHING OCEANS

The Great Pacific Garbage Patch represents a vast accumulation of plastic waste and marine debris in the North Pacific Ocean, primarily resulting from unsustainable human practices involving disposable products such as plastic wrap. To address global pollution challenges, Bee's Wrap is committed to **reducing the production of single-use plastics** and promoting more sustainable alternatives. Each Bee's Wrap large wrap helps prevent the creation of **1,667 square feet of plastic waste**, significantly decreasing the likelihood of plastic entering landfills. Our goal is to **sell 320 Bee's Wrap large wraps daily** over the next 45 days, collectively preventing the creation of **24,071,480 square feet of plastic waste** as consumers transition from plastic wrap to Bee's Wrap. This simple yet impactful shift can contribute to meaningful progress in **reducing environmental pollution**, showcasing Bee's Wrap dedication to addressing critical ecological issues and **inspiring consumers** to take an active role in **fostering a more sustainable future**.

### Objective 2-STRENGTHEN BRAND SENTIMENT BY APPEALING TO ENVIRONMENTALLY-CONSCIOUS CONSUMERS

At Bee's Wrap, we are eager to engage with **eco-conscious communities** through strategic partnerships with **activists** and **non-governmental organizations** that share our commitment to sustainability. To enhance brand sentiment, we aim to ensure that our campaign activities promote **positive environmental values**, positioning our brand in a favorable light with consumers. By doing so, we hope to influence customer purchasing decisions, as consumers are more likely to support brands that align with their personal values.



### Objective 3-INCREASE SOCIAL MEDIA ENGAGEMENT BY 65%

Bee's Wrap currently has a total of **103K followers** across all social media platforms, with 101K on **Instagram** and approximately 2,000 on **TikTok**. Recently, the TikTok account has seen lower engagement, averaging around 1,500 views per post and 100 likes. As a growing business, leveraging social media is crucial for enhancing brand exposure and driving sales. To increase brand exposure by 65%, we are focusing on **highly engaging campaign activities** across the social media platforms, aiming to grow our following by **66,300**. This strategy will help **boost engagement, expand our client base, and drive customer retention**.





# IV. TARGET MARKET

## PRIMARY MARKET



### ENVIRONMENTALISTS

#### DEMOGRAPHICS

- Millennials (27-44yrs)
- Upper middle class to upper class
- College Education Levels

#### GEOGRAPHICS

- Anywhere in North America or Europe
  - Canada, the U.S., the U.K., and Germany have a significant market for sustainable goods

#### PYSCHOGRAPHICS

- May be part of zero-waste, minimalism, or ethical consumerism movements.
- Vegans & Vegetarians
- Advocates for Climate Change
- Loyal to specific brands that align with eco-positive values.

#### ***“Eco-friendly Evan”***

**Evan**, 46, is passionate about the environment and a dedicated Green Party supporter. He enjoys walks where he picks up roadside trash and is committed to using metal water bottles, straws, and living sustainably. He is not an avid social media user, but he will get on it if the topic is about the environment. Reduce, Reuse, and Recycle is his mantra.



TARGET MARKET EXAMPLE

## SECONDARY MARKET



### CULINARIANS

#### DEMOGRAPHICS

- New families, young adults (18-26yrs)
- Middle class to upper middle class
- High School & College Education level

#### GEOGRAPHICS

- Cities with a high concentration of environmentally-conscious communities
  - Farmers Market, Eco-Friendly shops, online marketplace etc.

#### PYSCHOGRAPHICS

- Support anti-food waste efforts
- Passion for Culinary Innovation
- Prioritizes brands with transparent, eco-friendly practices and organic, locally sourced ingredients.

#### ***“Culinary Chris”***

**Chris** is a 20-year-old college student who loves cooking and is active on social media. However, he's frustrated by the constant waste from disposable wraps. Wanting to reduce his detrimental environmental impact, he's searching for affordable, sustainable alternatives so he can stop buying plastic wraps & help cut down on pollution. Being sustainable is Cooking 101.



TARGET MARKET EXAMPLE

# V. CAMPAIGN ACTIVITIES & SCHEDULE

## **Bee-a-Scholar SCHOLARSHIPS** 01/01/25-01/14/25

Our primary target market consists of college students, a demographic particularly receptive to new ideas and open to adopting sustainable practices. By offering scholarships, we have a unique opportunity to engage with this group, expand our brand presence, and foster awareness about sustainability. The scholarship will feature two prompts designed to encourage students to reflect on the true meaning of sustainability and the impact of small changes, while seamlessly incorporating our company into the conversation. The 1st, 2nd, and 3rd place winners will receive scholarship funds, as well as recognition on our social media platforms. The scholarship will run from January 1st to January 14th, providing students with sufficient time to craft thoughtful responses. The awarded funds will be applicable to the following fall semester. This initiative aligns with our campaign objective of enhancing brand sentiment by addressing key environmental issues while providing financial support to students. Overall, the Bee-a-Scholar Scholarships demonstrate our commitment to sustainability and our dedication to engaging with like-minded individuals who share our values. By doing so, we aim to promote environmental awareness and strengthen the connection between our brand and our target market.

**1st Place = \$10,000.00**

**2nd Place = \$5,000.00**

**3rd Place = \$4,000.00**

**Prompt #1**

**"How can you implement the use of bee wraps in other products to minimize plastic usage?"**

**Prompt #2**

**"What do you believe makes a company truly sustainable in the business world?"**

## **DESIGN COMPETITION** 01/07/25-01/14/25

Bee's Wrap designs are currently created by Sarah Kaeck, the founder of the business. To foster customer engagement and encourage innovation, we are introducing the Bee's Wrap Design Competition. This initiative is intended to inspire fresh, creative ideas, attract new customers, and generate excitement across social media platforms. In this competition, participants will be provided with a plain Bee's Wrap template to use as a canvas for their unique designs. They are also encouraged to include an optional brief description explaining the inspiration and significance behind their submission. To keep things fair, only one design submission per participant will be accepted. The winning design will be prominently featured as the background on our website and highlighted in our social media posts for the week. The selected winner will be contacted via email to obtain consent for the public use of their design across our platforms. By hosting this competition, Bee's Wrap aims to strengthen brand sentiment by showing our commitment to valuing customer creativity and involving our audience in fun, eco-friendly activities. This effort directly supports our broader campaign goal of increasing social media engagement. We will rely on our platforms to share important details about the competition and the winning design, ultimately boosting awareness and excitement around Bee's Wrap. The competition will run from January 7th to January 14th, intentionally timed to align with the start of the new year—a period when many are looking for fresh opportunities and creative ways to get involved. All submissions will be fairly reviewed by our Campaign Manager, who will select the design that best represents the spirit and values of our company.

## **BEE-YOU VIDEO** 01/15/25-01/21/25

The Bee-You Video Campaign offers an exciting opportunity for customers to showcase how they use Bee's Wrap products in their daily lives. Participants will be invited to submit a one-minute video demonstrating their use of Bee's Wrap, whether through traditional methods or creative new applications. Submissions can be uploaded at [www.beeswrap.com](http://www.beeswrap.com), with a limit of one video per person to ensure each entry is properly recognized. To maintain the integrity of the campaign, we will provide clear rules and guidelines for submissions. All approved videos will be displayed on a loop on our website, with participant consent. Users will also have the option to search for specific videos, including their own, using a search bar or browse clips in random order. While watching, viewers can like and comment on videos—sharing what they enjoyed or found inspiring—helping to increase engagement and drive website traffic. This interaction will contribute to improved search engine optimization for Bee's Wrap and expand our digital reach. The campaign is expected to boost our social media presence by an estimated 65%, with marketing focused on platforms like Instagram and TikTok. The videos will highlight the many sustainable and culturally diverse uses of our product, further promoting our brand values. The Bee-You Video Campaign also supports our mission to reduce plastic waste, as participants must use Bee's Wrap in their submissions. By encouraging customer-generated content, this campaign will inspire others to share their own stories, raise awareness of our eco-friendly practices, and help build a more positive, engaged community around Bee's Wrap.

### **DESIGN FORMAT:**

**TEMPLATE:**



**DESIGN TOOLS:**



### **VIDEO SUBMISSIONS:**

🔍 Bee-You Videos





# V. CAMPAIGN ACTIVITIES & SCHEDULE

## HIVE-LIVES COMPANY GAME 01/21/25 - 01/28/25

To enhance brand sentiment and engage eco-conscious consumers, Bee's Wrap will launch an interactive game on [www.beeswrap.com](http://www.beeswrap.com). Named *HiveLives*, the game invites players to control a bee character, navigating through a series of beehives while avoiding increasing levels of waste below. This engaging, yet simple gameplay educates users on sophisticated ideals such as the importance of protecting the environment from plastic waste, as failing to avoid it results in a game loss. Players are permitted three attempts per day to ensure fair competition. By reaching specific height benchmarks, measured in beehives, players can earn tokens, which are redeemable for products in our store. Surpassing the highest level unlocks all three reward options, though players are limited to selecting one prize. This initiative will engage a wide demographic, boosting brand awareness across age groups and reinforcing our commitment to sustainability. Additionally, this campaign supports our goal of preventing 24,071,480 sq. ft. of plastic from entering the ocean, as rewards can be applied toward purchasing Bee's Wrap products that are used as an alternative to everyday, common plastic films.



1

**1000 Beehives:** \$6.99 of next purchase

**800 Beehives:** \$5.00 Store Credit

2

**500 Beehives:** 10% of \$20+ order



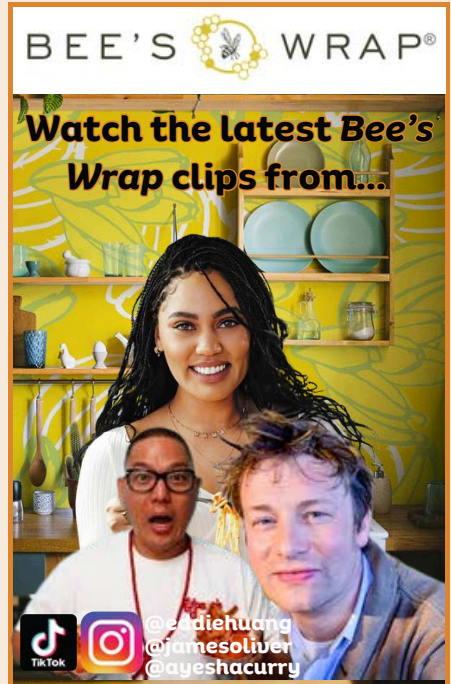
## BEE-LOYAL LOYALTY PROGRAM QUIZZEZ 01/28/25 - 02/05/25

While the Bee-Loyal Bee's Wrap loyalty program is ongoing, the Bee-You Bee's Wrap seasonal quiz is a limited-time activity designed to engage loyal members with the opportunity to win rewards redeemable at our business. For the winter season, the Bee-Loyal program will offer a 9-day quiz challenge that tests participants' knowledge of our company and environmental issues. Each day, five new questions will be uploaded to our website, [www.beeswrap.com](http://www.beeswrap.com), at 8:00 AM EST. Participants will aim to answer quickly and accurately to improve their standing in the competition. At the end of the nine days, leaderboard rankings will be determined by the accuracy and speed of responses. The top 200 winners will each receive a \$20 in-store credit gift card as a reward for their engagement and knowledge of environmental conservation and our company's mission. This seasonal quiz offers a unique opportunity to strengthen our brand sentiment by appealing to environmentally conscious consumers, as the questions focus on earth conservation, sustainability, and the benefits of our products which align with their interests. Additionally, it will increase social media engagement, as daily leaderboard updates will keep participants informed and motivated throughout the event, overall boosting brand awareness which is key in order to maximize the impact our products have on the world.

# V. CAMPAIGN ACTIVITIES & SCHEDULE

## INFLUENCER PARTNERSHIPS 02/05/25 - 02/14/25

Influencer partnerships play a critical role in our campaign strategy, serving as one of the primary tactics to significantly amplify our social media reach and achieve a 65% increase in engagement. To maximize impact, we have carefully selected three influencers, ranging from micro to macro in scale, who authentically align with our brand values and resonate with our target audience—culinarians who prioritize sustainability. Rather than providing a rigid script, we will offer each influencer key messaging points to ensure their content remains natural and engaging, fostering a genuine connection with the audience. The videos, approximately 30 seconds in length, will be concise yet dynamic to maintain viewer interest. These videos will be strategically placed across TikTok and Instagram, platforms where our target demographic is most active. By leveraging influencer testimonials, we aim to enhance our brand's credibility and expand our consumer base. Given the influencers' broader reach, their endorsement will help increase our visibility and raise awareness among potential customers who may not have been familiar with our brand. Ultimately, this initiative will strengthen our social media presence, drive brand recognition, and attract a larger customer base, contributing to our business growth.



## SCHEDULING INSIGHT

We've chosen January 1 to February 14 for our campaign, aligning with New Year's resolutions like cooking at home and adopting eco-friendly habits. Most activities will run for one week to maintain engagement, while the "Bee-a-Scholar" program will last two weeks to reach more high school students and boost brand awareness. This strategic timing and activity management aim to maximize campaign success.

## JANUARY & FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

## SCHEDULE KEY

- Bee-a-Scholar Scholarships
- Bee's Wrap Design Contest
- Bee You Video Submission Activity
- HiveLives Company Game
- Bee Loyal Loyalty Program Quizzes
- Influencer Partnerships

## VI. BUDGET

HIVELIVES	ITEM	UNIT PRICE	QUANTITY	TOTAL
	BeesWrap Store credit	\$6.99	500 winners	\$3,495.00
	BeesWrap Store credit	\$5.00	700 winners	\$3,500.00
	10% BeesWrap Coupon	\$2.00 approx.	900 winners	\$1,800.00
INFLUENCER PARTNERSHIP	ITEM	UNIT PRICE	QUANTITY	TOTAL
	Ayesha Curry Post	\$1,500.00	2 posts	\$3,000.00
	Eddie Huang Post	\$1,700.00	3 posts	\$2,100.00
	James Oliver Reel	\$50,000.00	1 post	\$50,000.00
	Flash Sales on Instagram	\$2.00 Sale approx.	300 buyers	\$600.00
BEE-A-SCHOLAR SCHOLARSHIP	ITEM	UNIT PRICE	QUANTITY	TOTAL
	1st Place Scholarship	\$10,000.00	1 winner	\$10,000.00
	2nd Place Scholarship	\$5,000.00	1 winner	\$5,000.00
	3rd Place Scholarship	\$4,000.00	1 winner	\$4,000.00
BEE-LOYAL LOYALTY PROGRAM	ITEM	UNIT PRICE	QUANTITY	TOTAL
	Web domain costs	\$30.00 per month	1.5 months	\$45.00
	Quiz prize Winners	\$20.00	200 winners	\$4,000.00
	Instagram CPC	\$.60	2,000 clicks	\$1,200.00
EMPLOYMENT COSTS	JOB	SALARY	HOURS	TOTAL
	QA Tester	\$25/hr	50 hrs.	\$1,250.00
	Bee's Wrap web designer	\$35/hr	50 hrs.	\$1,750.00
	Bee's Wrap developer	\$35/hr	125 hrs.	\$4,375.00
	Influencer Marketing Manager	\$28/hr	56 hrs.	\$1,568.00
	Full Stack developer	\$32/hr	50 hrs.	\$1,600.00
	Content Analystist	\$30/hr	50hrs.	\$1,500.00
	Campaign Manager	\$27/hr	240 hrs.	\$6,480.00
	Social Media Manager	\$36/hr	80 hrs.	\$2,880.00
OVERALL:				

**TOTAL = \$110,143.00**



## VII. KEY METRICS

**Objective #1:** Sell 14,440 Bee's Wrap Products, preventing 24,071,480 sq. ft. of plastic from reaching oceans

### ROI CALCULATION

$$\text{ROI} = \frac{(\$345,600 - \$110,143)}{\$110,143} \times 100$$

**Projected sales:** \$14,440

**Product price:** \$23.99

**Total revenue:** \$345,600

**Total Budget:** \$110,144

### ROI DESCRIPTION

ROI, Return on Investment, is a metric that measures the efficiency of a investment to show the effectiveness of the expenses. Our ROI is **213.7%** which was calculated from the price of each sale made. The ROI shows that we are more than doubling our revenues compared to amount invested Since each product saves 1,667 sq. ft. of plastic, we can determine the amount of plastic saved using the ROI formula.

**Objective #2:** Strengthen brand sentiment by appealing to environmentally-conscious consumers

### NET PROMOTER SCORE

$$\text{NPS} = \# \text{ of Promoters} - \# \text{ of Detractors}$$

Net Promoter Score is a key metric used to measure the likelihood of customers recommending Bee's Wraps to others. It's calculated by asking a simple question: 'How likely are you to recommend Bee's Wraps to a friend?' Responses are rated on a scale from 0 to 10, and the average score across all responses gives the final NPS, providing valuable insight into customer satisfaction and brand advocacy. As all of our campaign activities promote eco-friendly ideals in engaging ways we expect our NPS to be 10.

### NET ILLUSTRATION



$$\begin{aligned}\text{NPS} &= 10 - 0 \\ \text{NPS} &= 10\end{aligned}$$

**Objective #3:** Expand social media engagement by 65%

### CTR (CLICK-THROUGH RATE)

$$\text{CTR} = \frac{\text{Total clicks}}{\text{Total Impressions}} \times 100$$

CTR is a crucial metric that will help us gauge how much time followers engage with our posts, providing insight into their interest level with Bee's Wrap online. A higher CTR suggests consumers interested about the products, as they click onto our website after seeing a Bee's Wrap post that caught their attention. Through our campaign activities that will be highly marketed on our social media platforms, we expect a CTR rate of 6 percent, which will provide insight about the increased social media presence we got throughout the campaign.

### FOLLOWER COUNT

**Current-**  
TikTok: 1,658 followers  
Instagram: 101K followers

**Projected-**  
TikTok: 2,735 followers  
Instagram: 167K followers

### COMMENT-TO-LIKE RATIO

**Current:** 2C : 52L

**Projected:** 2C : 1L

**\*\*This projection is based off the estimated social media engagement that is expected from the campaign activities over the 45 day period.**

# VIII. BIBLIOGRAPHY

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(Jackson, "A Whopping 2.3 Million Pounds of Wrapping Paper Gets Dumped in Landfills Each Year – Here's How You Can Make a Difference") *The Cool Down*, 5, Dec. 2022, [www.thecooldown.com/green-home/wrapping-paper-gift-wrap-holidays-waste-trash/](https://www.thecooldown.com/green-home/wrapping-paper-gift-wrap-holidays-waste-trash/).

