

"BeEco" - The Creation and Selling of Reusable Bees Wax Wraps: A Global Social Leaders Project

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For our Global Social Leaders Project, "The Renaissance" created and sold bees wax wraps, under the name BeEco, in a fundraising effort for the "Solar Buddy" charity.

Our school recently had a Movie Night – run by the Parents Association, and the school's sustainability club, the "Green Team". As a Captain of the Green Team myself, I was very keen to encourage the project group to opt to align our efforts of this project with this Movie Night event. The Green Team had planned to run a sustainability market, with organic soaps and deodorants as well as reusable cutlery, makeup pads, and baking sheets. This sustainability market was the perfect opportunity to sell a product that replaced harmful single-use plastic. For this reason, our project team elected to create and sell bees wax wraps.

This project intended to tackle the Sustainable Development Goals of 11 - "Sustainable Cities and Communities", 12 – Responsible Consumption and Production" and 13 – "Climate Action". We intended to approach these aspects of our project in multiple ways.

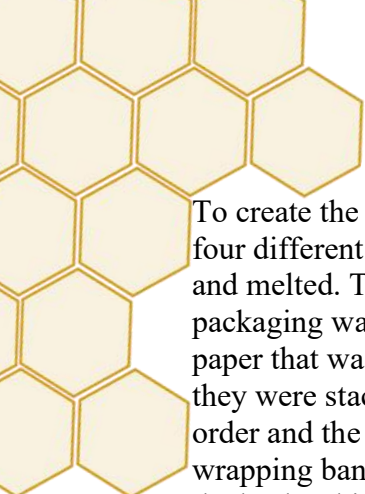
We aimed to address SDGs 11 and 12 by creating and selling a reusable and sustainable product, thereby increasing the level of environmentally friendly items in local households.

Similarly, we aimed to address SDGs 11 and 13 by educating each visitor of our stall, about our mission and the ways in which they could be more sustainable and environmentally friendly in their daily life. Although not every visitor made a purchase, our brochures, informational displays and verbal engagement with each individual allowed us as a team to spread awareness about the harm of single use plastics, such as cling film or glad wrap.

Finally, we wanted to tackle all three of these SDGs by donating the funds raised to the Green Team's fundraising effort for the charity "Solar Buddy". According to their website, Solar Buddy is an "Australian charity uniting a global community with a big dream to gift six million solar lights to children living in energy poverty by 2030, to help them to study after dusk and improve their education outcomes.". Addressing energy poverty is one key aspect of environmental sustainability, which is why the Renaissance GSL team were so excited to support this amazing organisation.


Our project began with many team meetings at end of 2020 and start of 2021. We planned out every task we needed to complete to be able to achieve our goals and complete this project successfully. This began with advertising, such as posters, school digital bulletin, social media, and email about our project and need for donations, and branding, by creating the brand name "BeEco" and brand logo, as pictured. Once material donations were acquired, the most important part of our project - production of wraps – began.





To create the wraps, the donated fabric was ruled and cut into four different size squares. This fabric was then covered in wax and melted. Thank-you cards were designed and printed, and packaging was made by printing the logo onto recycled brown paper that was then cut into strips. Once the wraps were made, they were stacked one on top of another, in decreasing size order and the thank you, card was placed on the top. The wrapping band was put around the stack and was taped shut at the back. This process was repeated for 18 packs of 4 wraps and a thank you card. After the wraps were created, the stall at the Movie Night was needed to sell them.

The Movie Night stall was a part of the sustainability market at the Movie Night. Our stall had many decorative and informative additions to support the selling of our wraps. We had printed information about the GSL project requirements and our mission, as well as price, ingredient and use information. We even created our own informative brochures, and used leftover thank you cards around the table. For our stall, we made a deliberate effort to make our stall look enticing, lively and engaging. As a final promotion initiative, I also spoke to all attendees of the Movie Night, encouraging them to visit the sustainable market and the bees wax wraps stall.



The night was filled by explaining to customers about what our bees wax wraps, how to use them, and why we are selling them. This proved to be very effective in encouraging engagement with our stall, and eventually buying our product. Our wraps were received very well, selling out by the end of the night, after having received many compliments and praise from many customers, and high-status members within the school community.

The project as a whole was incredibly successful and was well managed and collaborated upon by the project's team. We sold all wraps, totalling 360 dollars, and received a 10-dollar donation from one kind individual. The whole Movie Night sustainable market fundraising raised \$1495.50 for the Solar Buddy charity, making our contribution 25%, or one quarter, of the entire funds raised.

This was an incredible effort from all our team members and resulted in an outstanding reception of our project within the local community. As a team, we hope the money we raised, as well as the awareness we spread, has greatly influenced, and benefited our local community.

