



**GREEN
GATHERINGS**

Green Gatherings Product Launch Content Marketing Campaign

Presented By

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"Convenient, sustainable picnic supplies for eco-friendly outdoor dining experiences that minimize waste."

Introduction

Green Gatherings is new company which offers sustainable, biodegradable picnicware composed from locally sourced leaves.

The company was born out of the need to provide a solution to the problem of single-use plastic picnic products which have a heavy environmental cost.

The digital marketing team was tasked with creating a campaign to:

- increase brand awareness,
- increase sales
- build a community of customers seeking sustainable solutions via lead generation (email signups)

Deliverables

My role was focussed on creating several content marketing deliverables to support the campaign. These included a blog article to act as an email lead magnet as well as a professional landing page to guide customers further along their buyers journey.

The campaign content was meticulously crafted based on extensive market research, resulting in clearly outlined and targeted buyer personas.

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Target Market Research

Goals

- Develop target market research and competitor research
- Synthesize the findings of the research

This section of the campaign required researching reputable reports from trusted sources on specific market trends relating to sustainability.

The scope of the research focussed entirely on the European market as this is where the brand is currently focussing its sales efforts. The results of this research were synthesised to begin to develop our buyer personas for the campaign.

Target Market Research	Research Summary/Insights	Source
Describe the target market in terms of demographics (location, age, income, gender, family structure, etc.).	<ul style="list-style-type: none"> • Women between 25-45 years of age • Middle to high income. • Young families with children around 3 to 12 years old • Concerned for the environment, consider themselves sustainability-/eco-/green-oriented 	Project brief and your own research mckinsey Futuremarketinsights
Describe the need that Green Gatherings and its products fulfill for the target market.	<ul style="list-style-type: none"> • Customers want products that are biodegradable or made from recycled material , responsibly sourced and support biodiversity. • Customers want locally sourced products that have not been shipped long distances (ie from China) to reduce carbon footprint. • Committed to ethical working practices • Having a transparent, accountable, socially and environmentally responsible supply chain • Price conscious consumers who are willing to spend a bit more for sustainable products • Consumers are concerned about greenwashing and want to understand tangible benefits of these sustainable packaging and efficacy. 	Project brief and your own research Deloitte IBM Euromonitor
Is sustainability important to this target market?	<ul style="list-style-type: none"> • Yes . Respondents aged 25-44 tend to have more concern than members of other generations about environmental issues post Covid-19. • 70% of people are more aware now of environmental issues than before Covid. • 55-70% of people are concerned about air pollution, climate change, biodiversity loss, soil pollution or use 	The Pandemic Is Heightening Environmental Awareness Refer to the survey results in the slides at the bottom of the

Competitor Analysis

Competitor analysis research was also a key component of this phase. Several direct competitors were identified along with their strengths and weaknesses.

Based on the competitor analysis as well as the buyer persona market research, several ideas were generated for:

- blog topics
- email course topics
- unique value propositions for Green Gatherings to help separate us from competitors in the same space.

Competitor Research Synthesis

Competitor Strengths

- Customer reviews for Wisefood are predominantly positive, with satisfaction expressed regarding delivery times and product quality.
- The company offers a wide range of products in a single place which may be an advantage for a certain customer looking for a lot of different biodegradable goods in a single place.
- The company addresses complaints positively and offers compensation to dissatisfied customers.
- They employ a lead magnet popup offering a 5% discount in exchange for email addresses. They also operate a blog, referred to as their "magazine," covering topics such as recipes, gastronomy trends, and sustainable packaging

Green Gathering's UVP expanded ideas .

- After conducting thorough market research, I would highlight "community" within the Green Gatherings UVP. The competitors weaknesses are brand strength and any sense of nurtured community so the UVP should highlight these aspects of Green gatherings.
- I would also highlight the simplicity of the brand (offering a small selection of products) and also be sure to highlight the simple and easily traced production lifecycle of the product starting from the gatherings of leaves, through to being a product people can use and enjoy and then compost responsibly. I would also highlight that the product is being sourced and



Branding & Buyer Personas

Goals

- Create brand messaging guidelines
- Develop buyer personas

In this part of the campaign, I used the initial research alongside the brief from Green Gatherings, to develop Brand Messaging Guidelines. These included

- Purpose of Company
- Mission
- Unique Value Proposition

Following on from this, I developed the Brand Voice and Tone, which I felt should be conscientious, caring but fun at the same time.

Branding & Buyer Personas

I also created several guides for the branding of the campaign such as:

- A "mood board" for suggested types of photography which fit with the brand identity
- A tagline for the launch "Bringing Sustainability to your Picnic Blanket"
- A selection of guidelines how on the blog post, email marketing and landing page should follow in relation to the brand voice.

Examples below sourced from Unsplash.



1. Conscientious - Green Gatherings is a brand which is aware of and connected to the environmental and sustainability needs of the planet.

2. Caring - The brand stands for caring for both the environment and the community at large. It is inclusive, welcoming and nurturing.

3. Fun - It is important that the brand message not be delivered in an uptight, old-fashioned or elite way but rather, in a spirit of fun, inclusivity and irreverence, making the act of sustainable choice something that people want to be a part of and bring a smile to the customer when they think of the brand.

Branding & Buyer Personas

I created 2 distinct buyer personas based on the previous research. These were both of professional women between the ages of 20 and 45 years of age.

In both cases the women were concerned about the environmental impact of their purchase choices, with a key difference being that the individual with a family had unique concerns surrounding the future of her children whilst the single woman was particularly concerned with choosing brands that aligned with her conscientious environmental identity.

Based on the above information, I then created a single Buyer Persona Summary Story to help focus the attention of the campaign.

1.4 Buyer Personas
Alexander Holland

	Persona #1	Persona #2
1. Name	Samantha the Green-Conscientious mum.	Trisha the environmentally active Gen Z
2. Background information Profession, family status, career path (e.g., employee/freelancer/entrepreneur)	<ul style="list-style-type: none"> Married 2.5 young children (3 to 12 years old) High Level of Income and Education Employed Full Time 	<ul style="list-style-type: none"> Single No children Early stages of career, middle income Freelance Employment
3. Basic demographic information Age range, location, gender (if relevant), income range	<ul style="list-style-type: none"> 30-45 years of age Female European 70-150k per annum income 	<ul style="list-style-type: none"> 20-30 years of age Female European 35-60k per annum income
4. Lifestyle trends & key values Likes and dislikes, social values, passions, hobbies, lifestyle habits	<ul style="list-style-type: none"> Politically liberal with progressive social values. <p>Likes:</p> <ul style="list-style-type: none"> Days out of the home with her young children and husband / partner. Activities outdoors such as light hiking with the family Eating and relaxing at the park Spending afternoons on the beach Reading to her children or encouraging them to read themselves 	<ul style="list-style-type: none"> Politically liberal with progressive social values <p>Likes</p> <ul style="list-style-type: none"> Want to be part of "communities" that share similar values and can grow and support each other and the wider community. They seek biodegradable or recycled products that are responsibly sourced, support biodiversity, and have a minimal carbon footprint by being locally sourced.

Buyer Persona Summary Story:

Samantha the Green-Conscientious mum.

Samantha, the Green-Conscientious Mum, is a married, highly educated, full-time employed woman in her 30s to 40s. With two young children, she values outdoor activities, reading to her kids, and spending time at parks or beaches.

Samantha dislikes excessive screen time for her children and strives to lead a holistic lifestyle, making positive contributions to her community and the planet. She is politically liberal, concerned about the environment, and anxious about chemicals and pollutants affecting her kids. Samantha uses Google and Facebook ads for purchases, prioritizing ethical brands. She seeks transparent labeling and certified products with verified carbon footprints to empower informed choices.

As a young mother who wants to enjoy family time together in nature, Samantha is looking for quality products that she can share with her family whilst also knowing that she is making a conscientious consumer decision to impact the environmental in as positive a way as possible.

Blog Article

Goals

- Execute research on a topic
- Create a blog post using best web writing practices



5 Eco-Friendly Picnic Tips for Your Next Outdoor Celebration

Welcome to our eco-friendly picnic guide!

Picnicking is a fantastic way to spend time outdoors and celebrate with loved ones and it's also a great opportunity to participate in creating a sustainable future for us all. By choosing to reduce waste and embrace nature mindfully during your picnics, you can ensure you and your loved ones are part of the eco-friendly picnicking solution!



One key piece of content that I created for the product launch was a blog article to drive SEO results to the website.

The blog article was written to address the pain-points, goals and dreams of our buyer persona.

A friendly and irreverent tone was chosen for the blog writing style to match the established voice of the brand, and a "Listical" style of blog was chosen, with the heading of "5 Eco-Friendly Picnic Tips for Your Next Outdoor Celebration".

Blog Article

The Blog article was created following a tried and tested blog formula of:

- a brief "hook" sentence or two.
- a quick introduction to further introduce the article
- the 5 list items with images
- a conclusion paragraph containing a call to action
- an email signup form below the blog article.

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1. **Summarize briefly the pain points/problems or dreams/goals of your buyer persona.**

- They seek companies offering a transparent, accountable, socially and environmentally responsible supply chain. Consumers are concerned about greenwashing and want to understand tangible benefits of these sustainable packaging and efficacy.
- Customers want locally sourced products that have not been shipped long distances (ie from China) to reduce carbon footprint.
- They want to raise their children to be socially and environmentally conscious
- Committed to ethical working practices from the companies they support

2. **Blog article topics (minimum of 3):**

- "Unveiling the Ethical Practices Behind Our Biodegradable Picnic Goods
- "Raising Future Eco-Conscious Picnickers: Teaching Kids about Sustainability"
- "Eco-Friendly Picnic Tips: Reducing Waste and Embracing Nature Mindfully"

3. **Select 1 topic from above. Provide reasons for why this is a relevant and valuable for your buyer persona.**

List Item #5**	Opt for Environmentally Friendly Sunscreens and Insect Repellents
Text	Protect yourself from the sun and pesky insects while prioritizing the environment. Choose sunscreens and insect repellents that are labeled as environmentally friendly, reef-safe, or made with natural ingredients. By opting for these eco-friendly alternatives, you can safeguard your skin without causing harm to aquatic life or contributing to pollution. Image 5
Conclusion	Your outdoor celebrations can be both enjoyable and environmentally friendly with these five eco-friendly picnic tips. From choosing greener transportation options to embracing sustainable products, every small effort contributes to a healthier planet. By setting up recycling and composting stations and selecting environmentally friendly sunscreens and insect repellents, you're taking important steps towards responsible waste management and protecting both nature and your guests. Let's celebrate and enjoy the outdoors while leaving a positive impact on the planet.

Sign up for our email newsletter today to learn more about our products and how they are produced in our local communities!

2) Pack Homemade and Low-Waste Snacks



Photo by Annelies Brouwer on Dribbble.com

Ditch the pre-packaged, plastic-wrapped snacks and opt for homemade treats. By baking your own granola bars, cookies, or sandwiches, you can reduce waste and avoid unnecessary packaging.

Get creative with recipes, use locally sourced ingredients, and pack them in reusable containers or beeswax wraps for a sustainable and delicious picnic spread.

3) Use Environmentally Friendly Crockery and Cutlery



Landing Page Creation

Goals

- Develop landing page content
- Write product description for a landing page

Product Description

Description copy:
 Our biodegradable picnic products, sourced and produced locally from pressed leaves, provide a convenient and sustainable solution for outdoor gatherings. With their fully biodegradable nature and sturdy construction, our products ensure a hygienic and safe picnic experience while minimizing environmental impact and supporting a circular economy.

Product image:



Image source Pexels

Social Proof

Testimonials






"I absolutely love the biodegradable picnic products! Not only do they make my outdoor gatherings more eco-friendly, but they also offer the convenience and durability I need. From plastic-free containers to the peace of mind knowing I'm reducing plastic waste, these products are a game-changer for sustainable picnicking." - Sarah M., avid nature enthusiast

"As an advocate for supporting local businesses and reducing carbon emissions, I was thrilled to discover these picnic products sourced from local fallen leaves. The vibrant natural colors and sustainable production methods truly impressed me. It's incredible to enjoy picnics while knowing I'm contributing to the local economy and preserving the beauty of our outdoor public spaces. Highly recommended for those who value sustainability and local craftsmanship!" - Emma K., eco-conscious explorer

Final Call to Action

Copy for CTA:
 Order your Green Gatherings Picnic Kit Now!!

Icons to represent product features:

				
Biodegradable <small>Source</small>	Safe / Hygienic <small>Source</small>	Strong <small>Source</small>	Natural Colors <small>Source</small>	Circular Economy <small>Source</small>

For the creation of a compelling landing page, I was required to plan and outline the structure of the landing page. These elements included:

- The goal of the page
- The heading and subheading
- The call to action
- The product description
- Product visuals
- Social proof / testimonials
- Final CTA

Launching of the Website

Goals

- Design and launch a landing page
- Design and launch a blog post

The final 2 stages of this section of the campaign involved launching the blog and the landing page and bringing together all the prior research to culminate in a functional webpage and blog.

I created both the blog and the landing page in Wordpress and created a customised "theme" for the page based around the pre-established brand messaging.

The blog post involved both text and image blocks to create a familiar look and feel to the landing page. The page displays well on both desktop and mobile (the images to the right is a screen capture of the mobile version).

4) Set up Recycling and Composting Stations





Photo by cottonbro studio on Pexels.com

Take responsibility for your waste management by setting up recycling and composting stations at your picnic location. Clearly label bins for different waste streams and educate your guests about the importance of proper waste disposal.

Encourage everyone to separate their recyclables, compostable items, and general waste. You can work with local authorities or utilize portable recycling bins to ensure a responsible and eco-conscious picnic experience.

5) Opt for Environmentally Friendly Sunscreens and Insect Repellents



responsible waste management and protecting both nature and your guests. Let's celebrate and enjoy the outdoors while leaving a positive impact on the environment!

Want to learn more about how Green Gathering's products are produced in collaboration with local communities? Sign-up for our Newsletter now!

Each week we'll send you a short email packed with valuable tips on how you can make environmentally conscious purchases as well as keeping you updated on Green Gatherings various community projects and initiatives.

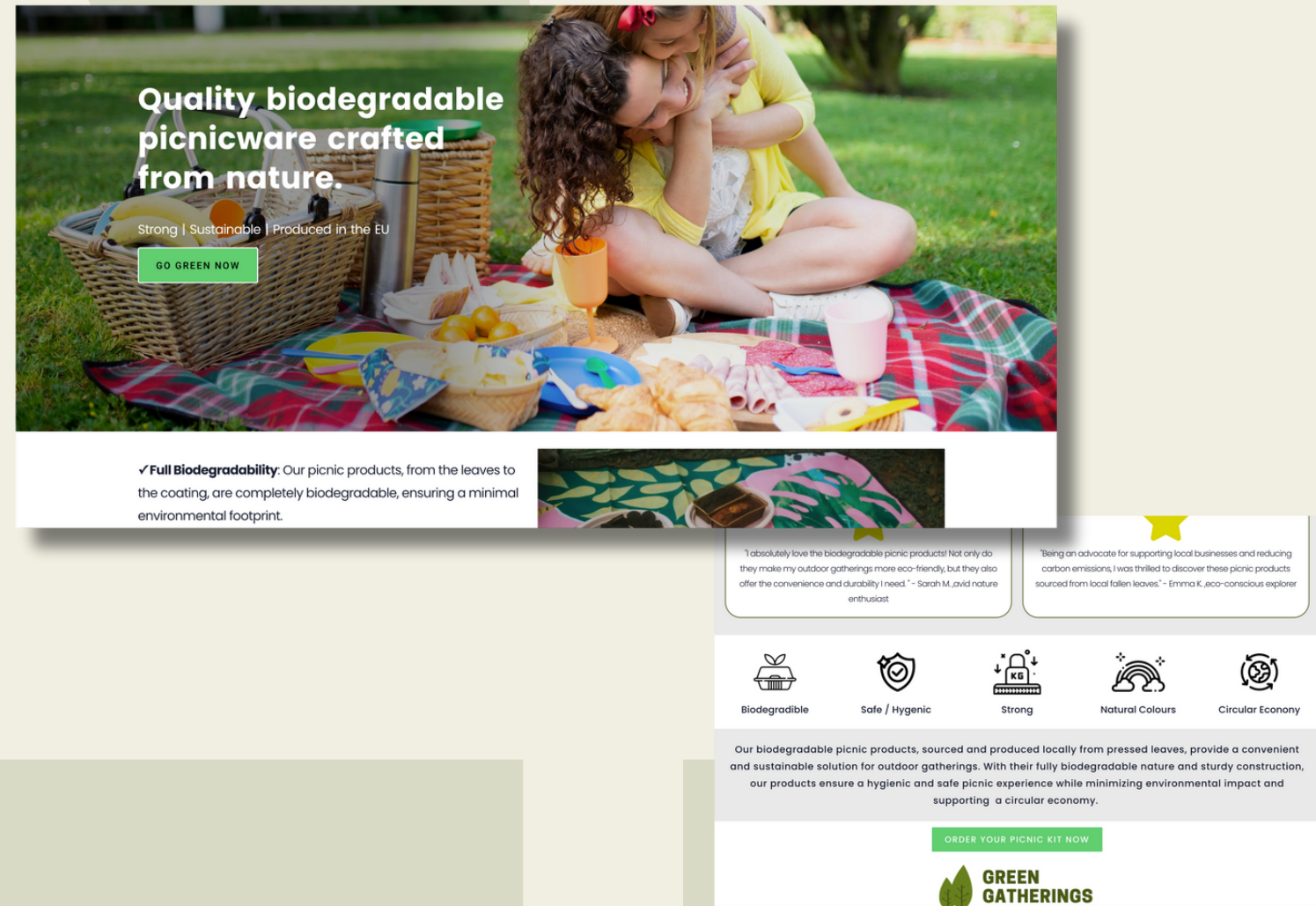
Sign up for our email newsletter

By clicking submit, you agree to share your e-mail address with the site owner and MailChimp to receive marketing, updates, and other e-mails from the site owner. Use the unsubscribe link in those e-mails to opt out at any time.

Share this:



Launching of the Website



The implementation of the landing page required applying the planning from the previous stages.

This required placing the key elements of the landing page (heading, subheading, hero image etc) in a chronological order from top to bottom.

Best practices for a landing page were followed, keeping the key information "above the fold".

I created an attractive and captivating layout, with a simple one-field call to action at the base of the page which encouraged users to sign up for the lead magnet by supplying their email address.

The page was created using Wordpress and the Elementor plugin.



Achievement Reflections

- Successful marketing campaigns depend on thorough target market research, synthesised into concise guidelines which can then target the desired buyer persona.
- Writing is the cornerstone of all content on the web be it a script for a youtube video, the text for a social media post, website copy or a blog article. For these reasons I consider it one of, if not the most important skills one can learn if one is going to be working in digital marketing.
- I learned that I enjoyed developing some skills with Wordpress, both with the inbuilt Gutenberg Block editor but also with the Elementor plugin . I would like to develop my website skills through youtube tutorials so I am better able to quickly achieve the results that I want.

Keyword Analysis

Goals

- Identify on-page SEO practices
- Optimize blog post and product landing page with on-page SEO practices

This section of the campaign focussed on keyword research and analysis. As this campaign is focussing attention on Search Engine Optimization, it was important to ensure that the webpage of Green Gathering had the best chance of ranking as high as possible in Google Search results.

This required creating a master list of 30 keywords related to Green Gatherings market, and researching which words had the best chance of allowing the page to rank against competitors. The research was conducted using research tools like Moz and Semrush.

Primary Keyword Candidates

Sustainable picnic goods
 Biodegradable picnicware
 Compostable tableware
 Eco-friendly picnic supplies
 Organic kitchenware
 Green picnic products
 Biodegradable plates and bowls
 Sustainable outdoor dining
 Eco-conscious picnic solutions
 Mindful consumerism picnic
 Environmentally responsible picnicware
 Picnic goods for families
 Ethical picnic supplies
 Eco-friendly disposable crockery
 Certified sustainable picnic products
 Green-conscious outdoor dining
 Biodegradable picnic utensils
 Eco-friendly beach/park accessories
 Transparent labeling picnic supplies
 Sustainable and recyclable picnic materials
 Eco-conscious table settings
 Organic picnic essentials
 Eco-friendly family outdoor gear
 Green picnicware for kids
 Eco-conscious beach/park gear
 Biodegradable picnic sets
 Sustainable picnic lifestyle
 Eco-friendly disposable tableware
 Green-conscious family picnic
 Certified compostable picnicware

Keywords Research List

Long Tail	Important metrics (i.e., difficulty or volume)
Eco Friendly Picnic guide	Difficulty 11
biodegradable plates and bowls	Difficulty 35
plastic alternatives for picnics	Difficulty 19
Short Tail	
Biodegradable plates	Volume 101-200, Difficulty 28
Compostable tableware	Volume 11-50 , Difficulty 27
Picnic goods	Volume 11-50, Difficulty 47

Selected Keywords to Focus on For Webpage

BLOG

biodegradable plates and bowls for picnics

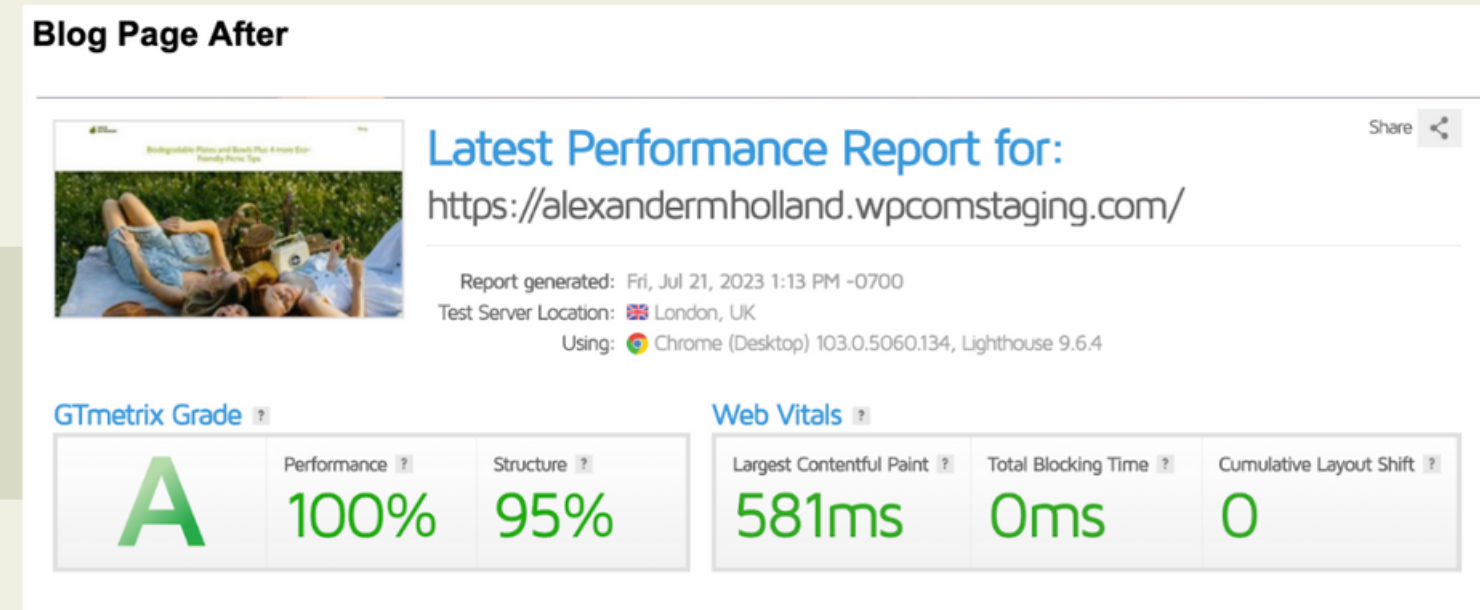
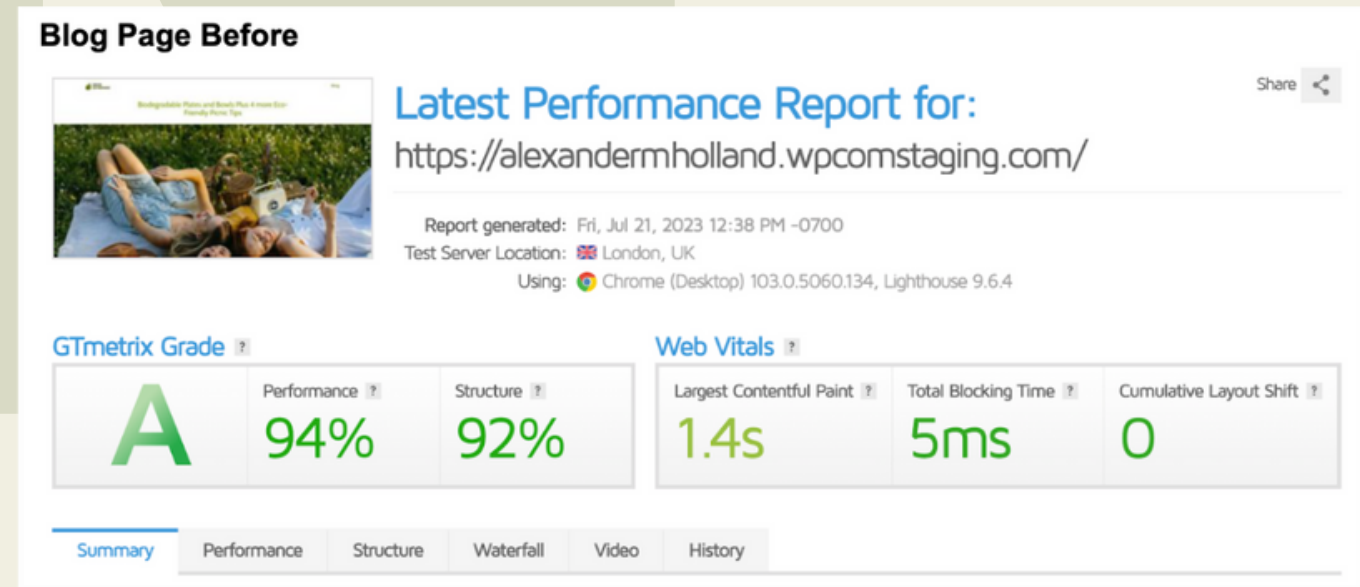
LANDING

Biodegradable plates

Optimised Blog & Landing Page

Research was conducted on relevant, useful and authoritative outbound links which were then added throughout the blog article to increase the potential to rank on Google.

At the same time, page loading time analysis was conducted via GT Metrix to give initial page speed statistics that were recorded, before image sizes were refined and minimised to increase load times. Results were analysed again showing an improvement in page speed load times.



Google Analytics

Goals

- Set up reports for tracking essential KPIs for email marketing campaign.

The KPIs of the campaign were tracked via Google Analytics. These included.

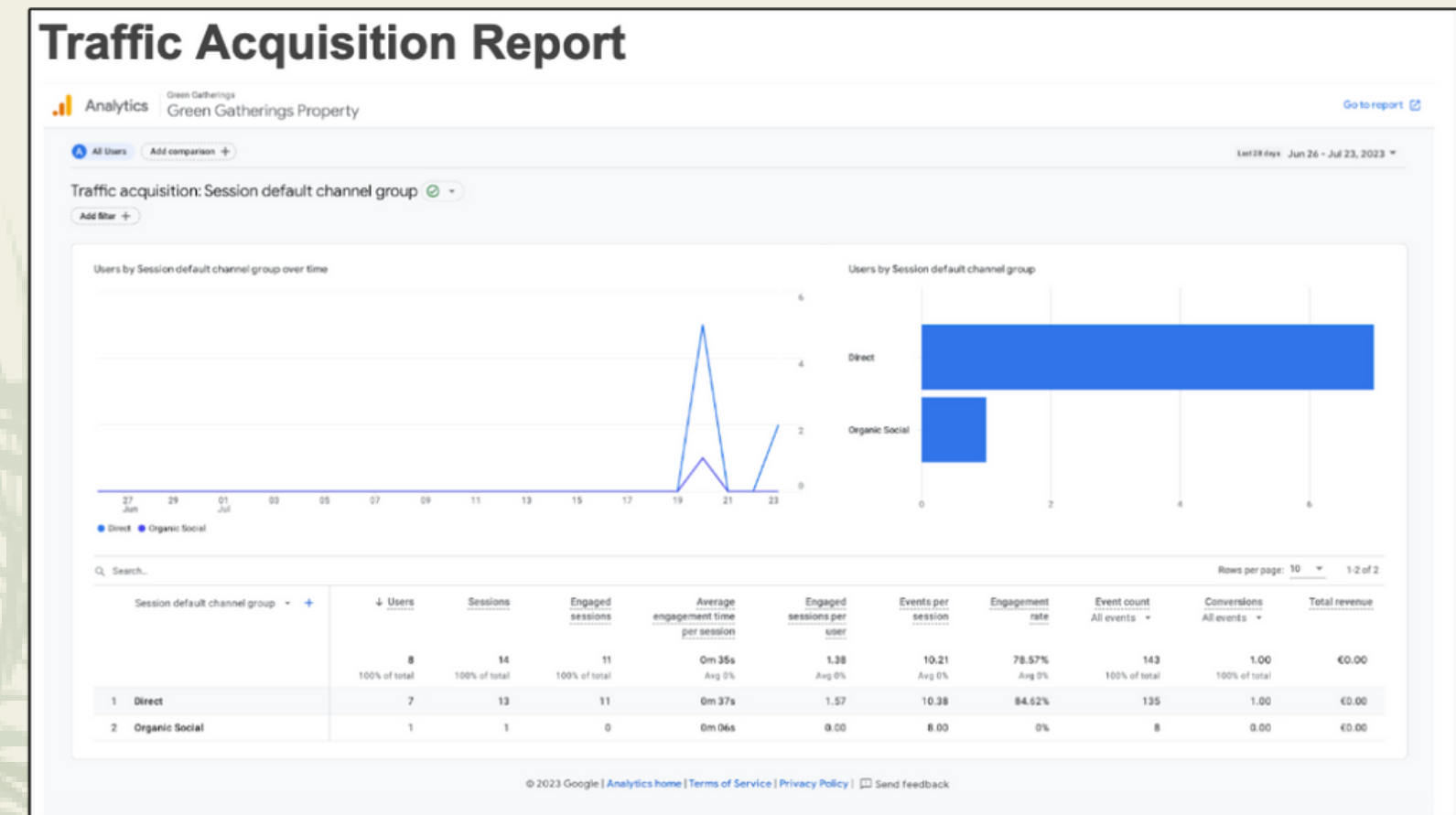
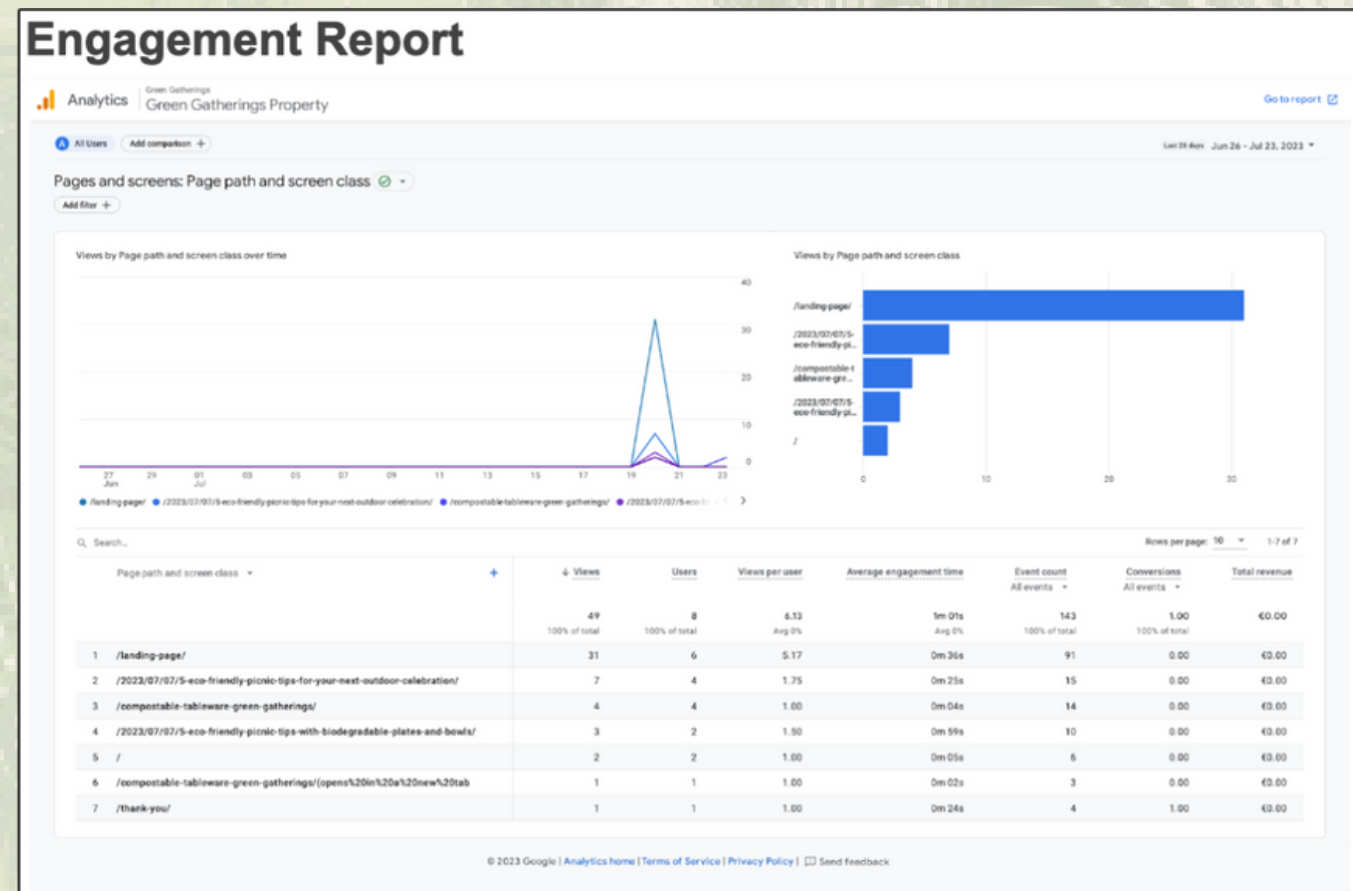
- Pageviews on blog article
- Pageviews on product landing page
- Conversions from product landing page to thank you page.

For this section I create a custom event for measuring pageviews on the *thank you* page of the website, as well as setting up a two-step funnel to track clicks from landing to conversion page.

The image displays two screenshots from the Google Analytics interface. The top screenshot, titled "Landing Page CTA Event", shows the "Create events" configuration page. The "Custom event name" is set to "ala_landing_first_event". Under "Matching conditions", two conditions are defined: "event_name equals page_view" and "page_location contains thank you". The "Parameter configuration" section has the checkbox "Copy parameters from the source event" checked. The bottom screenshot, titled "Funnel", shows the "Edit funnel steps" configuration. Step 1 is "gg_landing_page_visit" with a condition "page_location contains /compostable-tableware-green-gatherings". Step 2 is "gg_product_sale" with a condition "page_location contains /thank-you". The funnel is set to "is directly followed by". A summary on the right shows 0 users in the funnel and 0 total events.

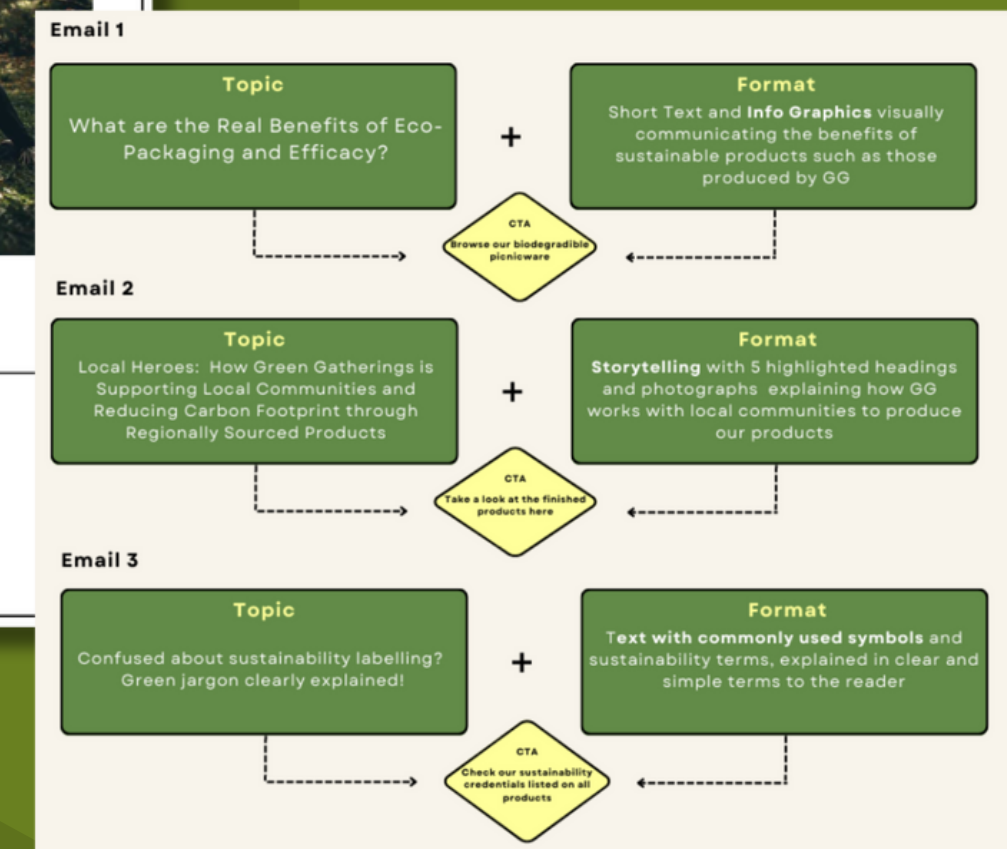
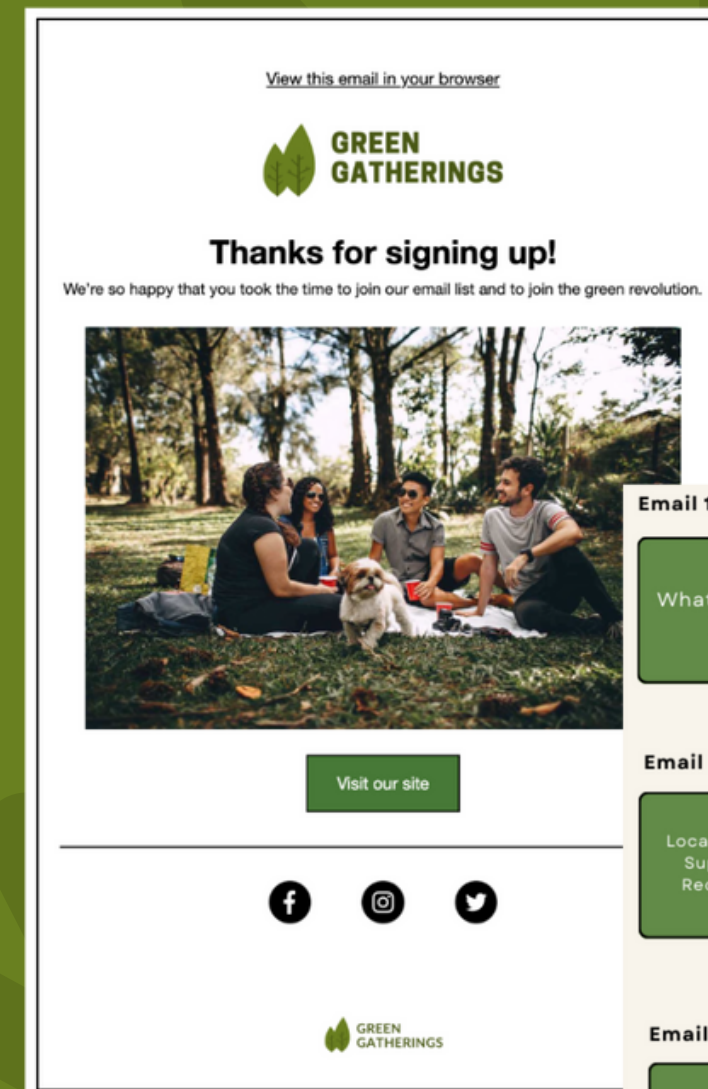
Google Analytics Reports

The KPI information was collated and analysed in both a Engagement and a Traffic Aquisition Report in Google Analytics



Welcome Email and Email Course Flow chart

- A *thank-you* page was added as a redirect once users had entered their email at the end of the blog article to confirm their subscription.
- A course of 3 emails was then planned for the campaign to be sent in a staggered time frame over the course of a week.
- The email topics begun with general information about the benefits of eco-friendly packaging and a simple CTA button asking to "browse our products", through to a final, more direct email about eco-marketing jargon, encouraging users with a CTA to "Choose Green Today" at the conclusion of the final email.



Email 1


[View this email in your browser](#)



Calling Eco-Warriors, Ditch Plastic Packaging for Good!

We all know it. Plastic is everywhere, causing havoc for our planet. But fret not, there are steps we can all take right now to address this otherwise messy situation.

The Plastic Packaging Problem:

Plastic packaging and products are like that clingy ex who just won't leave. It sticks around forever, filling up landfills, rivers, and oceans.

Picture this - idyllic picnic scenes, but the aftermath? A plastic disaster zone! Single-use plastic cutlery, plates, and cups scattered everywhere, refusing to disappear.

Eco-Friendly to the Rescue:

Say bye-bye to plastic woes with eco-friendly solutions! These bad boys are made

Eco-Friendly to the Rescue:

Say bye-bye to plastic woes with eco-friendly solutions! These bad boys are made from renewable stuff like plants or recycled materials, giving Mother Earth a break. They're biodegradable or compostable, so no more litter nightmares.

Living the Eco-Friendly Life

It's easier than you think! Start shopping smarter by choosing products that come in recyclable or compostable materials. Hosting a bash? Rock those biodegradable paper cups like a true eco-warrior and choose plates and bowls made from fallen pressed leaves.

With eco-friendly packaging, we can turn the tide on plastic pollution and make the planet smile again. So let's raise our reusable plates and cups to a greener future and show the world how it's done. You've got the power to be an eco-warrior every day!

[FIND OUT MORE](#)

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Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



3 Email Drip Campaign

Goals

- Write a chain of emails for a campaign aligned with buyer personas and campaign goals

To complete the email section of the campaign, 3 separate emails were created in Mailchimp which would be sent to the users who had subscribed from the blog page.

3 topics were chosen, each delivering different but valuable information to the users.

The CTA buttons at the conclusion of each email were adjusted to range from "light" and conversational in the first email, to a more direct ask of the user to purchase from Green gatherings in the final email. This was appropriate for the final email, as more rapport and familiarity with the user had been built via the first two emails in the campaign

3 Email Drip Campaign

Email 2


[View this email in your browser](#)



Supporting Local Communities Through Regionally Sourced Products

Dear Picnic Enthusiasts,
At Green Gatherings, we believe in embracing the power of local love to make a global impact. That's why we set out to create biodegradable picnic goods that are produced and sold right here in Europe.

Let's dive into exactly how and why we keep things local!

Working Hand in Hand with Local Communities

At Green Gatherings, we're all about building connections and supporting our communities. That's why we've chosen to work closely with local park management in Berlin to source leaves locally.

Join the Green Gatherings Movement:

We invite you to be a part of our growing community of eco-warriors who know how to picnic in style without leaving a trace. By choosing Green Gatherings, you're not just getting top-notch picnic goods; you're supporting local communities and sustainability efforts with every purchase.

Together, Let's Make a Difference:

The world might seem big, but together, we can create a lasting impact.


So, next time you gather for a picnic, think about the local love and global impact you're making with Green Gatherings' biodegradable picnic goods. Let's toast to a planet-friendly picnic experience that makes us all smile!

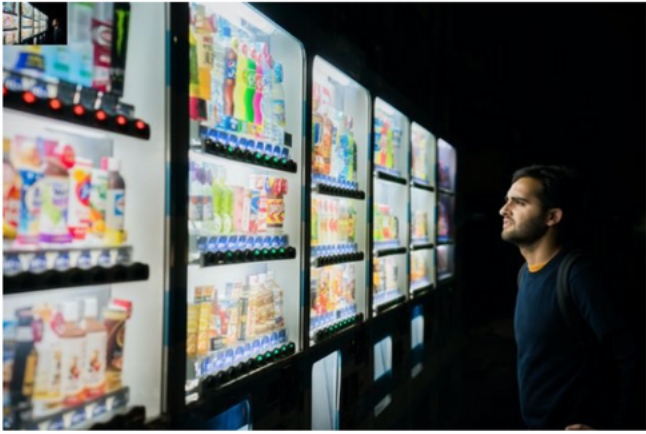
With leafy love and eco-cheers,
The Green Gatherings Team

[PICNIC WITH PURPOSE](#)

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Our mailing address is:


[View this email in your browser](#)



Confused about sustainability labelling? We've got the top 3 Green jargon terms explained!

Hey Picnic Pals,
Feeling lost in a sea of eco jargon? No worries, at Green Gatherings, we're here to rescue you from the confusion and sail towards a greener horizon. Let's decode the green terms related to plastic waste and set sail on a sustainable picnic adventure:

1. "Single-Use Plastics" - The Villains of Picnicking!

Picture this: plastic waste floating in the sea, endangering marine life, and trashing our beautiful beaches. That's plastic pollution for you! At Green Gatherings, we're on a mission to fight this villain. Our biodegradable picnic goods leave no trace behind, so you can picnic with a clear conscience and keep our oceans happy.

3. "Zero Waste Picnic" - Not an Impossibility!

Zero waste sounds like a faraway dream, but it's totally doable! A zero waste picnic is all about minimising waste and using sustainable alternatives. Swap single-use plastics for our compostable leaf-based bowls, plates and cups and you're one step closer to achieving eco-picnic greatness! It's time to show Mother Nature some love while you indulge in your favorite snacks.

Ready to Picnic Sustainably?

Now that you're a pro at decoding the plastic jargon, let's put it into action! Embrace a greener way of picnicking with Green Gatherings' eco-friendly picnic products. Say goodbye to plastic waste and hello to picnics that make a real difference!

[CHOOSE GREEN TODAY](#)

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Email 3