Sustainable Marketing
Sustainable Marketing

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Sustainable Marketing

• What is Sustainable Marketing
  • Sustainable marketing is the promotion of environmentally and socially responsible products, practices, and brand values.
  • Sustainable marketing involves promoting socially responsible products, services, and practices.
  • Sustainable marketing promotes the company mission, not a specific product or service.

• Examples of sustainable marketing
  There are a number of approaches businesses could take to becoming more sustainable, such as:
  • Donating profits to sustainable causes
  • Sourcing sustainable materials and/or packaging
  • Creating a product that contributes to sustainable living
Sustainable Marketing

Five Principles of Sustainable Marketing

1. Consumer-oriented marketing
   Consumer-oriented marketing means that the company or organization view its marketing strategy from the consumer’s point of view.

2. Customer value marketing
   Customer value marketing entails putting most efforts and resources into continuously improving the value added to the offering. As the company creates value for the customer, the customer in turn creates value for the company.

3. Innovative marketing
   The principle of innovative marketing ensures that an organization never stops finding better ways to develop products, services and better ways to market. Those that ignore innovation will lose customers to those that find better and better ways.

4. Sense-of-mission marketing
   Sense-of-mission marketing is the principle that guides a firm to define a broad mission that speaks to society rather than just the product. Adopting a broad mission gives a company a clear, long-term direction and serves the best long-run interests of consumers and the brand.

5. Societal marketing
   With the principle of societal marketing, the company balances decisions based on the customer wants, the company requirements, and the customer and society’s long-term interests. For example, Method home products put the ‘hurt on dirt without doing harm to people, creatures or the planet’. Innovative companies look ahead to potential societal issues as opportunities.
Sustainable Marketing

• Benefits of sustainable marketing
  • Product sustainability is a priority for customers
    • Sustainable products deliver long-term values, benefits, or positive effects to customers and society.
  
• Increased brand awareness
  • Brands associated with sustainable marketing strategies are more likely to be noticed and accepted by communities that value sustainability principles and practices.

• It brings more positive change to communities
  • Sustainable marketing demands businesses to be responsible and accountable.

• It opens businesses to new markets
  • Integrating sustainable marketing into one’s marketing strategy allows companies to reach new audiences — especially with the growing number of conscious consumers.
Sustainable Marketing

Sustainable Marketing Strategies

1. Be authentic and consistent
   • For sustainable marketing to be effective, it must be authentic.
   • Suppose you discover that a business that claims to be sustainable has no sustainable practices in place. A brand like that would be distrusted by consumers.

2. Pursue something beyond the bottom line
   • In sustainable marketing, brands have decided to evaluate their success by measuring something other than profit.

3. Prioritize creating value over making a profit
   • There is a tendency for most brands to focus too much on immediate returns. However, a sustainable marketing strategy is all about building value over time.
Sustainable Marketing
How to implement sustainable marketing

• Encouraging or incentivizing employees to recycle at home and in the workplace;
• Educating employees on the best way to recycle or dispose of commonly used materials;
• Going paperless (printing less) and using PDFs or other digital formats whenever possible;
• Promoting and supporting positive community initiatives;
• Providing employees with reusable mugs or water bottles to reduce single-use consumption in the office;
• Vetting vendors or business partners and selecting only those who align with their sustainability principles; and
• Working with local communities to help educate the public about the benefits of sustainable practices;

https://www.crowdspring.com/blog/sustainable-marketing/
### Differences between Green marketing and sustainable marketing

**GREEN MARKETING**

- Focuses on the environmental aspect of sustainability
- More often about building an environmentally sensitive reputation
- Not just about spreading a message; actually requires a change in production processes
- Can lead to greenwashing, but shouldn't

**SUSTAINABLE MARKETING**

- Addresses sustainability on a deeper level, factoring in nature, people, and all in between
- Promotes a wider vision of a better future that harmonizes the whole system: economically, socially, and environmentally
- Can include green marketing and products
- Can lead to greenwashing, but shouldn't
The three traits of Sustainable marketing from students perspective

• Trait 1: Students should be able to identifying the issues in Sustainable marketing

• Trait 2 : Students should be able to explain the issues in the sustainable marketing

• Trait 3: Students should be able to address the issues in the sustainable marketing
How to identify the issues in the sustainable marketing

Identifying sustainable marketing issues involves recognizing challenges and opportunities that align marketing strategies with sustainability goals. Here are key steps and considerations for identifying sustainable marketing issues:

1. Understand the Principles of Sustainability
2. Assess Supply Chain Sustainability
3. Monitor Regulatory and Industry Trends
4. Conduct a SWOT Analysis
5. Engage with Stakeholders
How to explain the issues in the sustainable marketing

Explaining sustainable marketing issues to users involves clear communication, education, and engagement strategies that highlight the importance of sustainability in marketing practices.

Here's how you can effectively convey these issues to your audience:

1. Simplify Complex Concepts
2. Educate on Sustainability Principles
3. Highlight the Importance of Sustainable Practices
4. Encourage User Participation
5. Continuously Update and Inform
How to address the issues in the sustainable marketing

Addressing sustainable marketing issues requires a comprehensive approach that integrates sustainability principles into all aspects of marketing strategy and practice.

Here are steps and strategies to effectively tackle these issues:

1. Conduct a Sustainability Audit
2. Develop a Sustainable Marketing Strategy
3. Adopt Sustainable Packaging
4. Optimize Supply Chain Sustainability
5. Leverage Digital Marketing
Example 1:
Product: Electric Vehicles (e.g., Tesla Models)
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

Eco-friendly Product Development:

• Description:
  • Electric vehicles are designed to reduce harmful emissions compared to traditional gasoline-powered cars. They use electric motors powered by electricity from batteries or a fuel cell, significantly reducing the carbon footprint.

• Sustainable Impact:
  • By promoting the use of renewable energy sources and reducing reliance on fossil fuels, EVs contribute to lowering air pollution and greenhouse gas emissions.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

Responsible Supply Chain:

• Description:
  • Companies like Tesla focus on sourcing materials responsibly. For instance, they aim to acquire battery components (like lithium, cobalt) from suppliers that adhere to ethical mining practices and environmental standards.

• Sustainable Impact:
  • This reduces the environmental degradation and exploitation associated with material extraction, ensuring the sustainability of resources.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

Energy-efficient Manufacturing:

• Description:
  • Implementing renewable energy sources (solar, wind) in manufacturing plants to power the production process.

• Sustainable Impact:
  • Minimizes the carbon footprint of manufacturing and promotes the use of clean energy.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

Sustainable Packaging and Distribution:

• Description:
  • Using recyclable or biodegradable materials for packaging and optimizing logistics to reduce carbon emissions during the distribution phase.

• Sustainable Impact:
  • Reduces waste and the environmental impact of transportation and packaging.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)
Marketing and Consumer Engagement:

• Description:
  • Promoting the environmental benefits of EVs through various channels (social media, websites, eco-friendly events) and engaging with consumers on sustainability issues.

• Sustainable Impact:
  • Raises awareness about environmental issues and encourages a shift towards more sustainable consumer behaviors.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

After-Sales Services:

• Description:
  • Offering services like battery recycling programs or incentives for using renewable energy to charge vehicles.

• Sustainable Impact:
  • Enhances the product's life cycle sustainability and encourages consumers to participate in circular economy practices.
Example of Sustainable marketing
Product: Electric Vehicles (e.g., Tesla Models)

In this example, sustainable marketing not only helps in selling the product (EVs) by highlighting its environmental benefits but also aligns the company’s operations with broader sustainability goals.

It creates a positive brand image, fosters customer loyalty among environmentally conscious consumers, and contributes to the long-term well-being of the planet.
Example 2:
Product: Whirlpool Energy Star Refrigerators
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

Eco-Friendly Product Design:

• Description:
  • Energy-efficient refrigerators are designed to use less electricity compared to conventional refrigerators. They incorporate advanced technologies like inverter compressors, better insulation, and more efficient cooling mechanisms to reduce energy consumption.

• Sustainable Impact:
  • Lower energy consumption reduces the demand on power plants and decreases greenhouse gas emissions, contributing to the fight against climate change.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

Sustainable Materials:

• Description:
  • Using recyclable materials and components in the manufacturing process. For instance, some refrigerators are made with recyclable plastics and metals, and the insulation materials are chosen for their lower environmental impact.

• Sustainable Impact:
  • Minimizes waste and facilitates the recycling process at the end of the product's lifecycle, reducing the environmental footprint.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

Energy-efficient Manufacturing:

• Description:
  • Implementing sustainable practices in factories, such as using renewable energy sources (solar panels on factory roofs), optimizing manufacturing processes to reduce waste, and recycling water.

• Sustainable Impact:
  • Lowers the carbon footprint of the production process and promotes the efficient use of resources.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

Consumer Education and Engagement:

• Description:
  • Marketing campaigns that educate consumers on the benefits of energy-efficient appliances, including lower electricity bills and reduced environmental impact. This can include in-store demonstrations, informative websites, and social media campaigns.

• Sustainable Impact:
  • Encourages consumers to make more environmentally friendly choices, leading to broader societal shifts towards sustainability.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators
Take-back and Recycling Programs:

• Description:
  • Offering programs to take back old appliances for recycling when consumers purchase a new energy-efficient model. This helps ensure that old appliances are disposed of in an environmentally friendly manner.

• Sustainable Impact:
  • Reduces landfill waste and encourages recycling of valuable materials, contributing to the circular economy.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

Energy Star Certification:

• Description:
  • Leveraging the Energy Star label in marketing materials. Energy Star is a widely recognized symbol for energy efficiency, providing consumers with assurance that the product meets strict energy performance standards set by the EPA.

• Sustainable Impact:
  • Promotes the adoption of energy-efficient appliances, leading to significant energy savings and environmental benefits over time.
Example of Sustainable marketing
Product: Whirlpool Energy Star Refrigerators

In this example, sustainable marketing for energy-efficient home appliances not only emphasizes the product's direct benefits to the consumer, such as cost savings on energy bills but also aligns with broader environmental goals. It showcases a commitment to sustainability through responsible product design, manufacturing, and end-of-life management. This approach not only appeals to environmentally conscious consumers but also positions the brand as a leader in sustainability, enhancing its reputation and competitive advantage in the market.
Some important resource links

- https://www.smartinsights.com/online-brand-strategy/brand-positioning/sustainable-marketing-how-should-you-use-it/
- https://www.crowdspring.com/blog/sustainable-marketing/
- https://www.studysmarter.co.uk/explanations/marketing/customer-driven-marketing-strategy/sustainable-marketing/
Thanks a lot