

## TRAINING LESSON 9 - Part 1

<b>Title</b>	<ul style="list-style-type: none"> <li>○ <b>Eco-marketing strategies</b></li> </ul>
<b>Part of the training course referred to in this lesson</b>	<ul style="list-style-type: none"> <li>○ Part 1 X General information about sustainability and CE</li> <li>○ Part 2 Specific Information about: <ul style="list-style-type: none"> <li><input type="checkbox"/> Wood sector</li> <li><input type="checkbox"/> Plastic sector</li> <li><input type="checkbox"/> Agrifood sector</li> </ul> </li> </ul>
<b>EQF level</b>	Level 3
<b>Where the lesson was tested</b>	/
<b>General Learning objective(s) according to the Bloom Taxonomy</b> <a href="https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/">https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/</a>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Create</b> Produce new or original work (design, assemble, construct, investigate, formulate)</li> <li><input type="checkbox"/> <b>Evaluate</b> Justify a stand or decision (appraise, argue, defend, critique, select, support)</li> <li>X <b>Analyze</b> Draw connections among ideas (differentiate, organize, relate, compare, distinguish, test, experiment)</li> <li><input type="checkbox"/> <b>Apply</b> Use information in new situations (execute, implement, solve, use, demonstrate, operate)</li> <li>X <b>Understand</b> Explain ideas or concepts (classify, discuss, describe, identify, locate, translate)</li> <li>X <b>Remember</b> Recall facts and basic concepts (define, duplicate, list, memorize, repeat)</li> </ul>
<b>Specific learning objective(s)</b>	<ul style="list-style-type: none"> <li>- <i>Define the concept of eco-friendly marketing</i></li> <li>- <i>Understand the main aspects of eco-marketing strategies</i></li> </ul>
<b>Cognitive, socioemotional and behavioural outcomes based on</b> <a href="https://www.unesco.d">https://www.unesco.d</a>	<p><b>SDG 17   Partnerships for the Goals   Strengthen the implementation and revitalize the global partnership for sustainable development</b></p> <p><u>Cognitive learning objectives:</u> The learner knows concepts for measuring progress on sustainable development.</p>

<p><a href="#">e/sites/default/files/2018-08/unesco_education_for_sustainable_development_goals.pdf</a></p>	<p><b>Socio-emotional learning objectives:</b> The learner is able to experience a sense of belonging to a common humanity, sharing values and responsibilities, based on human rights.</p> <p><b>Behavioural learning objectives:</b> The learner is able to become a change agent to realize the SDGs and to take on their role as an active, critical and global and sustainability citizen.</p>																
<p><b>Green skill(s) addressed</b></p>	<table border="0"> <tr> <td><input checked="" type="checkbox"/> Creative problem-solving</td> <td><input type="checkbox"/> Management skills</td> </tr> <tr> <td><input type="checkbox"/> Forward-thinking</td> <td><input type="checkbox"/> Impact quantification</td> </tr> <tr> <td><input type="checkbox"/> Monitoring skills</td> <td><input checked="" type="checkbox"/> Life-cycle management</td> </tr> <tr> <td><input checked="" type="checkbox"/> Analytical skills</td> <td><input type="checkbox"/> Science skills</td> </tr> <tr> <td><input type="checkbox"/> Lean production</td> <td><input type="checkbox"/> Waste management</td> </tr> <tr> <td><input type="checkbox"/> Maintenance and repair skills</td> <td><input type="checkbox"/> Environmental auditing</td> </tr> <tr> <td><input type="checkbox"/> Pollution prevention</td> <td><input type="checkbox"/> Ecosystem management</td> </tr> <tr> <td><input checked="" type="checkbox"/> Eco-design</td> <td><input type="checkbox"/> Other _____</td> </tr> </table>	<input checked="" type="checkbox"/> Creative problem-solving	<input type="checkbox"/> Management skills	<input type="checkbox"/> Forward-thinking	<input type="checkbox"/> Impact quantification	<input type="checkbox"/> Monitoring skills	<input checked="" type="checkbox"/> Life-cycle management	<input checked="" type="checkbox"/> Analytical skills	<input type="checkbox"/> Science skills	<input type="checkbox"/> Lean production	<input type="checkbox"/> Waste management	<input type="checkbox"/> Maintenance and repair skills	<input type="checkbox"/> Environmental auditing	<input type="checkbox"/> Pollution prevention	<input type="checkbox"/> Ecosystem management	<input checked="" type="checkbox"/> Eco-design	<input type="checkbox"/> Other _____
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<p><b>Duration</b></p>	<p>15 – 20 min.</p>																
<p><b>Structure and content of the lesson</b></p>	<p>Lesson consist of four main topics:</p> <p>Topic 1 Concept of eco (green) marketing</p> <p>Topic 2 Eco-friendly marketing strategies</p> <p><b>Concept of eco (green) marketing</b></p> <p>Green marketing is a way of promoting the business using a sustainable focus on the environment. Emphasized that products and services are focused on eco-friendly – green marketing. Nowadays consumers and the market are aware of the crucial role of sustainability and businesses. Business success and sales depend on consumers and businesses are trying to respond to the needs of consumers.</p> <p>Social awareness of sustainability and commitment to live in a sustainable way builds the need to use eco-friendly, green marketing that emphasizes Taghian, Mehdi &amp; Polonsky, Michael &amp; D'Souza, Clare. (2016) and says that <i>“the role of the marketing function in implementing the “green” strategy is key. Marketing ensures that the preferences of the consumers are reflected in corporate actions and can assist in balancing financial performance objectives and environmental product quality”</i>.</p>																

The concept of eco (green) marketing as a holistic approach to a whole business idea and strategy defines all factors' importance to create products or services based on sustainability. Kadyan, Jagbir. (2011) define green marketing as a *“holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, the harmful impact of pollutants, etc., both marketers and consumers are becoming increasingly sensitive to the need for the switch into green products and services”*. Awareness of eco (green) marketing brings businesses to a level of responsible business. Trust in the products and services of companies builds a customer circle. Company persistence and consistency to become a green company and use not only eco-marketing strategies but to implement whole production/service in an eco-friendly way guarantees companies success in the long future. Based on the whole business strategy and willingness to work in a way with environmentally friendly principles assures better background for eco-marketing strategies.

#### **Eco-friendly (green) marketing strategies**

Common pressure and emphasis on climate change and sustainability gave a boost to start work not only efficiently but more sustainably. All companies are forced to shift business to eco-friendly concepts and create a new strategic way to work based on green ideas. Green ideas, green products, and green services mean that somehow it was produced using-reusing materials that do not harm or are less harmful for the environment. Business companies have to think and analyze how to work and go with eco-marketing strategies that should be based on process, design, or services.

Taghian, Mehdi & Polonsky, Michael & D'Souza, Clare (2016) notice that *“the implementation of a green strategy requires changes in a range of other actions and activities, such as finding new suppliers, sourcing new raw materials or ingredients, altering quality control procedures to include environmental issues, and c distribution system, including the selection of new channel members”* (Mollenkopf, Stolze, Tate, and Ueltschy, 2010).

Green products or services should be based on SDGs that promote a responsible attitude toward the environment. The marketing department should analyze where the business is now and what actions are doing now and find good examples of what is done or what should be done to reach green products or services development. Analyze production, packaging, marketing, and selling with elements of the eco-friendly business.

Most important to convince employees and consumers that the company not only declares but also works based on sustainability or towards it. *“Depending on the level of greening, there may also need to be a change in organizational culture and values, which is a much harder task to achieve. “Green” marketing*

*strategy is a holistic organizational shift, not simply using superficial environmental claims in communication activities”.*(Taghian, Mehdi & Polonsky and etc., 2016)

Clear messages and practice to employers will definitely reflect on future customers.

Main eco (green) marketing strategies:

- Companies interested in implementing an eco-marketing strategy should work on how they present their services and goods to the people, starting from the packaging. Products’ packaging as one of the visible materials should be invisible – it means that businesses should emphasize no extra packaging only for marketing reasons. If a package is needed that packaging only is from recycled material.
- Business workplace should be based on SDG principles and each employee should be aware of them.
- Implementation in work processes daily habits of a sustainable way of working (recycling, donating, saving material, reusing and etc.)
- Technological and innovative approaches to business using solar panels, windmills, hydrogen etc. encourage people to pay attention to environmentally friendly actions.
- Green ideas and initiatives from employees should be supported. Inspired green ideas from employees in the workplace encourage employees to take green strategy implementation more enthusiastically.
- Open declaration about values and implementation of green strategy is one of the important things to do in an eco-marketing strategy.
- Digital marketing will reach customers fast and inform them about green implementation in your product or services. To get the trust of customers should be all the above-mentioned actions already prepared and done.
- Green marketing strategy should define not only products or services that are recognized as eco-friendly but also other initiatives that help to reach SDG.

Companies that want to be competitive should follow eco-marketing steps and create their own eco (green) strategy within an organization. Future generations’ needs should be taken into account by consumers and businesses of today – social responsibility for everything we do should be in the first place.

	<p>Corporate social responsibility should make a positive impact on the community, society, and environment and build an eco-marketing strategy.</p> <p>There are different approaches and perceptions (Eneizan, Bilal, 2019) of eco (green) marketing: eco packing, green labels products, eco brands, environmental advertisement, premium green price, and embedding and eco-image. This perception of eco (green) marketing gives a boost to work in a sustainable way, however, the importance of the 4Ps (Product, Price, Place, and Promotion) of traditional marketing mix brings ideas on how business should behave toward sustainability. Based on research the relationship between the 4 Green Ps and consumer perception and reaction toward a sustainable brand. In their study, they found a significant relationship between the 4 Green Ps and brand loyalty. <i>“Negative relationships were found between Green Price and both brand loyalty and brand trust, meaning that if price rises, loyalty and trust decrease”</i>. (R.M. Dangelico, D. Voche alelli (2017). It is extremely difficult for businesses to become green, work based on sustainability, and be concurrent with the prices.</p> <p><b>Conclusion:</b></p> <p>Eco-green marketing should be connected not only with environmental protection and economic growth but also should have corporate social responsibility.</p> <p>Eco-impact and green values of the business to people must become a standard. The demand for sustainable businesses is not a fashion but a need of our future. Future with consummation responsibility.</p>
<p><b>References</b></p>	<p>Kadyan, Jagbir. (2011). Green Marketing: Concepts &amp; Applications. Global Journal of Business Management. 5. 71 to 76.</p> <p>R.M. Dangelico, D. Vocalelli (2017) <i>“Green Marketing”</i>: An analysis of definitions, strategy steps, and tools through a systematic review of the literature// Journal of Cleaner Production 165 (2017) 1263e1279</p> <p>Eneizan, Bilal. (2019). Green Marketing Strategies: Theoretical Approach. 10.31150/ajebm.Vol2.Iss2.72.</p> <p>Taghian, Mehdi &amp; Polonsky, Michael &amp; D'Souza, Clare. (2016). Green marketing strategies.</p>
<p><b>Interactive questions for R3</b></p>	<p>1. Is the statement true or false <i>“The concept of eco (green) marketing as a holistic approach to a whole business idea and strategy defines all factors’ importance to create products or services based on sustainability”</i></p> <p style="text-align: center;">True X False</p>

	<p>2. How do you describe eco-marketing?</p> <ul style="list-style-type: none"> <li>A. Eco-marketing stimulates the profit of the business and takes care of business growth</li> <li>B. Eco-marketing prolongs the life of a product to increase productivity and profitability</li> <li>C. Eco-marketing is connected not only with environmental protection and economic growth but also has a corporate social responsibility. (X)</li> </ul>
<b>Keywords</b>	Eco-friendly, marketing, eco-marketing strategies
<b>Questions for reflection</b>	<ul style="list-style-type: none"> <li>1) How would you describe in your own words eco (green) marketing?</li> <li>2) Do you know the main eco (green) marketing strategies?</li> </ul>
<b>Additional resources</b>	<p>Kadyan, Jagbir. (2011). Green Marketing: Concepts &amp; Applications. Global Journal of Business Management. 5. 71 to 76. <a href="https://www.researchgate.net/publication/315885886_Green_Marketing_Concepts_Applications">https://www.researchgate.net/publication/315885886_Green_Marketing_Concepts_Applications</a></p> <p>The video for part 1 of module 2 in the Canvas MOOC Course "Green Marketing" Green Marketing MOOC   Module 2.1: What is Green Marketing? <a href="https://www.youtube.com/watch?v=yw6iidoqiBE">Excessively Moderate</a> <a href="https://www.youtube.com/watch?v=yw6iidoqiBE">https://www.youtube.com/watch?v=yw6iidoqiBE</a></p> <p>Four Effective Green Marketing Strategies. ENBUS211 Video Project//2018-07-27 <a href="https://www.youtube.com/watch?v=CO41EhTlr7k">https://www.youtube.com/watch?v=CO41EhTlr7k</a></p> <p>Green Marketing Ideas to Promote Eco-Friendly Small Businesses <a href="https://www.sbmarketingtools.com/green-marketing-ideas-to-promote-eco-friendly-small-businesses/">https://www.sbmarketingtools.com/green-marketing-ideas-to-promote-eco-friendly-small-businesses/</a></p>
<b>Icons &amp; related info for the hints of the PowerPoint presentation</b>	
<b>Author(s)</b>	Živilė Navikienė, S.A.F.E.Projects