

Green marketing and territorial marketing

Final conference

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Pilot marketing plan for a small & medium business park in Greece

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The presentation focuses on the crucial elements of the ongoing implementation of a Green Marketing Plan in a Small and Medium Business Park in Greece. More specifically, it addresses issues such as:

- What are the options for a Small Industrial Area?
- Which are its advantages, disadvantages and “green” potential ?
- How can this area develop a specific green profile and claim its environmental commitment?
- What is the degree of influence of the various factors in the formulation of a successful green marketing campaign?

The presentation – based on the ECOMARK (Eco-marketing to promote eco-industrial parks) project works - raises important questions and sets the ground for suggestions in accordance with the Green Marketing Plan guidelines.