



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

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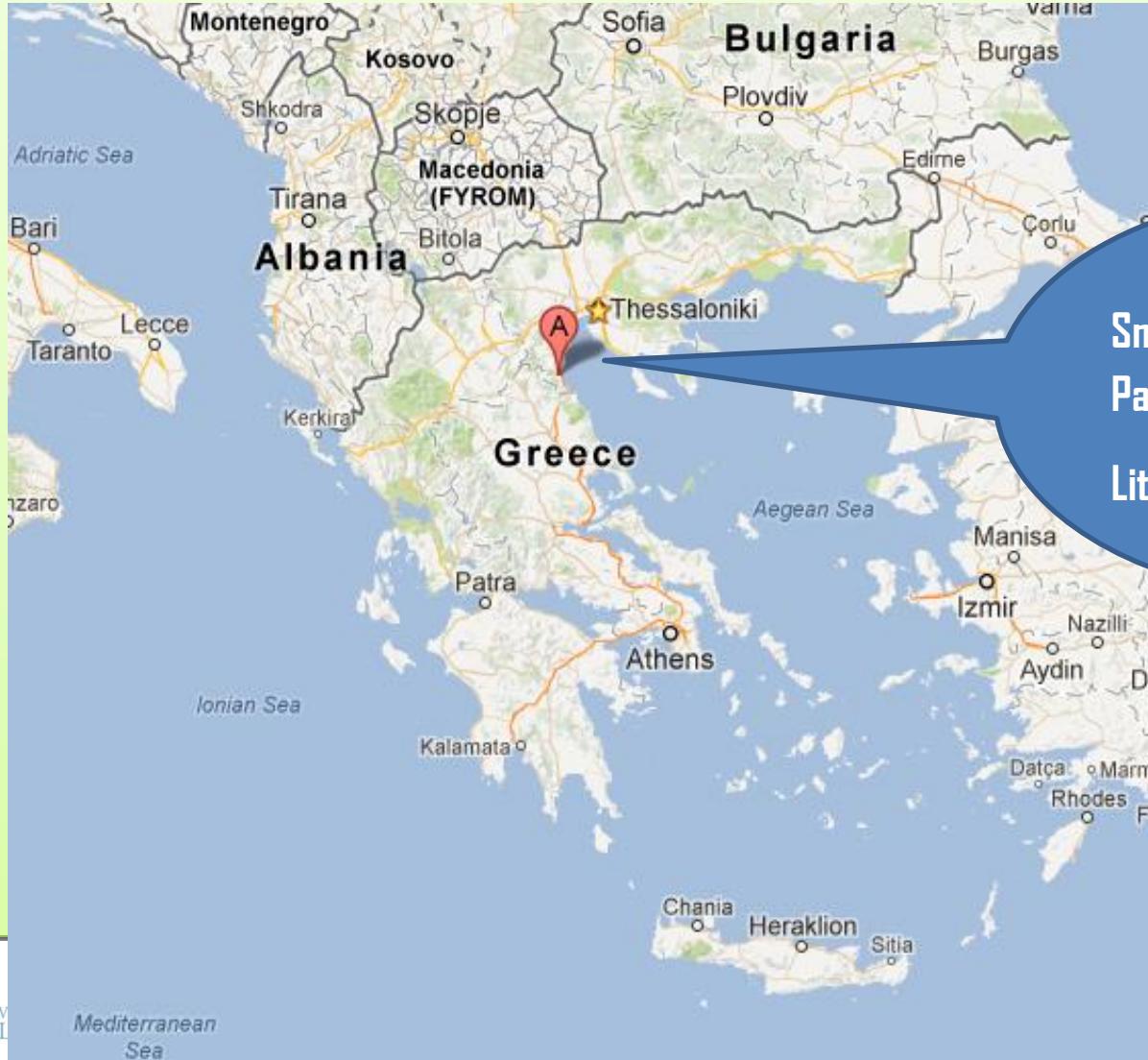
# Green Marketing for eco-industrial Parks and Productive Areas

**Small and Medium Business Park of  
Litohoro, Greece**

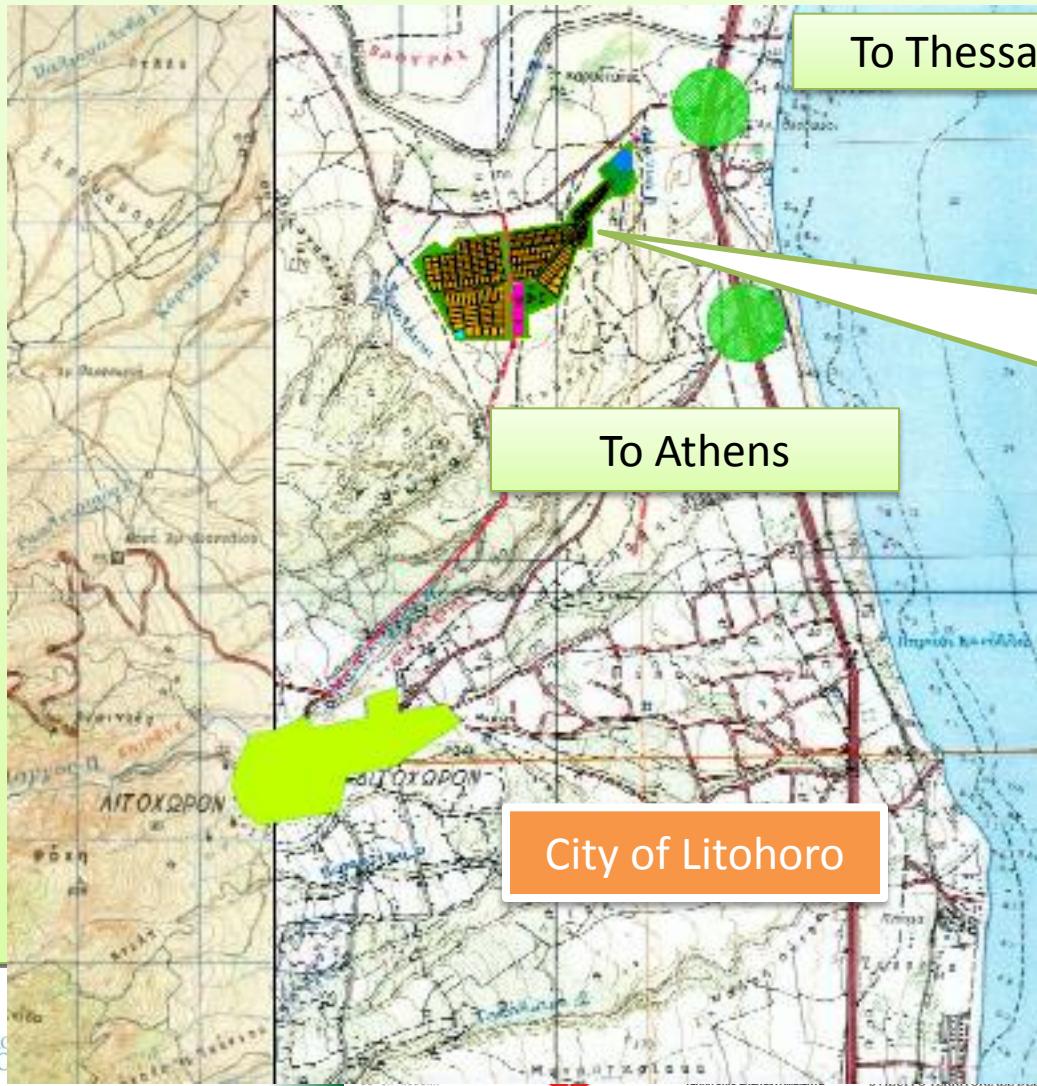
**Steps to a Green Marketing Plan**



# Small & medium business park in Litohoro



# Small & medium business park in Litohoro



**Small & Medium Business  
Park**

**Litohoro, Pieria, Greece**

# Small & medium business park in Litohoro



valencia

# Small & medium business park in Litohoro

## Business Units currently established in the Park

- Aluminum thermal isolation / sound-proof systems (window frames etc)
- Photovoltaic systems development
- Timber processing
- Concrete and asphalt (road paving) production
- Tent and sun protection systems manufacture and trade
- Furniture production
- Auto repair and service workshop

# Green Marketing Plan for the Litohoro Business Park

## 1. Define your mission statement

*On what purpose?*

- ✓ Present your environmental commitment
- ✓ Express a high priority on the needs and satisfaction of your customers
- ✓ Provide information to regulate activities for your business
- ✓ Provide motivation and convince your employees



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# Green Marketing Plan for the Litohoro Business Park

## 2. Learn about your company and your customers

### *On what purpose?*

- ✓ Analyze the internal success factors (resources, capabilities, products)
- ✓ Analyze the external success factors (total market size, market share of your SME products etc)
- ✓ Current and potential customer profile
- ✓ Define your strengths / weaknesses / opportunities / threats

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# Green Marketing Plan for the Litohoro Business Park

## SWOT Analysis Matrix of the Litohoro Business Park

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>✓ Energy Saving</li><li>✓ Quality image</li><li>✓ Green Marketing (Business) Plan on a 10-year horizon</li><li>✓ Involvement of all staff to the Green Marketing Project</li></ul>	<ul style="list-style-type: none"><li>✓ "Green" strategies are high cost investments and may be no liquidity for adopting them</li><li>✓ Certain green strategies have a long-term projection to the enterprises profit</li><li>✓ Problematic institutional framework / bureaucracy</li><li>✓ No promotion activity due to lack of funds</li></ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>✓ Better enterprise Image</li><li>✓ Increase of green sales</li><li>✓ Gain new consumers and increase market share</li><li>✓ Possibility of green funding</li></ul>	<ul style="list-style-type: none"><li>✓ Crisis leads to green products sales reduction</li><li>✓ Local markets must follow the green international trends otherwise will be isolated and lose share of the consumers</li><li>✓ The implementation of green marketing strategies must be accurate otherwise through media a possible mistake can be widely spread</li></ul>

# Green Marketing Plan for the Litohoro Business Park

## SWOT Analysis Matrix of an SME in comparison with Bigger Enterprises

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>✓ Can be more flexible on decision making</li> <li>✓ Flexible working practices</li> <li>✓ Produces its products domestically and can control its quality most essentially</li> <li>✓ Can be more flexible on pricing policy</li> </ul>	<ul style="list-style-type: none"> <li>✓ Competitors with higher turnover and/or profitability, market share and/or know-how, have greater ability of adopting "green" strategies</li> <li>✓ Competitors have better distribution networks</li> <li>✓ Bigger enterprise can spend more on communication, advertising and promotion strategies</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>✓ With respective investment on Green strategies an SME could gain a competitive advantage</li> <li>✓ An SME could exploit easier and better the dynamic of innovative ideas</li> <li>✓ An SME can focus on niche markets (carefully pinpointed market segments to maximize profit)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Crisis</li> <li>✓ Declining trend on market size</li> </ul>

# Green Marketing Plan for the Litohoro Business Park

## 3. Develop your marketing strategy

### *What are the options?*

- ✓ Choose from a number of strategies those elements that match your own company's profile and create your tailor – made strategy



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# Green Marketing Plan for the Litohoro Business Park

## Lean Strategy

Create a lower-cost competitive advantage

## Defensive Strategy

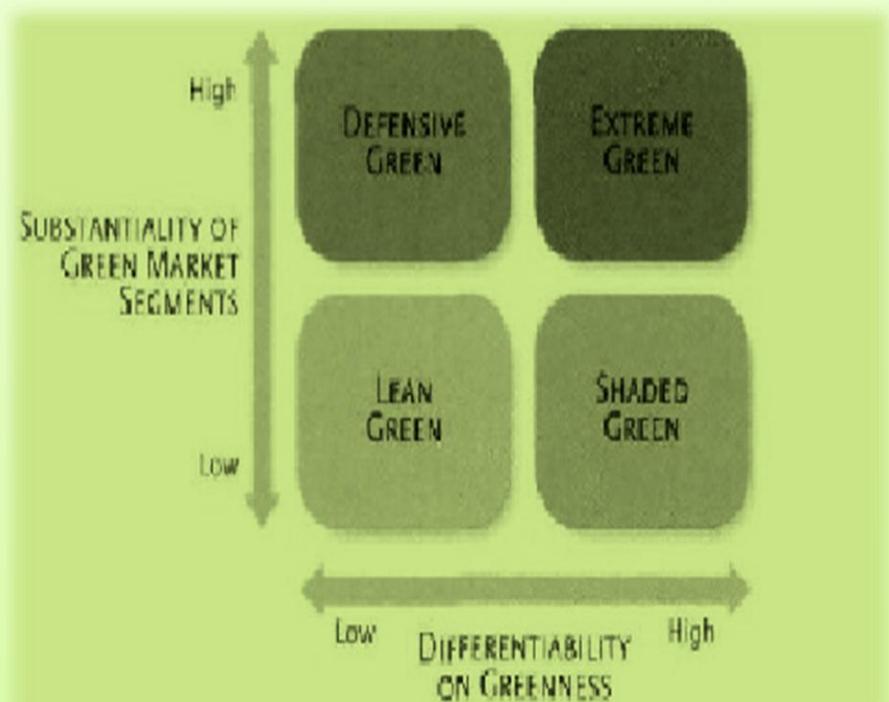
Engage in activities such as sponsoring smaller environmental friendly events and programs

## Shaded Strategy

Focus on having long-term, system wide, environmentally friendly processes that require both significant financial and non-financial commitment

## Extreme Strategy

Focus on practices that include life-cycle pricing approaches, total-quality environmental management and the manufacturing for the environment



# Green Marketing Plan for the Litohoro Business Park

Strategies / Factors	Freezing Financial resources	Staff Training	Green Technology Development	Green Structure Usage	Environmental Management Standards	CSR	Green Products Characteristics	Green Advertising Campaign
<b>Lean Green</b>	Not Always Required	Basic	Low	Elementary	🚫	🚫	1 product	🚫
<b>Defensive Green</b>	Low	Basic	Medium	Basic	✓	🚫	2-3 products	✓
<b>Shaded Green</b>	Medium	Medium	Average	Average	✓	✓	Green categorized production line	✓
<b>Extreme Green</b>	High Levels of Investment	High, Involvement of All employees	High	High	✓	✓	Green every aspect of production	✓

# Green Marketing Plan for the Litohoro Business Park

## Special Actions to be adopted for the Green Marketing Plan's Strategies accomplishment

- Consider all the factors for success
- Think both short term and long term and in a multi-dimensional way
- Think about the enterprises reputation, customer loyalty, the cost of customer acquisition
- Learn from your experiences and make actions when the time is right
- Train your employees / make them part of the “green” process
- Set your goals and be committed to them
- Make commitments to the social partners and the stakeholders

# Green Marketing Plan for the Litohoro Business Park

## Foreseen actions for the Litohoro Business Park

- Internal road network
- Sewage network
- Rainwater network
- Waste treatment plant
- Water supply network
- Landscape development
- Connection to utilities' network
- Wastewater treatment plant at maximum potential
- Recycling
- Photovoltaic park development which will connect 60% of the businesses in the initial phase & all facilities in the following years
- Energy saving activities foreseen to be implemented by the enterprises in the park
- Consulting for ISO 14001 and EMAS certification



# Green Marketing Plan for the Litohoro Business Park

## Conclusions

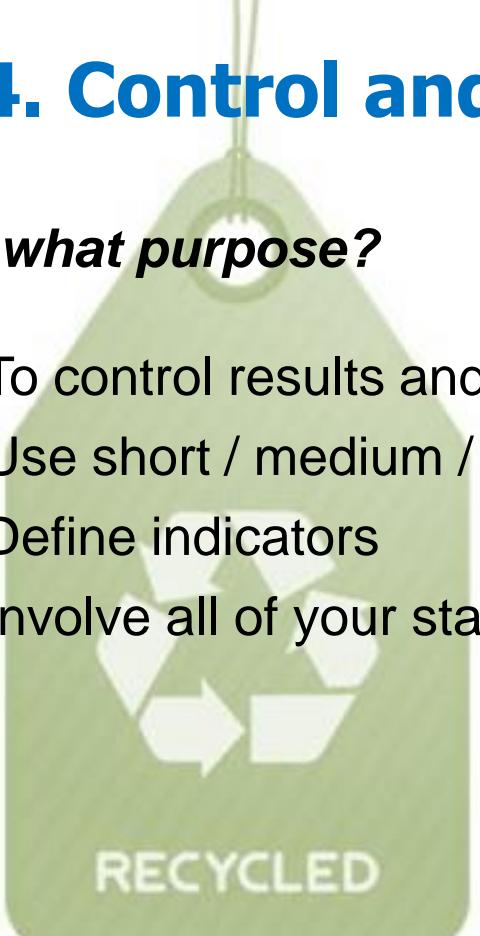
- An enterprise getting into a Green Marketing portfolio must be totally aware of what is been expected by its customers as well as the society
- Green Marketing strategy should commit everyone in the enterprise management
- The principles of a Green Marketing Strategy should be strictly defined and controlled periodically
- The green marketing principles must be communicated to all stakeholders and to the public

# Green Marketing Plan for the Litohoro Business Park

## 4. Control and evaluate your work

### *On what purpose?*

- ✓ To control results and prevent risks
- ✓ Use short / medium / long term checkpoints
- ✓ Define indicators
- ✓ Involve all of your staff



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# Green Marketing Plan for the Litohoro Business Park

## Creation of Green protocols within the IA in the following 3 years

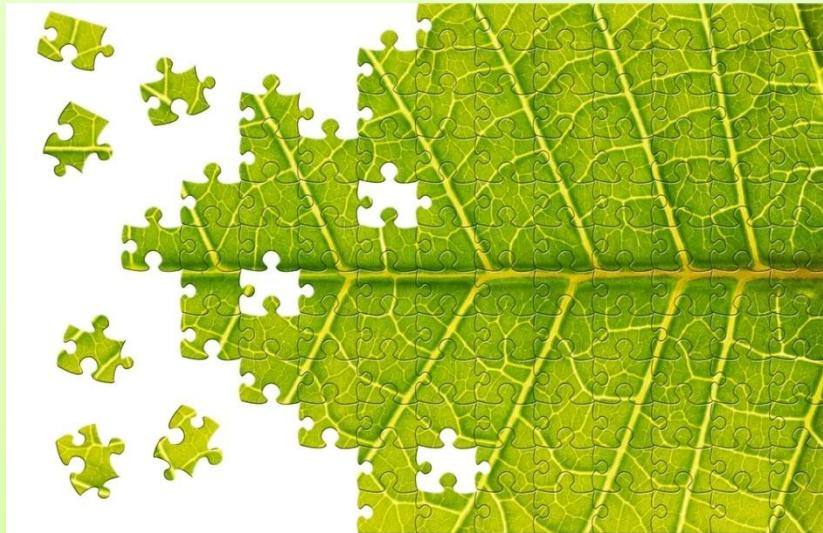
- Creation of green guidelines manufacturing protocol
- Guidelines creation for management green equipment
- Creation of motives for the use of Renewable Energy Sources (RES)
- Creation of effective waste management standards Implementation of green policies regarding the logistics
- Development of green corporate culture protocols for the employees



# Green Marketing Plan for the Litohoro Business Park

Do not forget: the most important is to communicate to your customers your Green Practices

**MAIN MEDIA COMMUNICATION MOTTO**  
**GREEN SUSTAINABLE DEVELOPMENT / GREEN BUSINESS GROWTH**



# Thank you for your attention!