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

Dr. Kostas Konstantinou, ANATOLIKI s.a.
Christos Karabatsos, Penny Mikelopoulou, HIGH FIDELITY s.a.

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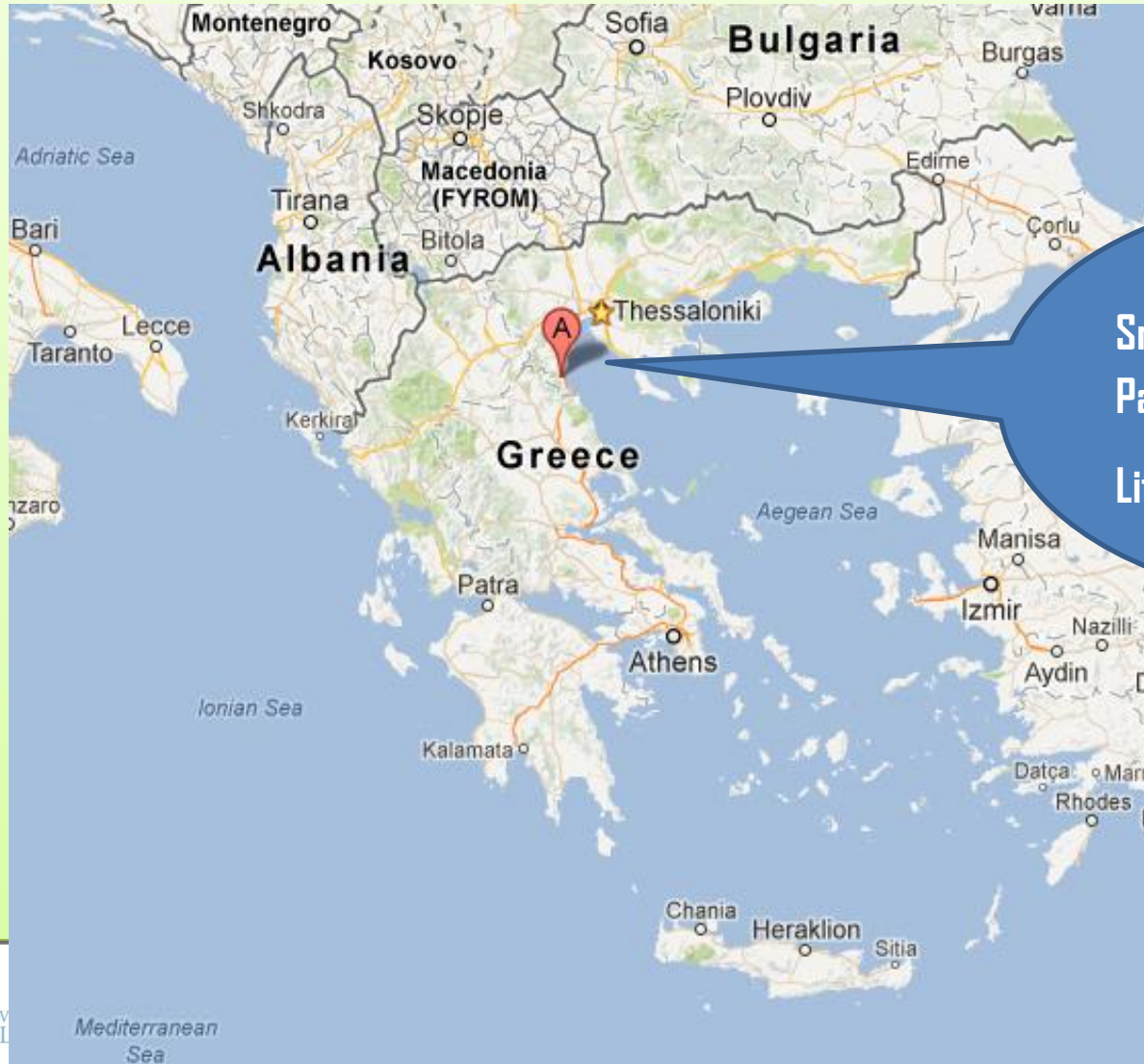
Green Marketing for eco-industrial Parks and Productive Areas

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

Steps to a Green Marketing Plan



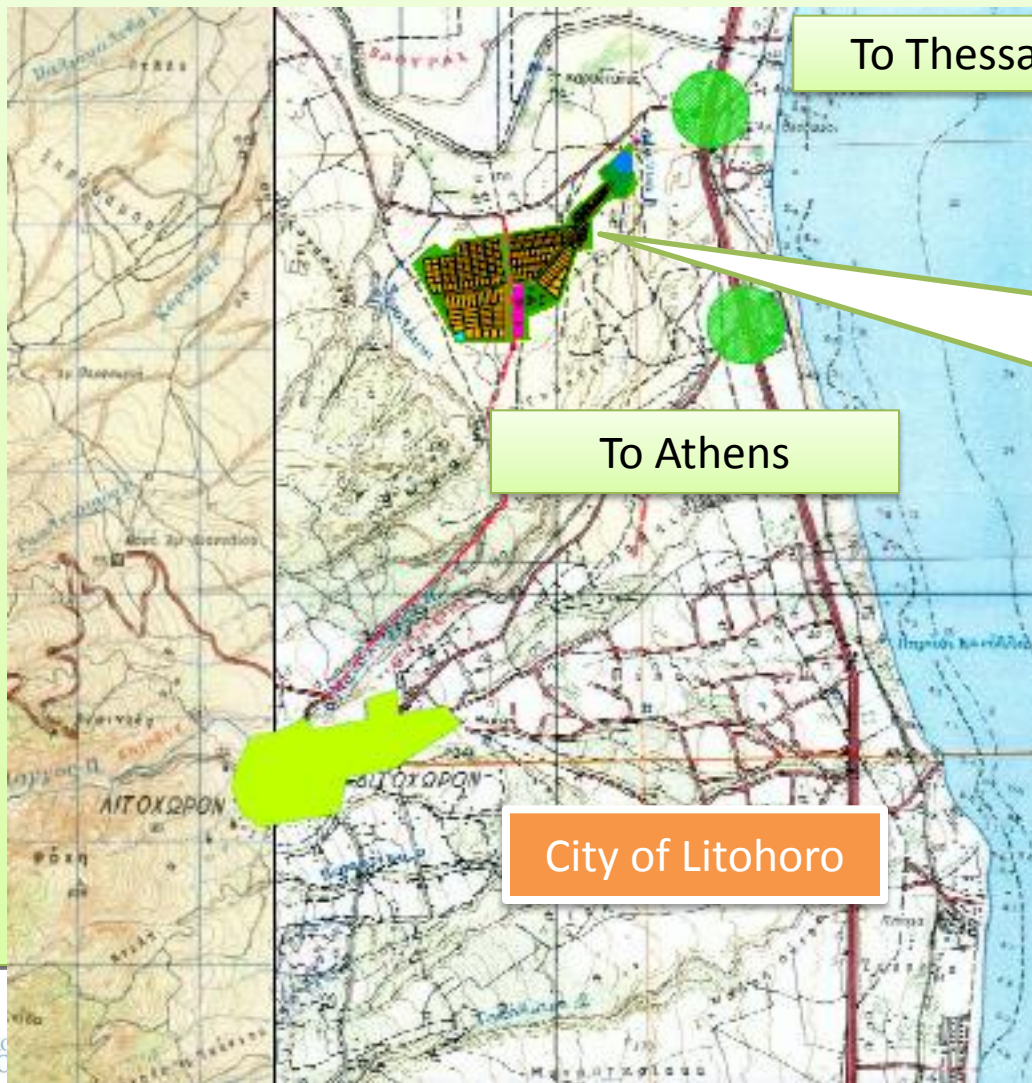
Small & medium business park in Litohoro



**Small & Medium Business
Park**

Litohoro, Pieria, Greece

Small & medium business park in Litohoro



To Thessaloniki

To Athens

City of Litohoro

**Small & Medium Business
Park**

Litohoro, Pieria, Greece

Small & medium business park in Litothoro



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 Litoro 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



Green Marketing Plan for the Litororo 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



Green Marketing Plan for the Litorho Business Park

SWOT Analysis Matrix of the Litorho Business Park

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

Green Marketing Plan for the Litorho Business Park

SWOT Analysis Matrix of an SME in comparison with Bigger Enterprises

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

Green Marketing Plan for the Litororo 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 Litorho Business Park

Lean Strategy

Create a lower-cost competitive advantage

Defensive Strategy

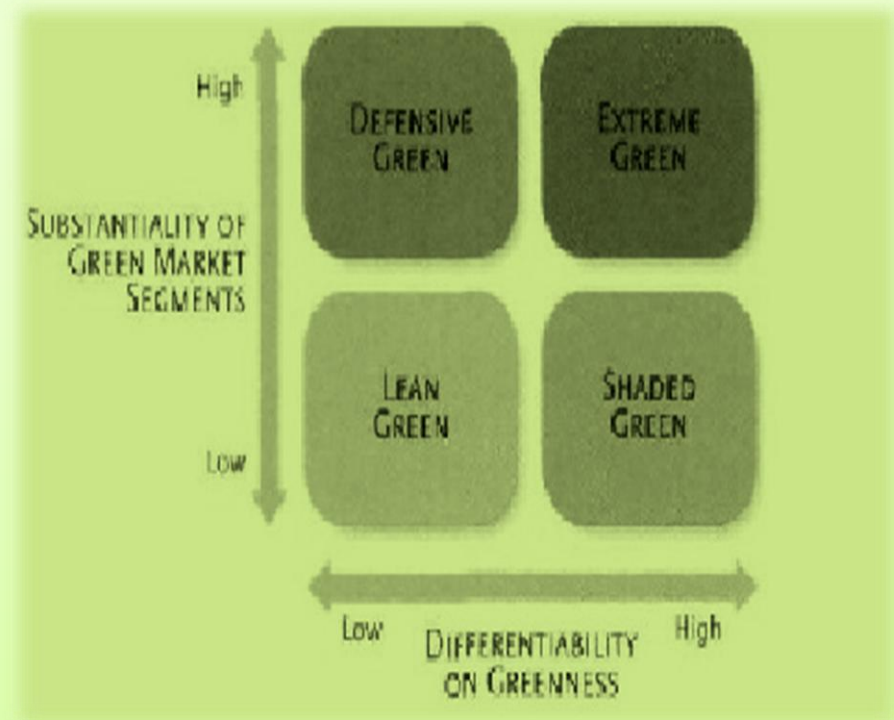
Engage in activities such as sponsoring smaller environmental friendly events and programs

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 Litorho 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
Lean Green	Not Always Required	Basic	Low	Elementary			1 product	
Defensive Green	Low	Basic	Medium	Basic	✓		2-3 products	✓
Shaded Green	Medium	Medium	Average	Average	✓	✓	Green categorized production line	✓
Extreme Green	High Levels of Investment	High, Involvement of All employees	High	High	✓	✓	Green every aspect of production	✓

Green Marketing Plan for the Litororo 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 Litororo 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 Litororo 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



Green Marketing Plan for the Litorho 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

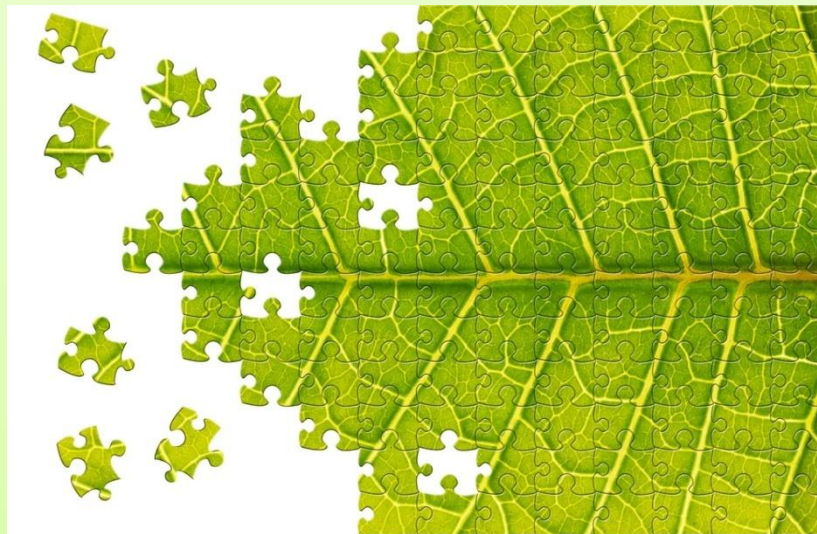


Green Marketing Plan for the Litorho Business Park

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!