

GREEN MARKETING 2.0



Strategy used by corporation to
increase their business

Green MKTG objectives & tasks

Marketing strategy focusing on:
Environmental Sustainability
Ecology

green mktg must meet two objectives

Improving environmental quality
Meet the consumer needs

MARKETING IN THE PAST

Finding ways to consume more!

GREEN MARKETING

Understand how to consume less (better)!



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GREEN PARADIGM



REDUCE



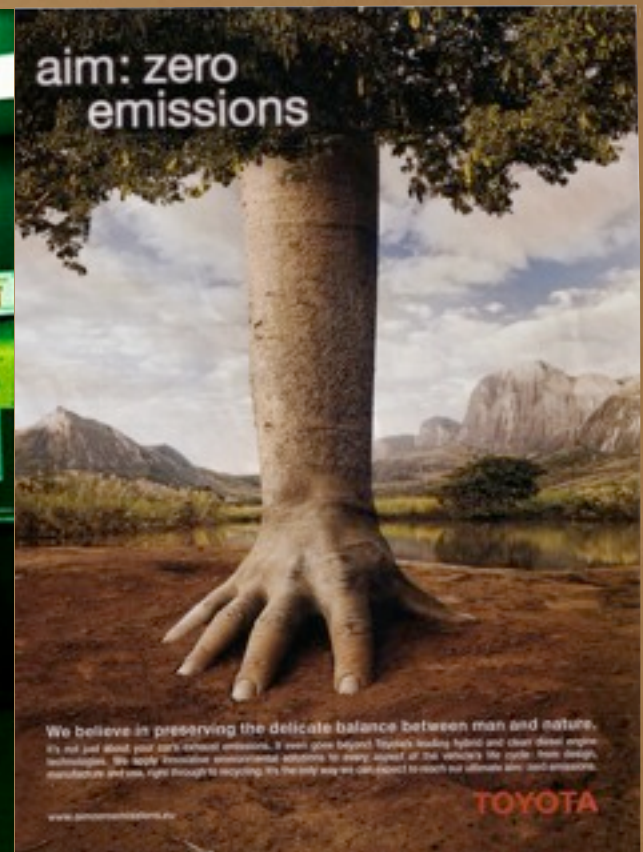
REUSE



RECYCLE



GREEN MKTG vs GREEN WASHING



 **PROFITS**

 **AUTHENTICITY**

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Today, brands are trying to inform consumers about the environmental problems

To what end?

Creating demand for green products

WHAT ARE THE MAIN OBSTACLES TO PURCHASE "GREEN"

- KNOWLEDGE consumer is not always informed on the alternative green
- NEGATIVE PERCEPTIONS of the quality and performance of green products
- DISTRUST OF THE TENDENCY which sooner or later everything will turn green
- HIGH PRICES compared to standard products
- Sometimes is DIFFICULT TO FIND A GREEN ALTERNATIVE

GREEN MARKETING 2.0



Look to Digital economies opportunities



Uprising value of the “green consumer”

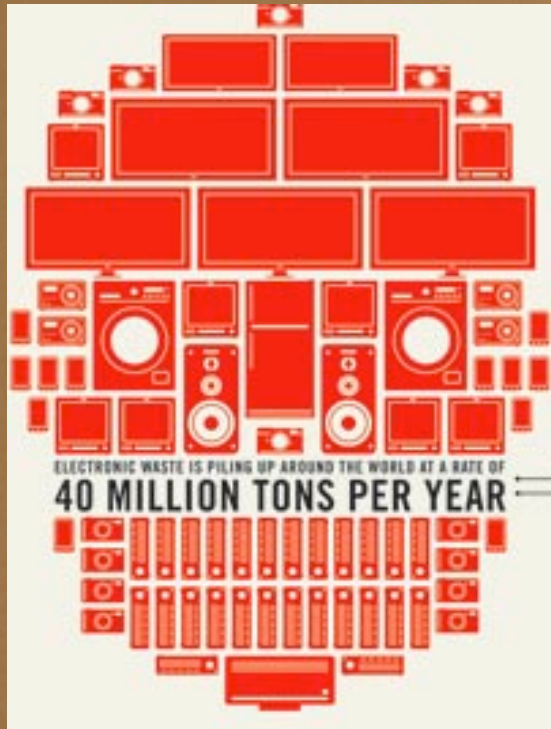


Economic downturn push

GREEN OR NOT PUSH



GREEN TECH



Inform
Inspire
Involve



Challenges

- E Waste
- Digital Divide
- Energy Waste and Emissions

Opportunities

- Paper Less
- Telecommuting Telepresence
- Micro Enterprise

THE GREEN CONSUMER



**NO LONGER
JUST A NICHE**

- HI TECH/SCIOIAL
- PROSUMER/DIY
- ACTIVE/INFORMED

GREEN JOBS



Jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources.

Jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or use fewer natural resources.

5 BASE RULES OF GREEN MARKETING

-  Knowing the customer
-  Empowerment of the consumer
-  Being transparent
-  Certify vendors
-  Pay attention to the cost increase

GEEN MARKETING 4S

📌 SAFE PRODUCTS

📌 CUSTOMER

SATISFACTION

📌 SOCIALITY OF A PRODUCT

📌 SUSTAINABILITY



Do not let normal things look Green

Just let Green things look Normal!



THANKS!

